

Entertainment, Arts & Culture

Making Sense
of Online Marketing

The



DOWN LOAD



THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

© 2020 Constant Contact

Contents

02

Introduction

Our goal is to show you how to connect the dots in online marketing.

06

CHAPTER ONE

How patrons find you online

Whether people search for your organization by name or something related to what you do, your patrons, current and future, should be able to find you.

12

CHAPTER TWO

How to set yourself up for online marketing success

With an understanding of how people may find you online, let's talk about the tools you should use to make sure you have a strong foundation in place.

43

CHAPTER THREE

How it all comes together

Let's take a look at how you bring it all together to position yourself for success.

52

CHAPTER FOUR

How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take the next steps.



Introduction

People are looking for things to do online all the time.



If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

You're not alone.

If you're like many Constant Contact customers, you're busy with the day-to-day management of your organization. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're tasked with producing the show as well as selling the tickets.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

As an arts organization, you have a huge advantage over other businesses because you actually know your customers. Many times you interact with them in a way for-profits cannot. It's that intimate knowledge that can keep your organization top of mind and give you an edge.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people engage with organizations they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.

Keep this in mind about online marketing.

If you were asked where most of your patrons come from today, what would you say? Many organizations tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your organization.

As you know, sales and attendance are built on relationships. Online marketing also allows you to strengthen existing relationships with current patrons and build new ones.



Here's what we're going to cover:

Chapter 1: How patrons find you online

Chapter 2: How to set yourself up for success

Chapter 3: How it all comes together

Chapter 4: How online marketing can work for you

Now let's get to it!



How patrons find you online

We've mentioned that word of mouth now happens online.

People are talking up their favorite shows, theaters, museums, and concerts directly; they're consuming and sharing content they find useful or entertaining, and they're asking connections for recommendations. Your organization has an opportunity to be part of more of these conversations. This can be simple signage at your venue prompting patrons to snap a photo or share a review. Or, offer an incentive for a future visit if your hashtag is included when posting on social media.

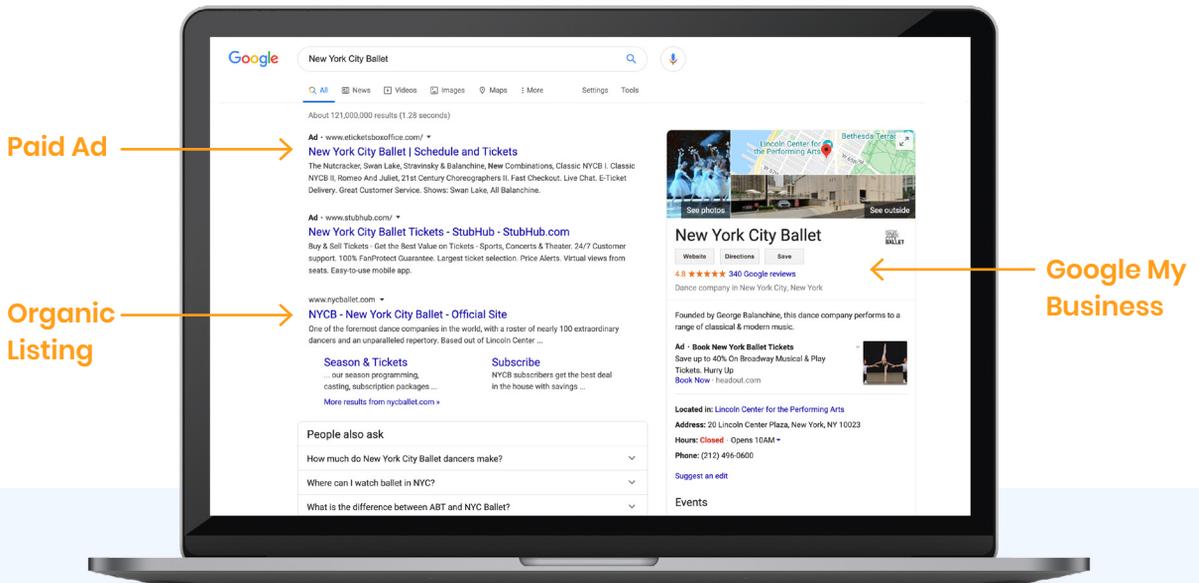


The more you can do to keep your organization top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they are looking to attend an arts event.

Beyond being part of the conversation, you must understand what people may find when they go looking for your organization specifically by name, or by something you offer.

And, of course, be aware that if people don't find your organization when they go looking online, it begs the question, "Does your organization even exist?"

What do people find when they go looking online for your organization?



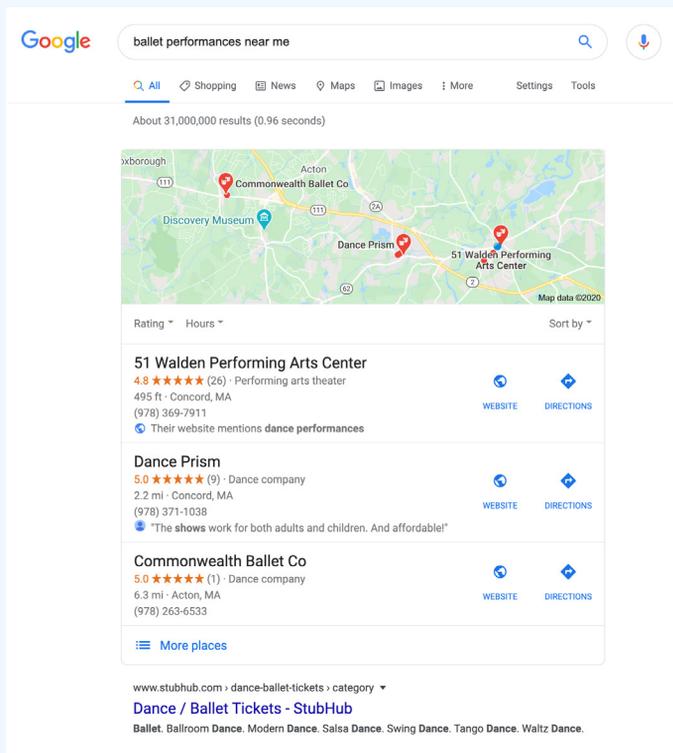
Example using “New York City Ballet” as the search term

It’s no secret that people turn to search engines like Google to get more information about arts and culture event options. Let’s take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for an organization by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Knowledge Box
- Social media accounts
- Reviews
- Info from other sites

What if people are looking for something your organization offers?

In the example on the previous page, we searched for a specific business — New York City Ballet — by name. But, people don't always search by name. Sometimes they know they want to attend a specific kind of event, but they don't know who offers it. Then they type in a more generic search term, like "ballet performances near me" or a specific show, like "The Nutcracker."



Let's take a look at an example.

Imagine you were looking to have a special night out on the town and you want to attend the ballet. So you jump on your computer or mobile device and search "ballet performances near me."

Here's an example of what may come up — of course, your actual results will differ.

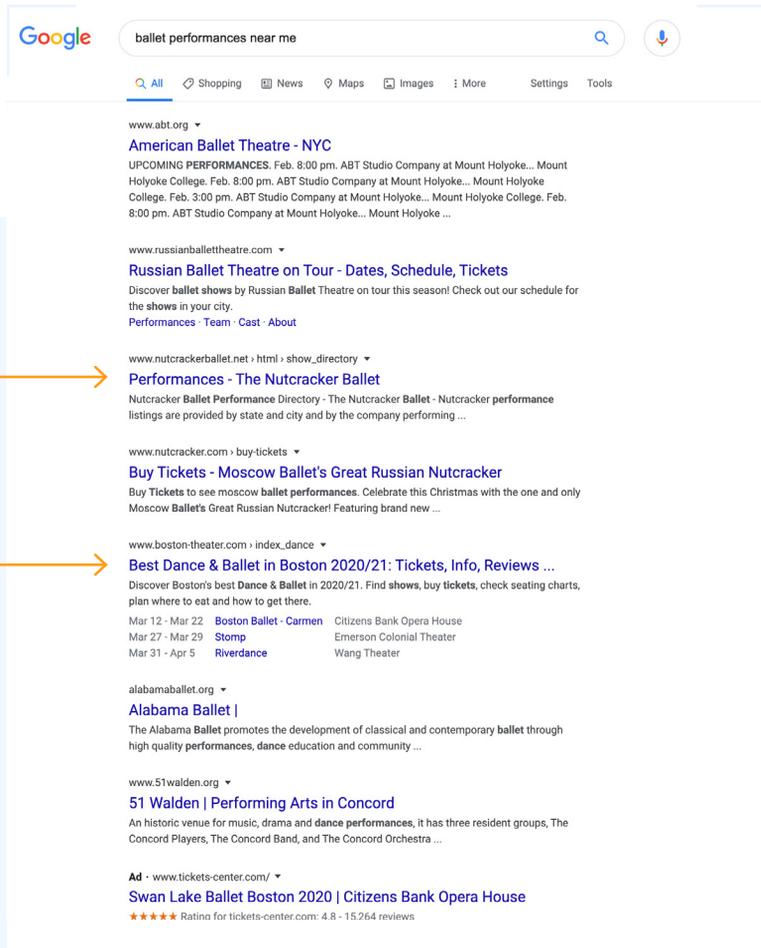
Notice that "ballet performances near me" brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the ballet companies near your location in the search results.

