Audience engagement in three acts:
Audience acquisition, retention, and diversification
Hello!

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#NAMPShop
AGENDA

- ACT I: Audience Acquisition
- Review of Key Take-Aways
- Lunch Break
- ACT II: Audience Retention
- ACT III: Audience Diversification
- Conclusions/Questions
- Take ACTion!
Goals

- Learn how to recognize and target your audience
- Build brand awareness with limited resources
- Turn transactions into transformative experiences
- Align organizational goals with social media objectives
- Identify key performance indicators and tools to measure success
Act 1: Audience Acquisition
Marketing Audit

- Conduct a S.W.O.T. Analysis
- Define and locate your audience
- Create your visual brand
- Build a campaign calendar
- Get the word out!
Facebook Marketing Tips

1. Integrate your website with social media accounts
2. Use free online design tools
3. Boost posts for increased viewership
4. Use Facebook Insights to inform engagement strategies
5. Direct fans to your email list (Refer-a-Friend)
Facebook Marketing
Tips continued

6. Ask questions to boost engagement
7. Use BuzzFeed Quiz and Facebook Poll
8. Post dynamic image quotes
9. Offer exclusive deals and promotions
10. Be committed and consistent
Audience acquisition
Group Exercise
S.W.O.T. Analysis
SWOT Analysis

Strengths provides an area to list everything done right either individually or as an organization. This section contains both strengths within the organization and external strengths, such as client relationships.

Weaknesses are aspects of your business that detract from the value you offer or place you at a competitive disadvantage. You need to enhance these areas in order to compete with your best competitor.

Opportunities are factors that represent reasons your business is likely to prosper. Such as being able to expand a franchise into a new city, while some may fall into your lap such as another country opening up its market to foreign business.

Threats include external factors beyond your control that could place your strategy, or the business itself, at risk. You have no control over these, but you may benefit by having contingency plans to address them if they should occur.
Take-aways
Let's review some concepts

Conduct a brand audit to determine what’s working well, what can be enhanced, and where you’d like to be.

Define and locate your audience through surveys to achieve higher engagement rates, conversion rates, and website traffic.

Create your visual brand using Canva and additional free tools to clearly communicate your messaging through dynamic, engaging content.

Streamline integrated marketing and communications efforts with a campaign calendar.
LUNCH BREAK

Spokesperson
Partner Exercise
Spokesperson Partner Exercise

1. Name of spokesperson
2. Qualities that best speak to your organization
3. How would you market this person
Act 2: Audience Retention
#UX
Why do Patrons Leave? Why do they Stay?
“User experience isn’t just the responsibility of a department or person. That compartmentalistic view of UX is evidence that it is not part of the organizational culture and hints to teams not having a common goal or vision for the experience they should deliver collectively.”

~ Livia Labate, Principal, UX, Comcast Interactive Media
AUDIENCE RETENTION

GROUP EXERCISE

1. Identify one primary challenge
2. How to tackle it
3. How to monitor success
4. How to continue the conversation
Retained customers leads to increased profit

- Profits by 25% to 95%
- Costs by 10%
- Worth 10x as much!

Increasing customer retention rates by 5% increases profits by 25% to 95%.

A 2% increase in customer retention has the same effect as decreasing costs by 10%.

On average, loyal customers are worth up to 10 times as much as their first purchase.

http://customersthatstick.com/blog/customer-loyalty/customer-retention-infographic/
Audience Retention Strategies

- Streamline marketing efforts
- Cultivate organizational buy-in
- Enhance dynamic experiences
- Get to know your audience
- Personalize interactions
- Add value to every interaction
- Create task forces
Turn transactions into transformative experiences!

Convert patrons to brand ambassadors!
Act 3:

Audience Diversification
Audience Diversification Strategies

- Creative Placemaking 101
- Networking
- Embrace Your Competition
- Partnerships
- Media Relations
- Social Media
- Surveys
- Measurements and Analytics
Personal best
Group Exercise

1. Identify a ‘Personal Best’ moment
2. Share in vivid detail
3. Determine and record themes
4. Create a workplace in which one or more of these themes occur more often
5. Share at least one ACTion
Take-aways
Let’s review some concepts

Patrons stop doing business with a company due to a poor customer service experience. Cultivate organizational #UX philosophy!

Convert patrons to Brand Ambassadors through personalized, mutually-beneficial engagement tactics.

Repeat customers spend 67% more and have larger transactions through their customer lifecycle.

Commit to providing timely, relevant content through sustainable audience development and interactive engagement strategies.
CONCLUSIONS

- Streamline strategies through integrated marketing and communications approach
- Be committed to being consistant
- Successful #UX is the responsibility of everyone
- Happy and loyal patrons are your best Brand Ambassadors
- Transformative experiences > transactional experiences
Any questions?

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Thank you!