

WEBINAR
SERIES **FOR ARTS**
PRESENTING



Finding an audience

The Continuing Adventures of Marketing
by ronnie brown

Reminders

You can hear us, we cannot hear you!

Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question or comment? Use the chat box, any time.

Downloads

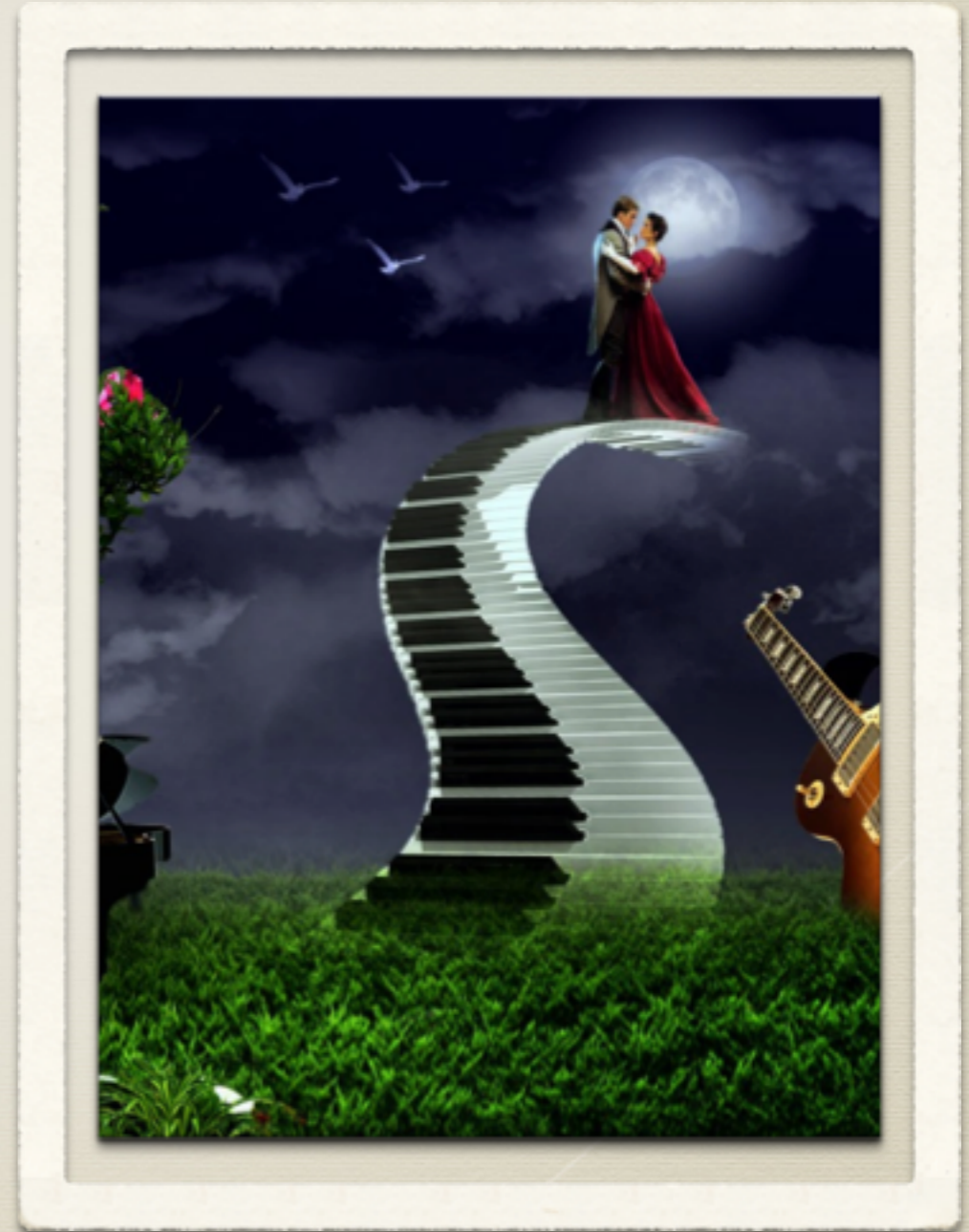
- Slide presentation

TWO AIDS GOING FORWARD

- * Passion: having the will, drive and the love
- * Research: skills and tools to dig deep and help reduce the risk