If we apply these results to what may show up for your organization, your customers may find:

- Your website
- Social media accounts
- Event listings
- Competitor events

Event Listings





ACTION STEPS



Search for your organization by name.

Does your information appear at the top of the search results? Is there anything in the results that surprises you? Is there something missing?



Search for generic terms for what your organization does.

Is your business there in either an organic or paid perspective? For example, search for “museums near me” and see if your museum appears in the results.



Make a list of results that show up on the first page in both scenarios.

Here’s the reality: If you’re not online, prospective patrons can’t find you.

Whether people search for your organization by name or something related to what you do, your patrons, current and future, should be able to find you. You’ll want to make sure your organization and its programs can be found, the information is accurate, and that you’re answering the questions your potential patrons may have.

As people visit your website and click through from various search results, they’re starting to form opinions about your organization. Ultimately, they’re asking themselves, “Is this something I’m interested in?”

If your organization is present, provides engaging imagery and messaging about your events, and shares resources relevant to current and potential patrons, you’ll increase the chances of people choosing you.



The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let’s take a look at how to set your organization up for success.



How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





A mobile-responsive website: Your online hub.

Yes, your organization should have a mobile-responsive website. Your website is at the center of all your online activities and is your most important marketing channel. It's the hub you'll want to point people to in order to drive attendance and sales, whether you are talking to them using traditional or digital marketing channels. You shouldn't rely solely on social media sites. You'll want to have a place you own that features complete and up-to-date information about your organization and its programs and events.

Think about the first thing you do when you want to investigate an upcoming event. Typically, you'll go looking for a website to learn more about the event, the date and time, location, and even the featured artists. Your potential patrons are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website a must-have feature for today's consumers.



TIP

Buy a domain name **for your website** **to match your** **organization's name.**

In the early stages, you may use free tools to get online, but you'll want to acquire your domain name (for example, YourOrgName.com) to look professional and add credibility to your organization.

It is also a good idea to purchase domain names that are close to or related to your organization name. For example, let's say your organization's domain name is bigcitymuseum.org, also purchase related domains such as bcmuseum.org, bigcitymuseum.com, and bcitymuseum.org. You may not use these domains but it will make sure that your organization maintains ownership of your brand.



MORE THAN

50%

**of all web traffic
is now coming
from smartphones
and tablets.**

ACCORDING TO GOOGLE
ANALYTICS DATA



Whether that traffic is coming from someone who is out and about looking for things to do on their phone, or a patron on the way to your event double checking the theater address, you'll want them to be able to access what they are looking for quickly and easily. When people click on a search result on their phone, for example, and it leads them to a website that is not mobile-responsive, they are likely going to leave the website altogether. You don't want that to happen. You want them to engage with your content and find what they are looking for on your website.

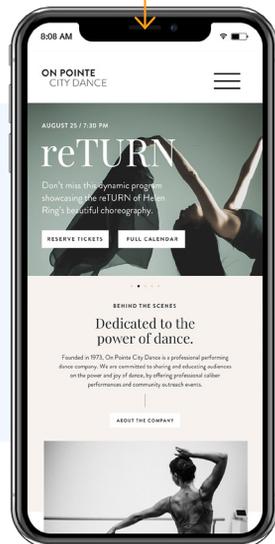
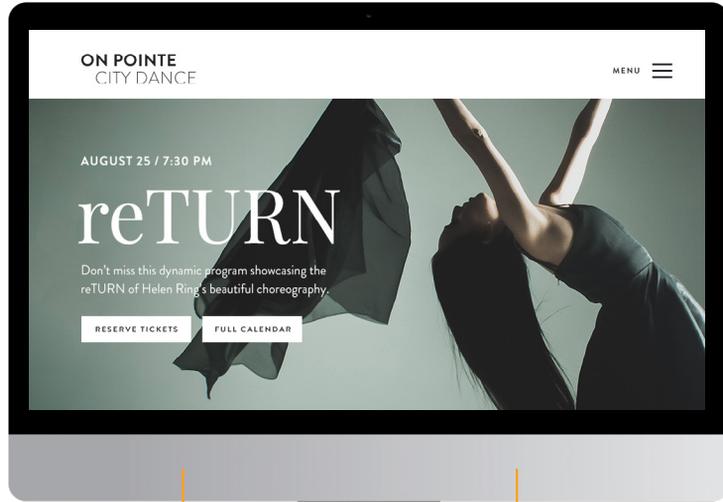
A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need.

**The good news is that you no longer need
to be a web designer to build an effective
mobile-responsive website.**



With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.

A mobile-responsive website isn't a separate website or app — it's functionality of your existing website that allows easy viewing on mobile devices. A mobile-responsive website will stack the existing content and images on your website to better fit smaller mobile device screens. This means that you don't have to build or maintain a separate mobile website.



Responsive
website
on mobile

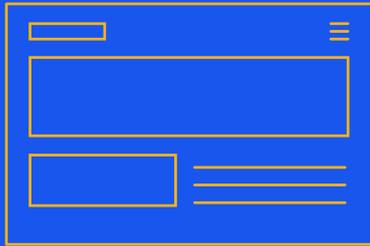


Non-responsive
website
on mobile



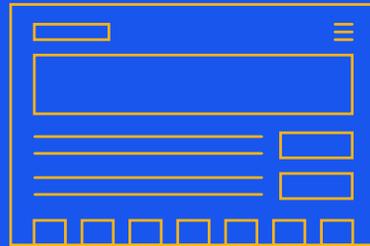
Your website should have these pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



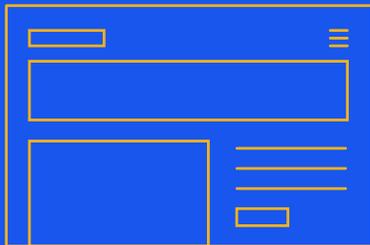
HOMEPAGE

Your front door



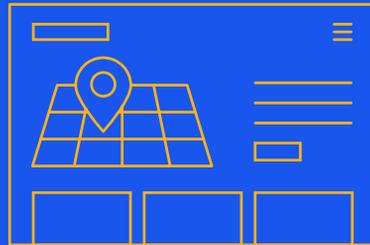
EVENTS DIGEST PAGE

Your upcoming events, programs, or exhibitions



DEDICATED EVENT LANDING PAGE

Details about your events, programs, or exhibitions



CONTACT PAGE

Contact information plus a map and directions to your location



DID YOU KNOW?

Want a custom designed site?

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your organization. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

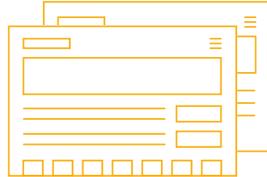


TIP

Make sure to set up and install Google Analytics on your website.

It is free and will give you information about who is visiting your site, how they got there, and what content they view. [This is how to do it with a Constant Contact site](#).

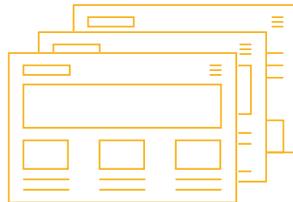
Other pages to consider (think about your organization specifically).



IF YOU OFFER PROGRAMS FOR SCHOOL-AGE CHILDREN

You may want to include:

- **Education page:** Detailed information a teacher would be looking for
- **Plan Your Visit page:** Additional information about your venue and what people will experience when they visit



IF YOU ARE A MUSEUM

You may want to include:

- **Permanent Collection page**
- **Current Exhibitions page**
- **Visit Us page:** Information about admission prices, facilities, and parking

What should you put on those pages? Let's take a look.



HOMEPAGE

What questions should you answer on your Homepage?

Who are you?

Provide a couple sentences about your organization's mission.

What does your organization offer?

People don't have a lot of time. Be clear. Be specific.

Who is it for?

The visitor is asking, "Is this for me?" Who is your ideal patron? Provide messaging that will be easy to understand for those you are trying to reach.

So what?

Why would your potential patron care? Why should they attend your event? Is there something about your program or event that sets it apart from the other available options?

What should visitors do next?

Buy a ticket? Make a donation? Give an email address for updates? Make it clear what action people should take as their next step.

The screenshot shows the homepage for On Pointe City Dance. At the top, the logo and a menu icon are visible. The main banner features a photograph of dancers in black outfits with the text "reTURN" and "AUGUST 25 / 7:30 PM". Below the banner are buttons for "RESERVE TICKETS" and "FULL CALENDAR".

