#mass festivals

ARTSBOSTON.ORG/MASSFESTIVALS

THE POWER OF COLLECTING AUDIENCE DATA

April 26, 2016 | John Beck, ArtsBoston @johnwbeck | Ryan Heafy, Think Ideally, @ryanheafy

CHALLENGES

Trust / Inconvenience / Resources / and Missed Opportunities

THE IMPORTANCE

Need Data to Build Relationships / Understand Audiences / Report to Stakeholder / Evaluate Efforts / Target

KEY TAKEAWAYS

- ► Make an organizational commitment to data collection
- ► Have a plan to identify what data you need, why, and how you'll use it
- ► Establish a process defining who and how data will be collected
- ► Incentivize the behavior your want — require or reward audiences for giving data
- ► Be sure to have instructions and signage for your team and audience
- ► Set goals and metrics and drive performance with incentives
- ► Follow up with audience appropriately and be relevant to build a relationship

FREE / LOW COST

- ► VIP Experiences

    Need to register online for preferred seating, special access etc.

- ► Street Team Volunteers and Participant Surveys

    Look for free iPads from Verizon or AT&T Stores
    Offline Mobile Surveys — Quick, Incentives, Simple Questions

- ► Contests & Giveaways
- ► Rewards Stamp Tickets — e.g. the 8th coffee is free!
- ► Social Media & Web — including Jot Forms, CTAs, etc.
- ► Partnerships — use others' resources (photo booth model)

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TAKE YOURSELF TO A NEW PLACE

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WE GOT SOME MONEY

- ► Custom Mobile Apps
- ► "White Label" Mobile Apps
- ► RFID and NFC Technology – Track Movement and Interactions
- ► iBeacon Technology & Push Notifications

The Newest Social Media Trend - GeoFilters - Be Sure To Check Them Out!

Don't Overlook the Simple Stuff

Document Form Fields / Newsletters / Signup Links / Social Media Icon Hyperlinks #Hashtags / Forwarding Links
Social Media Widgets / Tag, Like, and Share / No Dead Ends / Default to Opt-Out / Good Digital Content

Know Your Audience, Follow Up, and Always Be Relevant!