Passion

- * It's what attracts us to artists
- * It's what artists can convey to audiences
- * It's what audiences feel when experiencing performances
- * It's a feeling we share



Passion

- * comes from the heart
- * allows us to feel the human experience
- * allows audiences to connect with artists and allow mistakes to be part of the human experience
- * art is not perfect because we are human
- * audiences respond to performances with heart

Research

- * Provides essential information for problem solving or gaining knowledge
- * Is the basis of civilization

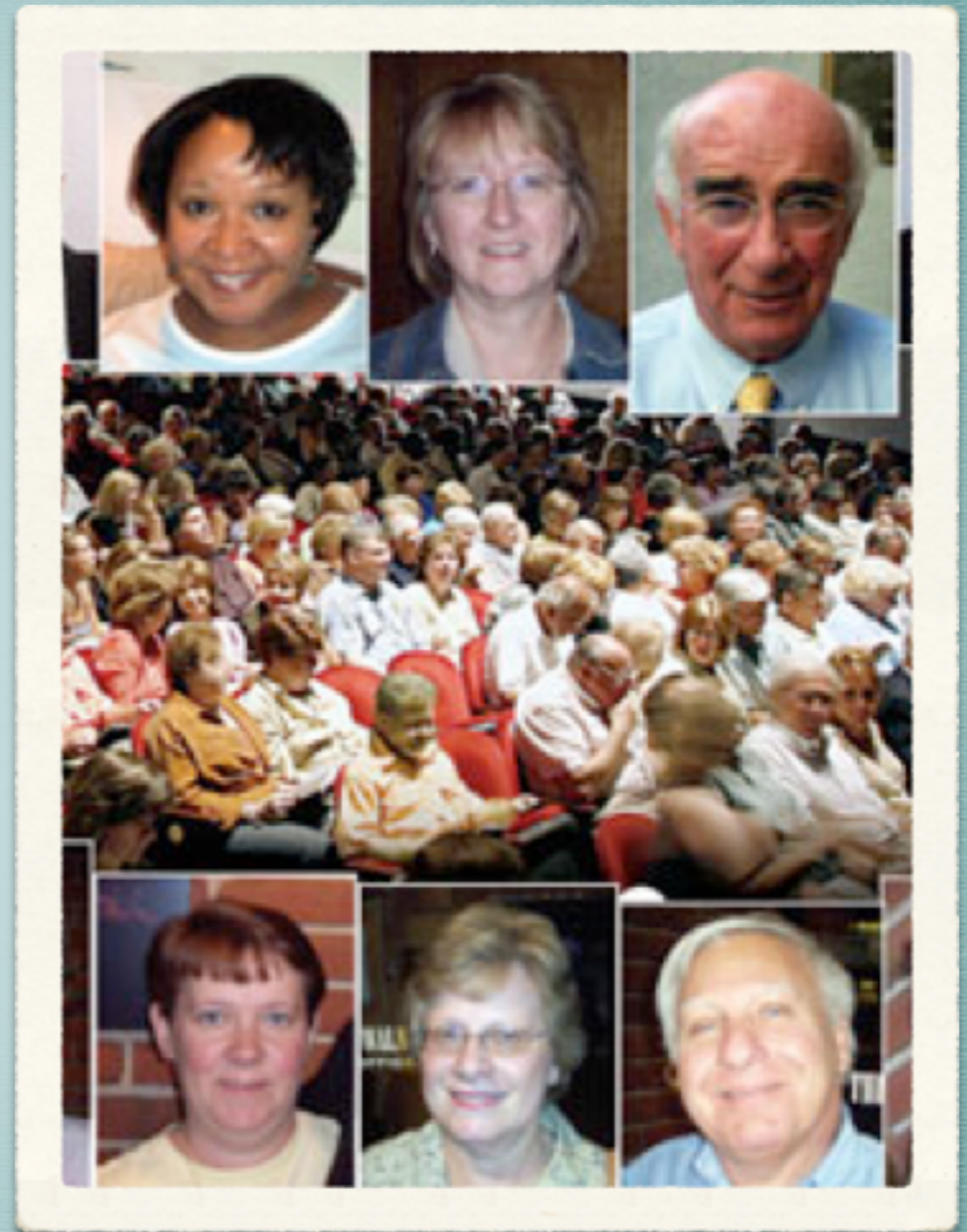


Research

- * understanding the bio's of artists or works
- * understanding the impact on the audience/individual
- * understanding how the artist and audience connects pre and post performance

Before you can find an audience

You need to research an....





Artist!!!

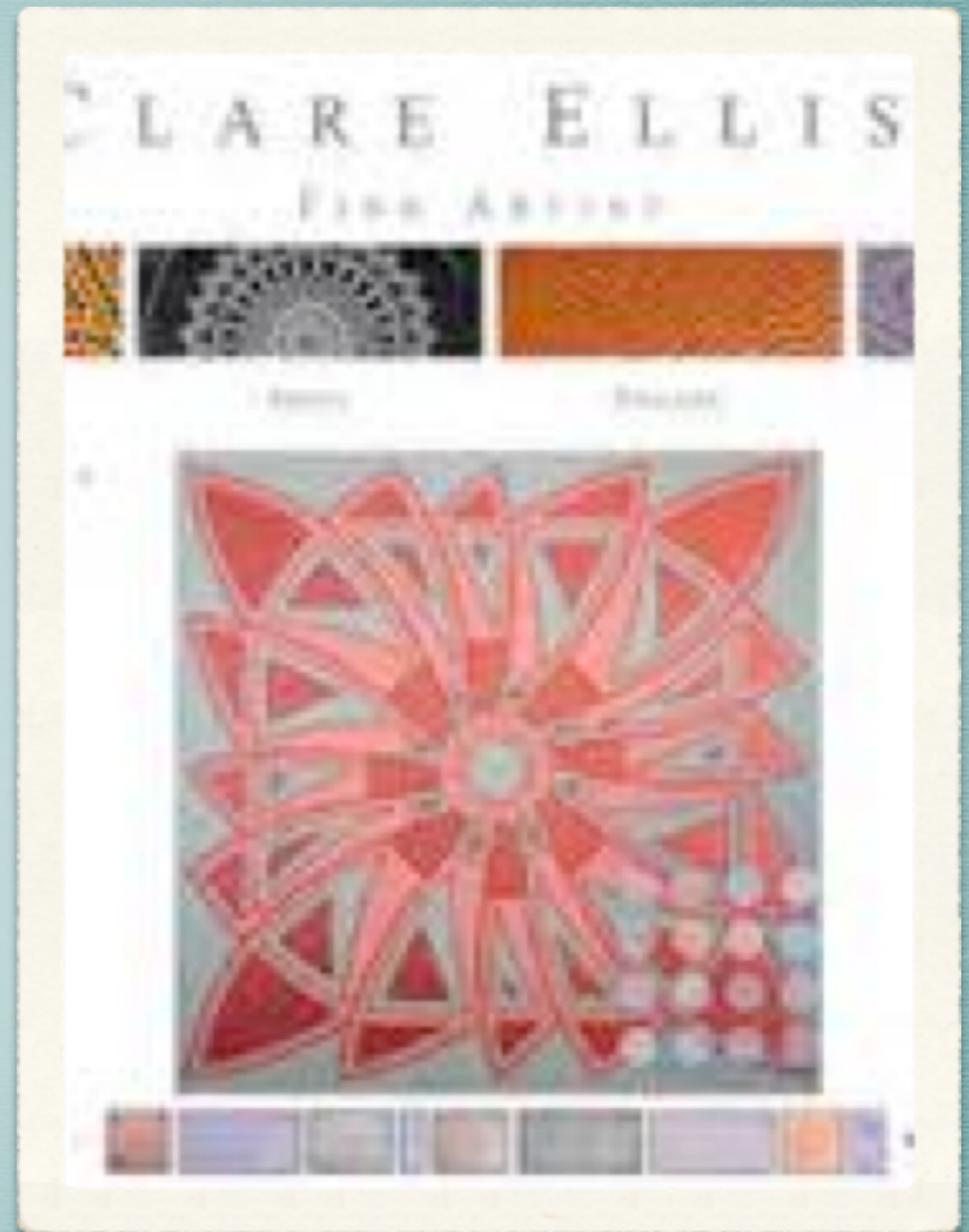
Or piece of work!!!