The "BEHIND THE SCENES" section has the heading "Dedicated to the power of dance." and a paragraph: "Founded in 1973, On Pointe City Dance is a professional performing dance company. We are committed to sharing and educating audiences on the power and joy of dance, by offering professional caliber performances and community outreach events." It includes an "ABOUT THE COMPANY" button and two images of dancers.

The "TO THE POINT" section features the heading "Join the movement." and the text: "With your support, we can make sure ballet and dance continue to inspire generations to come. Make a gift today." It includes a "DONATE" button and an image of a ballerina.

The "GIVING BACK OFF STAGE" section contains three event cards:

- JUNE 6-7 Workshop Weekend: Ballet 101**: "Join the dancers of OPCD in this one hour workshop designed for children ages 7-11. Children will learn movement combinations and give a performance for family and friends to conclude the event." Includes a "REGISTER" button.
- JULY 19 Community: Girls Move**: "Girls Move, ages 6-14, is a program that encourages self-expression through dance. The confidence, discipline, and friendships that the girls develop in class will translate well beyond the studio." Includes a "REGISTER" button.
- OPCD on Location: Westford Elementary**: "OPCD on Location aims to integrate the arts and education in San Diego schools. Even at a young age, dance teaches focus, self-confidence, and teamwork. We are thrilled to be a part of this great program." Includes a "REGISTER" button.

The footer contains the "ON POINTE CITY DANCE" logo, contact information (173 Claremont Boulevard, San Diego, California 92117, hello@opcd.com, 619.555.7489), and a "CONNECT WITH US" section with a "SIGN ME UP" button and social media icons for Facebook, Instagram, and YouTube.

Homepage example



EVENT DIGEST PAGE

What questions should you answer on your Event Digest page?

What are your upcoming events?

Provide an up-to-date list or calendar of your events and programs so that patrons can easily see everything you do. If a prospective patron has arrived at your website from a web search, odds are they are looking for what is available to them.

Your event digest page should be simple and easy to read. Arranging your events in chronological order with clear event names, dates, and times will ensure easy navigation. Each event should encourage people to click to find more detailed information.

ON POINTE CITY DANCE MENU

2020-21 Season

EVENTS

< June 2020 >

OPCD ON LOCATION
La Mesa Intermediate June 2 / La Mesa Library
 Bringing the joy and the focus of dance to San Diego area schools. REGISTER

WORKSHOP WEEKEND
Ballet 101 June 6-7 / Clairemont Theatre
 Join the dancers of OPCD for one hour workshops designed for children ages 7-11. REGISTER

MARQUEE PRODUCTION
Swan Lake June 12-28 / Clairemont Theatre
 Tchaikovsky's classic ballet takes stage at OPCD for the first time since 2007. PURCHASE TICKETS

CALENDAR

June

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 OPCD ON LOCATION La Mesa Intermediate 10:00am - 12:00pm	3	4	5	6 WEEKEND WEEKEND Ballet 101 9am - 11am Clairemont Theatre
7 WORKSHOP WEEKEND Ballet 101 8:00am - 10:00pm Clairemont Theatre	8	9	10	11	12 Swan Lake 8:00pm - Clairemont Theatre	13 Swan Lake 2:00pm - Clairemont Theatre Swan Lake 8:00pm - Clairemont Theatre
14 Swan Lake 2:00pm - Clairemont Theatre	15	16	17 Swan Lake 8:00pm - Clairemont Theatre	18	19 Swan Lake 8:00pm - Clairemont Theatre	20 Swan Lake 2:00pm - Clairemont Theatre Swan Lake 8:00pm - Clairemont Theatre
21 Swan Lake 2:00pm - Clairemont Theatre	22	23	24 Swan Lake 8:00pm - Clairemont Theatre	25	26 Swan Lake 8:00pm - Clairemont Theatre	27 Swan Lake 2:00pm - Clairemont Theatre Swan Lake 8:00pm - Clairemont Theatre
28 Swan Lake 2:00pm - Clairemont Theatre	29	30				

ON POINTE CITY DANCE

CONTACT US
 173 Clairemont Drive
 San Diego, California 92117
 hello@opcd.com
 619.555.7499

CONNECT WITH US
 Email Updates & Offers
 SIGN ME UP
 f t i y

Event Digest example



EVENT LANDING PAGE

What questions should you answer on each Event landing page?

Each event should have its own landing page. This will allow you to provide a seamless path from social media, email, or search to the exact event of interest.

What is the event?

What is the name of the event?
Is there additional information such as a synopsis or artist biographies that provide interesting insights?

When is the event?

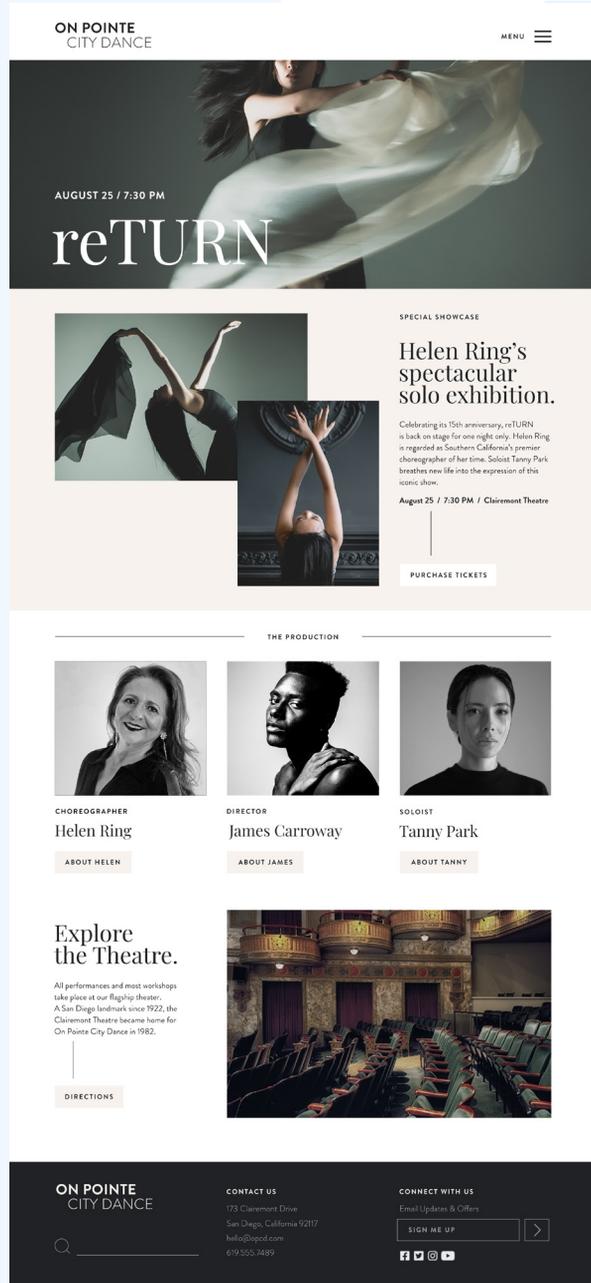
What time does the event start and end? Is the event one time or recurring?

Where is the event?

Where will the event take place? Can you link to a map and directions to your venue? Are there any other elements to the experience patrons should know such as parking options?

How can I buy tickets?

Is there more than one way? Start with your preferred method which likely is online. If tickets may also be purchased over the phone or at your location, provide that information as well.



TIP

Have events that are ongoing?

If you are a museum or cultural center, you may have events that are ongoing for weeks or months. On your Event landing page, be sure to state the start and end dates and reiterate the hours people can attend.

Event landing page example



CONTACT PAGE

What questions should you answer on your Contact page?

How do patrons reach you?

Do you have a main phone number? Should people call the box office? Can people come to your physical location? Can you link to a map and directions to your venue?

ON POINTE
CITY DANCE

MENU

Contact

VISIT

Historic Clairemont Theatre

173 Clairemont Drive
San Diego, CA 92117
619.555.7489

DIRECTIONS

CONTACT INFORMATION

Box Office
619.555.7488
TICKETS@OPCD.COM

Community Outreach
619.555.7486
COMMUNITY@OPCD.COM

Development Workshops
619.555.7487
WORKSHOPS@OPCD.COM

Stay in touch.

Be the first to know our upcoming season, get exclusive behind-the-scenes content and receive special discounts on select workshops.

ON POINTE
CITY DANCE

CONTACT US
173 Clairemont Drive
San Diego, California 92117
www.opcd.com
619.555.7489

CONNECT WITH US

Email Updates & Offers

Contact page example



Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



HOMEPAGE

Show what people will experience at your venue.



EVENT LANDING PAGES

Use professional images of your events that are in line with your organization's branding and are indicative of what people will experience. Include images that are compelling where it is easy to ascertain what they depict. If your event landing pages include artist information, include high-quality headshots alongside their biography.



CONTACT PAGE

Show your venue and include a map so that people can easily find you.



ACTION STEPS



Create a simple website.

Don't have a website? [Create one with Constant Contact](#) in minutes!



