Housekeeping

- Session will be recorded
- Introduce yourself in the chat
- Ask your questions using the Q&A function
- Session is being live captioned

- Mapping customer engagement
- Tailoring your communications
- Mapping your customer journeys
- Managing your data
- Tech roundup
- Q&A

- Mapping customer engagement
- Tailoring your communications
- Mapping your customer journeys
- Managing your data
- Tech roundup
- Q&A
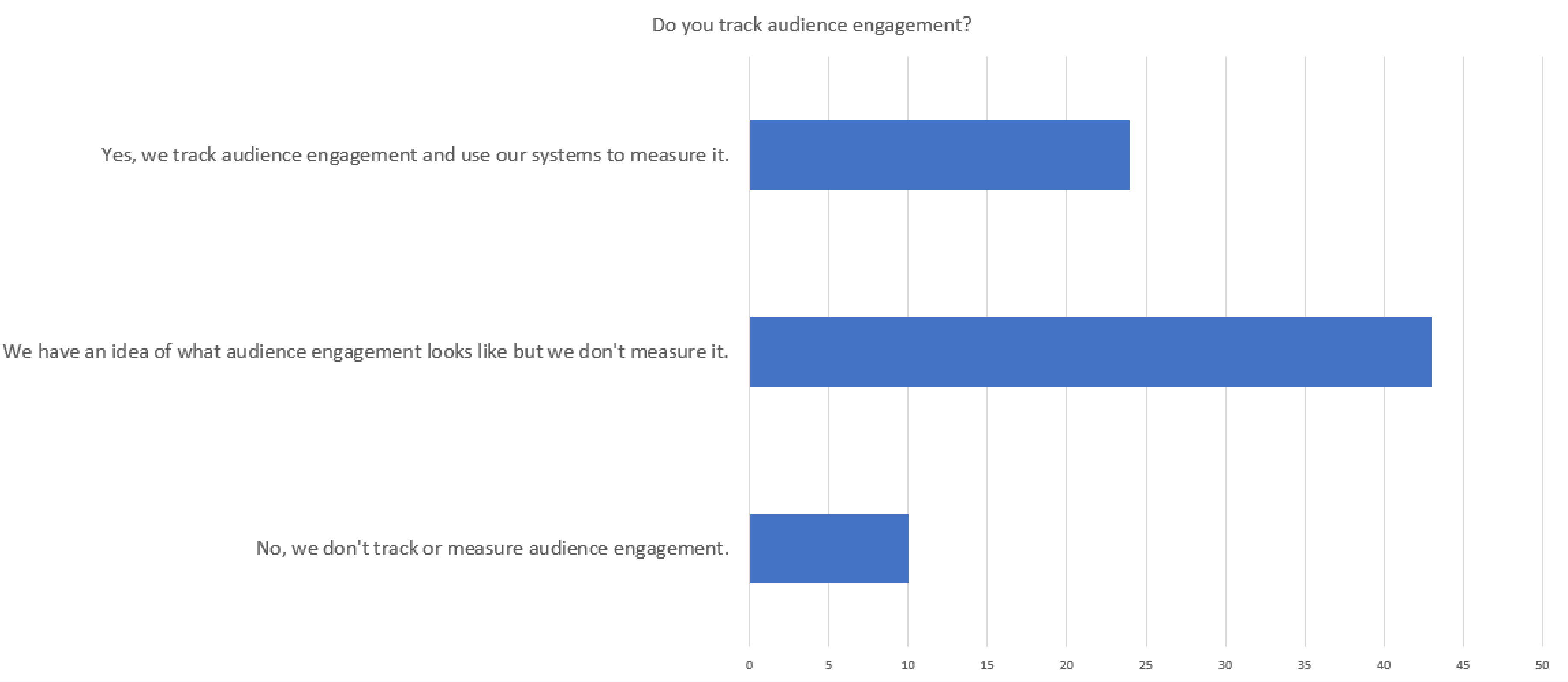
Mapping your customer engagement

Imagine this ideal scenario…

From first timer to biggest fan

Live poll -
Do you track audience engagement?

Live poll results

Do you track audience engagement?

Event Audiences

| Prospect | New single ticket buyer | Repeat ticket buyer | Multi ticket buyer | Member |

Donor

| Prospect | Donation and ticket purchase | One off Donor | Regular Donor | Advocate / Investor |

Youth Participant

| Prospect school | School Workshop attendee | Summer School attendee | Youth Ambassador | Adult ticket buyer |

Artist Development

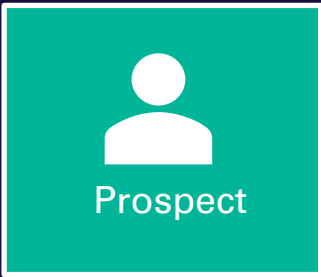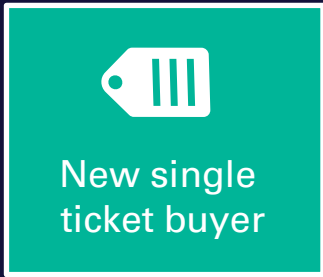| Prospect | 1-2-1 support session | Peer learning forum | Funding Recipient | Artistic ambassador |

Event Audiences

Prospect
On the mailing list
no purchase

New single ticket buyer
Purchased ticket for 1 event in the last 12 months
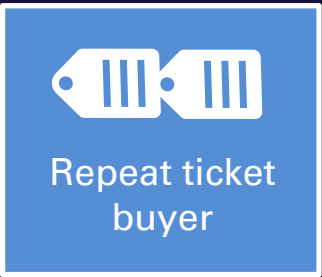
Repeat ticket buyer
Purchased ticket for 2 events in the last 12 months

Multi ticket buyer
Purchased 3+ events in the last 12 months
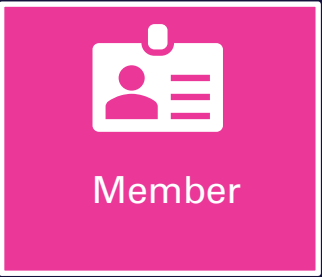
Member
Purchased membership in the last 12 months

