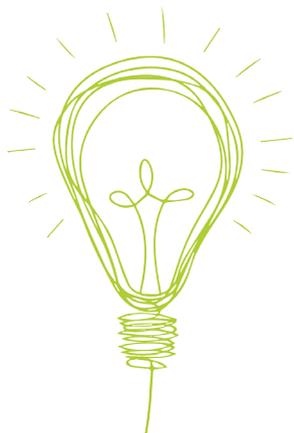


...a workshop with John Paul Fischbach...
OCTOBER 2017

Repositioning your value and diversifying revenue streams

making effective use of education
marketing techniques



DIVORCE YOUR STORY AND MARRY THE TRUTH

You are what you publish. Your brand is in play. SO. . . . Control the story.

EXERCISE:

What's your business model? (Where does the money come from?)

How's it going?

Where is the choke-hold on the organisation?

What's your greatest strength?

What do you need to succeed?

Are there mindsets and story traps your venue and programming are caught in?

What's not working?

How would you like it to be instead?

AH-HA MOMENTS:

THINGS TO DO:

THINGS TO LEARN MORE ABOUT:

5 KEY VALUES OF YOUR VENUE AND YOUR PROGRAMMING

When your values align with your customer's values the business succeeds.

Major Stakeholder	What do we offer them?	What do they want from us?

What business are you in?

(Using Value Based Language) What business are you really in?

What benefits do you deliver?

Values = What's important?

What's worth our time, money, energy, focus	How important is it... 1 (<i>important</i>) - 10 (<i>vital</i>)	Rank

REPOSITION YOUR VENUE AND PROGRAMMING

Diversify your revenue to meet a new need or serve an underserved market (*multicultural audiences, micro businesses, creative hubs, planned giving, mentorship and skills development*).

Who is the underserved market in your community?

What do they need?

When do they need it?

How can I give it to them?

3 WAYS TO GROW YOUR BUSINESS:

1. Increase the number of customers
2. Increase the average transaction value
3. Increase the frequency of repurchase

Who's done this well?

AH-HA MOMENTS:

THINGS TO DO:

THINGS TO LEARN MORE ABOUT:

REPOSITION YOUR VENUE & PROGRAMMING WITH BRANDING & EDUCATIONAL MARKETING

Branding - Positioning

What promises are you making?

What's your position in the community?

Educational Marketing

Educating others about the value and impact of the arts

What would they like to know more about?

Education Based Marketing means to give customers what they want - advice and knowledge without requiring anything in return. You are establishing yourself as an authority and your prospective customers will see you as a reliable source of knowledge.

EM builds a community around products and/or services. Once you have community-your marketing efforts become viral ways (i.e. your customers begin to advertise for you) to help them with their problems and ways to achieve their goals.

Identify touch points

Develop a strategy to share your educational message repeatedly. Identify your customer touch points. Publicity, advertising, websites, direct mail (yes it still works), word of mouth, focus groups. Once you have customer touch points offer your EM messages on a consistent basis.

Develop a message that gets a response

If you don't know how your potential client thinks or what they want, you need to find out. Without that nothing can move forward. Impact surveys can help with this.

Why do your current customers / stakeholders care?

Why did they come to you in the first place?

What problem do you solve for them?

AH-HA MOMENTS:

THINGS TO DO:

THINGS TO LEARN MORE ABOUT:

EXERCISE:

Identify a particular Stakeholder

	Education topic	What we need to say	What they want to hear
What don't they know			
What don't they appreciate			
What don't they understand			
They could help us if they new more about...			

Your Education Based Marketing Strategy (handout)

AH-HA MOMENTS:

THINGS TO DO:

THINGS TO LEARN MORE ABOUT:

RE-BRANDING PLUS EDUCATION MARKETING

Arts & Culture → Creative Industries

PAC → Culture hubs, Community Asset

EXAMPLES:

Re-branding / positioning = What do your customers say happens?

- + Atlanta botanical gardens = a rejuvenating oasis
- + Chicago History museum = if these walls could talk

Education Marketing / Managing Expectations

- + Denver Centre for the Performing Arts
<https://www.denvercenter.org/plan-your-visit>

Value-based Language / What business are you really in?

- + Parks Victoria = Healthy parks healthy people
<http://parkweb.vic.gov.au/>

EDUCATING PEOPLE ABOUT YOUR ECONOMIC VALUE

Do you know your economic impact?

New money

Think tourist dollars, or money earned outside of but spent inside the region

vs

Recycled money

Money earned and spent within your region

ARTS & ECONOMIC PROSPERITY

https://www.americansforthearts.org/sites/default/files/aepiv_calculator/calculator.html

Colorado Creative Industries (handout)



AH-HA MOMENTS:

THINGS TO DO:

THINGS TO LEARN MORE ABOUT:

ANNUAL REPOSITIONING EDUCATIONAL MARKETING CALENDAR

Building your brand, establishing your value, repositioning your centre is a constant job.

Frequency

Quarterly at least

NEWSLETTERS:

Monthly / Quarterly

Educational Marketing message	Desired response

SOCIAL MEDIA:

(8:2 rule)

- + VOX pops capture and share
- + Insider Information
- + Pull marketing

E-NEWS:

Before each show (Build Anticipation campaign)

E-news to ticket holders (Manage Expectations campaign)

E-news to ticket holders (Sustain Relationships campaign)

Anticipation	Why this event	
Expectations	How to have the best time	
Relationships	Insider information	

NOTES:

WHERE TO FROM HERE...

Do something in the next 48hrs... or you won't ever!

3 THINGS THAT HIT HOME FOR ME ARE...

1.

2.

3.

THE ONE THING I'M GOING TO DO IN THE NEXT 48 HOURS IS...

The Auspicious Arts Incubator was born in 2007. We are Australia's only incubator dedicated to helping build sustainable creative businesses by giving independent artists and small & medium arts organisations the business, marketing and audience development skills necessary to thrive in a competitive market place.

SOME OF OUR PROGRAMS



Every week we release a short (less than 5 minute) video with a weekly tip to help you succeed. Sign up to get the Hot Tip Tuesday video delivered directly to your inbox.

This practical advice can be added to your facebook feed to deliver value to the artists in your area.



Helping artists in your community get the skills they need to thrive. This 1.5 day workshop seminar gives every artist the tools they need to understand their practice and to succeed in running or starting an arts business.



Gathering the artists, arts organisations and key movers and shakers in the Creative Industries who are making a difference in your community. This one-day workshop improves the prosperity and vibrancy of your region, deepens community engagement and builds the capacity of your cultural capital.

HELP FOR INDEPENDENT ARTISTS



www.auspiciousartsincubator.org



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