

# **Saddling up for success: Your guide to harnessing data**

**James Akers, Wednesday 12 March 2025**



**Digital Culture  
Network**



# Work in the creative and cultural sector in England?

Book a **free** one-to-one with our Tech Champion specialists



# What is data?

*Facts and statistics collected together for reference or analysis*







# Google Trends

Interest over time 



# Bog of data

A person with long dark hair, wearing a brown tunic, is wading through a dark, swampy bog. They are pulling a white horse with a brown saddle and bridle out of the water. The horse's head and neck are above water, while its body is submerged. The bog is filled with dark, tangled branches and reeds. The scene is dimly lit, with a greenish-yellow light source in the background.

Insights

You



**What is *your*  
priority data?**





Helena Lopes, Unsplash













**Where are  
you going?**



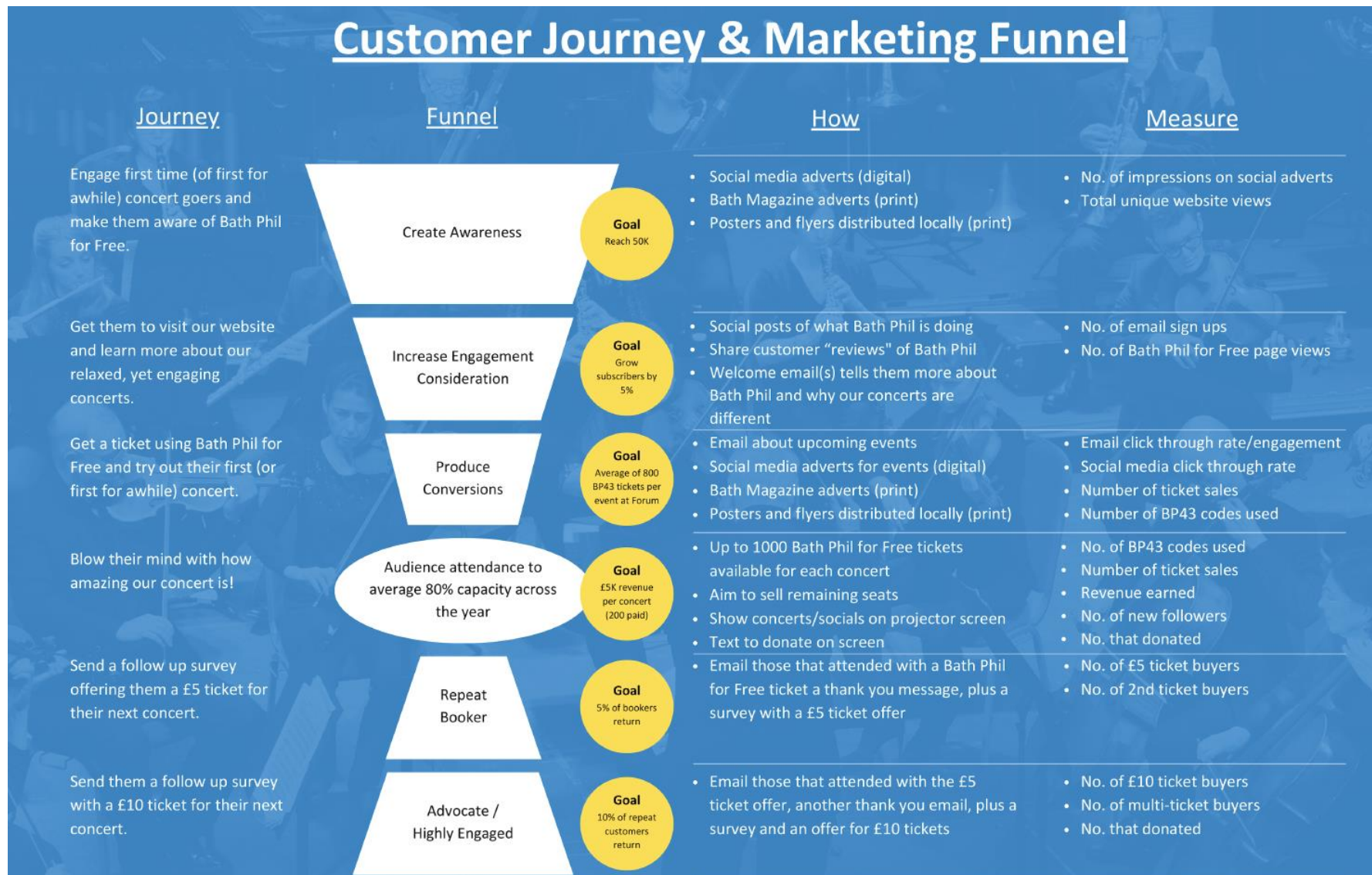




**What is the  
journey?**



## Customer Journey & Marketing Funnel



# Customer Journey & Marketing Funnel

## Journey

Engage first time (of first for awhile) concert goers and make them aware of Bath Phil for Free.