Artist Development
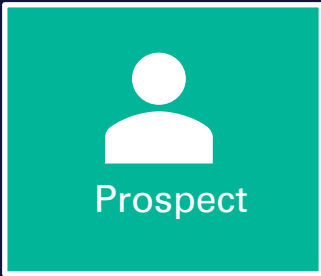
Prospect
On the mailing list
no engagement
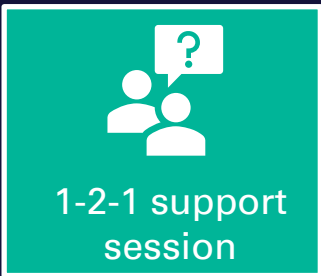
1-2-1 support session
Booked for 1-2-1 appointment in the last 12 months
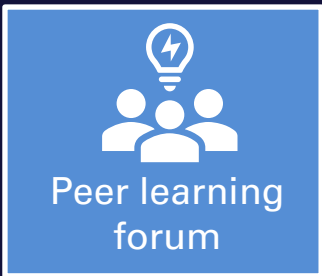
Peer learning forum
Signed up for peer working group in the last 12 months
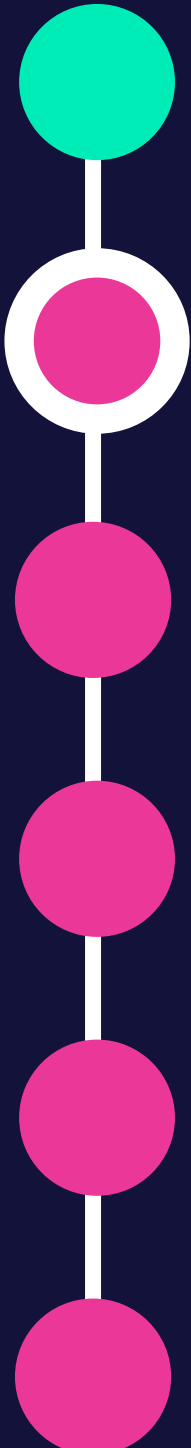
Funding Recipient
Made at least 1–3 successful applications for funding in last 5 years

Artistic ambassador
Received 3+ funding grants in last 5 years
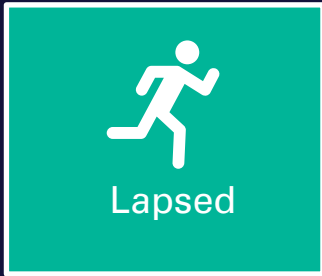
Lapsed

Mapping customer engagement

Tailoring your communications

Mapping your customer journeys

Managing your data

Tech roundup

Q&A

Communication through the audience lifecycle

Sending a pre-event email

Event Audiences

Prospect

New single ticket buyer

Repeat ticket buyer

Multi ticket buyer

Member

Announcing new summer school dates

Youth Participant

| Prospect school | School Workshop attendee | Summer School attendee | Youth Ambassador | Adult ticket buyer |

Mapping customer engagement

Tailoring your communications

Mapping your customer journeys

Managing your data

Tech roundup

Q&A

2 minute break

Mapping customer engagement

Tailoring your communications

Mapping your customer journeys

Managing your data

Tech roundup

Q&A

Journey 1: from new single ticket buyer to repeat ticket buyer

Digital Culture Network

Customer actions

Browses events

Puts tickets in basket

Creates online account

Pays for tickets

Attends event

Option to add ticket donation

New single ticket buyer

Repeat ticket buyer

Customer actions	Browses events	Puts tickets in basket	Creates online account	Pays for tickets	Attends event
Data collected			Name, email address, phone, address	Option to add ticket donation	

New single ticket buyer

Repeat ticket buyer

Digital Culture Network

Customer actions	Browses events	Puts tickets in basket	Creates online account	Pays for tickets	Attends event
Data collected			Name, email address, phone, address	Option to add ticket donation	
Systems used			Box office system	Donation system	

New single ticket buyer

Repeat ticket buyer

Customer actions	Browses events	Puts tickets in basket	Creates online account	Pays for tickets	Attends event
Data collected			Name, email address, phone, address	Option to add ticket donation	
Systems used			Box office system	Donation system	
Current comms			Automated new account email	Automated email e-tickets	
			Automated receipt		

