BUSINESS OF DANCE - Digital Marketing

What is Digital Marketing?
Digital Marketing can include:

- Websites (usually the hub of Digital Marketing activity)
- Search Engine Marketing
  - Search Engine Optimisation
  - Paid Search (such as Pay Per Click)
- Link Building
- Customer Relationship Management
- Landing pages
- Digital Analytics
- Content Strategy
- Email Marketing
- Social Media Marketing (Facebook, Twitter, YouTube etc.)

Why invest time in Digital Marketing?
What you do matters

Dance changes lives, whether your aim is to provide entertainment, improve health or wellbeing, or offer personal, social or political insights via your dance making, you're making the world a better place. Don't let your work go unnoticed.

Digital Marketing will help you reach a wider audience, build loyalty, deepen relationships with your current audience and nurture future audiences.

"Absolutely AMAZING! I've never seen anything to powerful. Please DON'T STOP doing what you're doing."

Digital is where your audience is

From 2007 to 2012 the internet population more than doubled.

As of January 2014:

- 87% UK population internet connected
- 57% active Facebook users
- 130% active mobile subscriptions
- 51% of consumers are ready to buy from their mobile phone
- <5% of businesses have mobile ready eCommerce systems
- 90% of consumers trust peer recommendations
- 93% of shoppers' buying decisions are influenced by social media

You have the perfect content

Many of the most successful marketing campaigns use dance as the medium to capture the imagination of their target market. For example Samsung’s “Cute girl has a catchy dance” campaign has received over 2 million views on YouTube.

Digital Marketing thrives on rich media such as:

- Beautiful photos
- Inspiring videos

Dance is the perfect medium to deliver these. Ensure you capture high quality images and videos of your work, during development and performance, to share online.

More people own a mobile phone than a toothbrush!

It is important that any digital marketing activity you undertake is mobile friendly. Check that your website and your other digital channels can be accessed via mobiles and tablets - that is where a large percentage of your audience will be visiting from (consider your own digital habits).

Top Digital Marketing Tips from Natasha

Be Playful
People will engage with things that are fun more than they would normally. For a great example see the Piano Stairs video from Volkswagon.

Be Useful
As simple as it sounds, this key ingredient is paramount for building loyal audiences. Tell them something they don’t already know, give them insight into your world. If you’re creating a new dance work, show backstage images, videos of choreographic development etc.

Be Mobile
Mobile is where people are at. Make sure they can buy tickets from you and find out more about your events via mobile devices.

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6 Steps of Dance Marketing

1. Who are you?

What are your core values? Why did you decide to work in dance?
If you work for a large venue or dance organisation, understanding your brand and core values may be easy. Emerging artists or new dance companies tend to have a harder time of this. Take the time to think about what is important to you and if there is a key message or theme that represents your work.

Do you have a unique selling position (USP)? If there is something that sets you apart from the crowd it will help people to choose to attend your events rather than those of your competition.

2. Who is your audience?

It is important you understand who your audience is. Marketers often use a term called segmentation to organise the different types of audiences and then craft specific digital marketing messages to each group.

You can understand your audience by conducting surveys, talking to your audience in person, studying your analytics or connecting with an organisation such as The Audience Agency. The Audience Agency provides tools and resources (and some paid services) to understand audiences. In 2014 they launched the Audience Spectrum tool which segments the UK public into 10 groups [http://www.theaudienceagency.org](http://www.theaudienceagency.org)

Remember, small is good. Don’t worry if you are a small company, or it is just you creating and promoting your dance work. The large companies are striving to sound like you; authentic, innovative and new. Be confident in your freshness and develop an authentic voice that represents you to the wider world, then stick with that voice in all your digital marketing activities.

3. Where is your audience?

Social Media Facts (UK Jan 2014):
Increasingly, your audience is online.
- 87% of internet users are on any social network
- 79% Facebook
- 44% Twitter
- 33% Google+
- 22% LinkedIn
- 13% Instagram

When you craft your Digital Marketing messages ensure to focus on the Core Product area, as they are the key drivers that motivate people to take action.

4. How can you connect with your audience?

- Set yourself some goals regarding your Digital Marketing. You will use these to measure against and improve upon.
- Consider the 7Ps of marketing when planning:
  - Product
  - Price
  - Place
  - Promotion
  - People
  - Physical attributes
  - Process
- Digital is different to traditional marketing. Consider the Customer Decision Journey. Build loyalty with your audience via social media engagement and using digital tools.

