At this year’s National Arts Marketing Project Conference, more than 550 arts marketers from across the country gathered together for "Getting Down to Business." We learned how to better broaden our audiences, discovered innovative ways to stretch even the tightest budgets, and gained techniques and tools to improve donor engagement.

But that’s not all: over the course of the three-and-a-half days in Charlotte, NC, we captured over 6,600 tweets with more than 500 people using the hashtag #nampc. In this e-book, you’ll get a glimpse into the conversations and creativity that took place, and find out why weird may be changing the landscape of arts marketing.
Your pricing must "make sense" to customers to communicate value of experience. - Steven Roth #nampc
@epeck8
Pay attention to what the company is interested in to determine best partnership opportunities with the arts. -Duke Energy #nampc
@alstilo

What's your story? That's what people will buy. #nampc
Audience engagement is moving out of observation into curation. Audiences want to influence their experience. #nampc @Americans4Arts
With the rapidly changing marketing/digital landscape, there is NO typical career path. Build your own path. #nampc
Revenue is a means to a goal of transformation, not the transformation itself. #nampc
@rachelowry

Marketing needs to be at the artistic table from day one to ensure programming is on brand and aligns with strategic plan. #nampc
@chadthelesser

Having marketing at the artistic table is vital, but so too is having artistic at the marketing table. Collaboration goes both ways!

#nampc
Marketing is more than selling tickets. It creates context and support for artists. ~Abel Lopez of @TeatroGALA #nampc
@cbrewe

Co-revenue officers- bridging the gap between CMO and chief development officer. Genius!
Instant #bestbuds #nampc
@museumtweets

When a culture is good, it is pretty self sustaining. #nampc
Do arts organizations embrace their own stereotypes to feel more important as a social group? Can we move past that to be more accessible? #nampc
The immersive ingredient is something that people can get excited about and want and be successful. #nampc
@TRGArts

Visualizing data is key to understanding it. #nampc #roi
Unless the innovation passes through the artistic core, it has little chance of surviving. #nampc
Key senior members of your team all need a social media presence - 'people tweet - buildings don't'.

#nampc
@coopaz

Defining engagement: facilitate ways for audiences to curate their experience. #nampc
@deekshagaur
Prove users expectations to enhance their experience. #roi #nampc
@suralephillips

Method. Write marketing copy as if you are speaking to just one person. 
#nampc
@ASC_CathyB

Consistency is key to creating a brand! #nampc
@RyanNewYork

66-80% of all new arts audiences don’t return for 2nd experience. Getting them to 2nd event is crucial to create habit. #nampc
@strategiclinks

Using YouTube is like fishing...hook 'em, then reel 'em in. #nampc
@thedailychels

Build an audience w/ dessert (the familiar) before vegetables (what's new) approach to content.

#nampc
@OhDeeOnV

What I'm gathering from #nampc
...weird people are ruling the world.
@Nesheaholic

Innovation is about small experiments. #nampc
"Post it and they will come" is not a marketing strategy.
- @scottprovancher #nampc
@APAP365

Likes/Retweets should be indicators of how people feel about your brand. Measurable, sure. Value = not monetary. #nampc
@EADeacon

How culturally competent are you?
#nampc
Donors love dollar matches and engaging tangible giving. So true.
@power2give #nampc
Innovation pays. Experimenting pays. Rethink your activities. Find new funding streams. #nampc
@reluctantemmy

Familiarity vs propriety. How often do we fall into stereotypes because we are grasping at straws trying to make something accessible?

#nampc
Marketers are creators of public perception. Let's be responsible with this responsibility, all! #nampc #forward
@LEchevarria

Use context awareness to create a balance between artistic integrity and provide innovative, engaging content. #nampc #cdza
@sarahsulliv

Call and ask for feedback if you get turned down for a grant!
Understand that there can be open communication with funders.

#nampc
@rebhimberger

If you have a choice between a mediocre leader with a great idea or a great leader with a mediocre idea - always pick the latter. #nampc
@jenniferedwards

Get people comfortable with and in art spaces = key to attracting new audiences. Develop partnerships with alt spaces. #nampc
The way to get millennials is booze!
#nampc
Conference theme... Weird is attractive... FINALLY!! #nampc
@CanaryPromotion

Find a way to SHOW your funders what impact you're having on your community. #nampc
@groupofminds

Every marketing idea you execute should have an experiment component. Small tests = big gains over time. #nampc #psych
@Anne_Grobstich

Young people don't want to be marketed to. They don't want to hear noise, they want to hear from you. Be true to what you do. #nampc
@DDombrosky

Use fun to curate the arts experience for your patrons. Keep it fun, people. #nampc
@steph2point0
Shape your patrons' experience with
#curatedarts #nampc
@prjenni

Get excited, be passionate, do awesome work. #nampc
Want young audience members?
Show up where they are. #nampc
@PeakRadar

Often, your very best subscribers aren't seeking the best price, they're seeking the best access. #nampc
Think like a statistician: look at both the numerator and denominator. #nampc
@DrJGo

Take a super, super, super small piece, and make it a feature. People like that! #nampc
Connect people by encouraging your people to be themselves. Embrace what makes you unique.

#nampc
@AudienceDevSpec

Likability is the secret of being trusted. #nampc
Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

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