New single ticket buyer

Repeat ticket buyer

Digital Culture Network

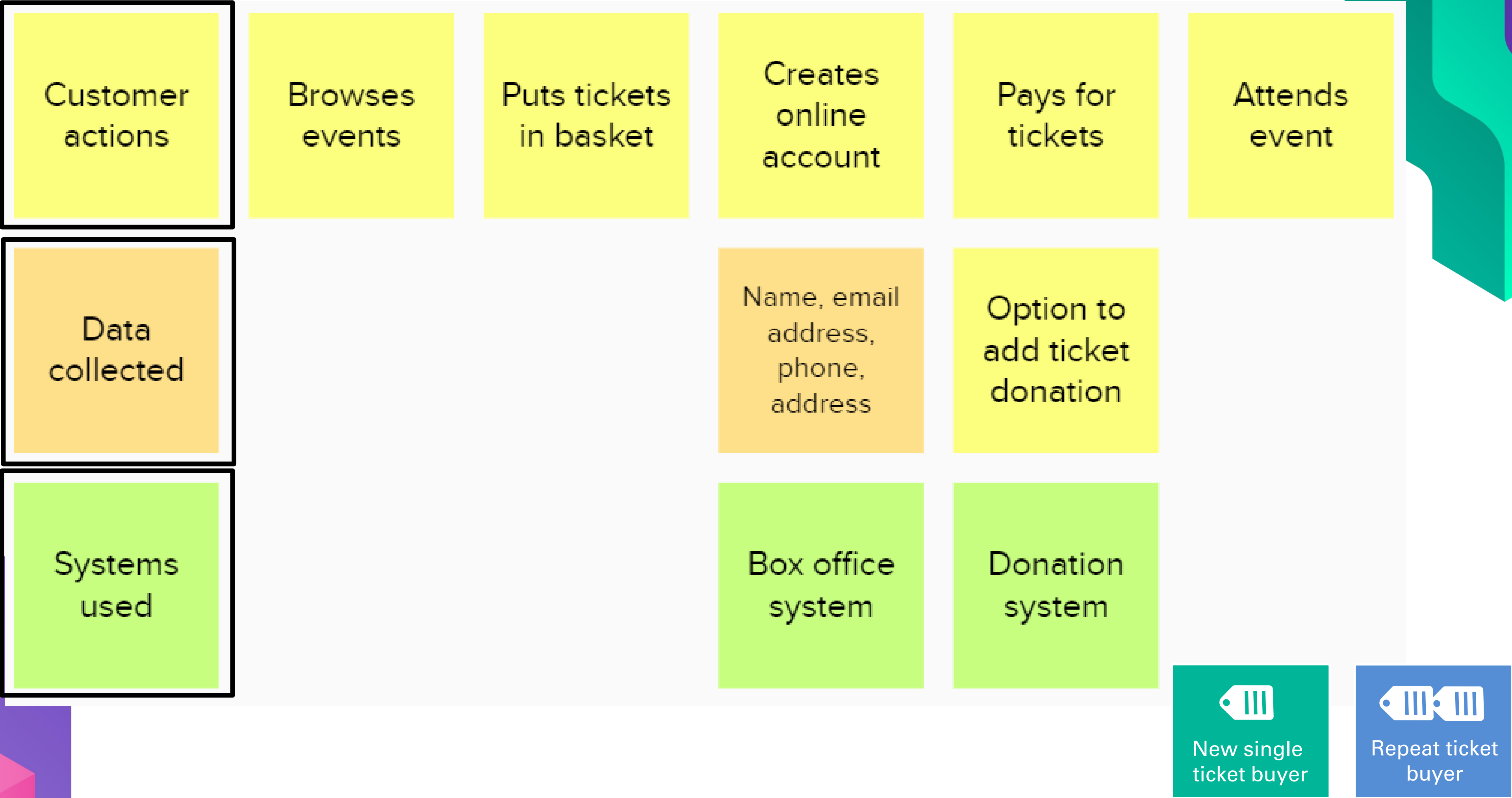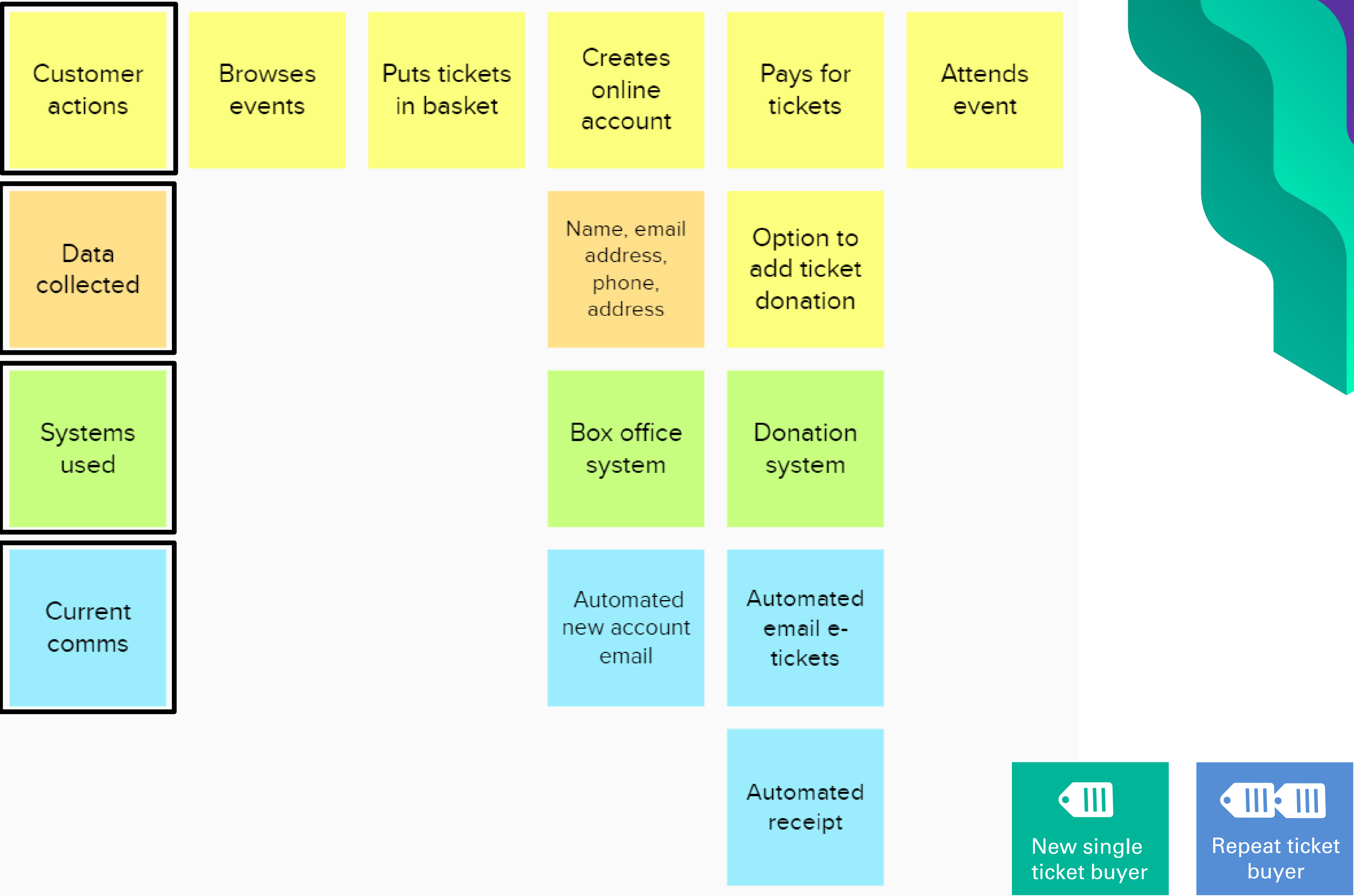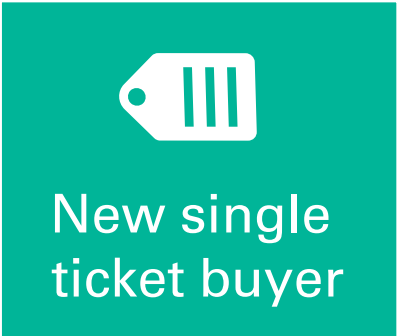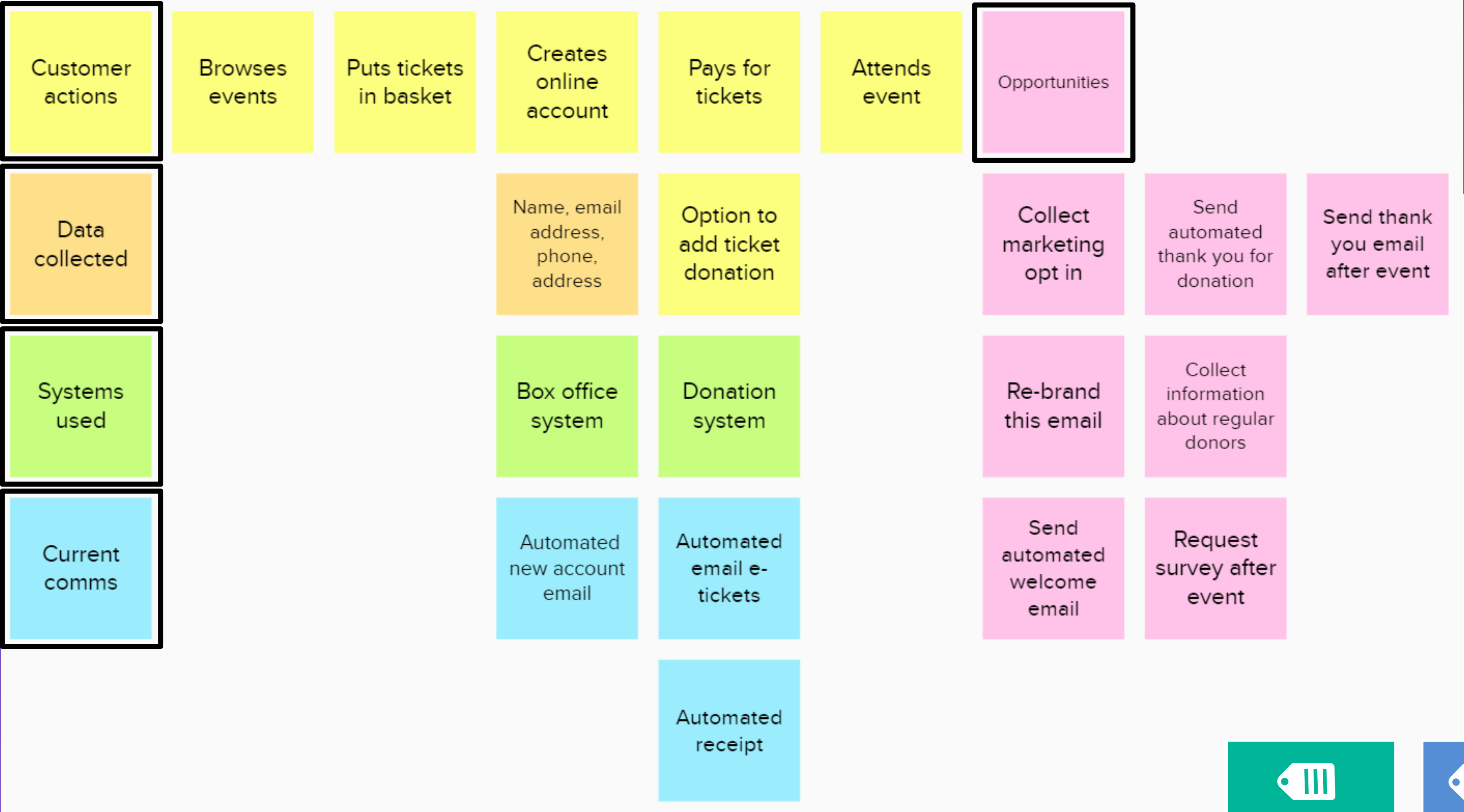| Customer actions	Browses events	Puts tickets in basket	Creates online account	Pays for tickets	Attends event	Opportunities		
Data collected			Name, email address, phone, address	Option to add ticket donation		Collect marketing opt in	Send automated thank you for donation	Send thank you email after event
Systems used			Box office system	Donation system		Re-brand this email	Collect information about regular donors	
Current comms			Automated new account email	Automated email e-tickets		Send automated welcome email	Request survey after event	
				Automated receipt				

