



Engaging Lapsed, Casual, and First-Time Audience Members

Thu, Sept 1 | Empathy Mapping

Presented by



Eric Nelson
Client Engagement Officer



"Stay home" during weekend preference

End of year 2021



IT TAKES 21 DAYS

TO **BREAK** A

HABIT

The background is a solid teal color. In the center-right area, there are several faint, semi-transparent gear icons of various sizes, some overlapping each other.

Data-Driven
CONSULTING



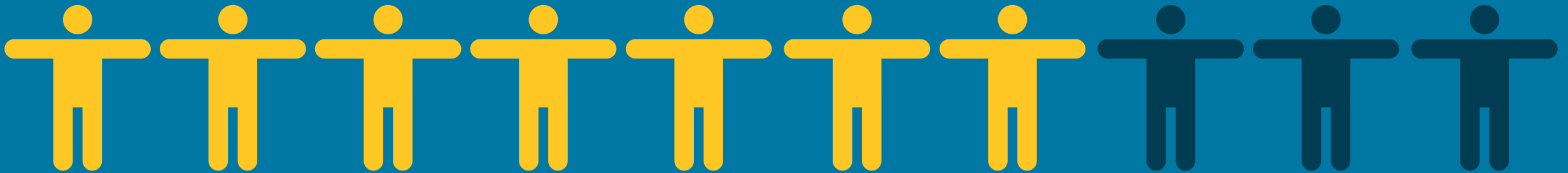
Agenda

- Data Dive
- Examples from the Field
- Empathy Mapping
- Share and Discussion

Churn

65%

Single Ticket
Audiences are NEW



73%

New Ticket Buyers
NEVER RETURN



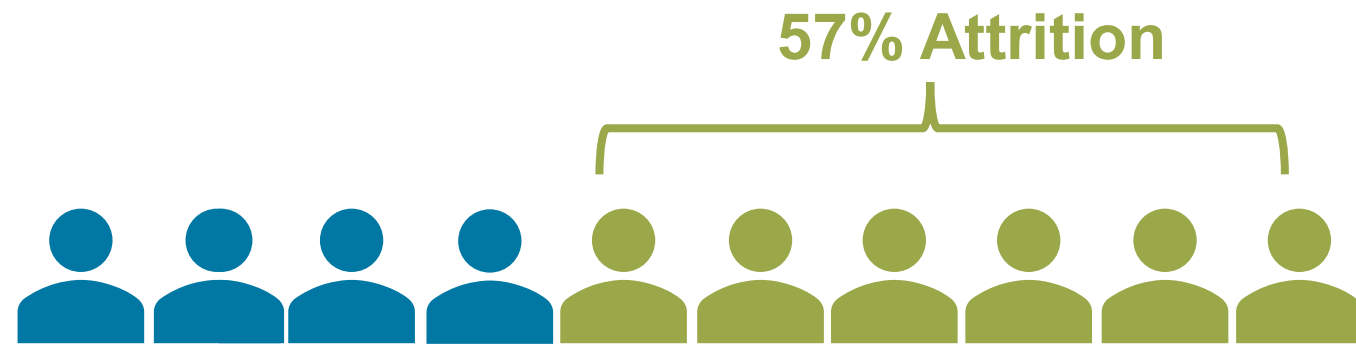
50%

First-time Subscribers
or Members
NEVER RETURN

Churn – All Patrons



Churn – All Patrons



Churn Causes

Experience Problems

We didn't ask, didn't listen,
and didn't follow-up

Wrong Invitation

Overwhelmed, tried to
“instantpot”, didn't appeal,
and wrong matchmaking

Points of dissatisfaction for Atlanta arts buyers

1. Parking

2. Website

Reduce Churn

In a relationship

- Goal: get first-time and recovered attendees to repeat their purchase
 - Gather feedback, how was their experience? Address problems
 - Must be an immediate invitation to return

What's Motivating...



Goal-oriented ACTION.



Responsive and empathetic.



Implementation.



Use of data – to define need and measure success.

Ticket buyers/bookers are more likely to attend if they received marketing focused on the emotions of the event, rather than the details, especially if they weren't familiar with the work.



Empathy

Experiencing the feelings of another



You have similar personal experiences



Emotion



Sympathy

Understanding the suffering of another



You acknowledge another's circumstances



Recognition

A photograph of the Grant Park Music Festival at dusk. The scene is framed by a complex, dark metal structure of curved beams. In the background, several skyscrapers are illuminated, including the Prudential building with its name visible. A large, brightly lit stage is visible on the right, with a crowd of people in the foreground. The sky is a mix of blue and purple hues.

