Making the business of live events simple
About Thalian
About Thalian

$10K marketing budget

$1.2M Ticket Sales
Agenda

- Digital, mobile trends
- Building and leveraging community
- Tapping into influencers
- Spending wisely
- Building young audiences
Digital, mobile trends
Word of mouth

2X More sales than paid advertising

37% Higher retention rate

*McKinsey
90% of American adults own a cell phone*

*From Pew Research Internet Project Survey
Email

65% of emails opened on a smart phone*

*US Consumer Device Report
Building and leveraging community
Poll – Are you non-profit or for-profit?

Text VENDINI to 22333 once you join, text “A” for “Non-Profit” and “B” for “For-Profit”
Community ownership

Photo credit: Susanne Nilsson
Partnerships & sponsorships
Incentive management
Segmentation

Open door policy
Advertising support
Tapping into influencers
Poll – Do you have a content plan?

Text 22333 with your response “A” for “yes” and “B” for “No”
Harness social
Content is king

- Build trust, establish expertise
- Rich content (video, images, podcasts)
- Bring brand, events to life
- Think about curation, blogs
- Engage, educate, entertain
Social media and SEO

- Tweak keywords – feature in title, body copy
- Pinpoint audience – specific social channels
- Schedule and monitor
- Keep feedback open
Thalian Hall Center for the Performing Arts, Inc.
Performance Venue

Timeline  About  Photos  Get Tickets  More

Select an Upcoming Event

Jeremy Webb's A Christmas Carol
Thalian Hall
Wilmington, NC
Wednesday Dec 3, 2014 4PM, 7PM

The Little Mermaid
Thalian Hall
Wilmington, NC
Thursday Dec 4, 2014

The Nutcracker
Thalian Hall
Wilmington, NC
Poll – Do you have a loyalty program in place?

Text 22333 with your response
“A” for “yes” and “B” for “No”
Loyalty programs

SO MANY WAYS TO EARN FABULOUS REWARDS

SHOP

Earn 10 points per $1 every time you shop in store and on any website where Lancôme is sold.

CONNECT

Earn up to 50 points every time you connect with us on Facebook, Instagram, Twitter and Foursquare.

SHARE

Earn up to 100 points when you add your birthday, phone number and address.

Earn 50 points when you join and 50 bonus points with your first purchase.

LANCÔME

PARIS
PR to its fullest
Spending wisely
Negotiate everything
Fully leverage your website
Google grants

- Non-profit edition of AdWords
- 10K/month in in-kind AdWords advertising
- Simple application process
Ad Words

Search results for "performing arts ticketing" on Google.

Tickets: Performing Arts Center
www.pacslo.org/tickets  Cal Poly Performing Arts Center
Tuesday through Saturday 12:00 noon until 6:00 PM or until one half hour past curtain
time on performance days. For Sunday-Monday performances, Ticket ...
Seating Chart - Policies - Accessibility

Performing Arts Center
www.pacslo.org  Cal Poly Performing Arts Center
November 30, 2014 Frozen Sing-A-Long  Tickets  Season Subscriptions  TekTegrity
Terry Hoage ... 2014 Performing Arts Center, San Luis Obispo. All Rights ...
Building young audiences
Millennials

★ Always connected
★ Social by nature
  ★ Network
  ★ Vocal
★ Seek participatory experiences
★ Value reviews and recommendations

Source: “Millennials Trust People Over Brands” Bazaar Voice whitepaper
Participatory experiences
Engage with active, personal events
Questions and discussion
Thank you