

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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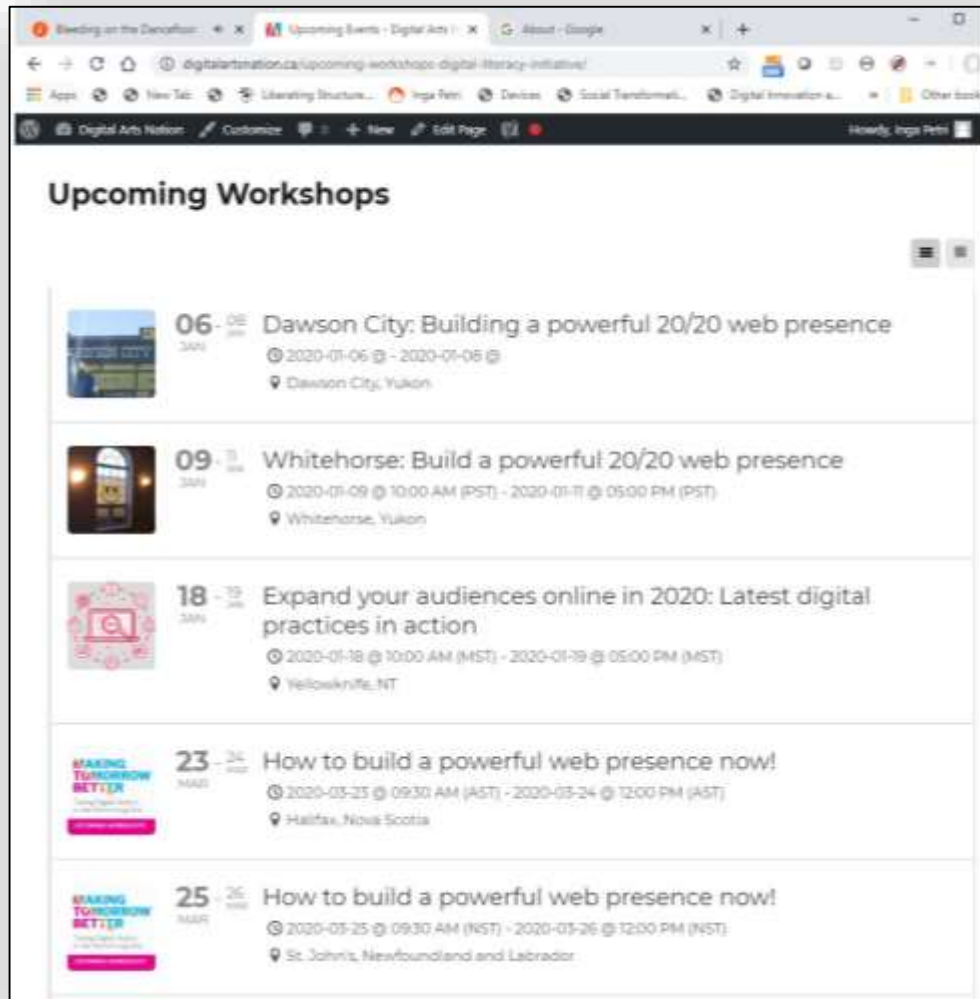
Module 3: Online Measurement

Northern Arts and Cultural
Centre, Yellowknife, NWT

Created and presented by
Inga Petri, Strategic Moves
January 19, 2020
10 am to 12:30 pm

**We acknowledge that we are meeting on
the traditional territories of the Yellowknives
Dene and Yellowknife Metis Alliance.**

With thanks to NACC for hosting us!



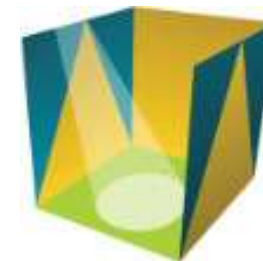
<https://DigitalArtsNation.ca/>
How-to tutorials
Digital News
Digital Playbook

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Canada Council
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We have a problem

- We see what we see
- We see what we can see
- We need to learn to see beyond our expectations

- We know what we know =
 -  ... what we believe (we know)
 - ... what we hold dear (assumptions, mythologies, rules of thumb)
- Beware: What You See is All There Is (WYSIATI)
 - 



80/20 rule – or why analysis matters



80% right = 20% wrong

**How much error can your
organization handle?**

1. To make better decisions
2. To measure change
3. To understand impact of action/inaction
4. To mitigate risk

What's the point of measurement and analysis?

