

**What motivates
audiences?**

**Why do audiences go to
music festivals?**

**What makes them
different / special /
attractive?**

How do you know?

What do we want to know about audiences?

- Description
- Behaviour
- Attitudes and beliefs

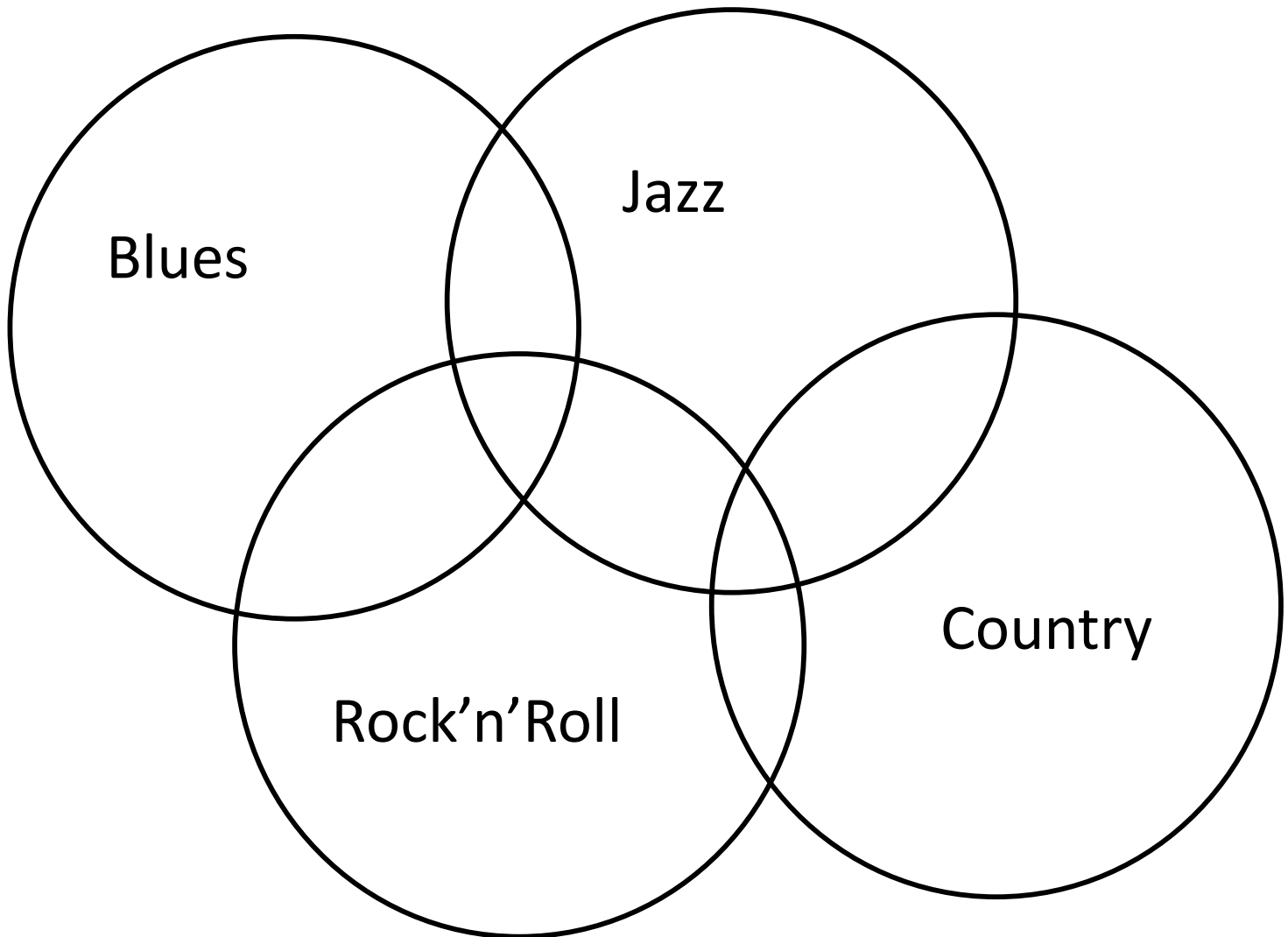


**There's no such
thing as the
