

Planning for Audience Building Success


Building Objectives, Strategies, and Plans that Work



@SARALEONARD


SARA LEONARD CONSULTING
savvy strategy. real solutions.

Principles, Trends, Insights and Strategies that are Working




➤ Work from what you *know*

Principles, Trends, Insights and Strategies that are Working




- Retention: Expend the effort to keep your people coming back

Principles, Trends, Insights and Strategies that are Working




➤ Go deeper than demographics

Principles, Trends, Insights and Strategies that are Working



➤ Know and act on your core values

Principles, Trends, Insights and Strategies that are Working




- Put the audience at the heart of the organization

Principles, Trends, Insights and Strategies that are Working

- Treat audiences like... people!
 - *Listen.*
 - *Meet them where they are.*
 - *Pay attention to them.*
 - *Don't just sell.*

Principles, Trends, Insights and Strategies that are Working



➤ “Arts and...” – Partnerships beyond the
Cultural Sector

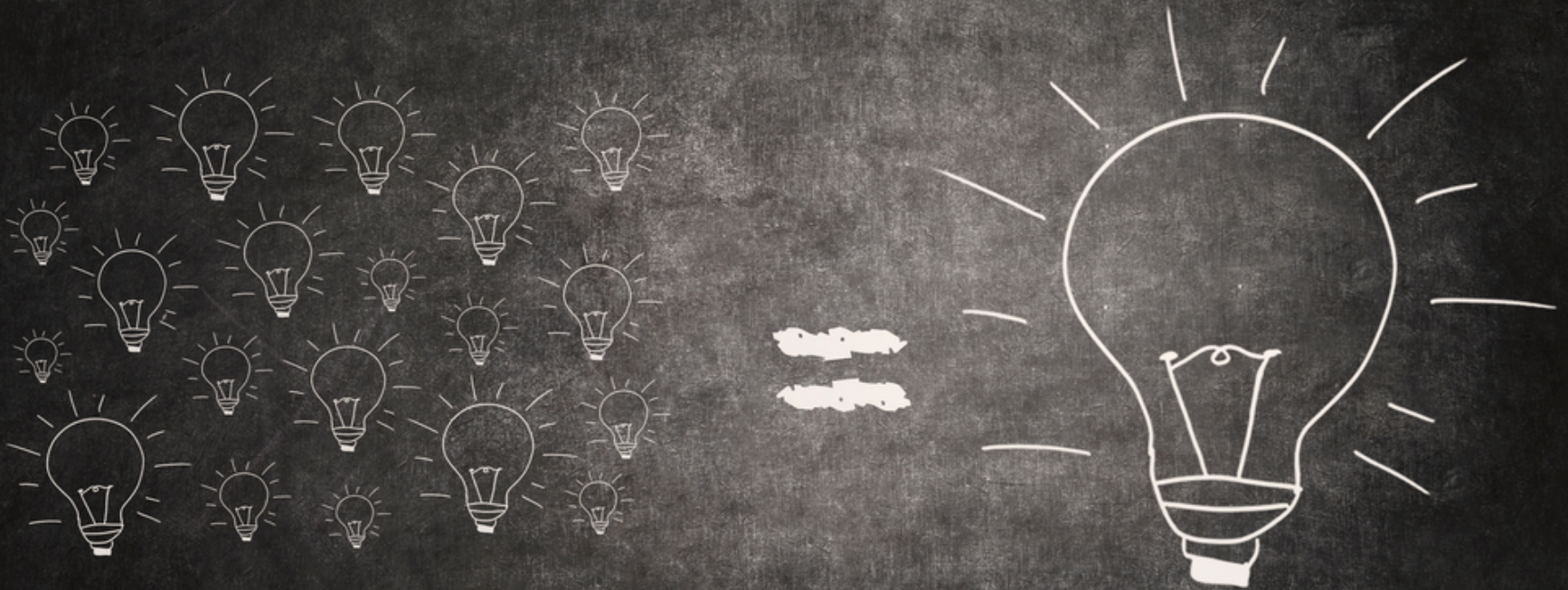
Principles, Trends, Insights and Strategies that are Working