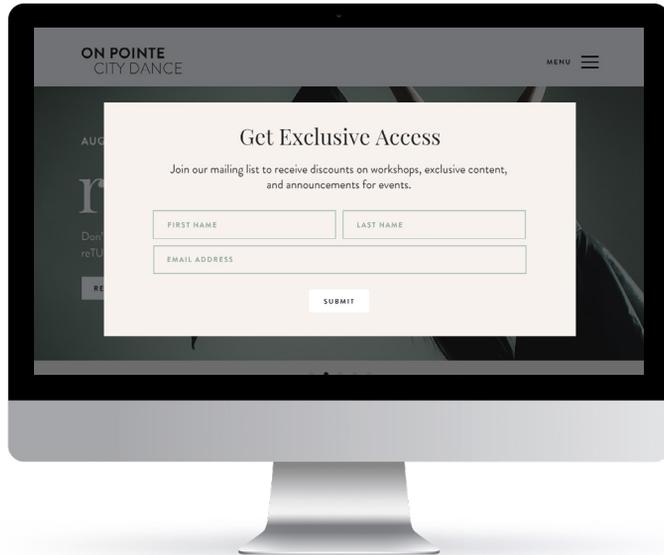
Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



Add sign-up forms to your website.



What happens if someone visits your website and can't find what they are looking for?

Deciding to attend an arts event may mean more than one visit to your website. Provide prompts for people to share their email address so that you can stay in contact and direct them back to your website in the future.

You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person at your venue. Offer something of value to visitors in exchange for their email addresses — like a discount, exclusive content, or a way to show support — to get more people joining your list.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to engage with you by sharing a combination of helpful and promotional messages.

2



Email marketing: It's how you drive sales.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your organization. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



TIP

Create a simple series of emails to welcome people to your email list.

More on the following pages.



Here are two emails to include in your automated welcome series.

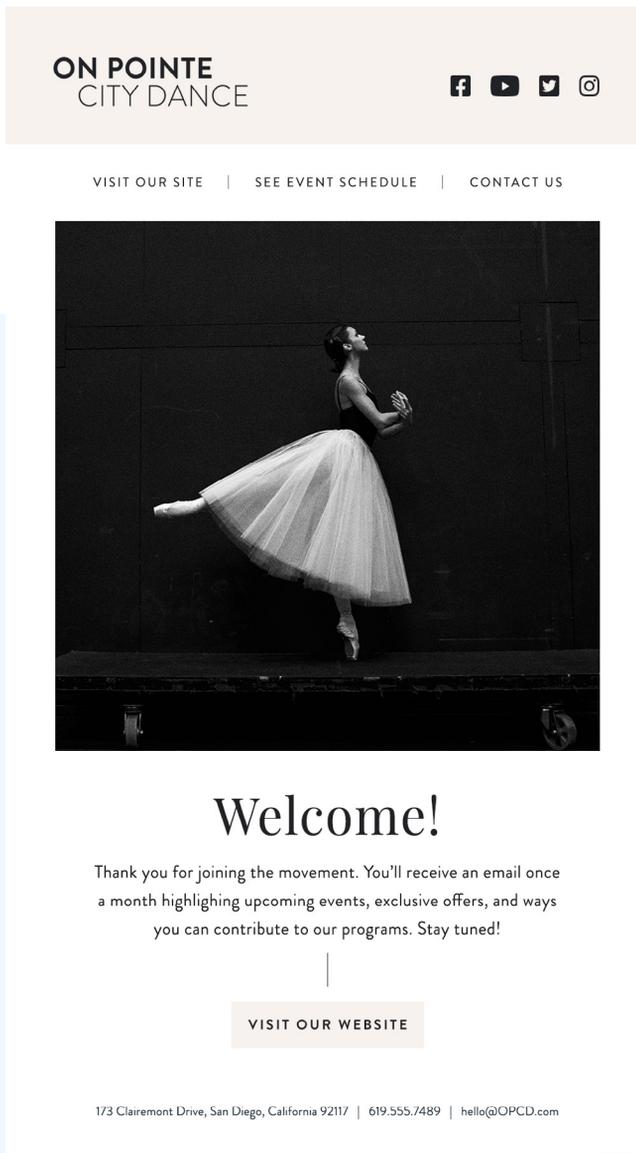


WELCOME SERIES EMAIL ONE

Welcome/Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.

Be sure not to include a strong call-to-action to donate or purchase tickets in this email. This is simply a thank you for subscribing. You'll send additional information in the next automated email.



EMAIL MARKETING

Welcome email example



WELCOME SERIES EMAIL TWO

Invitation to Connect and Engage

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you – on social media channels or at upcoming events – so invite them to connect with you.

Since this is an automated email, instead of providing detailed information about upcoming events, link to your events digest page on your website so the information will always be up-to-date.

Using automated emails can save you time and provide more timely communications for your current patrons as well. Here are some ways you can add automation to your organization’s email strategy:

- **Member or subscriber renewals:** Send member and subscriber notifications automatically based on renewal date
- **Post-visit communications:** Visitors receive a follow up email with a survey or prompt to post about the event on social media
- **Lapsed patron reminders:** Have patrons who have attended your organization in a while? Send them an automated reminder based on the date of their last visit

ON POINTE CITY DANCE

[VISIT OUR SITE](#) | [SEE EVENT SCHEDULE](#) | [CONTACT US](#)



Let’s Connect.

See what we’re up to by following us on our social media channels! We’ll be posting about events and highlighting our staff and students. We’re looking forward to connecting with you.



FOLLOW



LIKE

173 Clairemont Drive, San Diego, California 92117 | 619.555.7489 | hello@OPCD.com

EMAIL MARKETING

Let’s Connect email example

TIP



Use email automation to save time and keep subscribers engaged.

[Need some ideas? Find some here.](#)

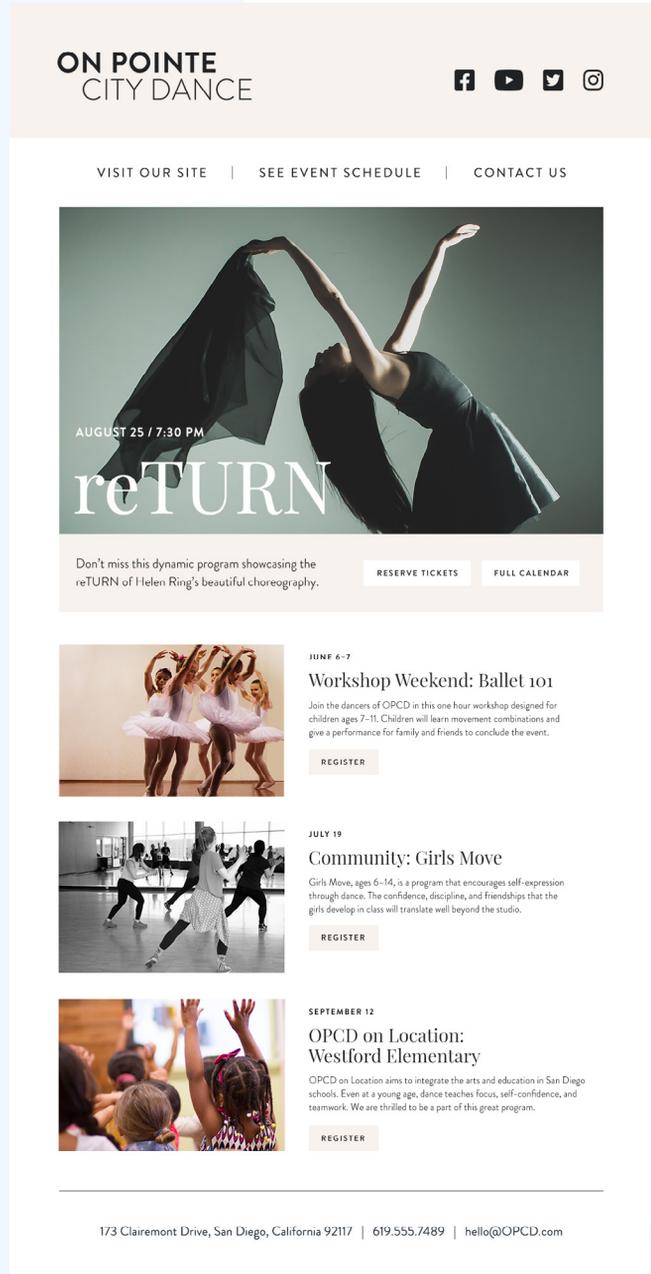


ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be upcoming events, news coverage, or content that shows your organization’s impact in the community. Share a combination of engaging content and promotional emails to provide the most value to your contacts.

You might want to start with a monthly digest email featuring a mix of this kind of content. Keep your digest email simple, with no more than five features, and include clear calls to action over to more information on your website. This will not only provide useful information with your subscribers but drive website traffic.



Digest email example

DID YOU KNOW?



Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)



ACTION STEPS



Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



EMAIL MARKETING

ON POINTE
CITY DANCE



VISIT OUR SITE | SEE EVENT SCHEDULE | CONTACT US



Join the Movement.