Start on the Artist Website

Check biography and determine the general audience

Check history re: albums sold, touring history, ticket sales found on pollstar

Check for media penetration



Provide knowledge

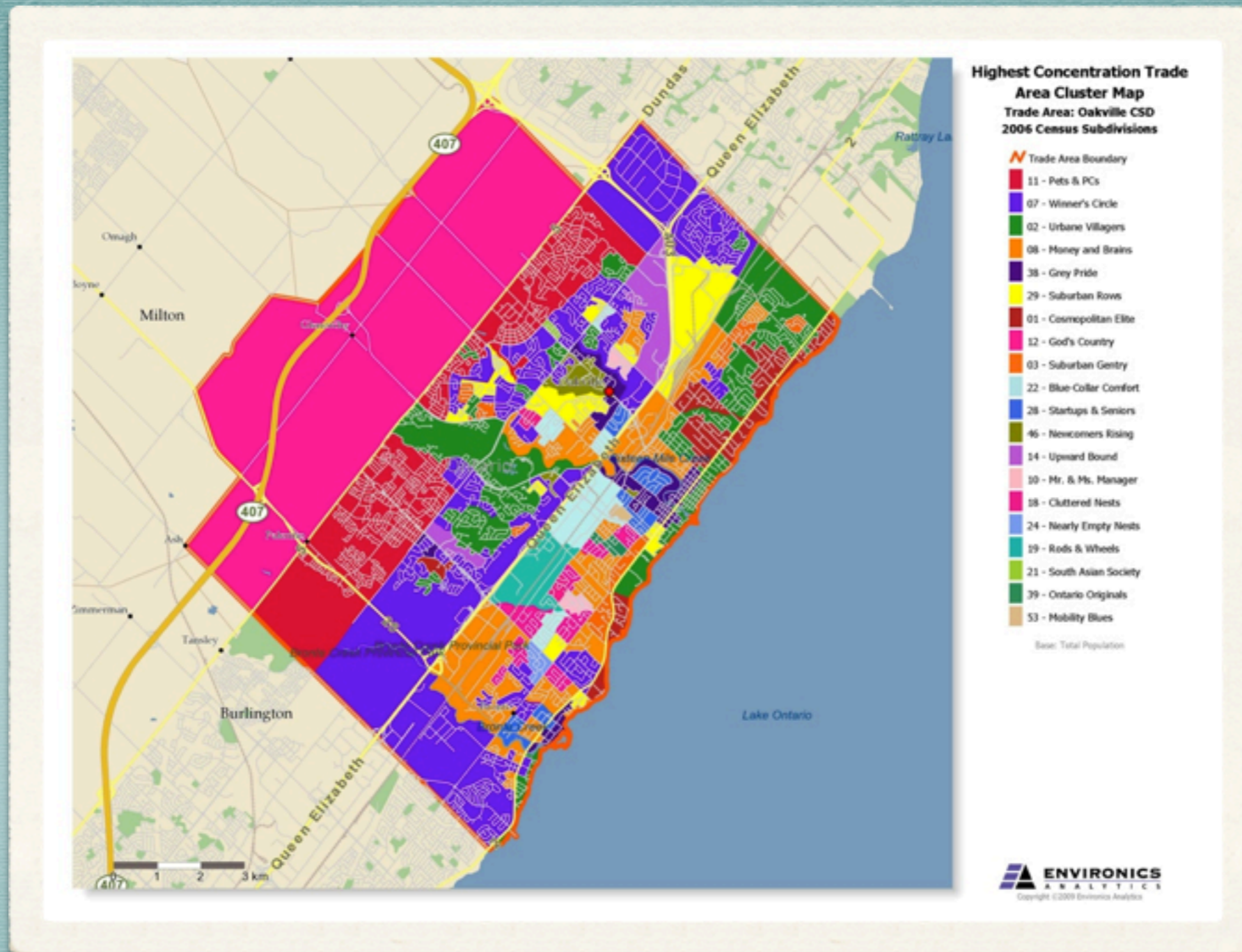
- * From the artist website, pull out pertinent up to date content you can provide your audiences along with youtube footage and/or artist interviews
- * use any artist blogging to understand the relationship with audience
- * check into any outreach activities an artist is willing to work on to help build an audience
- * use passionate language when advertising/knowledge



