

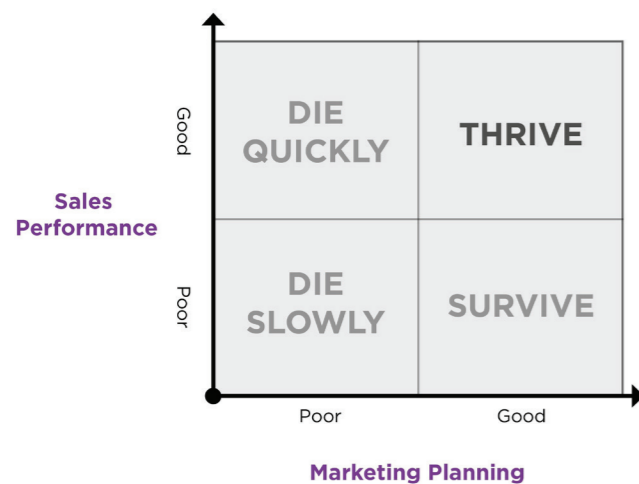
Using data to thrive and survive

Data-led insight can help form the foundation of marketing planning and audience development. **Simon Donovan** explores how applying data insight across both marketing and sales strategies can help your organisation to thrive and survive.

We have just returned from another successful AMA conference in Belfast, exploring *The Value of Everything* and we hope you have come away with innovative ideas, new connections and further ways you can develop audiences in a data-led way. It is our belief that being tightly focused on both sales and marketing, supported by core data and audience insights, is what will drive significant change at your organisation. Let's explore how.

Purple Seven have been supporting the arts, heritage and cultural sector for over 16 years, helping the industry thrive and survive by applying data insight across both marketing and sales strategies. Our ethos is well aligned with that of Malcom McDonald, the leading marketing professor and author of the best-selling book *Marketing Plans: How to prepare them, how to use them*. McDonald explores the idea of businesses being able to "thrive and survive" in his own matrix. After answering a series of 20 questions to query your internal processes, you're ranked in the matrix below.

Source: Malcolm McDonald



Malcolm McDonald. Marketing Plans: How to prepare them, how to use them.

Simply put, data forms the foundation of our work and we all need to ensure that our marketing planning is supporting our sales performance at all times.

Free audience data for all

To support the sector, Purple Seven generated the first free audience insight report for the industry back in 2013, known as Purple Seven insights (PSi), which is still generating significant insight for venues all around the UK. We link both transactional data and audience understanding so the industry can explore a full in-depth analysis of their audiences, every three months, to monitor and track developments. Our innovation was recognised by the Ticketing Technology Awards, when we were nominated for the *CRM and Data Tool Award* in 2016, and has been endorsed for our work supporting the sector, delivering actionable insights across both sales and marketing,

and again follows the ethos of the McDonald Matrix. Organisations across the UK use Purple Seven insights in conjunction with other tools on the market to gain additional data-led insight into their audiences for free.

“PSi reports provide an invaluable extra layer of data intelligence, placing our statistics within a national context that allows us to identify strengths and weaknesses against national trends.”

Salisbury International Arts Festival

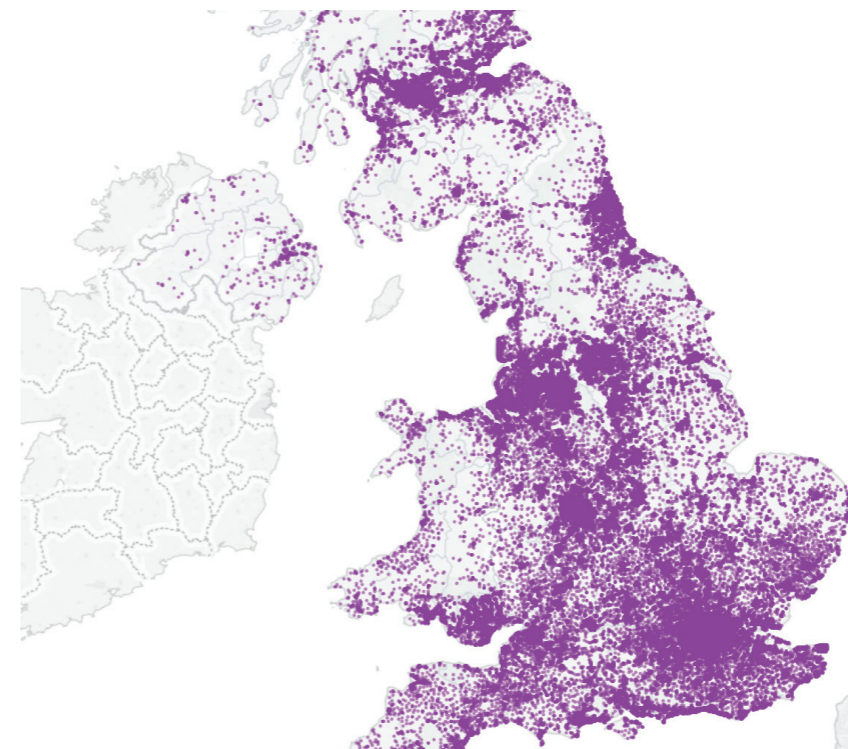
We have also seen the development of several audience surveying tools brought to the market in recent years, which is an excellent way to understand both quantitative and qualitative data on audiences. This data has been applied to the benefit of the entire industry, not just the organisations using the survey tools, as seen in the recent Arts Council England (ACE) report: *Analysis of Theatre in England*, which featured demographic data on arts audiences from Purple Seven. Take a look at the one million+ audience responses that have been completed to date providing a truly nationwide understanding of arts behaviour.

Applying data to generate sales

As marketers, having the ability to apply data insight successfully and track campaigns to monitor results, is key to our success. Looking more closely at how arts organisations can apply data insight, let's borrow some learnings from the New Wimbledon Theatre. They uncovered powerful ways in which to link their marketing

strategy and sales targets closer together by focusing on reaching new audiences.

By helping them easily understand the wider arts engagement in the area, they were able to refine their marketing strategy to target specific streets that had a high propensity to spend at their venue, but had not yet attended. Tracking all sales for this particular production we recorded an additional £10,000 of box office sales from these targeted areas. You can start to see how data driven insight powering both marketing planning and sales performance can certainly help organisations 'thrive'.



One million+ completed audience surveys across the UK

“Data-led insight has opened doors for us and given us a deeper understanding of our audience, not only on the behaviour of the ones that we do have, but also key areas where we can expand.”

New Wimbledon Theatre

The power of audience data is only gained from its strategic application. Knowing that a patron visited a ballet doesn't mean their interests are restricted to this genre. Understanding that they are a first-time booker who purchased three weeks in advance tells us a rather different story

about their motivations to attend and their subsequent behaviour. It's this strategic data insight that we feel is truly supporting the arts in its ability to thrive and survive and by supporting clients of all sizes gain access to this insight, means we can all begin to reap the rewards. ✓

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For more information about how to use the McDonald Matrix, PSi and data-led insight get in touch with Simon or visit purpleseven.com.

Key takeaways

- Start with your data and lift the lid on those golden nuggets of insight.
- Segment your transactional data, exploring motivations and booking behaviour.
- Ask for support and advice on how to apply this insight.
- Inform your marketing strategy with data-led insight, this might mean segmenting your data in a different way.
- Track your progress to monitor success.