

# MARKETING & PUBLIC RELATIONS

Attracting and keeping customers and getting  
the right message out in the community

# ABOUT ARTS MARKETING

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- × **“The behavior of arts audiences is changing dramatically.... since the mid-nineties many organizations have been losing ground in their attempts to both attract and retain subscribers.”**

Joanne Scheff Bernstein, *Arts Marketing Insights*, 2007

# ABOUT MARKETING

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- × “The Internet and e-mail give marketers new power and new responsibilities: the power of instantaneous, comprehensive, and low-cost marketing tools and the responsibility to learn how to best leverage high-tech marketing potential.”

Joanne Scheff Bernstein, *Arts Marketing Insights*, 2007

# ABOUT MARKETING

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**“...advertising agency creative people sit in hip offices dreaming up ways to interrupt people so they pay attention to a one-way message.... The Web is different. Instead of one-way interruption, Web marketing is about delivering useful content at just the precise moment the buyer needs it.”**

David Meerman Scott, *The New Rules of Marketing and PR*, 2007

# ABOUT MARKETING

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**“The Web has opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big-budget advertising costs.”**

David Meerman Scott, *The New Rules of Marketing and PR*, 2007

# MARKETING

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- ✘ “Marketing is a *process* by which an organization relates creatively, productively, and profitably to the marketplace, with the (objective) of creating satisfied customers within the parameters of the organization’s (goals).”

*Standing Room Only* by Kotler and Scheff

# MARKETING MANAGEMENT

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- ✘ “Marketing Management (is) the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchange relationships with target audiences for the purposes of achieving the organization’s objectives.”

*Standing Room Only* by Kotler and Scheff

# MARKETING

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- ✘ **Needs and Wants** – Needs are essential to satisfy and wants are desirable.

*(You may have a psychological need to attain new knowledge but you may want to satisfy this need by reading a book or going to the opera or theatre.)*

- ✘ **Exchange Process** – Each party gives something of value in order to receive something they value.

*(I give a concert because I like to play my music and my audience buys a ticket and gives their time to listen to me.)*

# ARTS MARKETING

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- ✘ “Marketing, as it relates to the arts [*or any product or service*], is not about intimidation or coercion or abandoning your vision. It is not “hard selling” or deceptive advertising. **It is sound, effective technology for creating exchanges and influencing behavior that ... must be beneficial to both parties in the exchange.”**

✘ *Standing Room Only*

# ARTS MARKETING

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## ✘ Product Orientation to Marketing

Are you in love with your product and believe in its value? For example, "the chamber music association calls itself a "society," performs only traditional music, advertises only in suburban weekly, and wonders why it doesn't attract younger audiences." Standing Room Only

# MARKETING

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## ✘ Sales Orientation to Marketing

“The approach assumes that consumers typically show buying inertia or resistance and have to be coaxed into buying...” *Standing Room Only*

*This approach is used by most arts and businesses under the name of “marketing.”*

# MARKETING

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## ✘ The Customer Orientation

Assumes “the organization systematically study customers’ need and wants, perceptions and attitudes, preferences and satisfactions ...”

“The highest volume of exchange will always be generated if the way the organization’s offering is described, priced, packaged and ... delivered is fully responsive to the customer’s preference and interests.” *Standing Room Only*

# STRATEGIC MARKETING

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*In order to achieve this objective then a...*

- ✘ **Strategic Marketing Planning Process must be in place**
  - Strategic Analysis: Mission, goals and objectives and SWOT
  - Marketing Planning: Goals and objectives for relevant period, formulate core strategy to achieve objectives and then establish specific programs
  - Plan implementation
  - Control and evaluation

# MARKETING PLANS

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## Marketing planning

### 1. Organization Profile & Audit

- × Mission, Vision, and Values
- × Programs – What we do and could do
- × Current plans – Are we meeting our goals
- × Current marketing – Effective or not?

# MARKETING PLANS

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## 2. Environment Analysis

- × Demographic
- × Economic
- × Political
- × Cultural

## 3. Challenges & Opportunities

- × What factors limit the organization?
- × What factors will permit better fulfilling mission?

# MARKETING PLANS

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## 4. Overall Objectives

- + Specific and time sensitive
- + Quantifiable

## 5. Marketing Strategies - Formulate strategies and support through:

- + Target Marketing – Know your community
- + Positioning – Who you are and your brand
- + Product – Good mission fit and trust with your community
- + Price – Finding the prices points in your market

# MARKETING PLANS

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## 5. Continue Marketing Strategies - Formulate strategies and support through:

- + Distribution – Analog and digital domains
- + Sales Force – Everyone but clearly your ticketing staff
- + Service – Consistently effective customer service
- + Promotion – Using the right tools in the right place

# MARKETING PLANS

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## 6. Marketing Process

- + Detailed action plans
- + Timetables
- + Budget

## 7. Controls & Evaluation

- + Data gathering - Marketing Data System
- + Reporting
- + Adjust strategies and process as needed
- + Providing feedback to inform planning process

# PUBLIC RELATIONS

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- ✘ “Whereas the main function of marketing is to influence *behavior*, the task of public relations is to form, maintain, or change public attitudes [and perceptions] towards the organization or its products” [and services.] Standing Room Only
- ✘ “Reporters and editors use the Web\* to seek out interesting stories, people, and companies. Will they find you?”

David Meerman Scott, *The New Rules of Marketing and PR*, 2007

\* And Twitter, Facebook, MySpace ,blogs, and so on . . .

# PUBLIC RELATIONS & PUBLICITY

## ✘ Image PR

- Revitalize, re-launch, and/or reposition
- Build consumer confidence and trust

## ✘ Routine PR

- Introduce new products
- Communicate new benefits
- New markets

## ✘ Crisis PR

David Meerman Scott contends, “The Internet has made public relations public again,” and this allows you to bypass the traditional media with your message. Are you taking advantage of this?

# MARKETING & PR MANAGEMENT

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## ✘ What are the leadership and managerial skills needed to operate an effective marketing & PR area in an organization?

- Support from upper management
- Skills and abilities: Writing, verbal communications
- Resources: Budget, space, technology, training
- Healthy and functional working relationships within the organization among the staff and the leadership

***A supportive organizational culture***

# MARKETING & PR

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- ✘ What does the future hold for organizations trying to market themselves and their products and services in an increasing globally competitive environment?
- ✘ Organizations that understand customers want you to live up to your words with actions that match your mission are going to be better suited to compete today and tomorrow.

Questions, thoughts or  
reactions?

*Thank you*