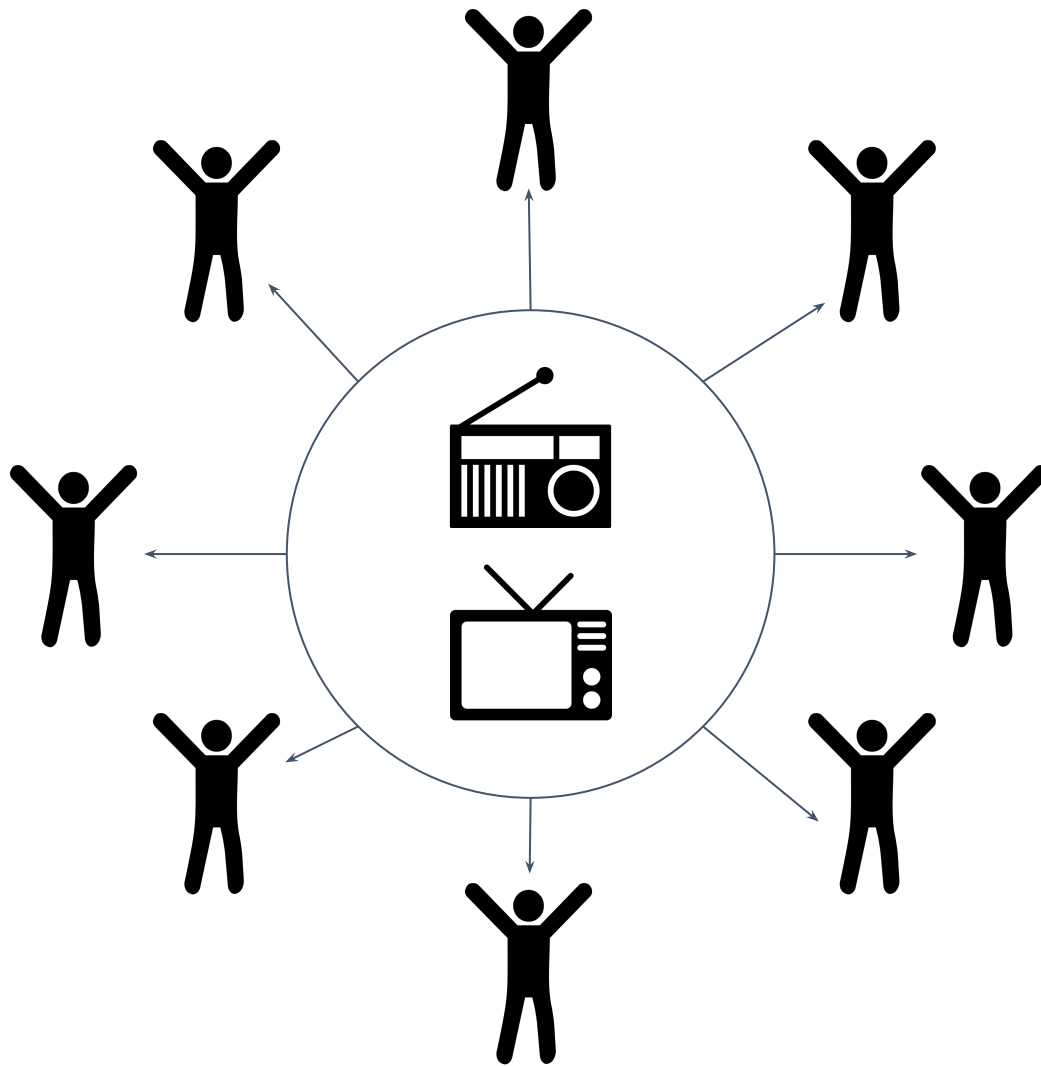
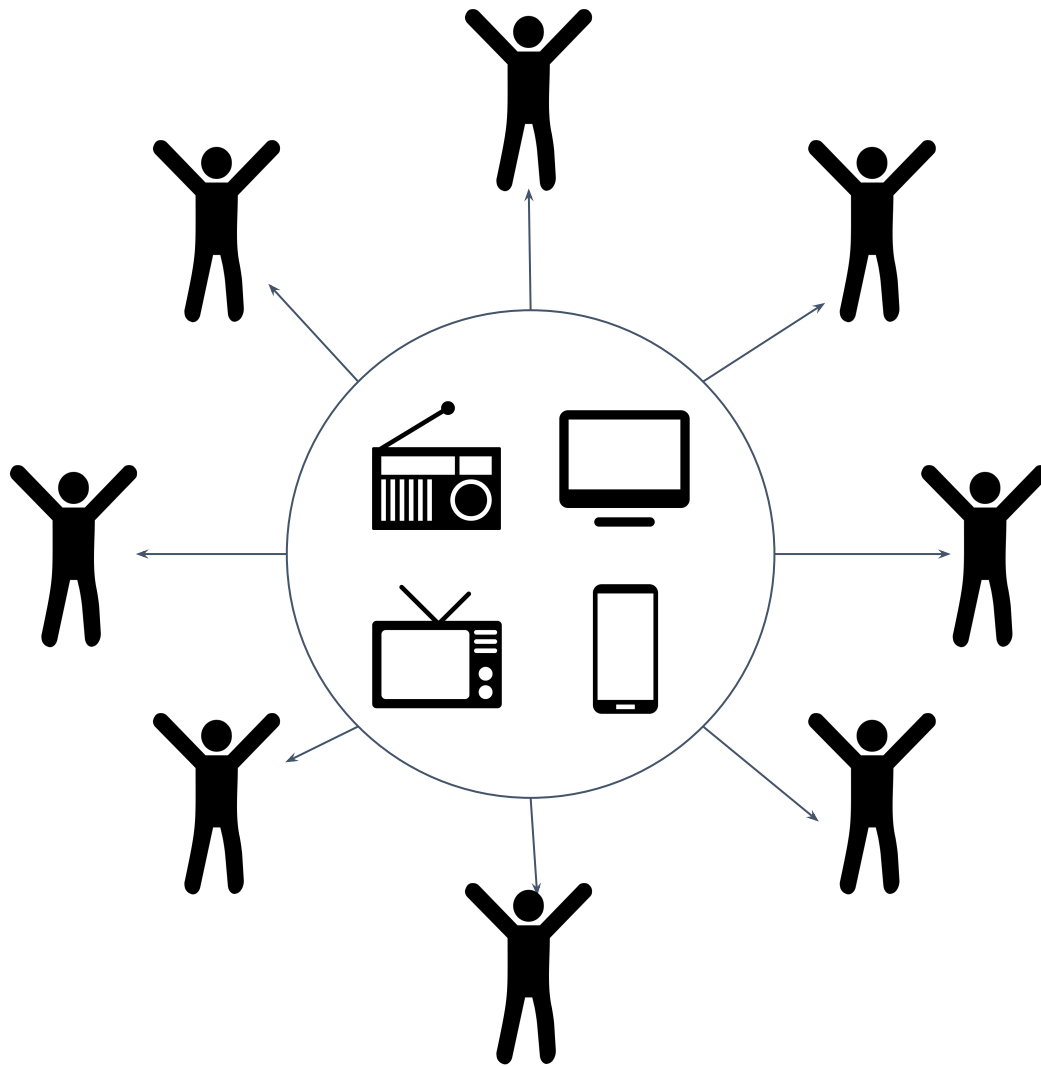