New single ticket buyer
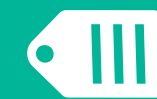
Repeat ticket buyer

Opportunities

- Collect marketing opt in
- Rebrand automated emails
- Send an automated welcome email
- Send a donation thank you email
- Collect information about regular donors
- Request a survey after the event
- Send a thank you email after the event
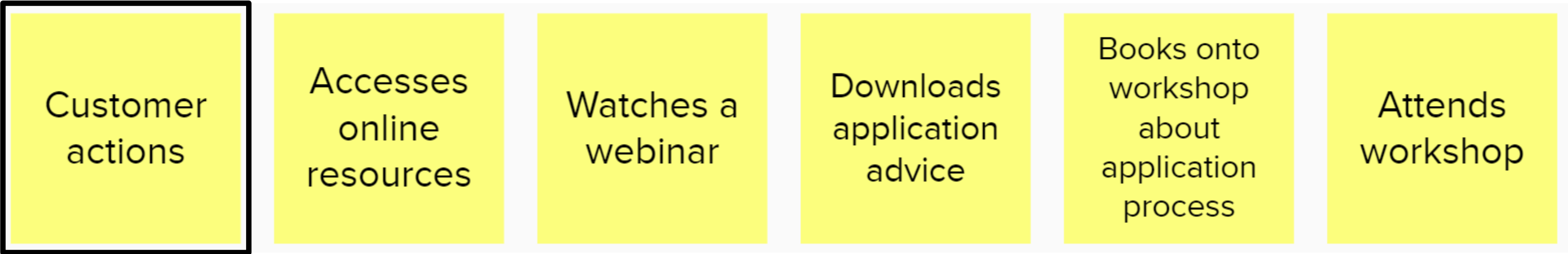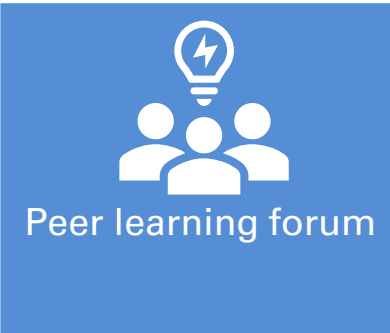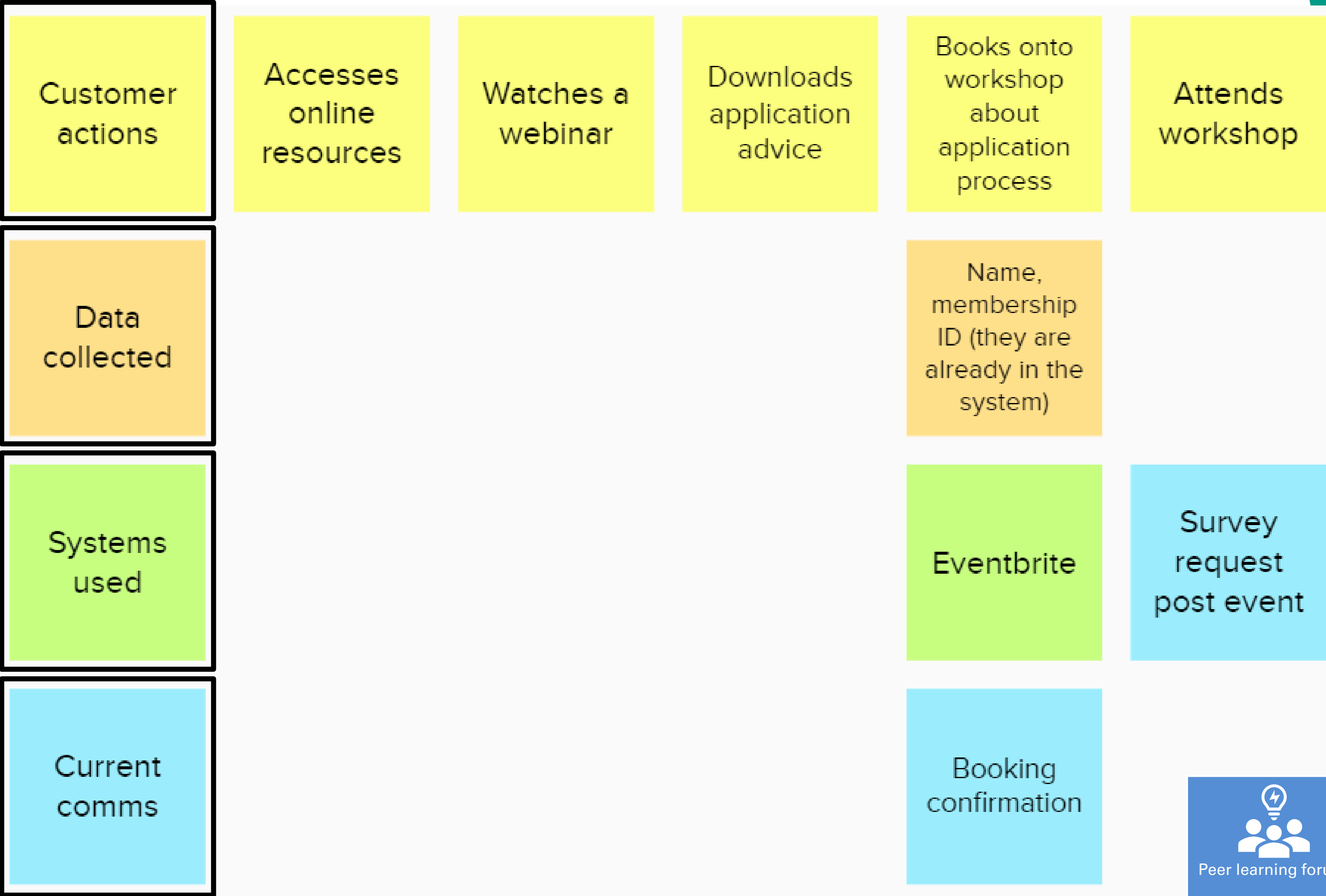
New single ticket buyer