- Get clear on who you are, who you want to be, and to whom

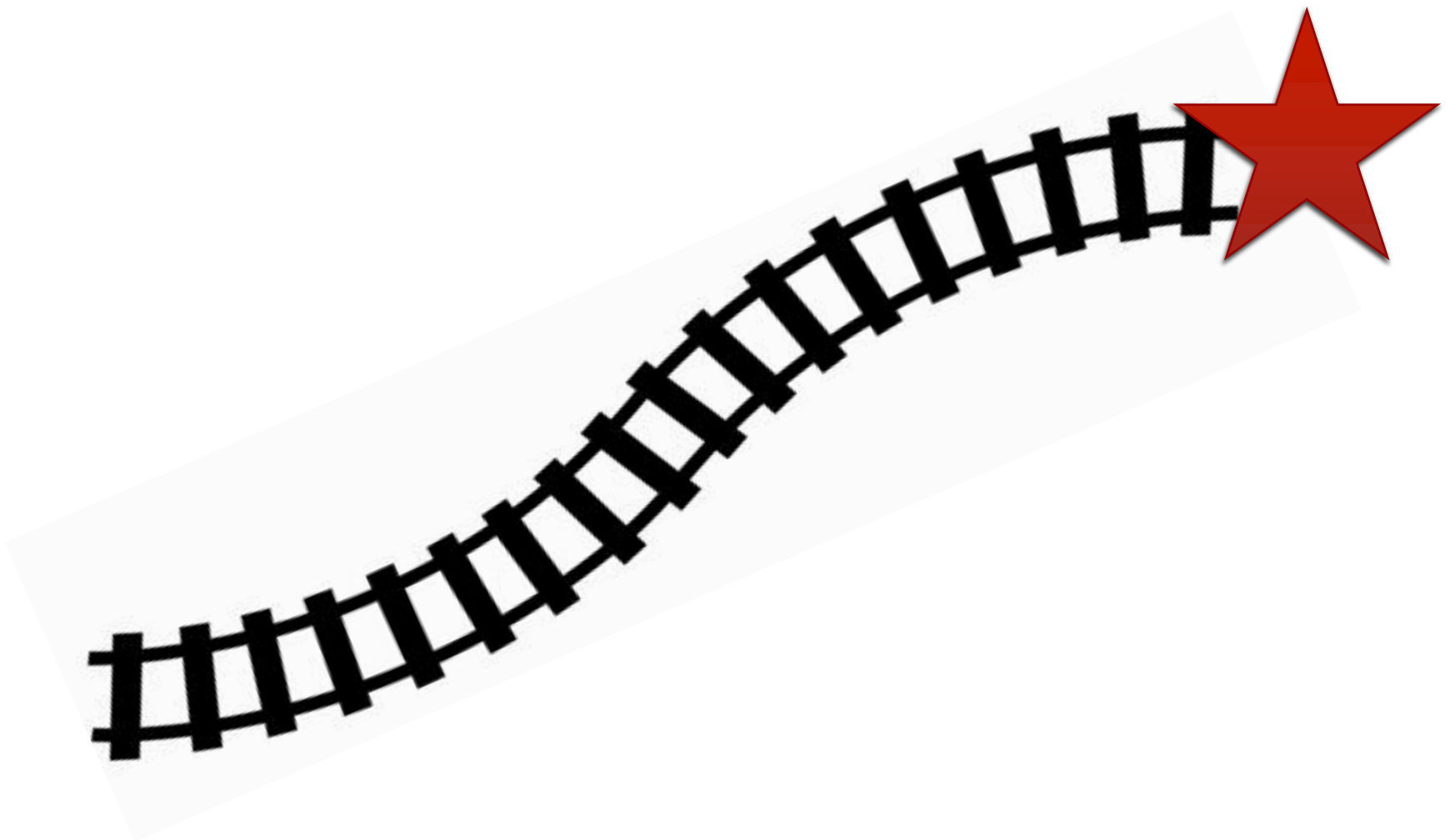


#planningproblems



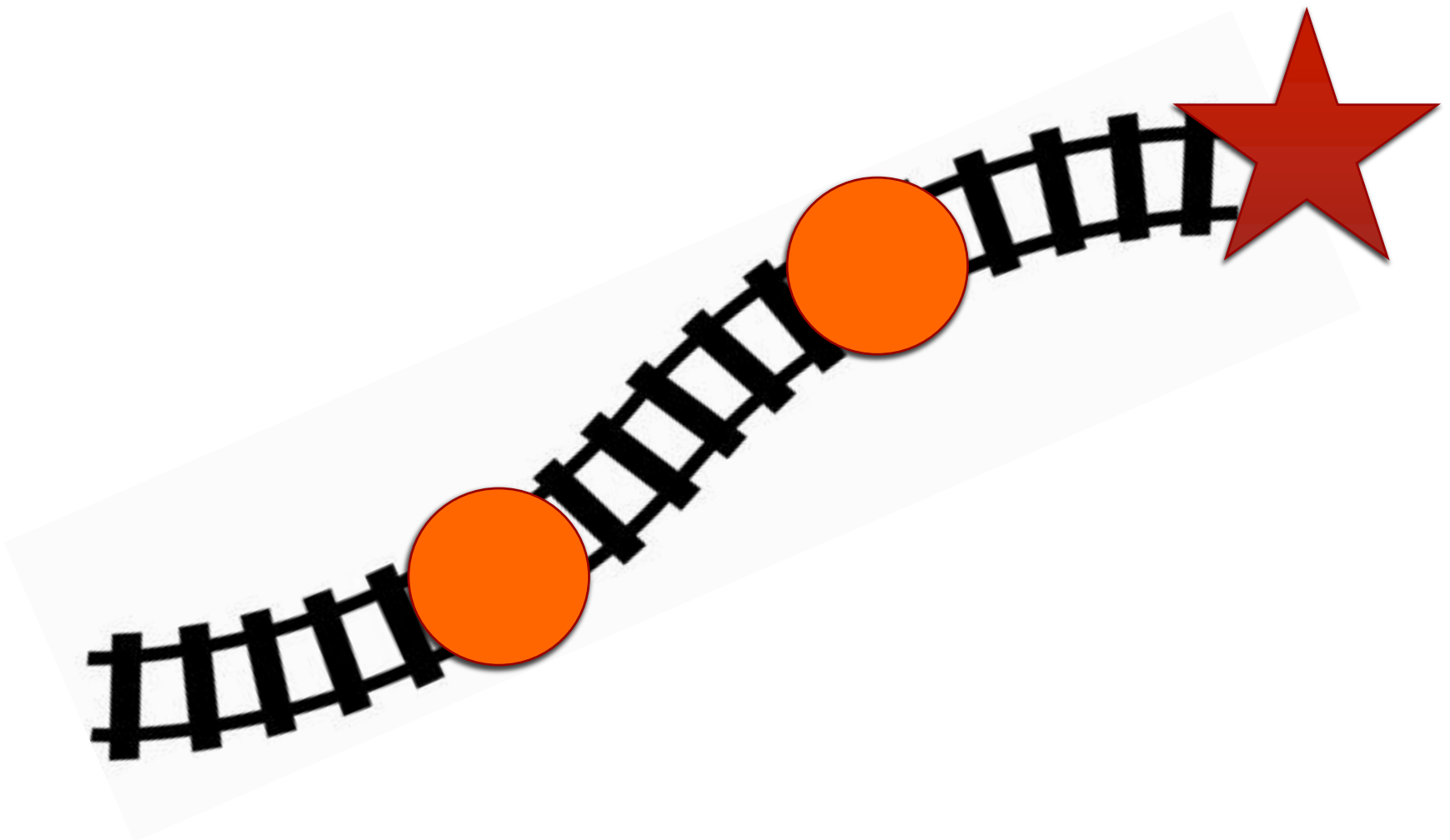


Bridging the gap between big ideas and tactical details