Get them to visit our website and learn more about our relaxed, yet engaging concerts.

Get a ticket using Bath Phil for Free and try out their first (or first for awhile) concert.

Blow their mind with how amazing our concert is!

Send a follow up survey offering them a £5 ticket for their next concert.

## Funnel



## How

- Social media adverts (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Social posts of what Bath Phil is doing
- Share customer "reviews" of Bath Phil
- Welcome email(s) tells them more about Bath Phil and why our concerts are different

- Email about upcoming events
- Social media adverts for events (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Up to 1000 Bath Phil for Free tickets available for each concert
- Aim to sell remaining seats
- Show concerts/socials on projector screen
- Text to donate on screen

- Email those that attended with a Bath Phil for Free ticket a thank you message, plus a survey with a £5 ticket offer

## Measure

- No. of impressions on social adverts
- Total unique website views

- No. of email sign ups
- No. of Bath Phil for Free page views

- Email click through rate/engagement
- Social media click through rate
- Number of ticket sales
- Number of BP43 codes used

- No. of BP43 codes used
- Number of ticket sales
- Revenue earned
- No. of new followers
- No. that donated

- No. of £5 ticket buyers
- No. of 2nd ticket buyers



## Journey

## Funnel

## How

## Measure

Engage first time (or first for awhile) concert goers and make them aware of Bath Phil for Free.

Create Awareness

**Goal**  
Reach 50K

- Social media adverts (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- No. of impressions on social adverts
- Total unique website views

Get them to visit our website and learn more about our relaxed, yet engaging concerts.

Increase Engagement  
Consideration

**Goal**  
Grow subscribers by 5%

- Social posts of what Bath Phil is doing
- Share customer "reviews" of Bath Phil
- Welcome email(s) tells them more about Bath Phil and why our concerts are different

- No. of email sign ups
- No. of Bath Phil for Free page views

Get a ticket using Bath Phil for Free and try out their first (or first for awhile) concert.

Produce  
Conversions

**Goal**  
Average of 800 BP43 tickets per event at Forum

- Email about upcoming events
- Social media adverts for events (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Email click through rate/engagement
- Social media click through rate
- Number of ticket sales
- Number of BP43 codes used

Blow their mind with how amazing our concert is!

Audience attendance to average 80% capacity across the year

**Goal**  
£5K revenue per concert (200 paid)

- Up to 1000 Bath Phil for Free tickets available for each concert
- Aim to sell remaining seats
- Show concerts/socials on projector screen
- Text to donate on screen
- Email those that attended with a Bath Phil for Free ticket a thank you message, plus a survey with a £5 ticket offer

- No. of BP43 codes used
- Number of ticket sales
- Revenue earned
- No. of new followers
- No. that donated
- No. of £5 ticket buyers
- No. of 2nd ticket buyers

Send a follow up survey offering them a £5 ticket for their next concert.

Repeat  
Booker

**Goal**  
5% of bookers return

- Email those that attended with the £5 ticket offer, another thank you email, plus a survey and an offer for £10 tickets

- No. of £10 ticket buyers
- No. of multi-ticket buyers
- No. that donated

Send them a follow up survey with a £10 ticket for their next concert.

Advocate /  
Highly Engaged

**Goal**  
10% of repeat customers return

# Building a **stable** foundation



# What platforms do you use?



Impact and Insight Toolkit

Audience Finder

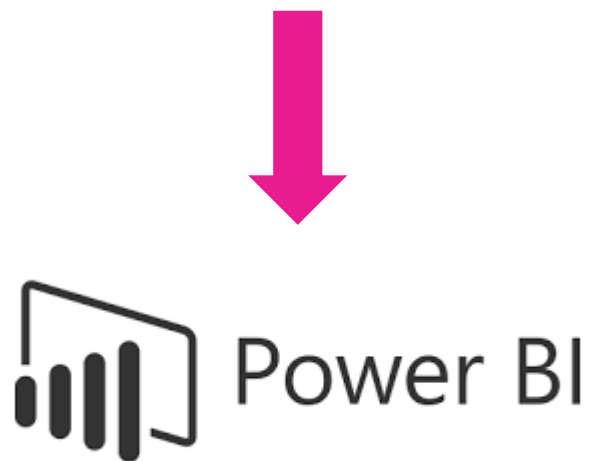
West of England  
Visual Arts Alliance





**Where are  
the **gaps**?**





# Spike Island





# THE HEPWORTH WAKEFIELD







# ResourceSpace



Print on  
Demand



## THE HEPWORTH WAKEFIELD





**If data provides  
answers, what is  
the question?**



# **Want to harness data?**

- 1. Audit internal data collection**
- 2. Find useful external data**
- 3. Simplify reporting**

**Download the  
slides and learn  
more about us:**



[digitalculturenetwork.org.uk/afce-2025](https://digitalculturenetwork.org.uk/afce-2025)





# Digital Culture Network