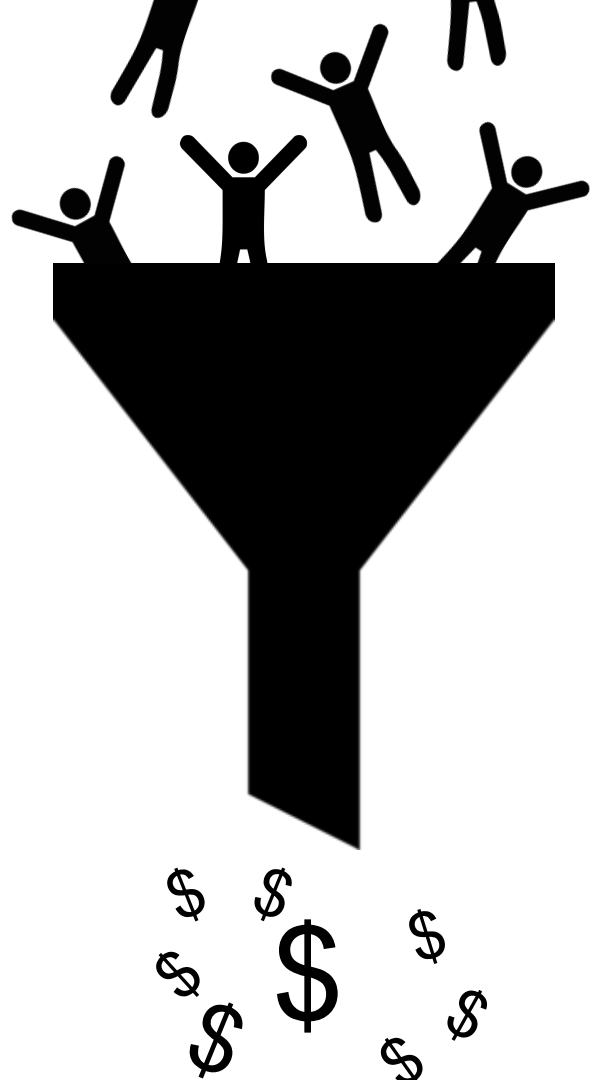
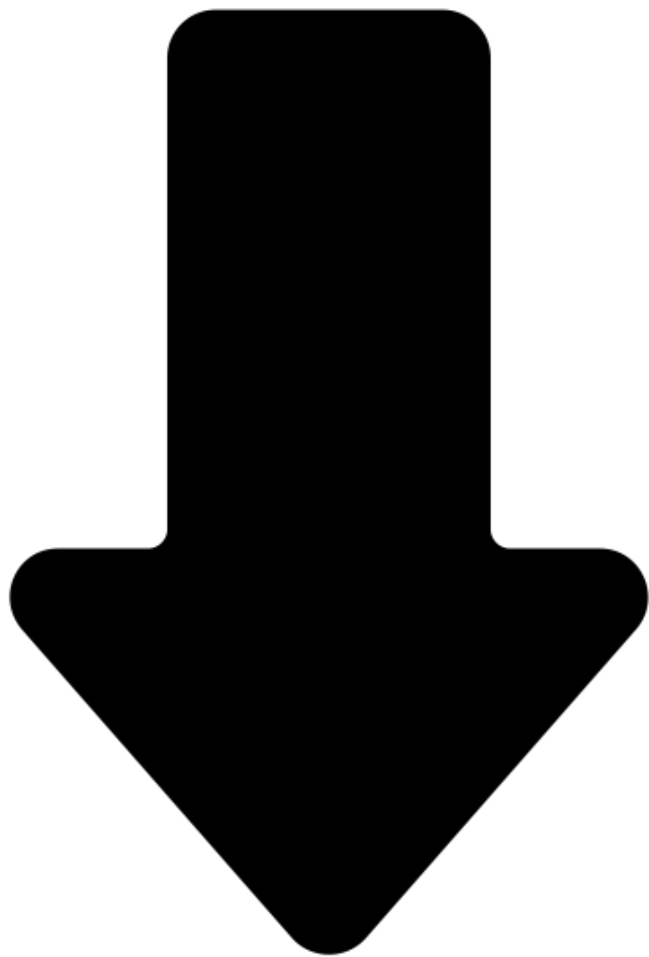


