

# Creating an effective marketing strategy

...or “how to be less invisible...and earn more money”

# Agenda 10:00 – 1.00

Recap last session

Stories

Define Marketing strategy

Creating a marketing strategy Part 1

Who are you trying to reach

Understanding Audiences

**12.00 short break**

Creating a marketing strategy Part 2

Marketing Plan

Task for 1-1 sessions

**1.00 CLOSE**

*Last time....*

## **HOMEWORK....**

- Spend time with the Action Plan template
- Refine the top three
- Break them down even further- give **everything** a deadline
- Report back on them to Abigail/Diana
  
- What will you do differently right now?

# Today

## Developing a marketing strategy

- It starts with telling stories
- It definitely needs to be about the 'customer' (audience too)
- And it's certainly about money

# Stories

# So what is a Marketing Strategy

...and why is it important?

We'll cover

- What it is
- What marketing is
- Why align to organisation goals
- What areas of work a marketing strategy might cover

By the end of the session you will have the tools to develop your strategy and get you well on the way to developing a marketing plan

## Definition of a marketing strategy

*A marketing strategy is a process or model to allow a company or organization to focus limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage*

# What is marketing?

“Marketing is the process of communicating the value of a product or service to customers or audiences. A good marketing plan will allow you to meet your goals and the needs of audiences. It encourages you to consider the audience perspective as you plan your activity. You should look at things like choice of activity, where and when the activity will take place, possible costs for the audience, and methods of involving and communicating with potential audiences and participants.” *Arts Council England guidance*



# What is marketing?

The 4P's of marketing are

Product,

Price,

Promotion

Place.

# Creating a Marketing Strategy

# How to get there, Part 1

Objectives – setting clear marketing goals

- Based on your business plan/strategy
- Increasing income by getting and increasing customers/audience

Knowing your customers

- Understanding who they are
- What they need or want that you offer
- How you persuade them to buy/visit/take part/invest
- ESSENTIAL part - market research

# Defining your organisational offer

- What is your promise?
- Build on what we looked at last time – what is it that you do that people want or need?

# Your promise should be:

- The length of a tweet
- Easy to remember
- Easy to repeat
- Accurate
- Informative
- Triggers an emotion people want to have
- **It is not another word for Mission Statement**

# Exercise

- Create a short statement – ideally no longer than 140 characters - that encapsulates your organisational offer

Who are you trying to reach?

# Why are you trying to reach them?

Why do **you** need to reach them

- Audiences
- Investors
- Advocates
- Funders
- Partners



# Audiences

# Understanding Audiences

Part of your marketing plan will be focused on how to reach actual 'audiences'

- There **are** difference in the arts and cultural sector
- More of an emotional connection
- Not always 'transactional' in a money sense

# Two key tools

Arts audiences:  
insight

Arts Council's segmentation  
13 groups  
3 levels of engagement



the audience agency

How can we help?

Events + Training

Audience Spectrum  
10 new culturally active segments  
Adds in MOSAIC data

**Highly engaged**

Urban arts eclectic

3%

Traditional culture vultures

4%

**Some engagement**

Fun, fashion and friends

16%

Bedroom DJs

2%

Mature explorers

11%

Mid-life hobbyists

4%

Dinner and a show

20%

Retired arts and crafts

4%

Family and community focused

9%

attend and may also participate

participate only

**Not currently engaged**

Time-poor dreamers

4%

Older and home-bound

11%

A quiet pint with the match

9%

Limited means, nothing fancy

3%

# Audience Spectrum – South East

## Audience Spectrum

The three most over represented Audience Spectrum segments in the South East are Commuterland Culturebuffs, Experience Seekers, and Dormitory Dependables.

**Commuterland Culturebuffs**

## Mosaic

The three most common Mosaic groups in the South East region are Suburban Mindsets (14%), Professional Rewards (14%) and Small Town Diversity (10%).

**Suburban Mindsets**

## Age profile

The South East region's age profile is similar to England's. Under 16 years makes up the largest proportion for the South East and England, both at 18%. Individuals aged 50 years and older accounts for around 34-37% of both the South East region and England.

**Average Age Profile**

**break**

# How to get there, Part 2

## Marketing Plan - Putting your strategy into action

- Resources
  - Set budgets
  - Allocate resources and people
- Decide on the 'mix' – how and where to talk to people

## EVALUATION

# PR/Comms/Branding/Marketing

- **Public relations** (PR) supports sales, marketing and overall company positioning
- PR crafts an organization's message(s) to its diverse audiences, including customers, prospects, investors, employees, suppliers, distributors, media/journalists, social media networks, the government and the public
- The purpose of **PR** is to build relationships with all stakeholders – not just current and potential customers.



# PR/Comms/Branding/Marketing

- **Comms (sometimes called MarComms)** is a function of marketing and promoting products and services versus the overall company.
- It is the PR function focused on product and sales support, rather than the broader PR vision of image and reputation
- In your case it would be project or production specific

# PR/Comms/Branding/Marketing

- **Branding** - simply your brand is your promise to your customer.
- It tells them what they can expect from you
- it differentiates you from your competitors
- It is backed up by your logo and design but they are not it

# Marketing plan

A marketing **plan** sets out how you are going to put your marketing strategy into practice.

The marketing **plan** ensures that everyone in the organisation knows what you are trying to do and what they need to do to make it happen.

A marketing plan will call on a variety of tools for delivery

# What should it include

- Objectives
- Budgets
- Deadlines

# Planning your communications

- Your day-to-day business marketing activities are likely to be focused on communications with existing and potential audiences/contacts/customers
- Your marketing plan should set out when and how you will do this.
- Start building a schedule by identifying key times of the year when you need to communicate
- Work out how to keep in touch in between

# Marketing mix

As well as communicating your plan should include other marketing activity

- Creating new product
- Building networks/partnerships
- Strengthen your marketing capabilities– eg establish a customer relationship management (CRM) system
- Measure audience satisfaction, market research and evaluation

# Cardinal Rules for your plan

- Do:
- base your plan on solid **market research**
- focus on **target customers**
- build an action plan to achieve specific **objectives**
- **learn** from experience
- **measure** the effectiveness of your plan
  
- Don't:
- **spread** your efforts too widely
- make plans you can't **fulfil**
- make **unrealistic** assumptions and forecasts

# Task/homework

Start to develop your Marketing Strategy – use the tools, links and headings

Understand your audience – use the tools provided to gain a better understanding of who your audience is and where they are

Devise your top three messages – make them pithy, and have a call to action.

Identify the resources you have available

Identify those you will need to buy in (skills and expertise)



# Resources and links

[www.marketingdonut.co.uk](http://www.marketingdonut.co.uk)

[www.artscouncil.org.uk/media/uploads/Arts\\_audiences\\_insight.pdf](http://www.artscouncil.org.uk/media/uploads/Arts_audiences_insight.pdf)

<http://www.theaudienceagency.org/>

[www.surveymonkey.com/](http://www.surveymonkey.com/)

[www.audiencefinder.org/spectrum](http://www.audiencefinder.org/spectrum)

[http://www.artscouncil.org.uk/media/uploads/pdf/gfta\\_info\\_sheets\\_nov\\_2012/Audience\\_development\\_and\\_marketing.pdf](http://www.artscouncil.org.uk/media/uploads/pdf/gfta_info_sheets_nov_2012/Audience_development_and_marketing.pdf)

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