GOAL

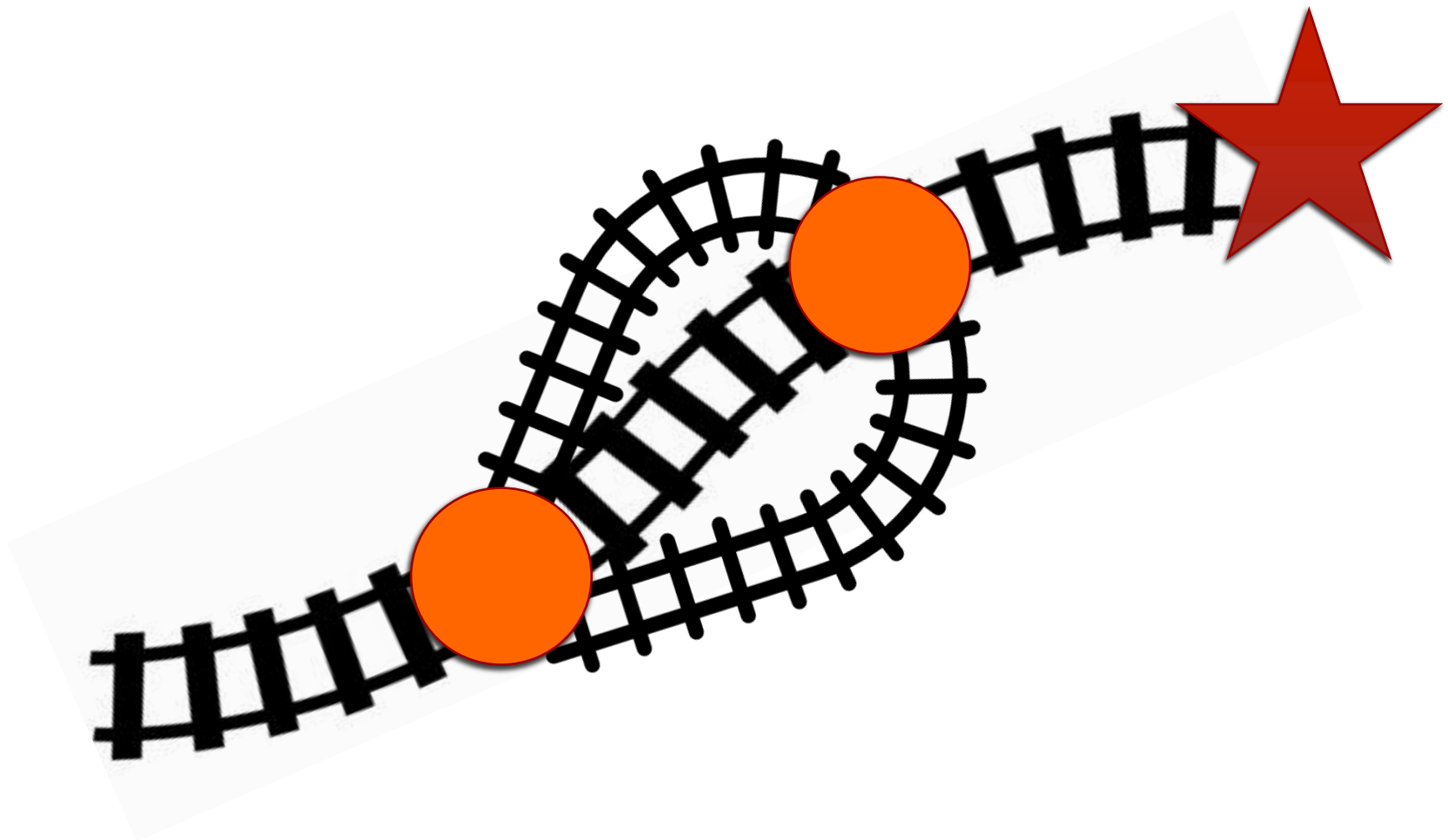
The terminus of the line.



OBJECTIVES

The station stops.

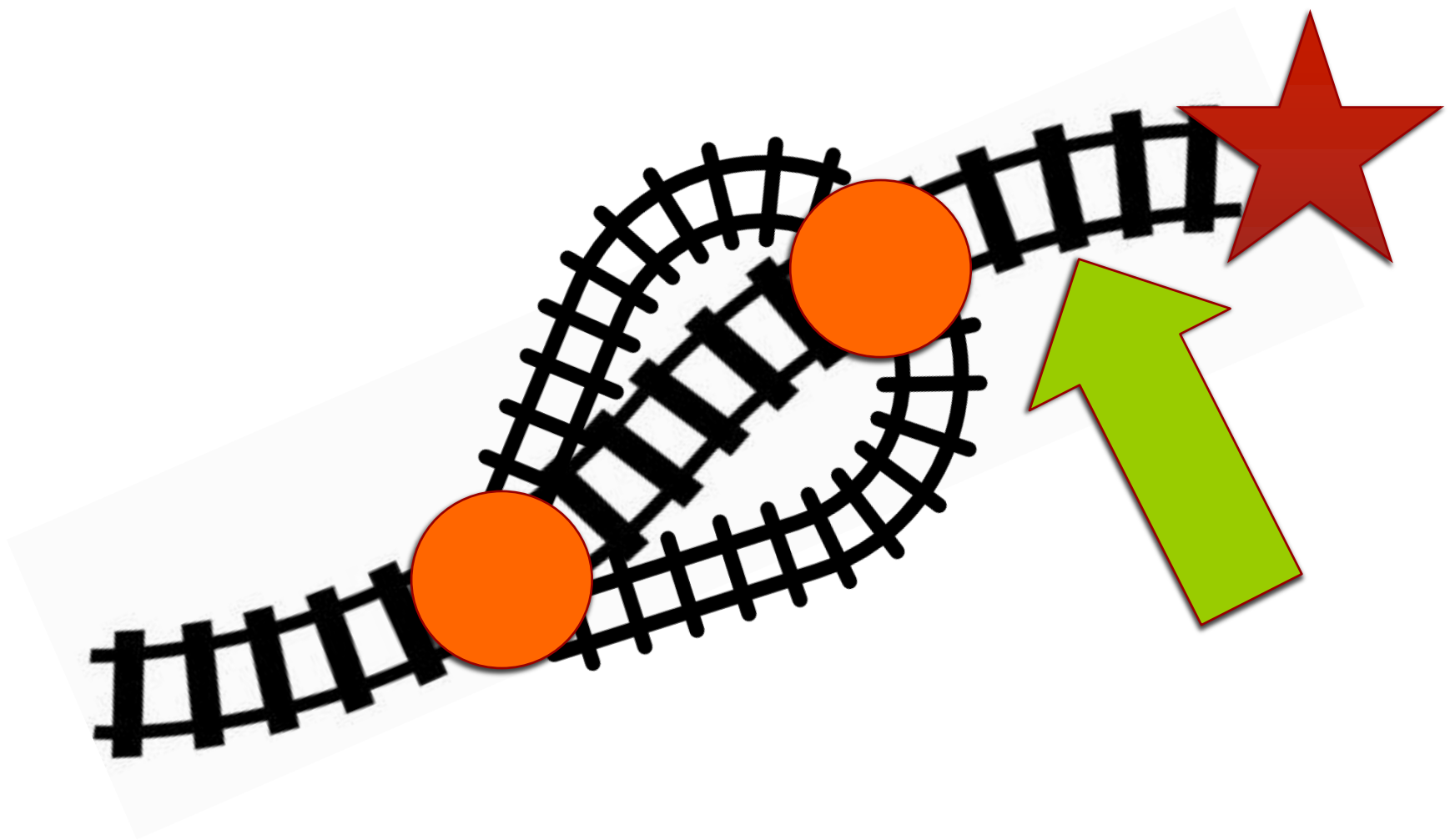
These intermediate goals get us from where we are to where we want to be.



