Customer Journey & Marketing Funnel

Funnel How Measure Journey Engage first time (of first for Social media adverts (digital) • No. of impressions on social adverts awhile) concert goers and Bath Magazine adverts (print) • Total unique website views make them aware of Bath Phil Posters and flyers distributed locally (print) Goal **Create Awareness** Reach 50K for Free. Get them to visit our website Social posts of what Bath Phil is doing • No. of email sign ups Goal and learn more about our • Share customer "reviews" of Bath Phil • No. of Bath Phil for Free page views Increase Engagement • Welcome email(s) tells them more about relaxed, yet engaging subscribers by Consideration Bath Phil and why our concerts are concerts. different • Email click through rate/engagement Email about upcoming events Get a ticket using Bath Phil for Goal Free and try out their first (or Social media adverts for events (digital) Social media click through rate Produce Average of 800 BP43 tickets per Conversions • Bath Magazine adverts (print) Number of ticket sales first for awhile) concert. event at Forum Posters and flyers distributed locally (print) • Number of BP43 codes used • Up to 1000 Bath Phil for Free tickets • No. of BP43 codes used Blow their mind with how Audience attendance to Number of ticket sales available for each concert Goal amazing our concert is! £5K revenue average 80% capacity across Revenue earned • Aim to sell remaining seats per concert the year No. of new followers (200 paid) • Show concerts/socials on projector screen No. that donated Text to donate on screen • Email those that attended with a Bath Phil • No. of £5 ticket buyers Send a follow up survey offering them a £5 ticket for • No. of 2nd ticket buyers for Free ticket a thank you message, plus a Goal Repeat 5% of bookers survey with a £5 ticket offer their next concert. Booker Send them a follow up survey • Email those that attended with the £5 • No. of £10 ticket buyers Goal with a £10 ticket for their next ticket offer, another thank you email, plus a • No. of multi-ticket buyers Advocate / 10% of repeat survey and an offer for £10 tickets • No. that donated concert. Highly Engaged customers They become a Friend or • Email those that used the £10 ticket offer a • No. that became Friends Patron of Bath Phil, or make a thank you email and invite them to become • No. that became Patrons Goal donation, and come back for a Friend/Patron of Bath Phil. Auto-renews No. that donated Loyal Fan 20% advocates future concerts at full price. the following year. become F&P