With your support, we can make sure ballet and dance continue to inspire generations to come.
Make a gift today.

DONATE

173 Clairemont Drive, San Diego, California 92117 | 619.555.7489 | hello@OPCD.com

Impact email example

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

3

Social media: It doesn't have to overwhelm you.

If you're like many of the arts administrators we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your organization's name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your business.

Ideally, choose a primary social channel based on the people you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your organization.



Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.



TIP

Choose the right social media platform for your business.

[Find out how.](#)



Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

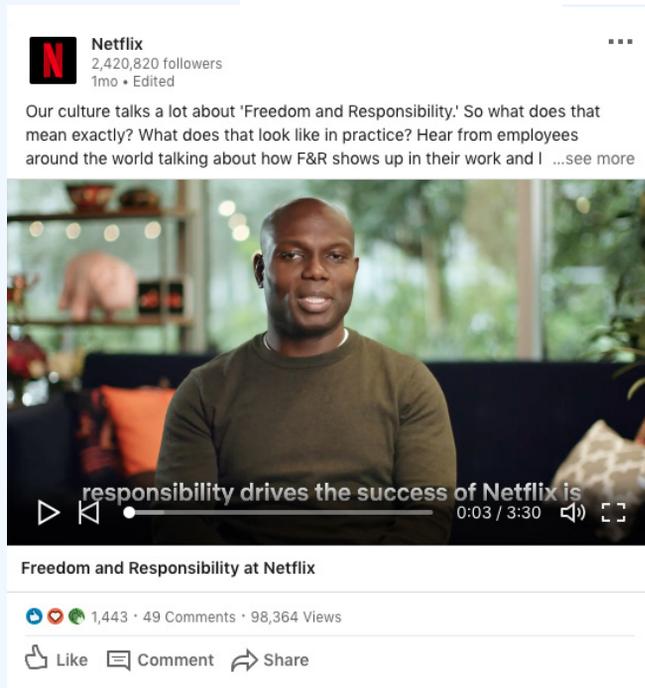
The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



Netflix LinkedIn post



EACH SOCIAL CHANNEL IS UNIQUE

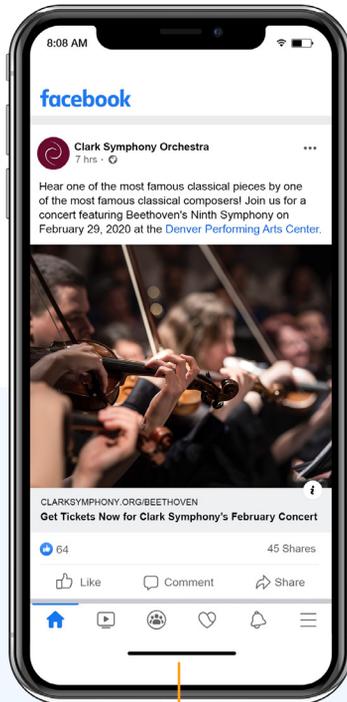
Facebook

Facebook is a great place to engage, increase awareness, and drive action. However, in the news feed, you'll be competing with friends, family, and local and world headlines.



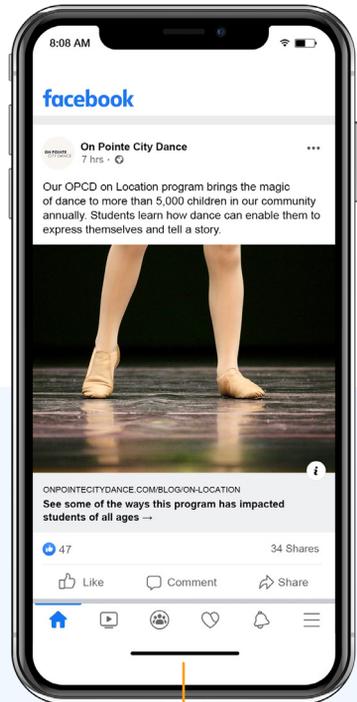
ENGAGEMENT

Post content your audience may want to engage with by liking, commenting, and sharing.



DRIVING ACTION

Provide a clear call-to-action letting people know how to attend upcoming events.



AWARENESS

Post content about your organization so people can learn about you.



EACH SOCIAL CHANNEL IS UNIQUE

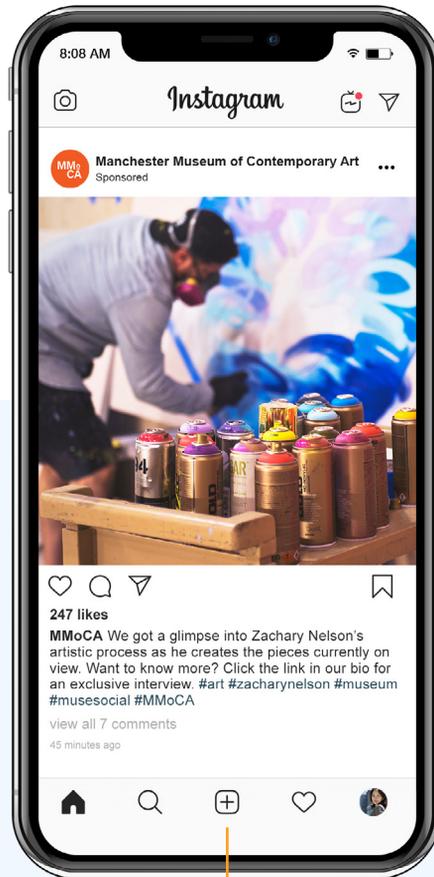
Instagram

A highly visual network. Content should focus on engagement and awareness. Keep the hard calls to action on Facebook.



AWARENESS

Post content about your organization so people can learn about you.



ENGAGEMENT

Provide behind-the-scenes content to educate and engage patrons.



EACH SOCIAL CHANNEL IS UNIQUE



Twitter is all about the conversation. Content with hard calls to action is not likely to result in sales, so focusing on engaging in conversations will bring the best result.



ENGAGEMENT

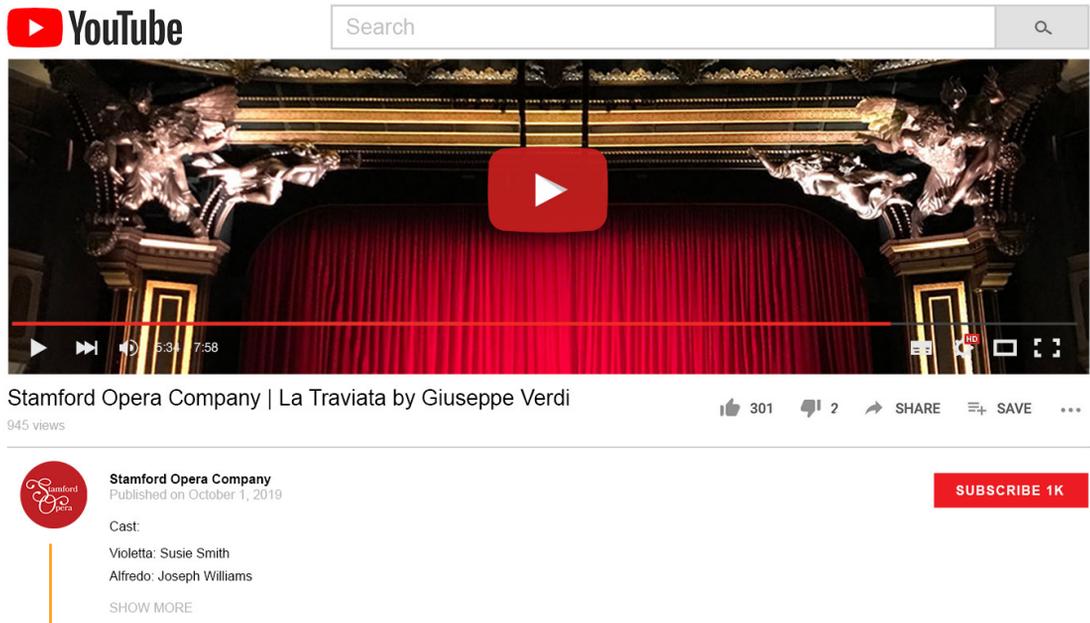
Follow industry hashtags and engage in the resulting conversation. This could be a monthly industry leader chat, a trending topic, or even a fun social media meme.



EACH SOCIAL CHANNEL IS UNIQUE

YouTube

YouTube is a great place to put videos that showcase your organization. These could be promotional videos for upcoming events or programs, recordings of performances, interviews with artists, and any other interesting content. You can use your other digital communications channels to link to your YouTube videos and even embed them in your website.



AWARENESS

Make sure your videos are good quality and your descriptions are clear and concise.



ACTION STEPS



Determine which social channel makes the most sense for your organization.



Set goals for this primary channel across three categories.

- Awareness
- Engagement
- Driving action



Create a plan for this channel to reach your goals.



DID YOU KNOW?

Want to know more about social media marketing?

Get started with our [Social Quickstarter](#).