Strategies

How the track gets laid.

These are the approaches we take to achieving our goal.



Tactics

The ties that hold the track together and allow it to move forward.



MODA

2018 MARKETING PLAN

Design Your Roadmap



**CONNECTIVITY 2018
EXTERNAL:**

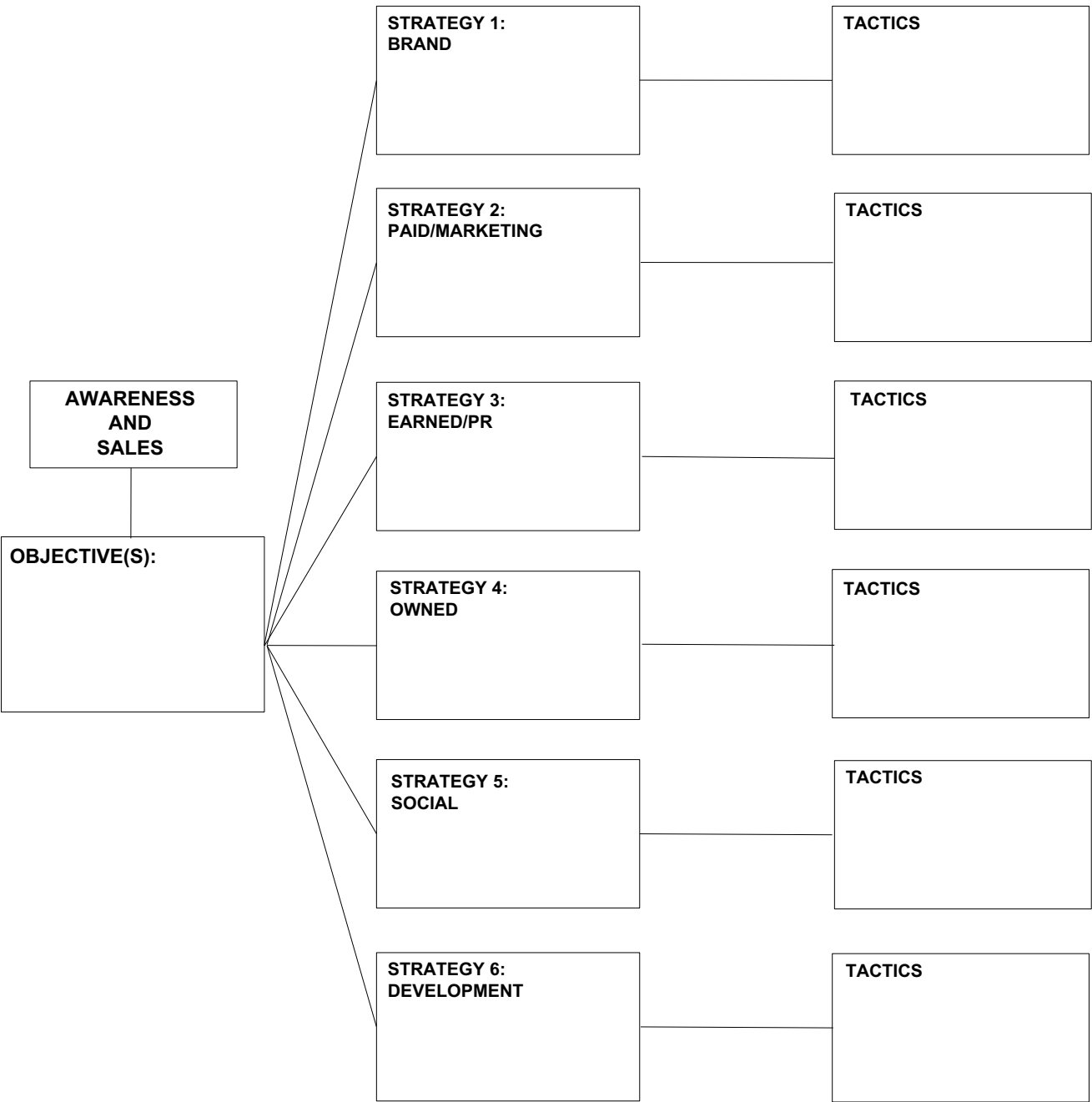
LONG TERM GOAL
Use design to inspire and create positive change in the world.

Brand filter for positioning:
Can a design museum change the world?
What does a museum of the 21st century look like?