5. Do it!

- Schedule regular time to undertake Digital Marketing activity
- Use tools to help you manage social media efficiently (e.g. Hootsuite)
- Read Twyla Tharp’s inspiring book, The Creative Habit (primarily designed for choreographers, the lessons learned can be used to create marketing habits as well)
- Commit to a regular activity that triggers a series of actions e.g.:
  - Create a regular eNewsletter
  - Write blog articles that are housed on your website
  - Link eNews snippets to full articles on your blog
  - Post on social media linking to blog articles over time

6. Measure, iterate and repeat

- Use tools such as Google Analytics, TweetReach, SumAll.com, the Net Promoter Score and Facebook Insights to measure your results against your goals
- Learn from your successes and losses
- Improve your methods and tactics and repeat

Over time you will gain better results. Remember Digital Marketing allows you to reach a wide range and number of potential audience members, keep working at it and it will give you a return.

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REAL WORLD EXAMPLE - Digital Marketing

The Place and Protein

Border Tales

In March 2014, The Place ran a 3 week season of Protein’s Border Tales. This was an unusually long season for The Place, so the Marketing Team (led by Marketing Manager, Caroline Schreiber) had to innovate to meet their marketing objectives.

The notion of play was incorporated into the campaign with the use of provocative images and messages from the dance work.

Lessons learned

• The I think you think message was only rolled out to the Theatre audience segment. On reflection the team felt they should have rolled it out to the Dance audience segment as well, as it resulted in a more interesting, engaged campaign.
• YouTube Videos gained double the click through rate if they actually looked like YouTube videos (rather than clickable images or text). So the team took the time to create YouTube looking images when they posted this content (as their website and eNews system did not allow them to embed YouTube videos natively).

More real world examples can be found on DanceUKTV.com and Slideshare...

• New Movement Collective – NEST
• Expressions Dance Theatre – The Red Shoes
• YDance – 50 Day to go – Commonwealth Youth Dance Conference

Watch the video on Dance UK TV: www.danceuktv.com
View Slideshare: http://www.slideshare.net/natashareynolds/duk-digitalmarketing201406final

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LINKS - Digital Marketing

Real World Examples

Vincent Dance Theatre: http://www.vincentdt.com
The Place: http://www.theplace.org.uk
Protein: http://www.proteindance.co.uk
Olivia Ashton on Instagram: http://instagram.com/oliviaashton5678
Vivify: http://vivify.co
New Movement Collective: http://www.newmovement.org.uk
Expressions Dance Company: http://expressionsdancecompany.org.au
Kenneth Tharp on Twitter: https://twitter.com/KennethTharp
Dance Up: http://danceup.org.uk
YDance Scotland: http://www.ydance.org
Big Dance: http://bigdance.org.uk/

Videos

Cute girl has a catchy dance: http://www.youtube.com/watch?v=IK7lzFLmyco&feature=youtu.be
Piano stairs: https://www.youtube.com/watch?v=2IXh2n0aPyw
OK Go! http://www.youtube.com/watch?v=dTAAsCNK7RA
Harlem Shake English National Ballet: http://www.youtube.com/watch?v=KlCjt6FQQC0
Harlem Shake Ballerina Edition: http://www.youtube.com/watch?v=9iNhsjADvVo
DanceTag App: http://www.dancetagapp.com/
Eyes on the Road: http://www.youtube.com/watch?v=JHixelr_6BM

Resources

Dance UK: http://www.danceuk.org
Dance UK TV: www.danceuktv.com (video of this presentation and more)
Arts Marketing Association: http://www.a-m-a.co.uk
Culture Hive: http://culturehive.co.uk
Chartered Institute of Marketing: http://www.cim.co.uk
@twitterUKI_SME: https://twitter.com/TwitterUKI_SME
Twyla Tharp, The Creative Habit: http://www.twylatharp.org/

Tools

Hootsuite: https://hootsuite.com
Sumall: http://sumall.com
Google Analytics: http://www.google.com/analytics
TweetReach: http://tweetreach.com
Net Promoter Score: http://www.netpromoter.com/why-net-promoter/know

Statistics

Socialnomics: http://www.socialnomics.net

Trends

Kickstarter dance projects: https://www.kickstarter.com/discover/advanced?category_id=6&sort=most_funded
Move Concept Garment: http://www.electricfoxy.com/move/

This document is a summary of the presentation created and delivered by Natasha Reynolds, Director, Danceology for Dance UK and delivered at Sadler’s Wells in June 2014

Contact Natasha: www.dance-ology.co.uk
Watch the video on Dance UK TV: http://www.danceuktv.com/dance-uk-digital-marketing-training-keynote-natasha-reynolds
View Slideshare: http://www.slideshare.net/natashareynolds/duk-digitalmarketing201406final

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