To be actionable, measurement and analysis must be



Timely

Relevant to decisions

Translated into decision-making terms

Shared effectively with decision-makers

But what does it all mean?

MAKING
TOMORROW
BETTER



Meaning needs context



What is your context for online statistics?



Desired business result

Your marketing strategy

Set specific targets

How are you measuring them?

Interim marketing measures

What is your context for online statistics?



Desired business result

- Revenue growth of xx% annually for next 3 years

Your marketing strategy

- Increasing frequency of attendance by current patrons
- Attracting new audiences and encourage greater frequency

Set specific targets

- Increase capacity used from 25% to 50% & revenue from \$110k to \$200k
- Year 1 = 100 members and grow by 50% each of next two years

How are you measuring them?

- Track sales revenue; track attendance/ticket buying; membership

Interim measures

- Depend on marketing activities

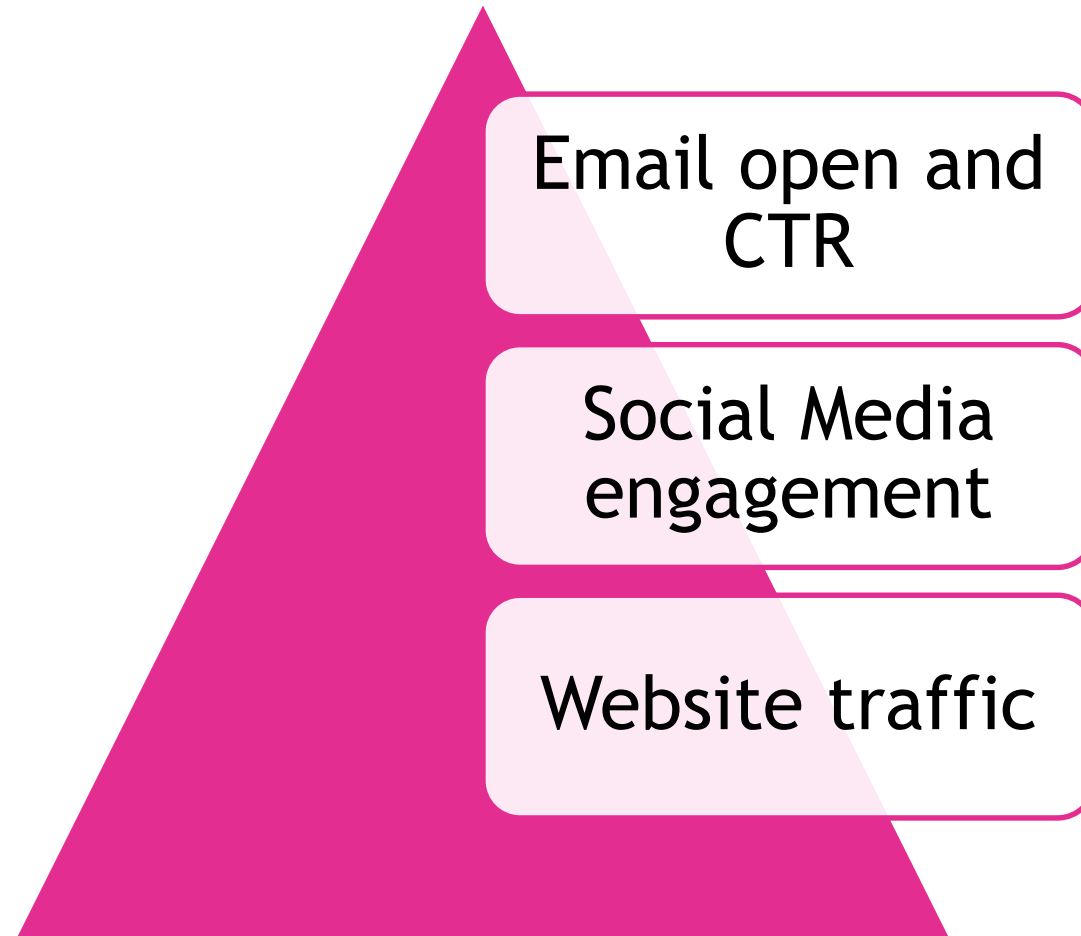
Example: Marketing Strategy Goals

- ***Attendance and Revenue Growth***
 - From \$110,000 at 24% capacity sold to \$200,000 at 50% capacity sold over 3 seasons.
 - Reduce the number of shows with capacity sold below 20% by half (from 19 per year out of 25 to 9 per year out of 25)
- ***Marketing Rol***
 - Move from a 1:1 ratio of marketing spend (production and placement) to 1:2 ratio over 3 years and 1:3 ratio over 5 years.
- ***Membership Program***
 - Year 1 = 100 members and grow about 50% each of the next two years
 - Target year 3: 225 members
- ***Brand attribute measures***
 - An observable shift away from traditional scoring highly in brand attribute research and exciting increasing.
 - Target in 3 years: a 5-point shift from 2015 survey results for each of these segments (patrons, general population, lapsed and non-attending).