Keep focused on how social media can help you with business goals such as awareness, engagement, and driving action.

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own.



Don't forget social media isn't the only place where people may find and engage with your organization.

4



Listings and review sites: Provide accurate information and respond appropriately.

Today people use a variety of apps and websites to find the information they're looking for. Make sure you are listing your organization and events on all of the major sites in your area. This may be your local arts council, newspaper, or radio station.

Also, claim your listing on Google My Business. You may not use it actively right at the start, but your organization should claim it.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose patrons.

It is a good idea to claim your organization's handle on all major social media platforms even if you are not planning on using them. This includes Facebook, Twitter, Instagram, YouTube, and Pinterest.



TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.



ACTION STEPS

✓
Claim your Facebook business page and Google My Business profile.

✓
Identify any other key listings websites that may be important for your organization.

✓
Make sure all information is correct on all sites.



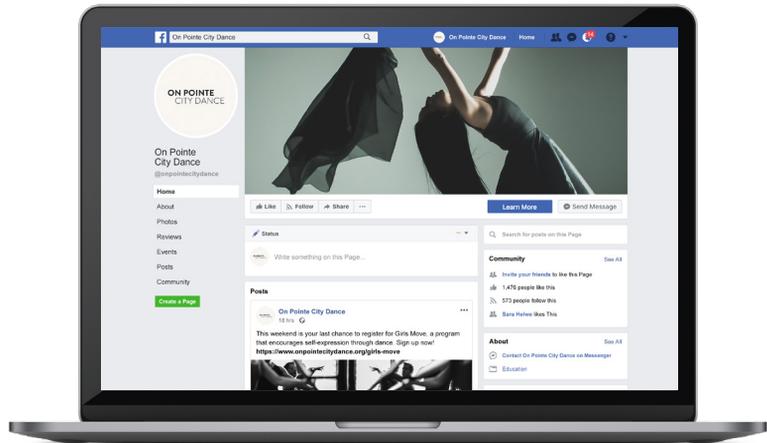
DID YOU KNOW?

Find out more about setting up your Facebook page, Google My Business profile, and taking control of your listings.

TO GET STARTED, FOCUS ON THESE TWO:

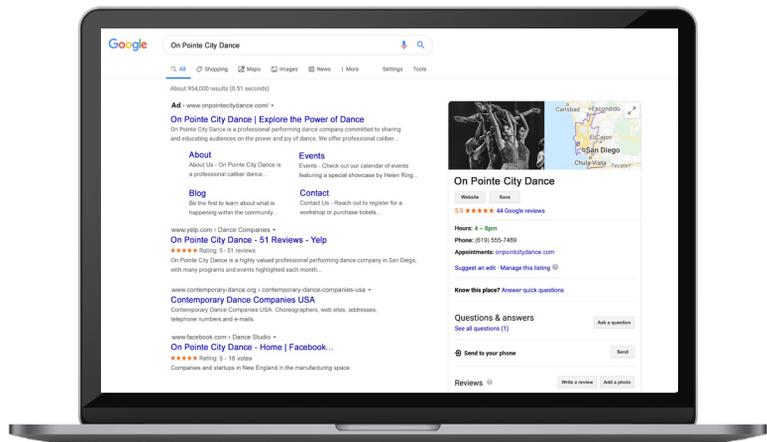
Facebook Page

Your Facebook page should provide all the correct information about your organization.



Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.



5



Create content: Increase your chances of getting found.

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your organization and reach more people, who will also share your content.

This content helps search engines like Google find your organization and can result in free traffic to your website. Yes, there are some technical aspects to consider search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog is functionality that makes it easy to add content, or posts, to your website on a regular basis. Whereas your website contains information about your organization, a blog gives you the ability to publish content that delves deeper into your mission and programs.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.



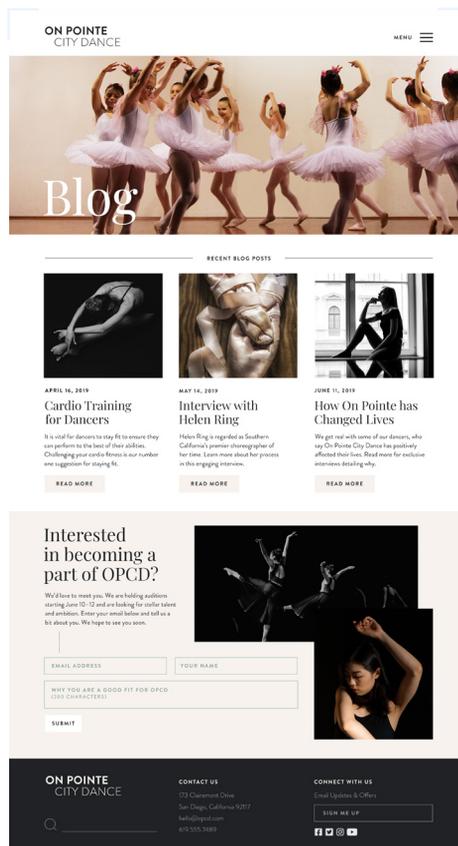
ACTION STEPS

- ✓ **Add a blog section to your website.**
- ✓ **List the topics your current and prospective patrons may find interesting.**
- ✓ **Create a calendar to regularly publish content.**

Search engines love fresh content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your organization. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.

For example, perhaps your organization has a program where artists present interactive education programs in area schools. A blog is the perfect place to feature these programs, the artists who present them, and the impact they have on students. You may not have the room to put all of this content on the dedicated program page on your website, but you can present it as a blog post. When you excerpt portions of one blog post, it can provide content for more than one social media post or email (all linking back to the same blog post).



Blog post content doesn't always have to be long form articles. What is important is sharing content that your patrons will find interesting and want to read.



How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your organization ranks in search results. In many cases, you'll have to pay to reach people.

**That's not bad.
You just want to do it in a smart way.**



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

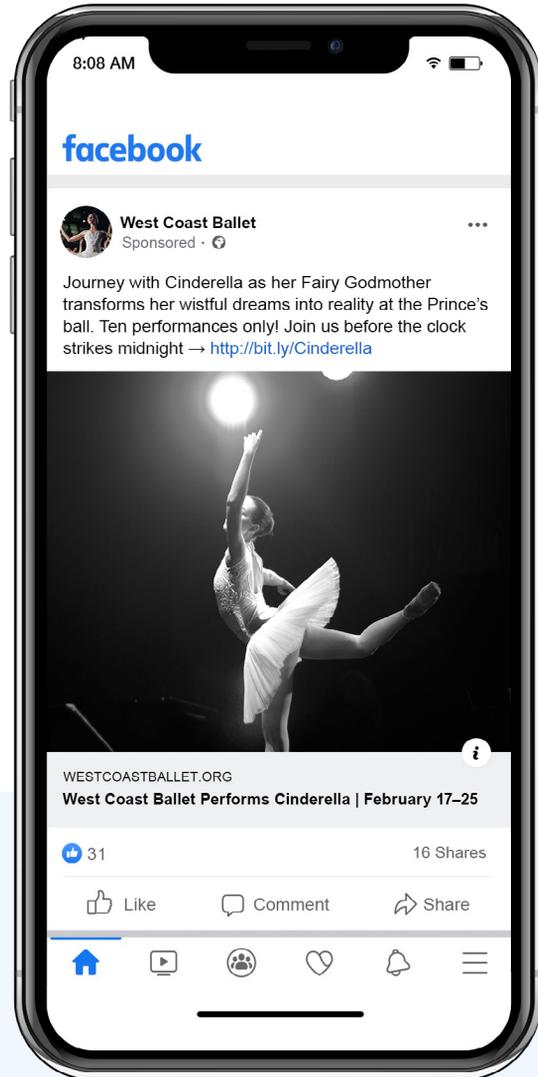
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

DID YOU KNOW?



Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)





ACTION STEPS

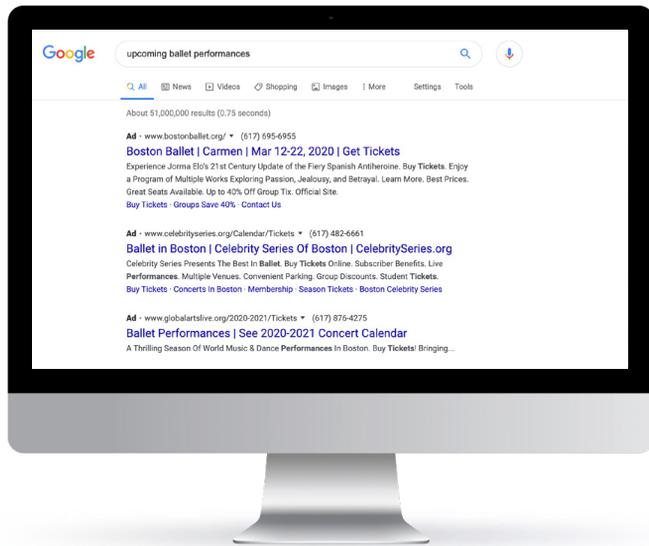
- ✓ **Set aside a budget of \$100–\$300 to experiment with paid advertising.**
- ✓ **Drive traffic to event landing pages on your website.**
- ✓ **Use ads to reach people searching for events like yours.**



DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



Google Search Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Search Ads display your text ads at the top of the search results based on specific keywords. Search ads are effective because they show your content to people who are already looking for an organization like yours. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

What should you promote in your ads?