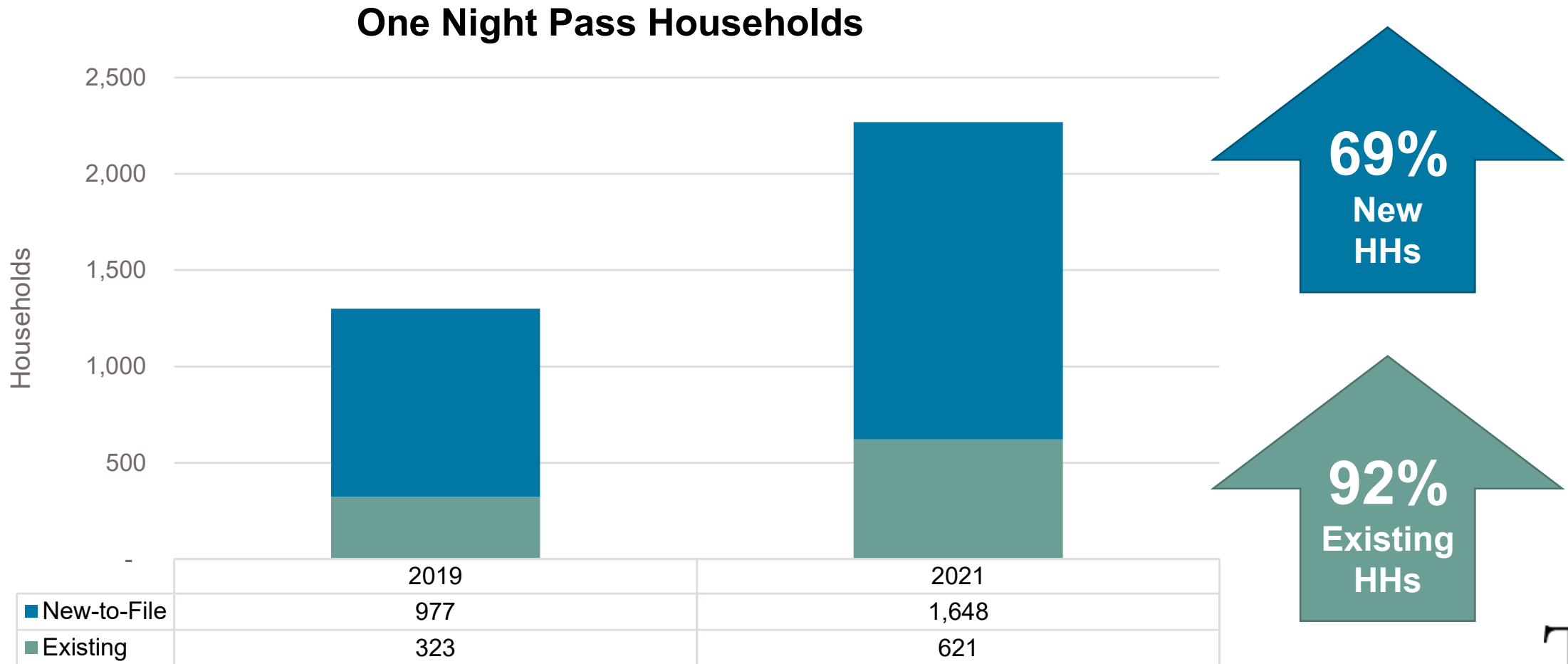
Grant Park Music Festival
2021 Season

Reached out to Diverse Communities

- **Ads West and South sides**
 - Urban Radio – spots in English and Spanish
 - Neighborhood posters
- **Messages of Welcome**
 - We're Back
 - Join Us