contemporary
music audience**

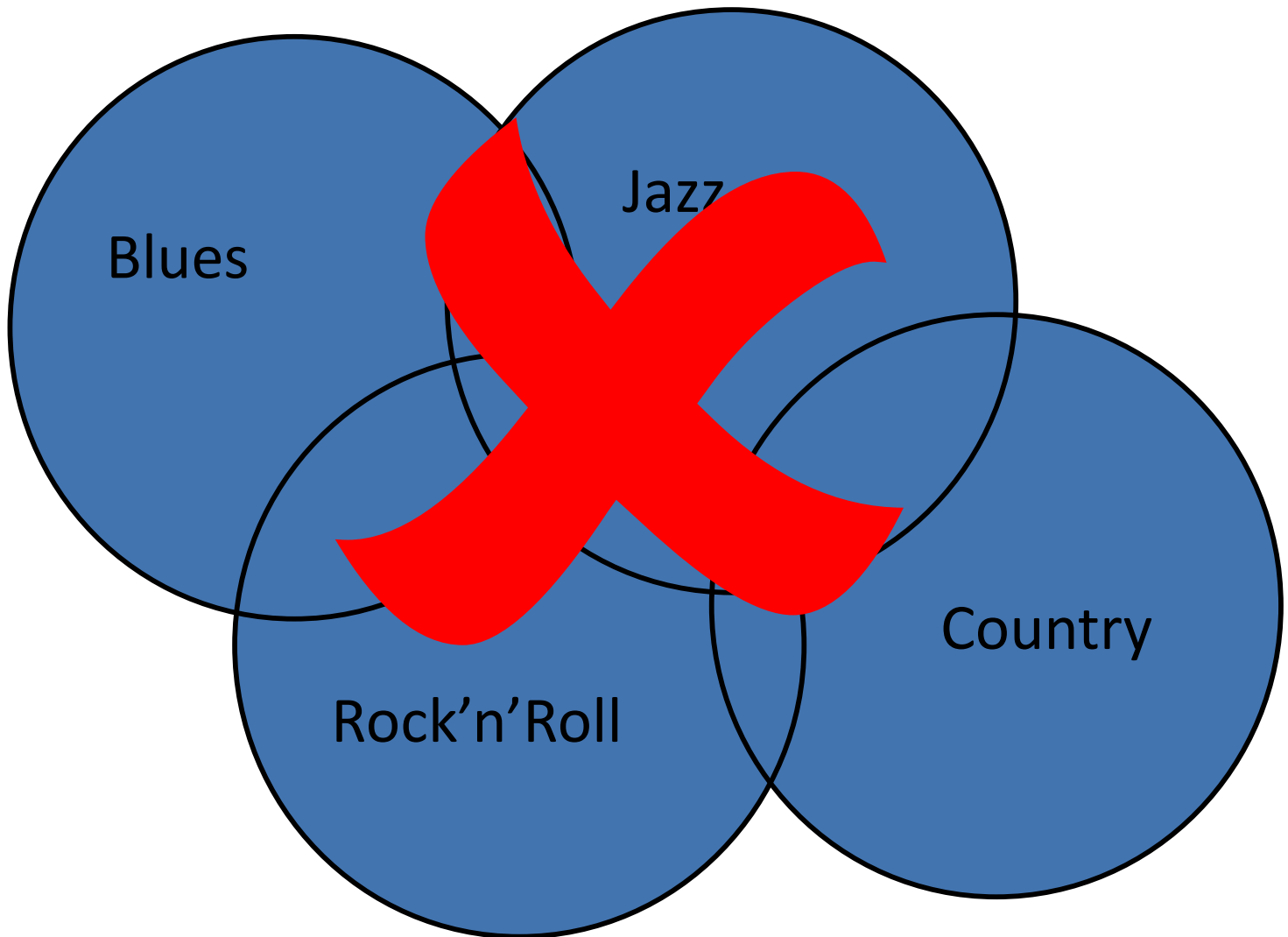


- Martin says he doesn't like jazz
- He says he's into the blues. Not any blues but Chicago electric blues
- He's for ever searching for "chicken skin music"
- It could be rock 'n' roll, gospel, country, rock – anything that "motors"