2018 GOAL

DASHBOARD MEASUREMENT

EXTERNAL TARGET AUDIENCES





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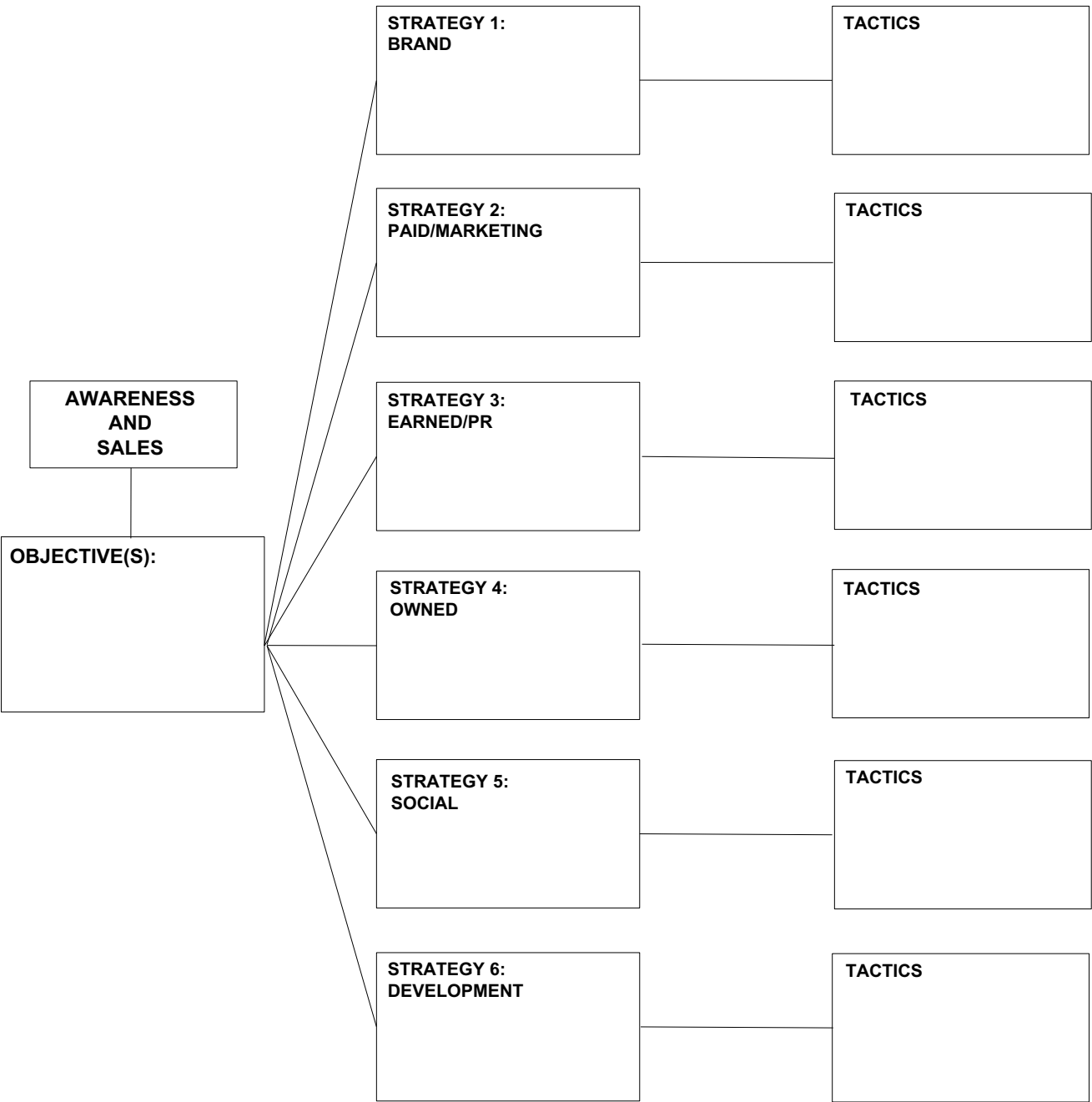
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2018 GOAL
Insert marketing goal for the year that aligns with your organization's strategic plan.

E.g. Build a brand loyal audience.

DASHBOARD MEASUREMENT

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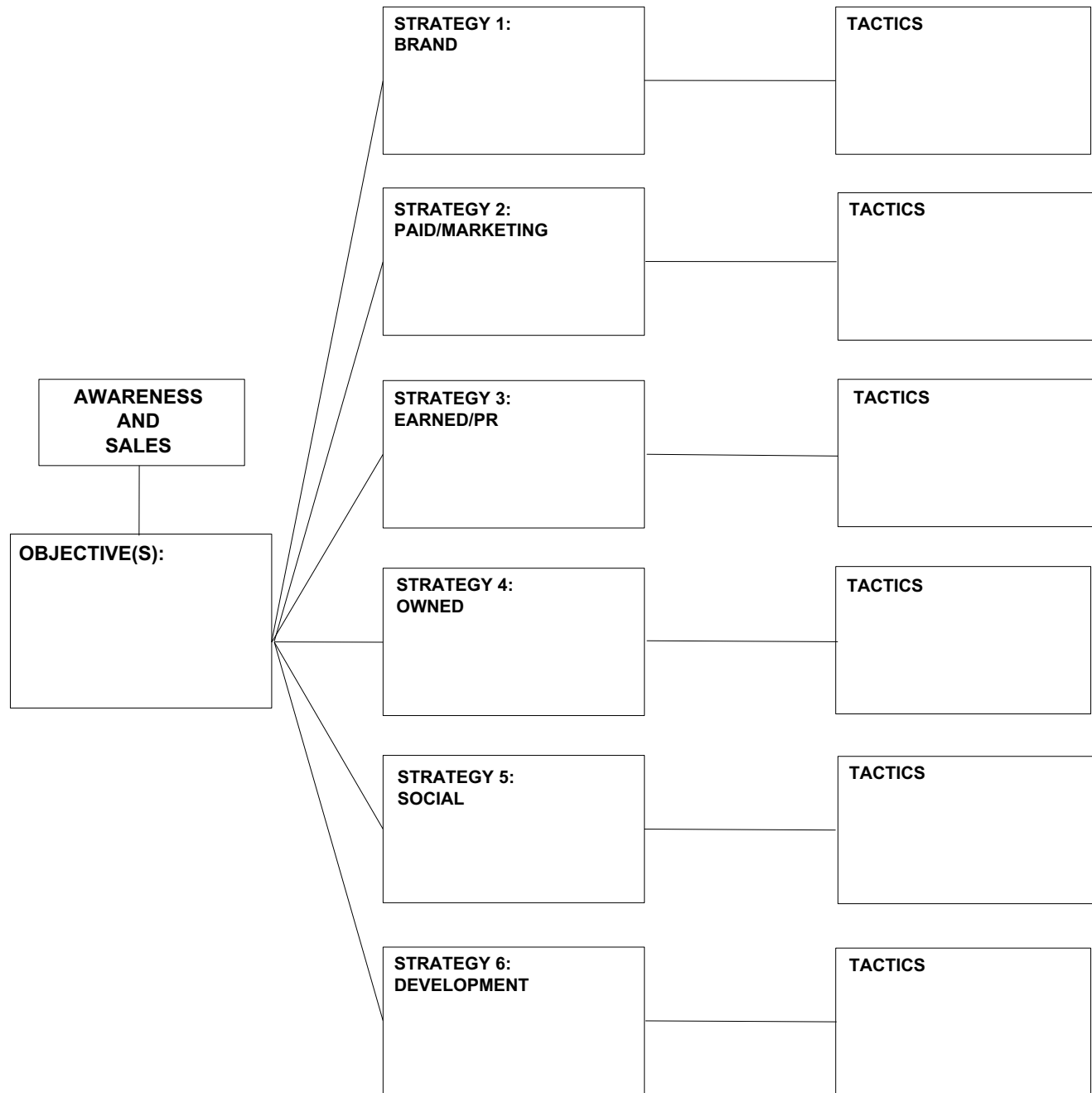
2018 GOAL

Insert marketing goal for the year that aligns with your organization's strategic plan.

