

AUDIENCE BUILDING & COMMUNITY ENGAGEMENT

In the arts

MANAGE YOUR EXPECTATIONS

- **Declining audiences**
 - Overall rate of participation in “benchmark” arts dropped 8% 1992-2012 (41% to 33% of Americans)
- **Why?**
 - Waning arts education
 - Changing demographics
 - Competition for leisure time (including 25% MORE arts groups)
 - Technology boom (more people experience the arts virtually, rather than in person)
- **Where is your money coming from?**
 - Earned income: ticket sales, merchandise, food/alcohol, etc. (25-50%)
 - Supplemental income: individual donations, foundations, etc. (50-75%)

KNOW YOURSELF

- Vision
- Strategy
- Budget—*not a barrier!*
- Know your story by heart
 - Why are you doing what you are doing?
 - Why does what you're doing matter?
 - Who are you trying to reach? (Hint: the answer is NOT “everybody”)
- Why should you care?
 - You are all ambassadors for this art form and have a stake in your group or organization
 - In fact, YOU ARE AN ORGANIZATION, and your audience is your patron
- What communities are you a part of?
- What audiences are you a part of?
- How do you hear about events?

KNOW YOUR AUDIENCE

- There is no one approach for all artists or audiences
- MARKET RESEARCH
 - Age
 - Gender
 - Location
 - How did they hear about you?
 - Other interests
- Surveys, raffles with donated prizes
- Who's coming?
- Who's NOT coming?
- Are YOU your ideal audience member?
- Where do people congregate?
 - Libraries
 - Places of worship
 - Schools (parents too)

ENGAGE

- TELL YOUR STORY
- What communities are you a part of?
- What audiences are you a part of?
- Become a member of other communities
- Be physically present and speak well
 - Public Speaking Workshop next Thursday at 12pm, Salon—pizza!
- Leave “breadcrumbs”
- Identify your “ambassadors”
- Engagement vs. Filling the House
- Remove barriers / allow multiple points of entry
 - But focus on what you can actually change or improve, in line with your mission, goals, and vision

WHAT BARRIERS?

TARGET AUDIENCE	AUDIENCE-BUILDING GOAL	RELEVANT FACTORS
Disinclined	Diversify	Perceptual (indifference, familiarity, elitist)
Inclined	Broaden	Practical (time, money, travel)
Current audience	Deepen	Experience (personalize, engage)

PERCEPTION



San Francisco Girls Chorus
marketing photo comparison

DIGITAL MARKETING

- Not budget limited!
- WEBSITE
 - Two website-building workshops: **11/19 (C01) & 12/9 (207), 12-12:50pm**
- E-blasts
 - [MailChimp](#)
 - Know the standard open rate for your industry
 - Subject line
 - The fine line of spam
- Viral marketing—get others to market on your behalf
- Social media
- Comps
 - Promo codes
 - Giveaways
 - What are YOU getting in return?

PHYSICAL MARKETING

- Business cards
- Postcards
- Posters
- Stickers
- T-shirts
- Other merch
 - Be creative, unique, personalized
- Ad trades
- Print ads (newspapers, etc.)

SOCIAL MEDIA

- Not (primarily) for advertising
- **ENGAGEMENT:** Tell stories, build community
- Post when you have something to say
- Have a consistent voice
- Post regularly and at effective times
 - Tues-Thurs, 10-3pm
 - Hootsuite
- Alvin Ailey American Dance Theater

SUMMARY

- You are building relationships
- Don't let your budget be a barrier
- Adapt your message to your target audience
- Allow multiple points of entry
- Be objective about yourself
- KNOW YOUR AUDIENCE
- ENGAGE WITH YOUR COMMUNITY

QUESTIONS?

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