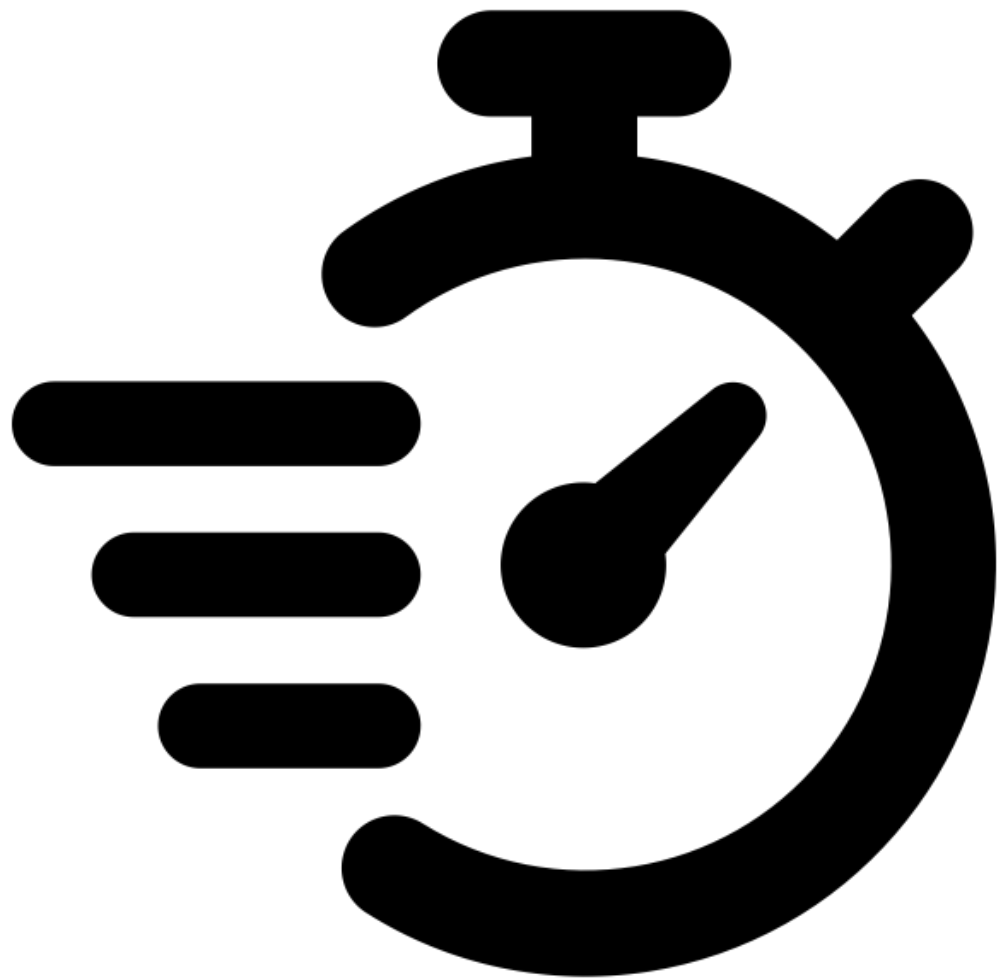
Measuring The