DASHBOARD MEASUREMENT

EXTERNAL TARGET AUDIENCES

- MODA Members
- MODA Donors
- Corporate organizations
- Gen X, Gen Y, Gen Z Adults
- Parents (camp and exhibitions)
- Kids (camp, classes, design club)
- MODA friends and family
- Design community
- Design thought leaders local /national





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**AWARENESS
AND
SALES**

OBJECTIVE(S):
Increase number of
audience members by X%

**STRATEGY 1:
BRAND**

TACTICS

**STRATEGY 2:
PAID/MARKETING**

TACTICS

**STRATEGY 3:
EARNED/PR**

TACTICS

**STRATEGY 4:
OWNED**

TACTICS

**STRATEGY 5:
SOCIAL**

TACTICS

**STRATEGY 6:
DEVELOPMENT**

TACTICS



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DASHBOARD MEASUREMENT

- Website Google analytics month/month
- Social media analytics month/month
- Earned and paid media impressions report
- Mailchimp analytics month/month
- Event/Programming attendance annually
- Overall database growth annually
- Design Conversation revenue/attendance annually
- campMODA revenue/attendance annually

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**STRATEGY 1:
BRAND**

TACTICS

**STRATEGY 2:
PAID/MARKETING**
Develop paid advertising campaigns for exhibitions, Design Conversations, and campMODA.

TACTICS

**STRATEGY 3:
EARNED/PR**

TACTICS

**STRATEGY 4:
OWNED**

TACTICS

**STRATEGY 5:
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OBJECTIVE(S):
Increase number of audience members by X%

**STRATEGY 1:
BRAND**

TACTICS

**STRATEGY 2:
PAID/MARKETING**
Develop paid advertising campaigns for exhibitions, Design Conversations, and campMODA.

TACTICS

- Ad campaign strategies
- Establish paid mkt budget
- Finalize media plan

**STRATEGY 3:
EARNED/PR**

TACTICS

**STRATEGY 4:
OWNED**

TACTICS

**STRATEGY 5:
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TACTICS

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CONNECTIVITY 2018
INTERNAL:

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2018 GOAL

DASHBOARD MEASUREMENT

EXTERNAL TARGET AUDIENCES

- MODA employees
- MODA Advisory Council
- MODA Toast and senior board members
- MODA camp directors and counselors
- MODA volunteers

UNDERSTANDING AND ACTIVATION

OBJECTIVE(S):

STRATEGY 1: BRAND

TACTICS

STRATEGY 2: IN-MUSEUM

Provide opportunities for employees to cultivate a radically friendly and engaging museum culture.

TACTICS

Revamp MODA field trips for kids and exhibition tours for adults with a Museum Hack approach