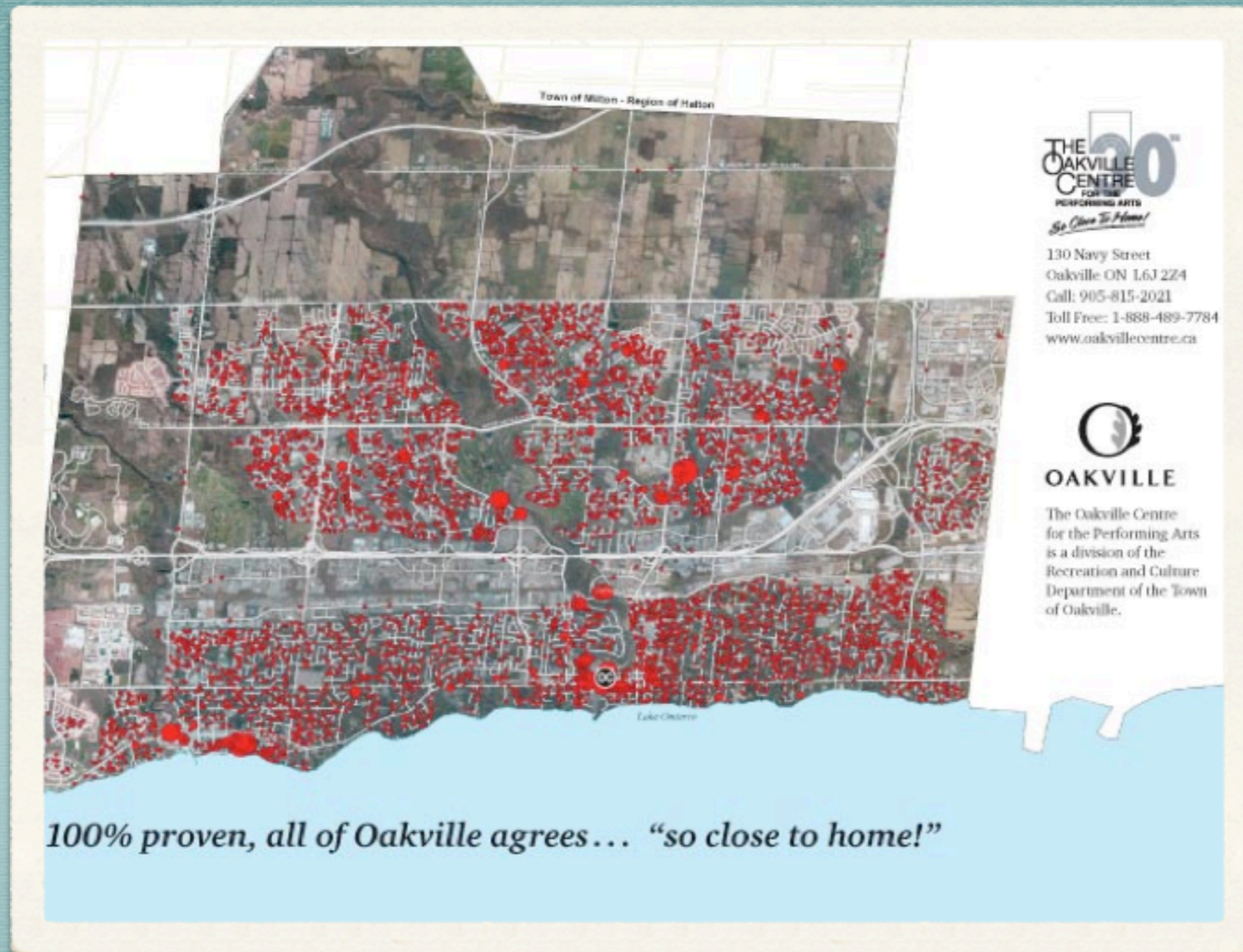
When Looking for New Audiences

Understand what segment you already draw from

- * know your demographic audience, who, where and what they are
- * take journal notes at targetted genre performance and build a demographic catalogue
- * plot potential partners who have an audience yur are looking for