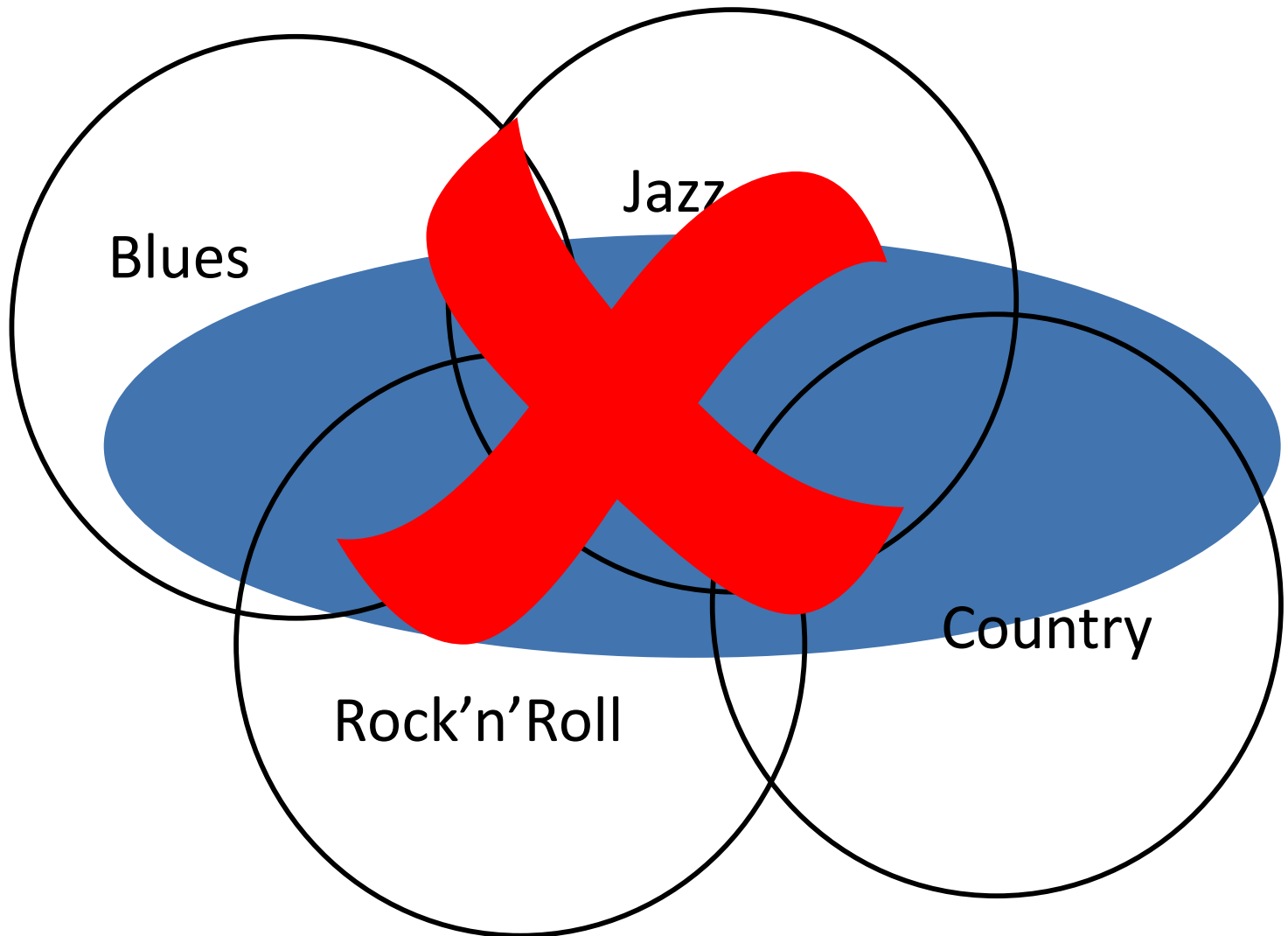
Motivations



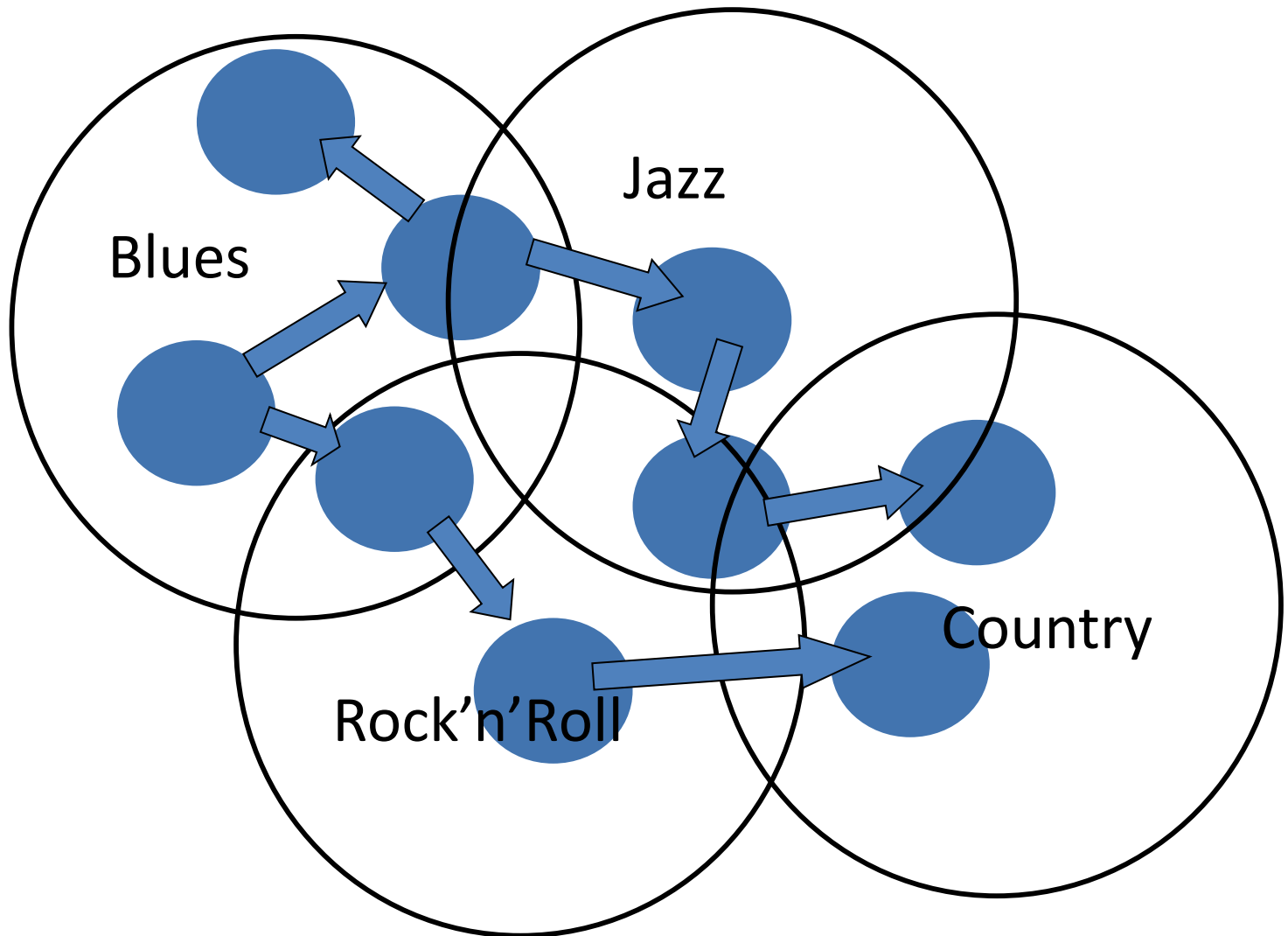
Motivations



Motivations



Motivations





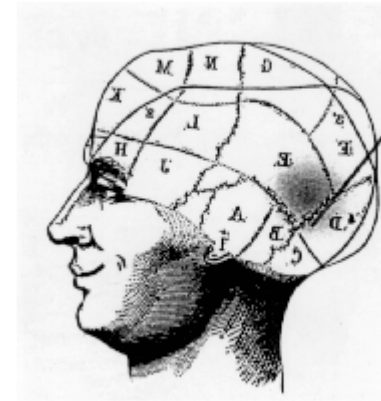
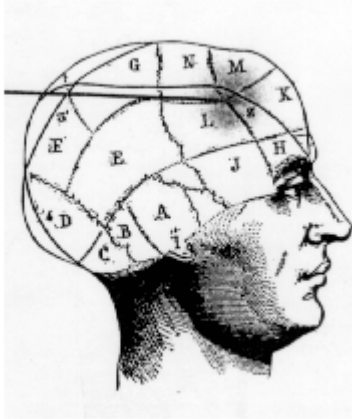
- Holly bought tickets for Calexico
- World music-influenced Tex-Mex indie-rock band
- Why?
- She wanted to see Iron and Wine, the support act





- David bought tickets for Calexico
- World music-influenced Tex-Mex indie-rock band
- Why?
- John Fahey is his guitar hero
- Calexico once covered a John Fahey instrumental





Analytical responders

Emotional responders

Analytical responders

- Discovering unfamiliar music
- Seeing a favourite musician
- Musical/historical context
- Technical excellence
- Specific instruments or a combination of instruments

Emotional responders

- Feeling the music
- The whole experience of the festival, not just the music
- Atmosphere
- The people they are with
- Social experience – doing something together

**Who are you competing
with?**

**Write down 3 things that
make you different
(that audiences care about)**

**Are we
persuasive
enough?**

**Emotional
responders are just
as likely to take risks
on unknown music**

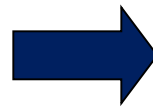
- Think about someone you really know who is an emotional listener or a cultural omnivore