STRATEGY 3: RELEVANCE

TACTICS

STRATEGY 4: VOLUNTEERS

TACTICS

STRATEGY 5: DONATIONS

TACTICS

STRATEGY 6: DEVELOPMENT

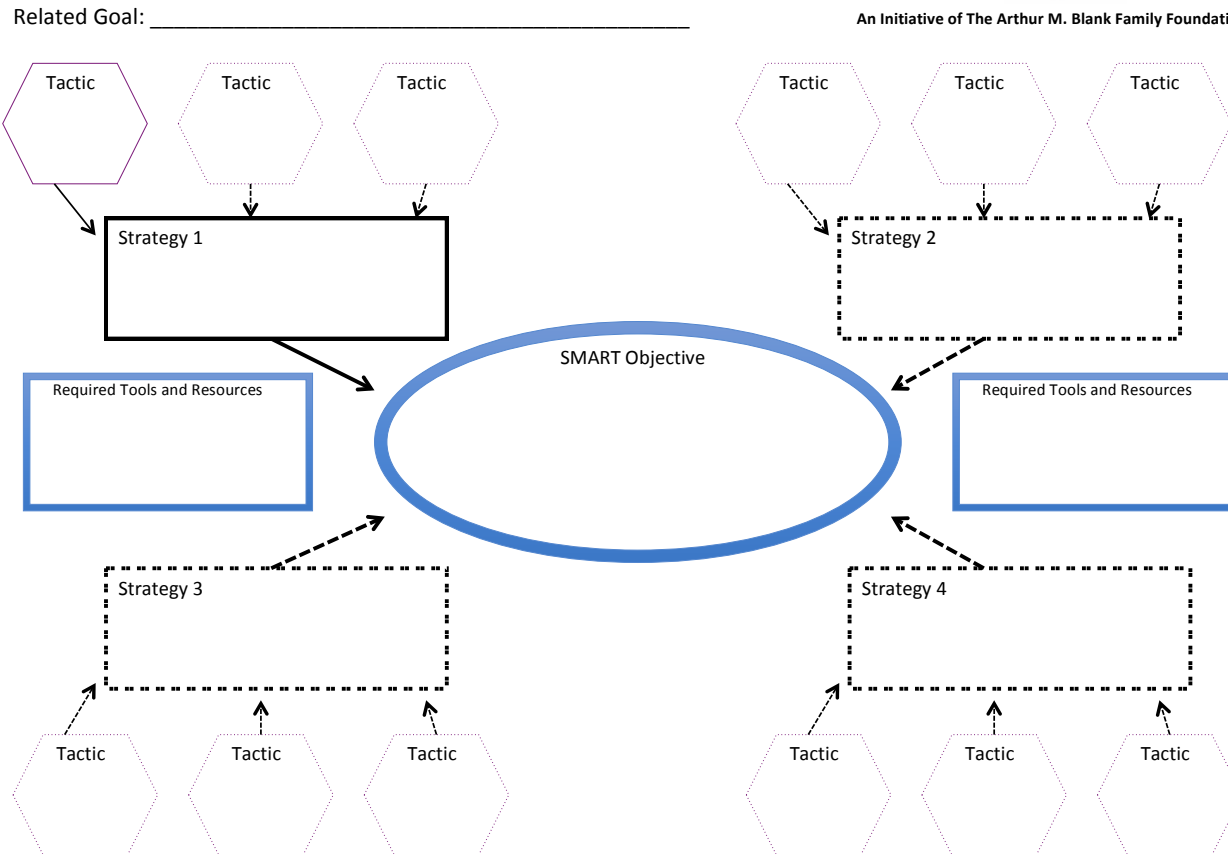
TACTICS

MODA

Audience Building Plan Template



An Initiative of The Arthur M. Blank Family Foundation

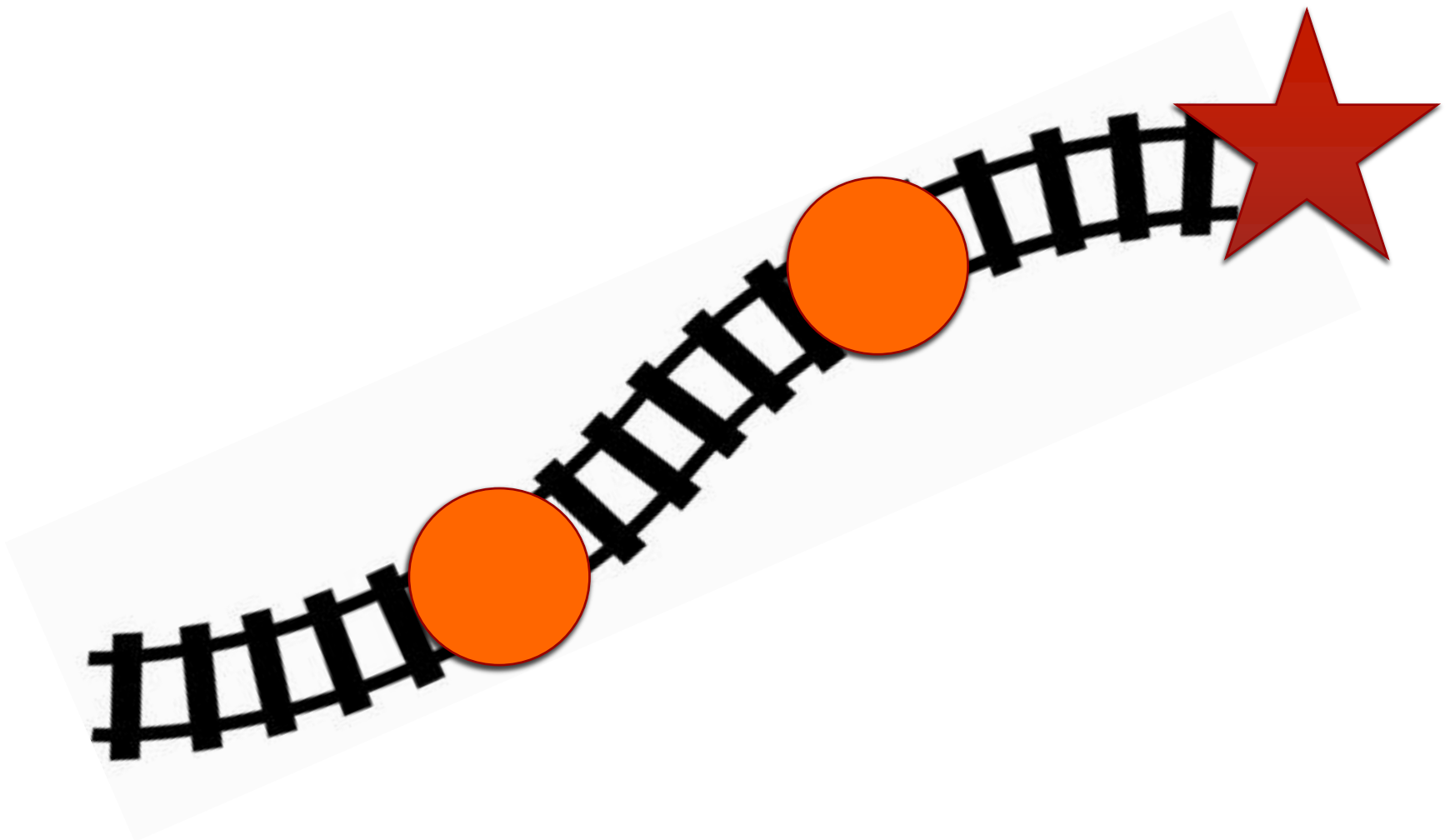


Audience Building Plan Template

A photograph of spaghetti with red sauce spilled on a light-colored tiled floor. A semi-transparent purple horizontal band is overlaid across the middle of the image, containing the text "SAVE THE SPAGHETTI" in white, uppercase, sans-serif font. Below the purple band, there is a horizontal bar with three colored segments: dark red, orange, and lime green.

SAVE THE SPAGHETTI

...and your time and energy.
Know the “why” behind what you do.



OBJECTIVES

The station stops.

These intermediate goals get us from where we are to where we want to be.

SMART(r)T Objectives

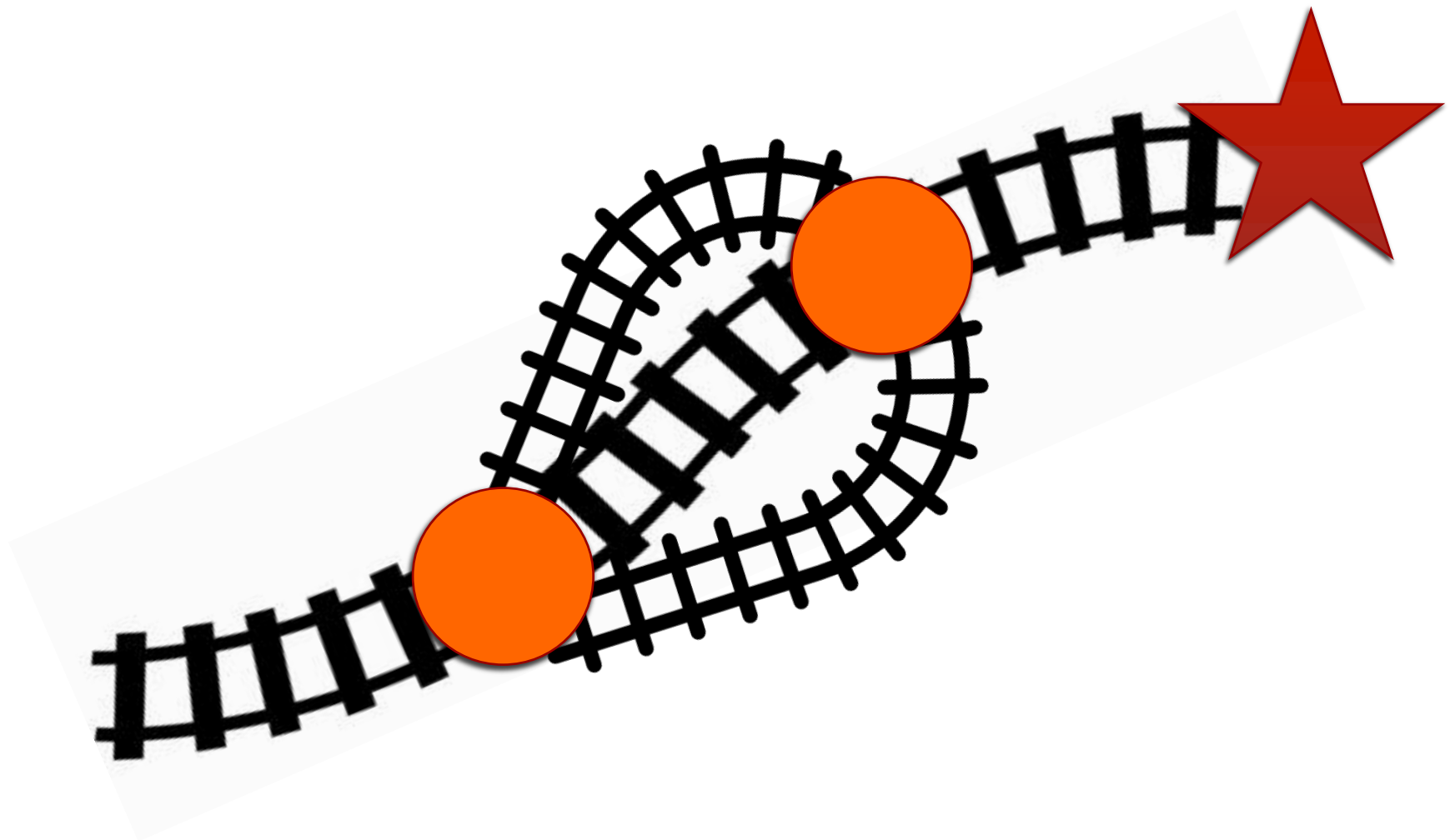
- S = Specific
- M = Measurable
- A = Attainable
- R(r) = Relevant AND Realistic
- T = Time Bound