Search ads with content that is more specific perform better. If you are going to experiment with Google Search Ads, start with a campaign that promotes an upcoming event. Create your ads with text about the event, choose search terms related to the event, and link the ads directly to that event landing page on your website.

How much should you spend on ads?

When you're first getting started set aside \$100–\$300 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working.



How it all comes together

Now that you have a better sense of how people are interacting with organizations online and the tools you'll need to position yourself for success.

How do you bring it all together to engage current and prospective patrons? The reality is that if you're not top of mind, people may not know about your organization. And that can cause you to lose potential patrons. Let's take a look at how this all comes together.

Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

Experience

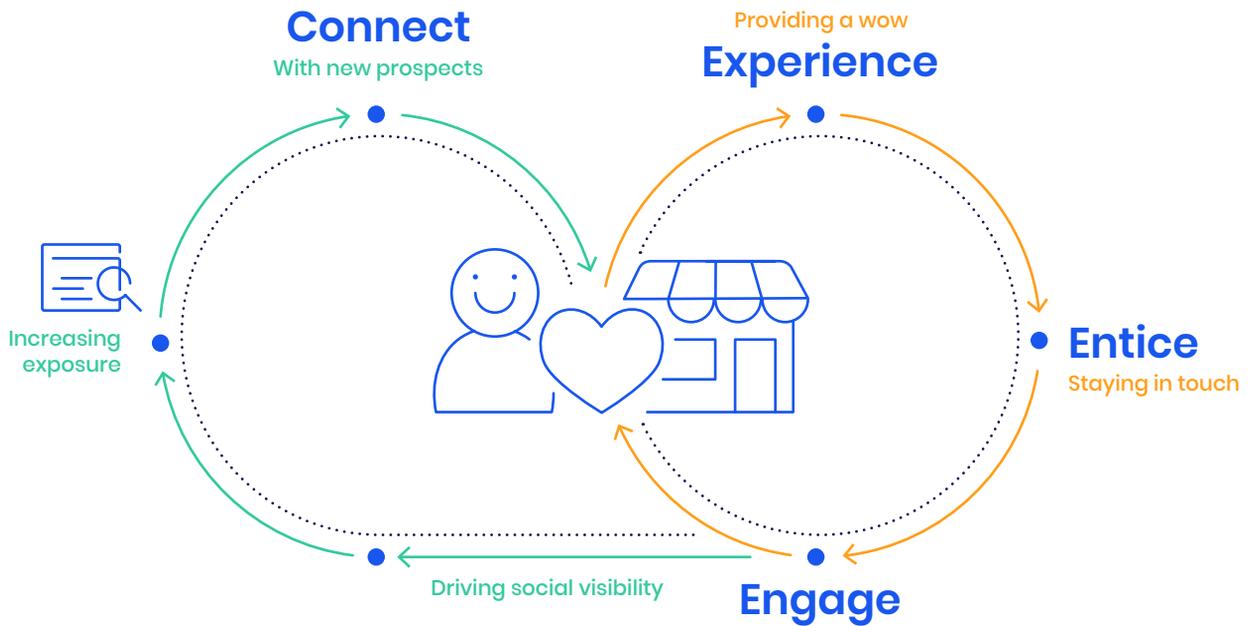
Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

Entice

At this stage where someone is feeling good about your organization, it's a great time to entice them to stay in touch with you. This could mean following you on social channels, or even better, joining your email list.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between your organization and its patrons. Engagement keeps you top of mind and puts you on the path to creating highly engaged patrons, loyalty, referrals, and increased exposure. Simply, engagement creates more awareness for your organization and brings more people to your events.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your organization. In turn, this engagement brings new people to your events and feeds into the ways people find you in the first place.

And that’s how it all works together.

By focusing on those core elements of connect, experience, engage, and action, an arts organization can create the relationships and interactions that keep current patrons coming back and increase word of mouth and social visibility that brings new patrons through the door.

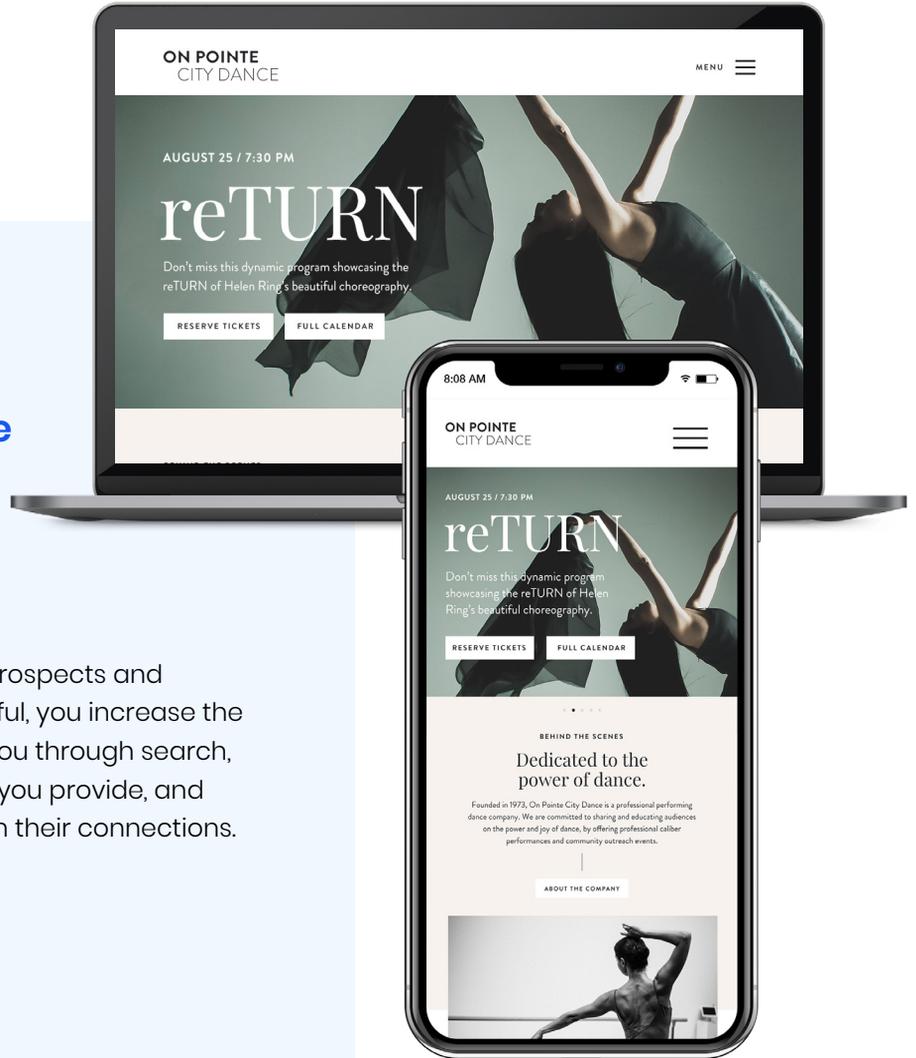
TO RECAP

Here's how you can take action:



Create a mobile-responsive website as a resource for potential patrons.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



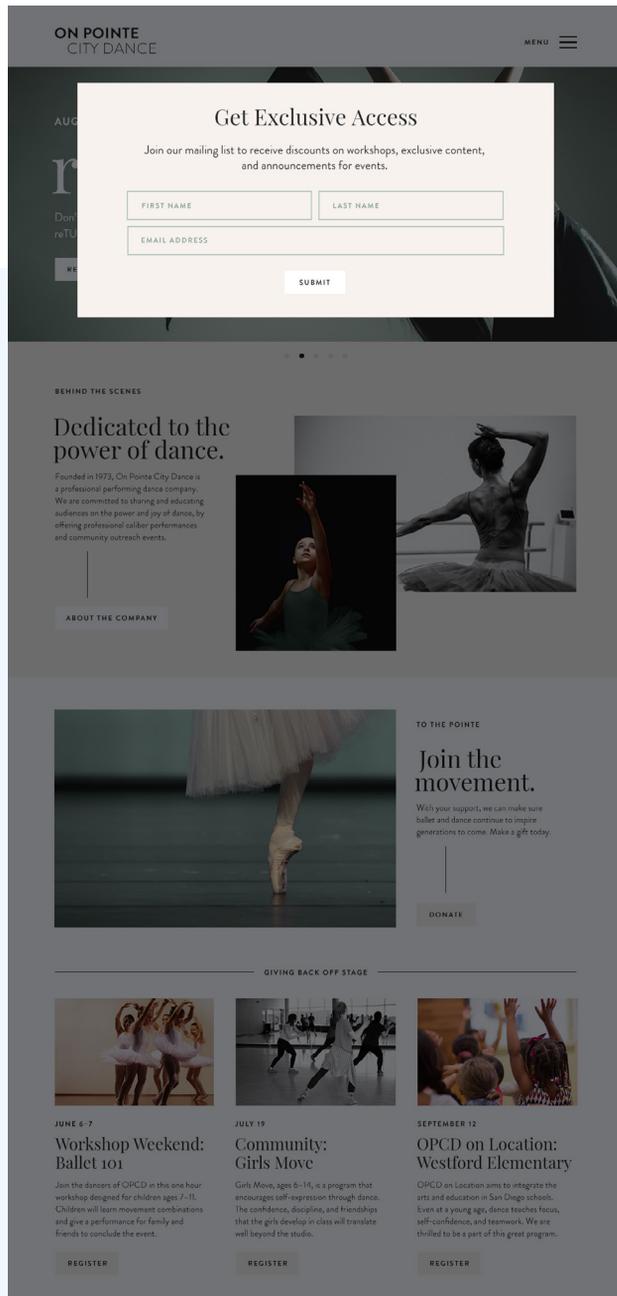
TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to stay in touch.