- Think about your favourite film
- Write them a postcard persuading them to come along with you to see it



Give reasons not facts

- **Features** = facts about your festival
- **Benefits** = reasons why someone should come

*We play on
original
instruments*



*Hear what Mozart or
Beethoven actually
intended (or pretty
close) rather than a
modern version.*

- Think about that emotional listener or cultural omnivore you wrote your postcard to
- Think about your festival
- Write them a postcard persuading them to come to it



**Engaging
audiences**

Communicating effectively

- An opener that grabs attention and makes a connection between you
- Reasons not facts or hype
- A simple, straightforward style
- A 'clincher' at the end

**Why do people use
social media?**

**Why do we use social
media?**

If you are short of time ...

- Prioritise Facebook

Be social

- Don't just sell
- Every week share two ideas that inspired you and one “track of the week”
- Share other people's posts that you love (make sure they do the same for you)

Be social

- Ask questions
- Post photos and videos
- Trivia (especially if it involves a question)
- Name check
- Show what makes you special and different

**Engaging with
new audiences
nationally**

**How do you engage with
new audiences nationally
– what works for you?**

**Being visible
online**



Being visible online

- Quick to load
- Secure website
- Keywords
- Title tags
- Metadescription

Quick to load

- Check your speed

<https://testmysite.thinkwithgoogle.com/intl/en-us/>

Secure website

- `https://`

Keywords





- Use the words people search for

Title tags

- Sort out your title tags
- 65 characters
- Most important words first – what you do then who you are
- Don't waste words: welcome, home
- Different on each page
- Make sure they read well

Home

Permalink: <http://www.heathermaitland.co.uk>

Upload/Insert    



Audience development and research consultancy

Heather Maitland is an arts consultant providing audience development and strategic marketing support, training, audience research and box office data analysis for cultural organizations.

If you want to develop your audiences then read on to get the help you need.

All in One SEO Pack

[Click here for Support](#)

Title:
52 characters. Most search engines use a maximum of 60 chars for the title.

Description:
159 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated):

Title Attribute:

Menu Label:

Disable on this page/post:

Metadescription

- Between 50 and 150 characters
- Different on every page

Home

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Upload/Insert



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