SMAR(r)T Objectives: Examples

- 7 Stages: By the end of the '17-'18 season, 25% of single ticket buyers from the prior two seasons will make at least one ticket order. 15% will make 2 or more.
- Increase by 10% the number of volunteers we convert into donors by the end of the fiscal year

SMART(r)T Objectives

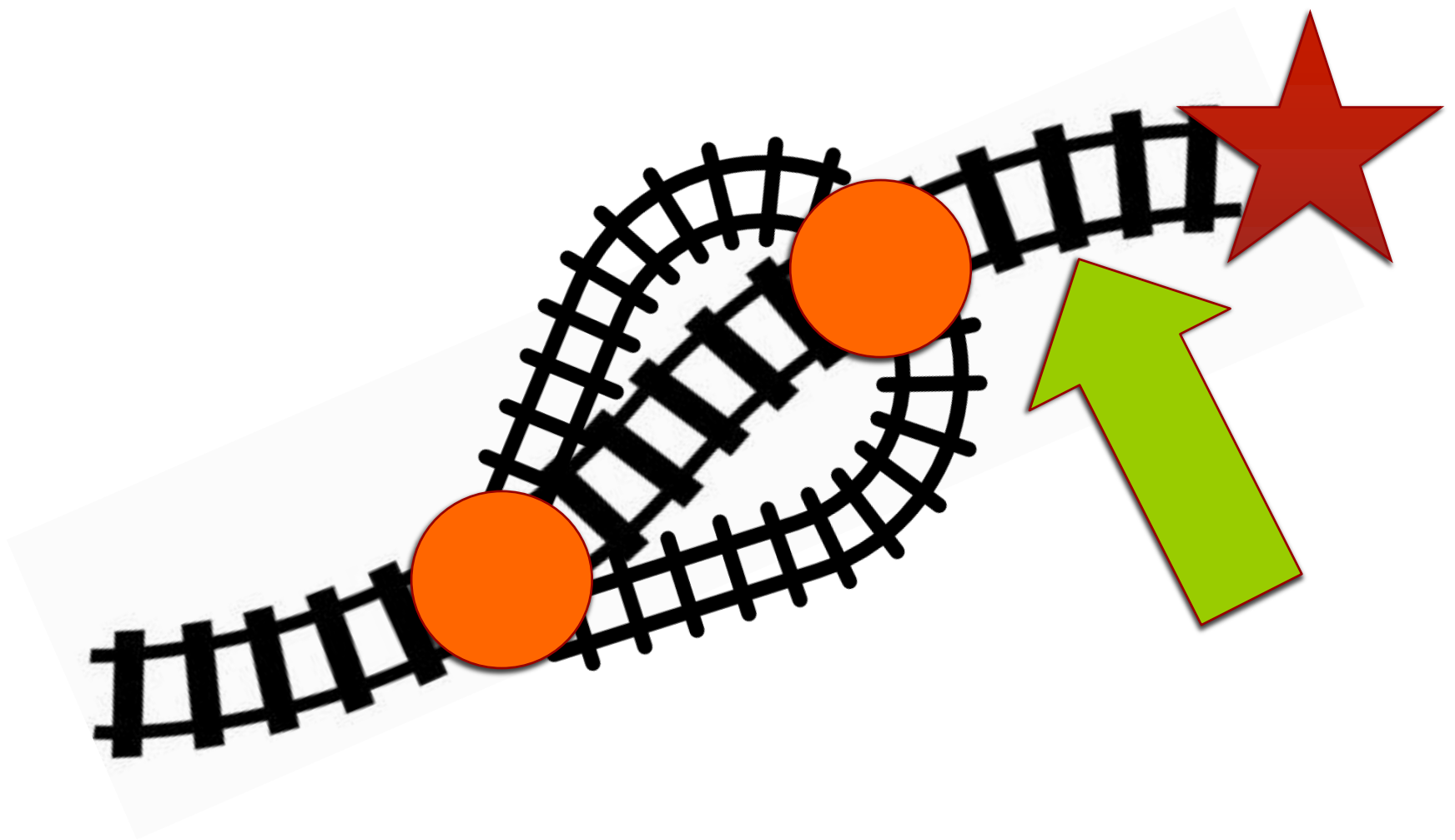
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Strategies

How the track gets laid.

These are the approaches we take to achieving our goal.



Tactics

The ties that hold the track together and allow it to move forward.



Test the plan

- Is everything you put in your plan in aid of what is above it?
- Do you have what you need to measure it?
- Do you have the resources (human/financial/capacity) to do it?
- Any spaghetti?

SMART Objective:				
Strategy 1	Tactic A	Task A.1	Deadline	Responsible Person(s)*
		Task A.2	Deadline	Responsible Person(s)*
		Task A.3	Deadline	Responsible Person(s)*
	Tactic B	Task B.1	Deadline	Responsible Person(s)*
Strategy 2	Tactic A	Task A.1	Deadline	Responsible Person(s)*

*Always list the job title or role of the person rather than the individual's name. This helps keep roles clearly defined and keeps things from falling through the cracks in the face of organizational change.

Operationalize the Plan

Plans without deadlines and responsibility structures rarely get fulfilled.

➤ Sara Leonard

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- www.saraleonardconsulting.com
- @saraleonard