One Night Pass Households

Substantial year-over-year increases in both existing and new-to-file households



George Street Playhouse

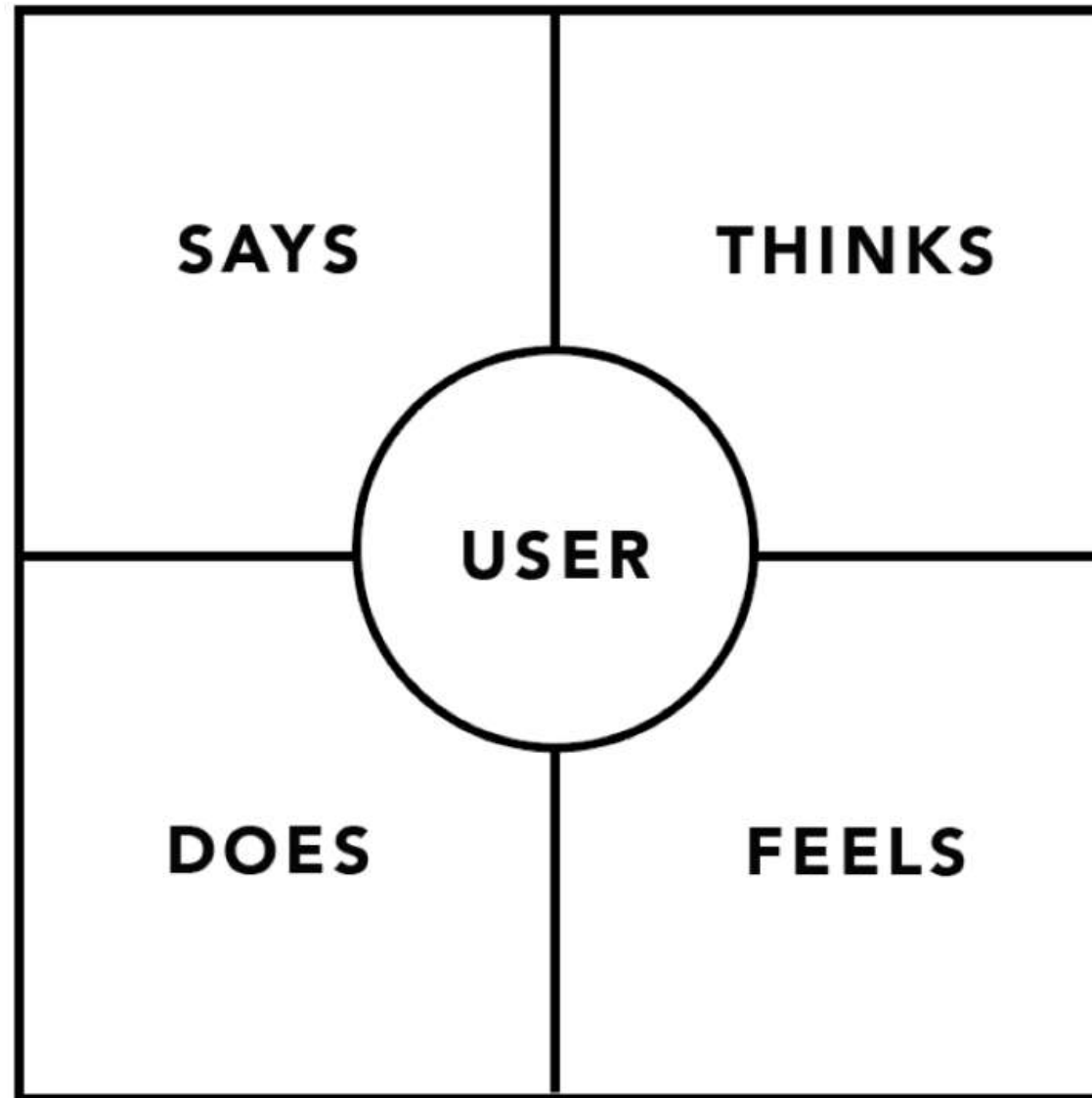
A Home for New Work



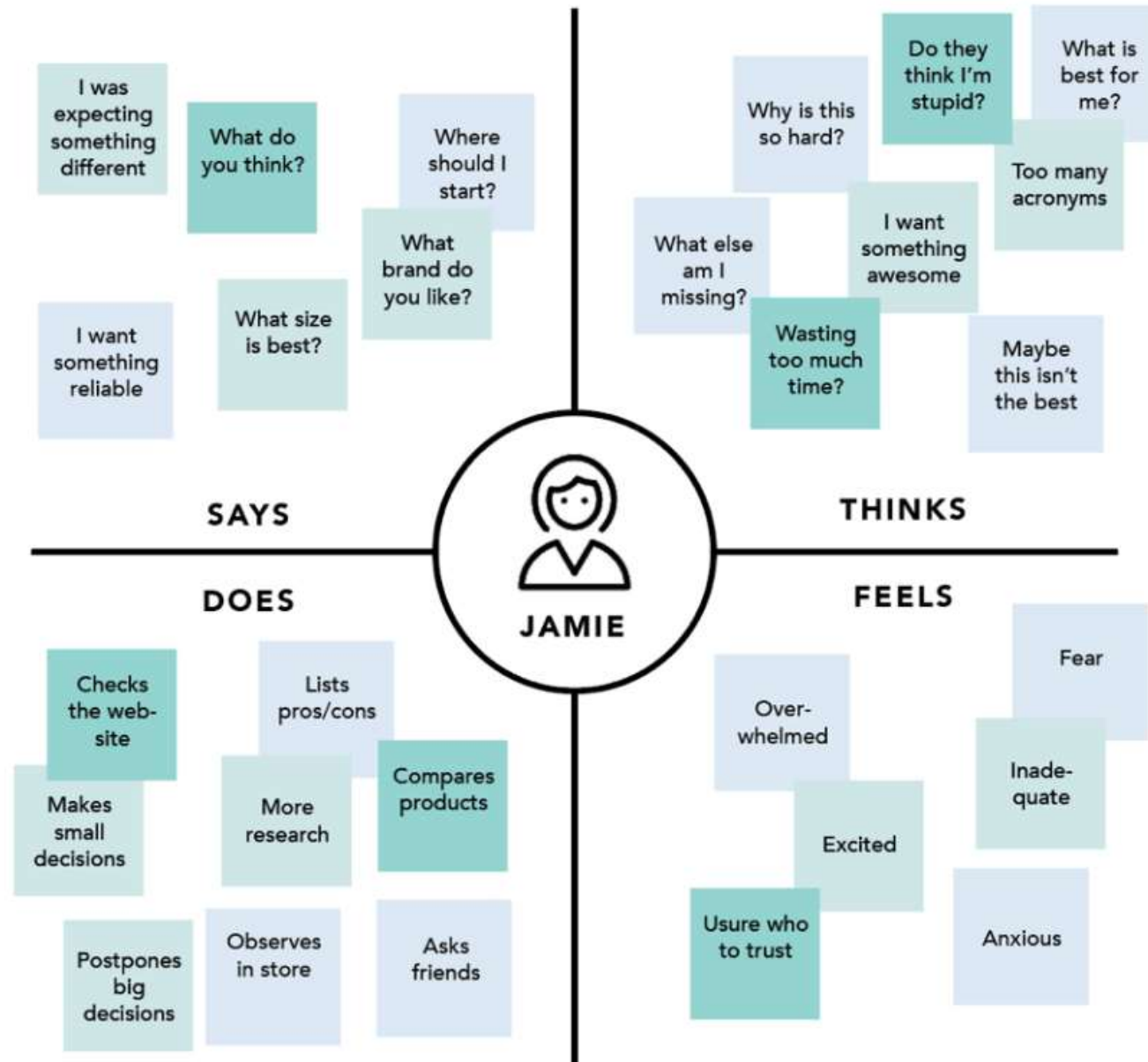
Test to Craft the Message

- **Digital Ads as a Learning Lab**
 - Early in selling cycle with multiple messages
 - Track which messages and storylines are generating the most engagement
- **Movie Trailer Approach**
 - Conveys experience
 - Not worried about the plot
 - Must pass the “sound off” test

EMPATHY MAP



EMPATHY MAP Example (Buying a TV)



ACTIVITY

Part 1

1. *Pick One Segment
(Lapsed, Casual, First-Timer)*
2. *Map Out:*
 - *Say*
 - *Think*
 - *Do*
 - *Feel*

ACTIVITY

Part 2

1. *How can your marketing messaging change to empathize with their needs and appeal to their sensibilities?*
2. *Craft a ticket sales invitation that meets that goal.*

REPORT

1. *Segment*
2. *What you learned about them*
3. *New messaging*
4. *Why you took that approach*



Shaping the future of your organization begins here.

1.
**Schedule a
Call**

Our free strategy sessions are no-pressure conversations designed to uncover the challenges you are facing and provide industry-leading insight.

2.
**Have a Free Strategy
Session**

During our time together, we will discuss the goals that you have alongside what types of engagement makes the most sense.

calendly.com/trgarts-ericnelson

3.
**Start Reshaping Your
Organization**

Once you and your team have settled on an engagement, we will begin formulating the next steps and timeline to reshape your organization for a thriving 21st century.



Eric Nelson
Client Engagement Officer
enelson@trgarts.com
917.561.5243