Develop what makes up your community
Demographically



Plot the past three year sales period
Understand your community sales

OBSERVATIONAL TOOLS

- **HOW THEY DRESS:
DESIGNER OR HIP OR CHIC
OR RELAXED**
- **WHAT THEY TALK
ABOUT: MUSIC OR EVENTS
OR PAST TIMES**



OBSERVATIONAL TOOL

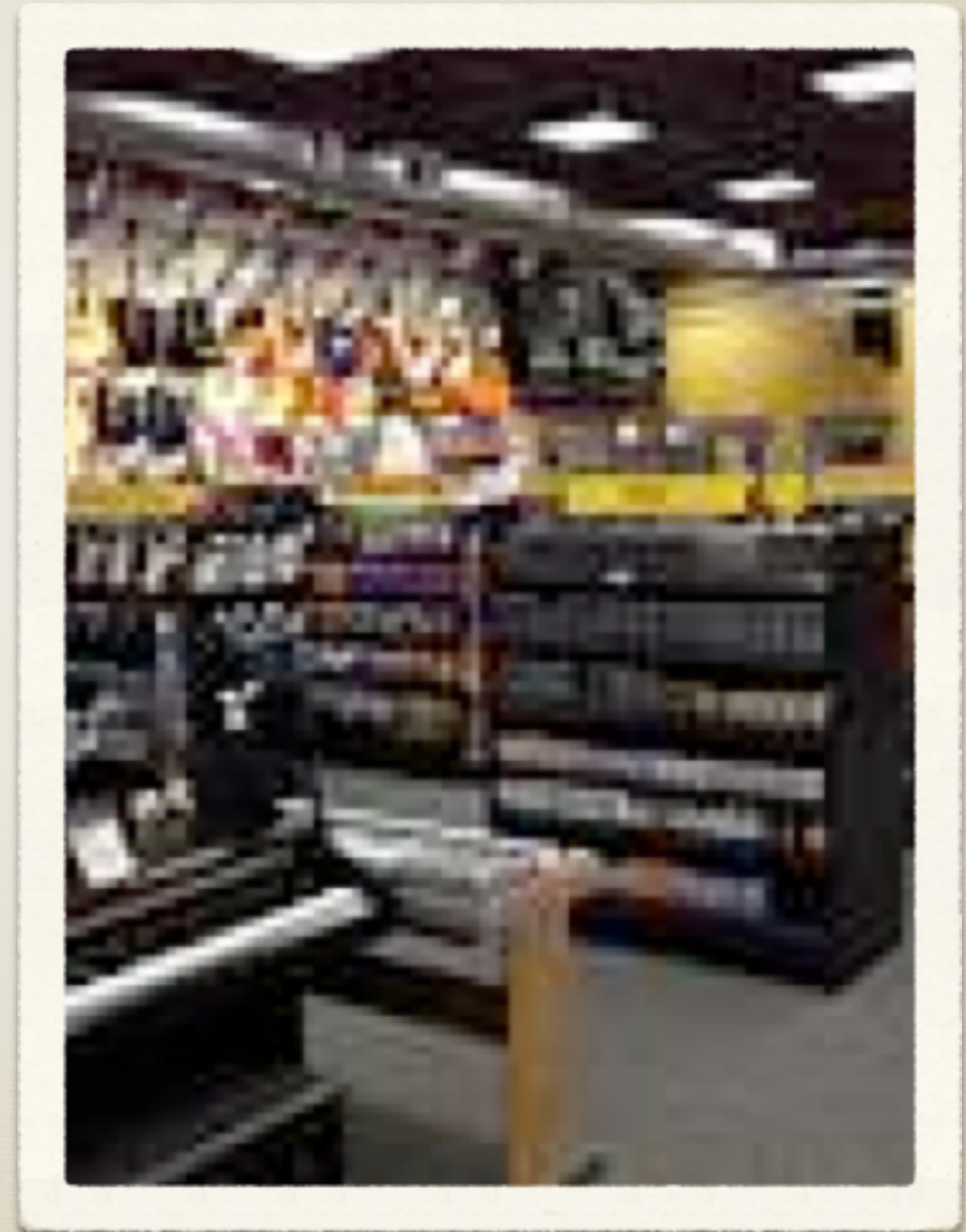
- CHECK YOUR PARKING LOT DURING DIFFERENT PERFORMANCES AND LOOK AT AUTOMOBILES



- **LOOK AT THE APPROXIMATE AGE OF THE AUTOMOBILES**
- **LOOK AT WHAT MODELS/MAKES OF THE AVERAGE AUTOMOBILE**
- **MAKE GENERAL ASSUMPTIONS IE. A VEHICLE WORTH \$30,000+ IS THE AVERAGE FOR A TWO INCOME EARNING FAMILY**

Community partnerships

- * Catalogue community social groups and clubs
- * Find partnerships that will benefit audience growth





Asked about client demographics
for music lessons and equipment buying



Discovered a large demographic
Who were playing guitar in their basements

Once the demographic was discovered as 45+

- * programmed guitar legends
- * found out that from that demographic, they appreciated great guitar players from prog rock, rock and blues.



Once you have identified a new audience

- **ESTABLISH COMMUNICATIVE RELATIONSHIPS WITH YOUR AUDIENCE MEMBERS**