TO RECAP

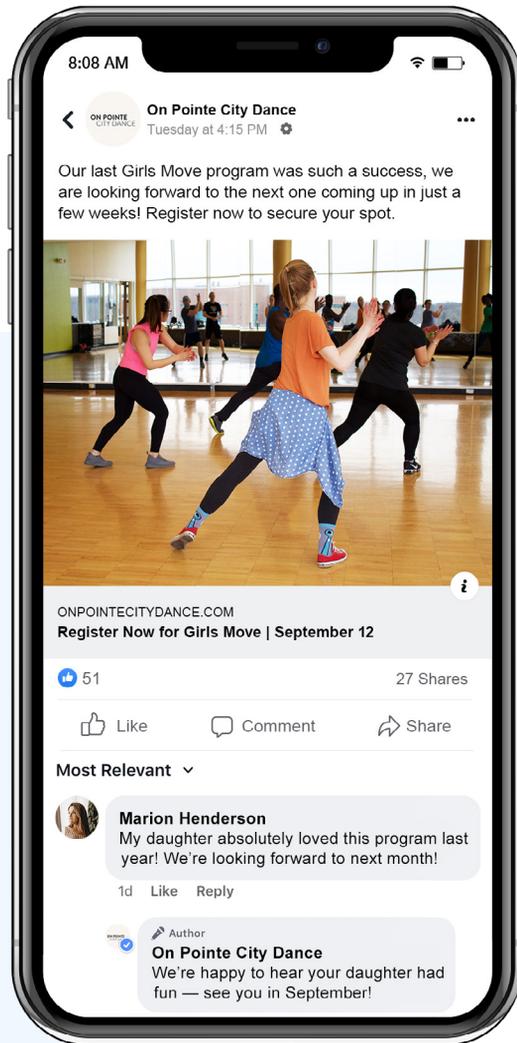
Here's how you can take action:



Interact and engage on social.

Remember it's called social media for a reason.

Social works best when you're not just asking people to buy something. Use social to generate awareness, deepen engagement, support customer service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



TO RECAP

Here's how you can take action:



Use email marketing to provide compelling, helpful, and promotional content.

Email marketing allows you to build more meaningful patron relationships because people have opted-in to receive information from you. They're more engaged with your organization than the typical social media follower. Provide subscribers with offers and information they won't receive other places. Email can also drive action on your social channels.

ON POINTE
CITY DANCE



[VISIT OUR SITE](#) | [SEE EVENT SCHEDULE](#) | [CONTACT US](#)



AUGUST 25 / 7:30 PM

reTURN

Don't miss this dynamic program showcasing the reTURN of Helen Ring's beautiful choreography.

[RESERVE TICKETS](#)

[FULL CALENDAR](#)



JUNE 6-7

Workshop Weekend: Ballet 101

Join the dancers of OPCD in this one hour workshop designed for children ages 7-11. Children will learn movement combinations and give a performance for family and friends to conclude the event.

[REGISTER](#)



JULY 19

Community: Girls Move

Girls Move, ages 6-14, is a program that encourages self-expression through dance. The confidence, discipline, and friendships that the girls develop in class will translate well beyond the studio.

[REGISTER](#)



SEPTEMBER 12

OPCD on Location: Westford Elementary

OPCD on Location aims to integrate the arts and education in San Diego schools. Even at a young age, dance teaches focus, self-confidence, and teamwork. We are thrilled to be a part of this great program.

[REGISTER](#)

173 Clairemont Drive, San Diego, California 92117 | 619.555.7489 | hello@OPCD.com

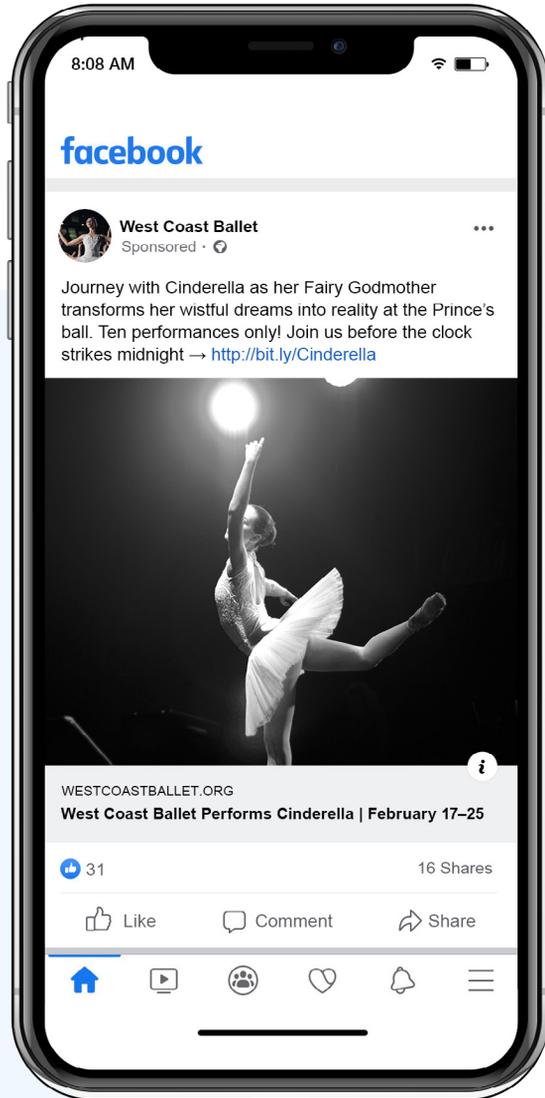
TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your organization to more people, and collect more email addresses.



How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your organization.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are the people contacting you?
- Are people making purchases?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your patrons, the time frame shortens. Then you can start adding in paid advertising to amplify those efforts that are working.

REMEMBER

Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential patrons.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage current and prospective patrons.



How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



By doing these things you'll get the word out about your events, drive more people to your website, and make more ticket sales.

You've got this. You've got us.

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

Is your organization online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888) IDK-MKTG
(888) 435-6584

Do you have a logo for your organization?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Event Digest Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Event Landing Pages</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you providing the appropriate information for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using compelling imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with current and new patrons?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business? YES NO

Have you reserved your business name on the major social channels?

FACEBOOK

TWITTER

INSTAGRAM

YOUTUBE

Have you chosen one channel as your primary area of focus? YES NO

Are you engaging with people trying to interact with your organization on this channel? YES NO

Have you set business goals for your social activity across the three categories?

Awareness YES NO

Engagement YES NO

Driving Action YES NO

Do you have a written social plan to achieve those goals? YES NO

Have you identified the listings and review sites that are important for your organization? YES NO

Have you claimed your business on these listings and sites?

Google My Business YES NO

Yelp YES NO

Other Listings YES NO

Have you confirmed the information is accurate on these sites? YES NO

Are you engaging with people on these platforms? YES NO

Do you have a way to easily create content on your website such as a blog? YES NO

Have you made a list of commonly asked questions from your prospects and customers? YES NO

Do you have a written plan to publish answers to those questions on a consistent basis? YES NO

Are you currently doing any paid advertising? FACEBOOK
 INSTAGRAM
 GOOGLE
 OTHER

Have you set aside a small budget to test your paid advertising efforts? YES NO

Do you have a written plan for paid advertising efforts? YES NO

Do you have a key metric that's important for your business? YES NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business? YES NO

Are more people visiting your website? YES NO

Are more people joining your email list? YES NO

Are more people contacting you? YES NO

Are the people contacting you qualified to buy? YES NO

Are more people making purchases? YES NO

→ Find more powerful tools, marketing advice, and how to win with online marketing at constantcontact.com

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



Headquarters
Reservoir Place
1601 Trapelo Road
Waltham, MA 02451

[CONSTANTCONTACT.COM](https://www.constantcontact.com)