Repeat ticket buyer
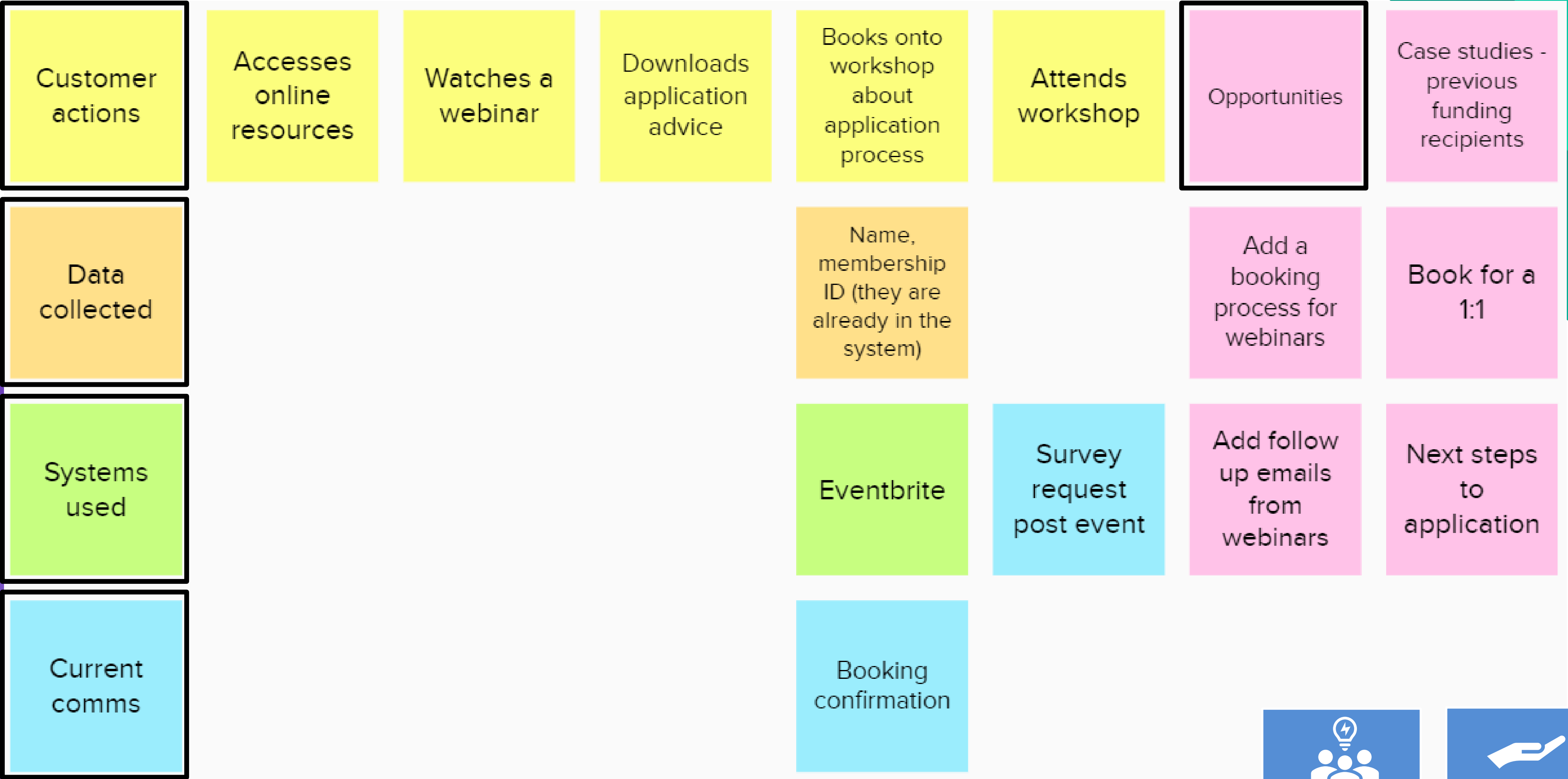
What is the value to your reader?

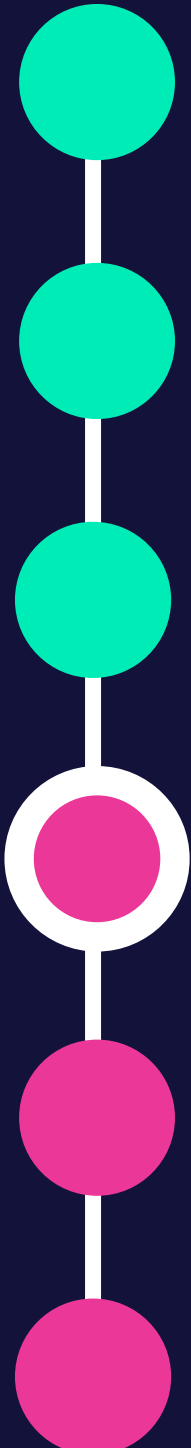# Journey 2: from peer learning forum to funding recipient

Customer actions

Accesses online resources

Watches a webinar

Downloads application advice

Books onto workshop about application process

Attends workshop

Peer learning forum

Funding Recipient

Digital Culture Network

Customer actions	Accesses online resources	Watches a webinar	Downloads application advice	Books onto workshop about application process	Attends workshop
Data collected				Name, membership ID (they are already in the system)	
Systems used				Eventbrite	Survey request post event
Current comms				Booking confirmation	

Peer learning forum

Funding Recipient

Digital Culture Network

Customer actions	Accesses online resources	Watches a webinar	Downloads application advice	Books onto workshop about application process	Attends workshop	Opportunities	Case studies - previous funding recipients
Data collected				Name, membership ID (they are already in the system)		Add a booking process for webinars	Book for a 1:1
Systems used				Eventbrite	Survey request post event	Add follow up emails from webinars	Next steps to application
Current comms				Booking confirmation			

Peer learning forum

Funding Recipient

Mapping customer engagement

Tailoring your communications

Mapping your customer journeys

Managing your data

Tech roundup

Q&A

- Mapping customer engagement

- Tailoring your communications

- Mapping your customer journeys

- Managing your data

- Tech roundup

- Q&A

Managing your data

Does this look familiar?
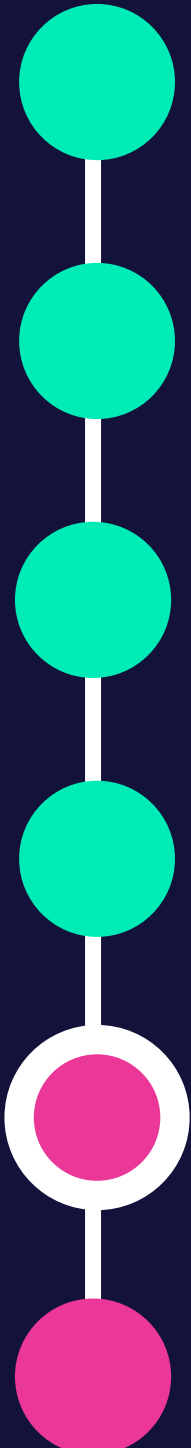
Option 1

Option 2

Member

One Off
Donor

Joanna
Bloggs

Funding
Recipient

Prospect

Lapsed

Pulling your email lists

- Email 1 – has booked event ticket AND is tagged as single ticket buyer
- Email 2 – has booked event ticket AND is tagged as multiple ticket buyer
- Email 3 – has booked event ticket AND is tagged as member
- Email 4 (optional) – has booked tickets AND has no tag