- **GETTING TO KNOW THE REGULARS AND THEIR NEEDS**
- **ANSWERING ALL THEIR QUESTIONS AND ONCE THERE IS FAMILIARITY...ASKING QUESTIONS**

QUESTIONS REVOLVE AROUND

- FAMILY
- CAREER
- LIKES...MUSIC,DANCE,DRAMA ETC.
- HOW OFTEN THEY ATTEND PERFORMANCES
- WHO THEY ATTEND SPECIAL EVENTS WITH
- HOW YOUR CONCESSIONS DO PER PERFORMANCE



Patrons will respond when personal rewards are met...be it a quest for knowledge or the opportunity to be social

Talk to your audience and provide feedback opportunities



MODERN DAY DEMOGRAPHIC GIFTS

USING DEMOGRAPHICS

- GIVES INSIGHT TO THE TYPES OF PROGRAMMING WANTED BY THE COMMUNITY
- HELPS US COMMUNICATE AND UNDERSTAND OUR LARGEST PATRON AUDIENCE
- ALLOWS US TO DEVELOP TARGET MARKETING PLANS
- SHOWS US THE AUDIENCES WE ARE NOT ATTRACTING AND HELPS US RESEARCH HOW TO ATTRACT THEM

Feedback Survey & Next Session

- Please take a moment and share your thoughts on this webinar...

[TAKE THE SURVEY](#)

- Join Ronnie Brown on **March 2** for an intermediate level webinar ***Building the Cultural Army***

[SIGN UP NOW](#)

Next Month...

SOCIAL MEDIA

February 17, 2016 :

Getting started on social media - [Sign up!](#)

February 24, 2016:

Creating compelling online content - [Sign up!](#)