Example: Evaluation

- Establish number of patrons in each category of the proposed patron progression model, calculate retention and conversion rates for each cohort with the aim to increase them.
 - Benchmark frequency of attendance and deploy strategies to increase it - e.g. buy two get a third free while capacity is available
 - Number of members retained and new members acquired in each category and measure against overall targets.
 - Number of individual donors and average annual donation
 - Number of businesses pledging funding for matching funds for individual fundraising
 - Measure overall revenue targets by category and evaluate where targets are met and where challenges exist.
- **Social Media metrics:**
- Increase Facebook followers/page likes on average 15% each of the next three years.
 - Increase Facebook interactions (likes, comments, shares) by 25% in each of the next three years.

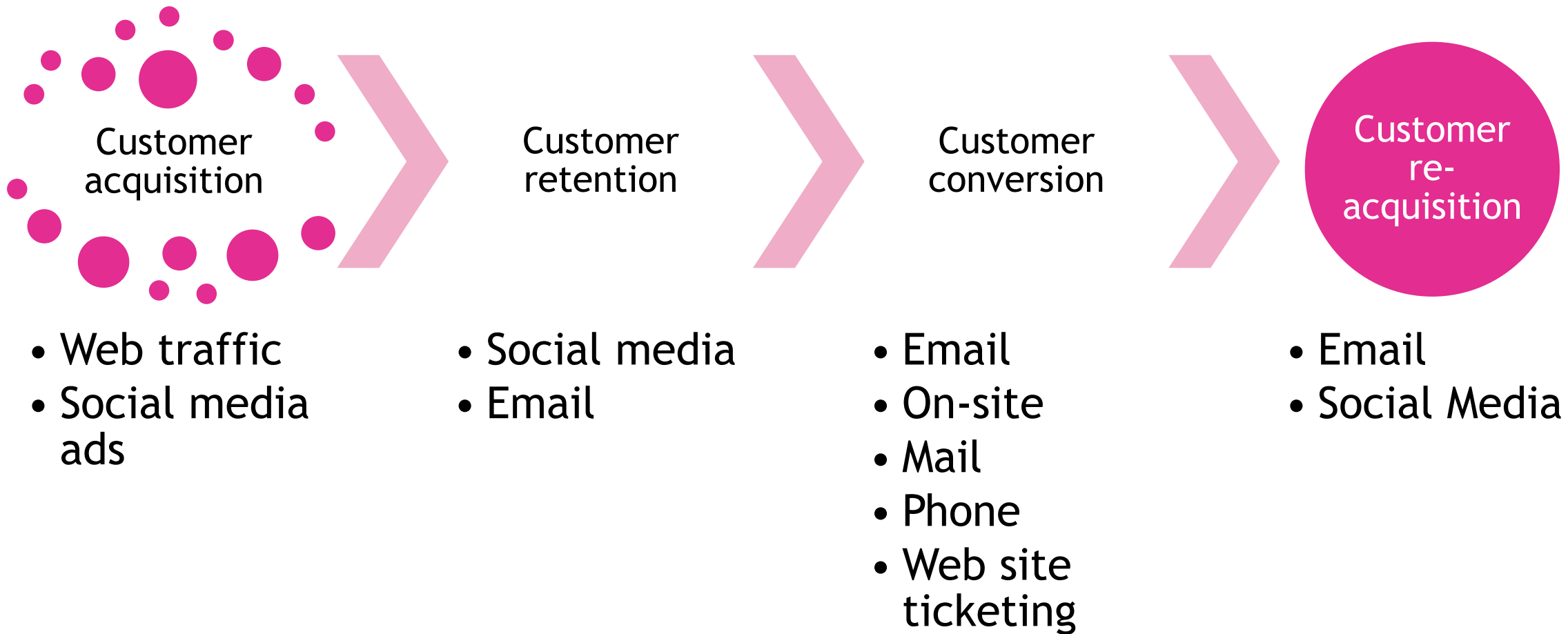
Online Measurement



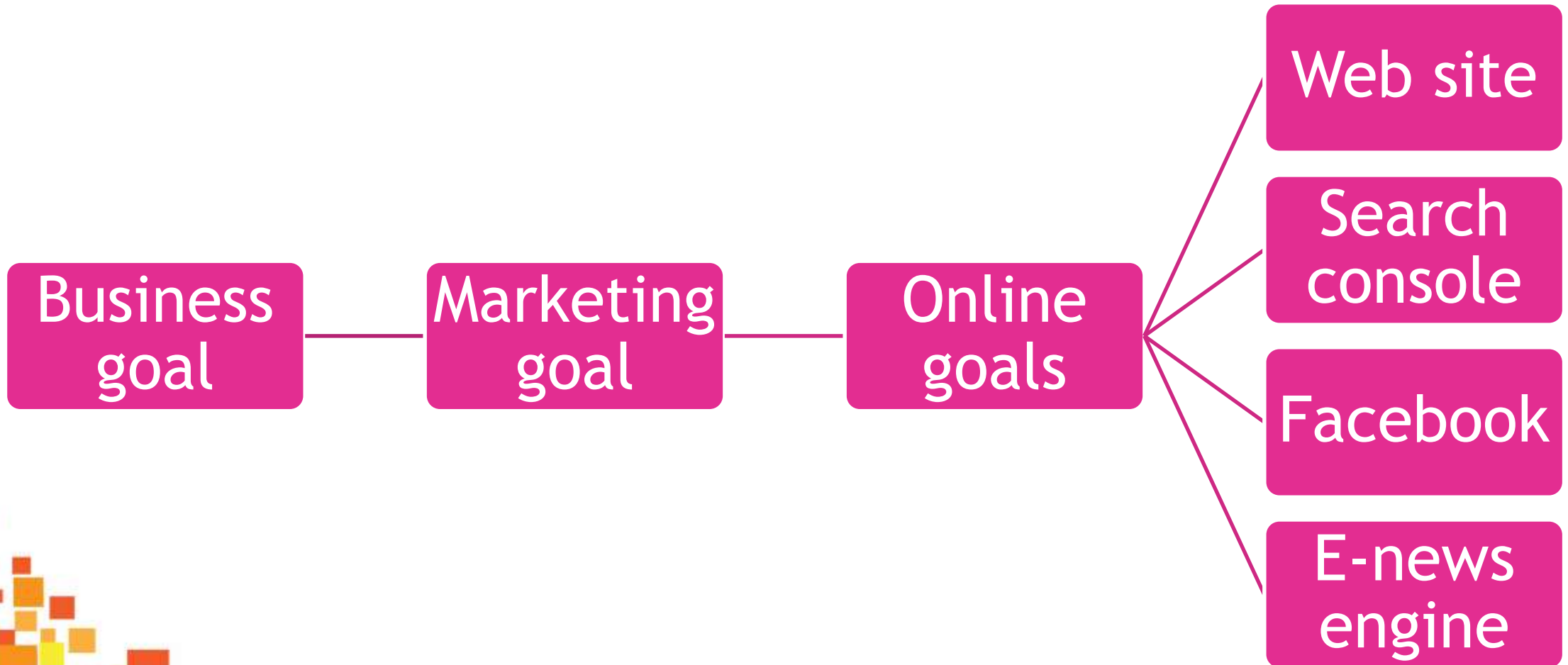
Online Measurement



Online Measurement - example



Design your measurement framework



Web traffic: Google Analytics

- Audience
 - # of users
 - New vs returning (Audience → behaviour & engagement)
 - Referral from organic, Facebook, Twitter, email
- Acquisition
 - Channels and referrals
- Behaviour
 - Behaviour flow

Facebook Business page Insights

- **Insight**
 - Overview - see competitors
- **Followers**
- **Posts**
 - Engagement w posts
 - Hide or unfollows
- **Ad Manager for Ad performance - reach and cost per action**

See spreadsheets



Trip Advisor

- Traffic and actions taken

Google MyBusiness

- Traffic and actions taken

Connecting the dots as far as possible



- Facebook used to drive web traffic
- Email used to reinforce social and web



Exemplary online measurement frame

Website analytics

- Visits and unique visitors
 - Length of visits
- Channels/ referrals
 - Direct
 - from social
 - from email
 - from paid ads
 - to subscription
 - to social

Social networks

- Followers
- Paid reach
- Posts & Actions
 - Comment / Converse
 - Shares / Retweets
 - Like / Favourite

Track sales, attendance

- Complete checkout
- Re-targeting

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LET'S STAY IN TOUCH

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