- Mapping customer engagement
- Tailoring your communications
- Mapping your customer journeys
- Managing your data
- Tech roundup
- Q&A

Mapping customer engagement

Tailoring your communications

Mapping your customer journeys

Managing your data

Tech roundup

Q&A

Tech roundup

mailchimp

Filter by: | Featured ▼ | ✕ Clear   13 Results

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The easiest way to create stunning graphics for your newsletter. Made with the non-designer in mind.

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Connect Eventbrite to Mailchimp to increase event attendance and build long-term relationships with your audience.

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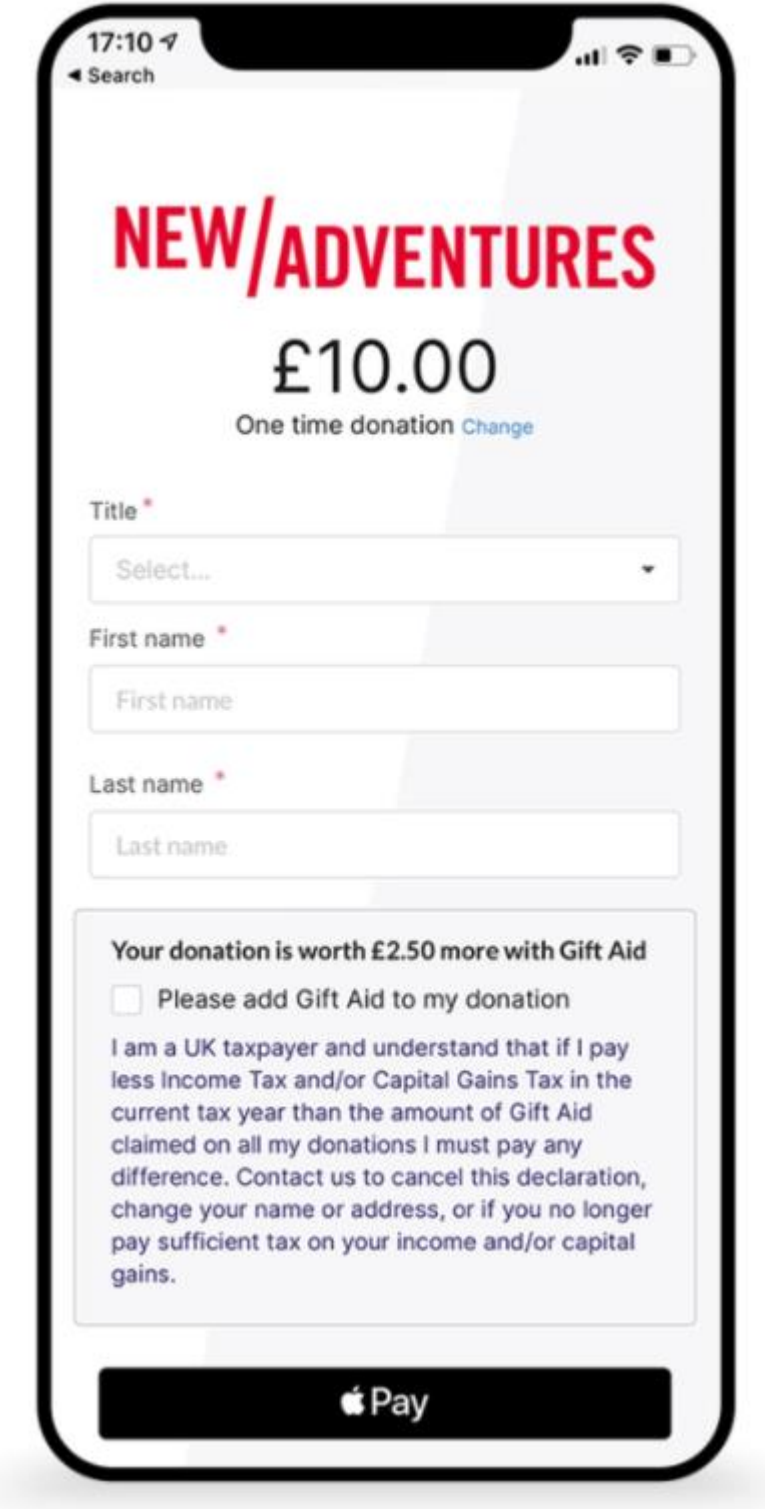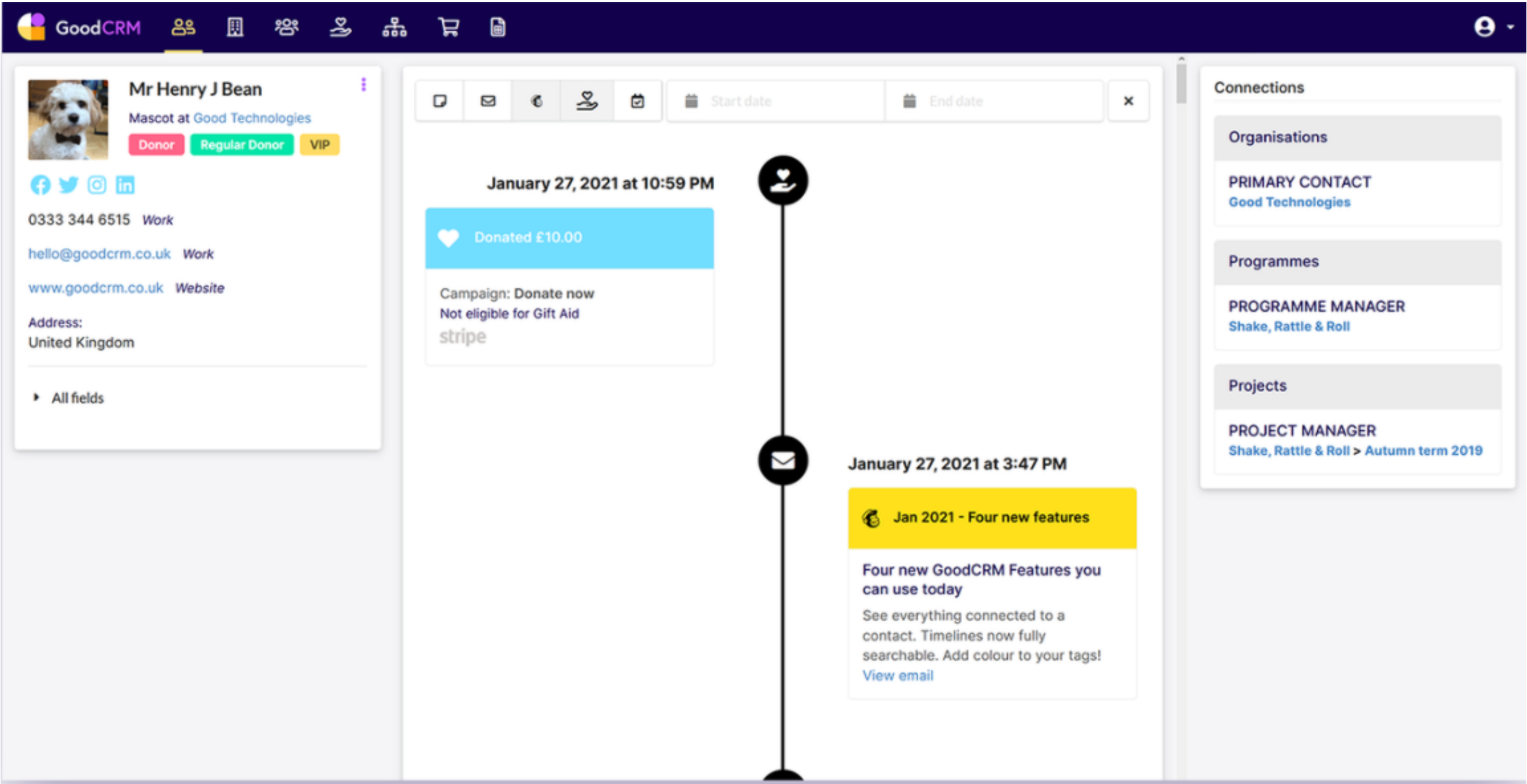
ShipStation

ShipStation helps e-commerce retailers import, organize, process, and ship orders efficiently.

ShopSync

Increase your revenue potential by connecting your Shopify store to Mailchimp.

goodcrm.co.uk

White Fuse

Website

Membership · Events · Donations · Forms

Contacts

Broadcasts · Reports
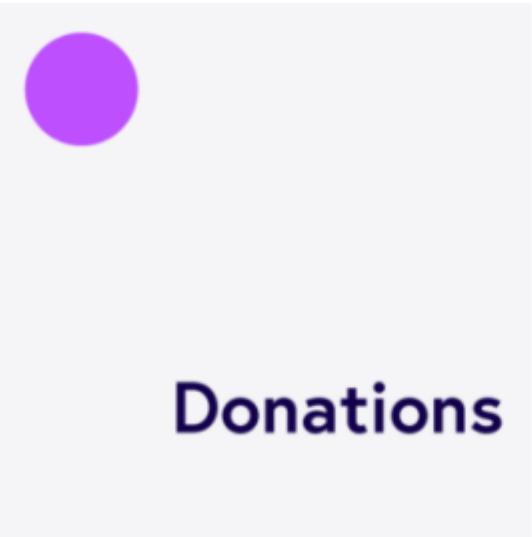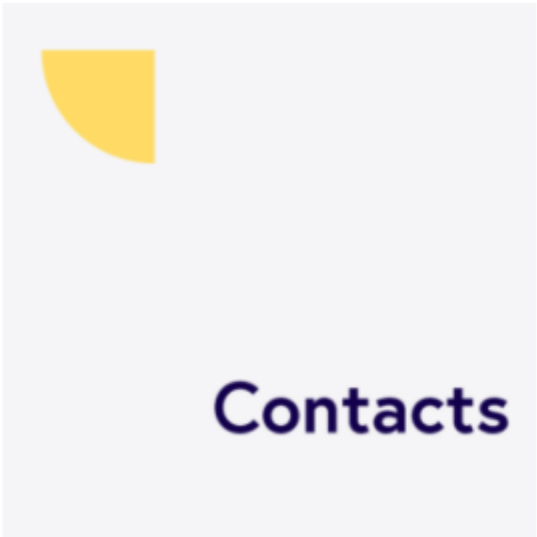
Your donation can make all the difference. The best way you can support our work is by setting up regular monthly giving.
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Up to 6 family members: 2 adults, 4 children.

⊙ I would like to renew my membership ❓

Payment

How would you like to pay?

ANNUAL PAYMENT (£200)	SINGLE PAYMENT (£250)

You are paying £200 per year for your membership.

▭ CREDIT / DEBIT CARD   �- DIRECT DEBIT

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Beginner Read

Box Office and Ticketing   Customer Relationship Management CRM

Discovering the right ticketing & CRM tech for you

It's never been more important to ensure you are using technology that can immediately add value and grow with your organisation over the years. Understanding which companies to approach and how to articulate your requirements to them is a key step in making the right decision.

Nick Kime · 6 months ago

Q&A

Next steps

Get in touch

digitalnetwork@artscouncil.org.uk
digitalculturenetwork.org.uk

Join the conversation

@ace_dcn
#DigitalCultureNetwork