Audience Journey Across Channels

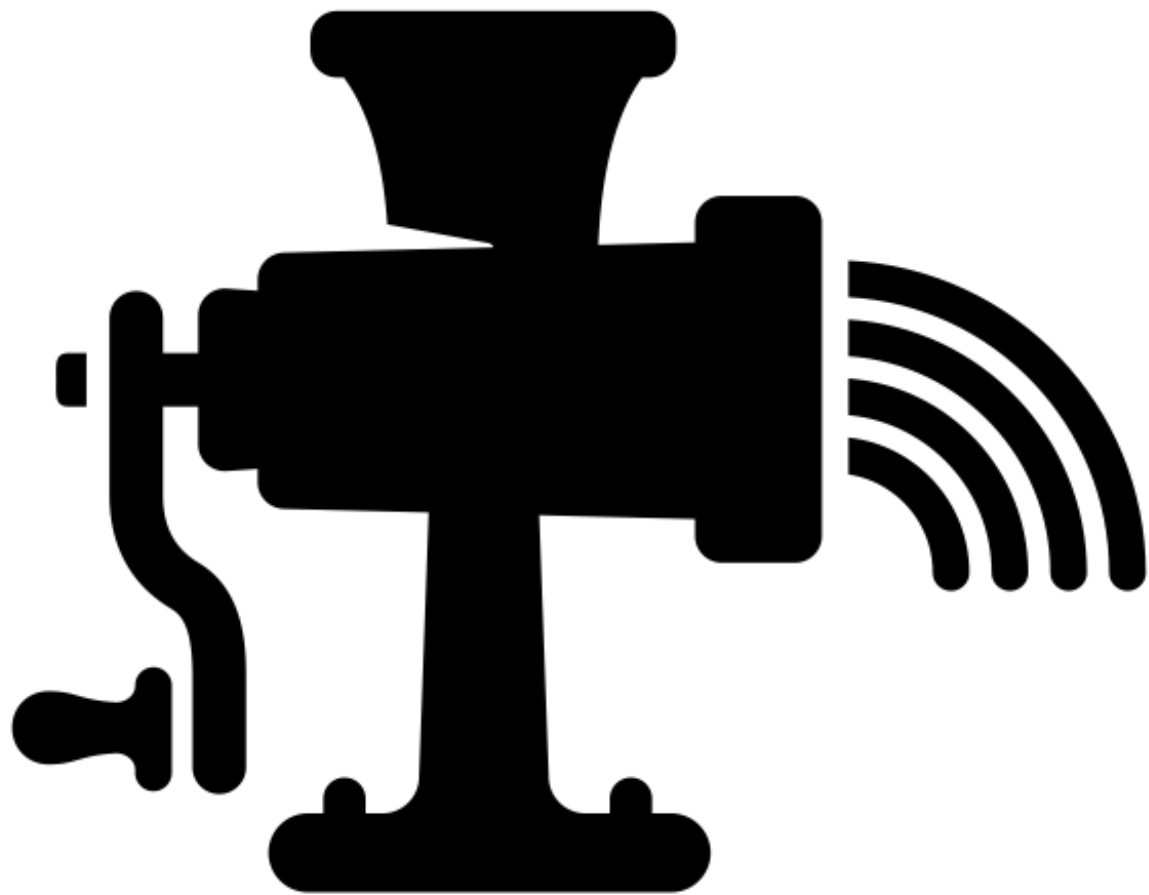


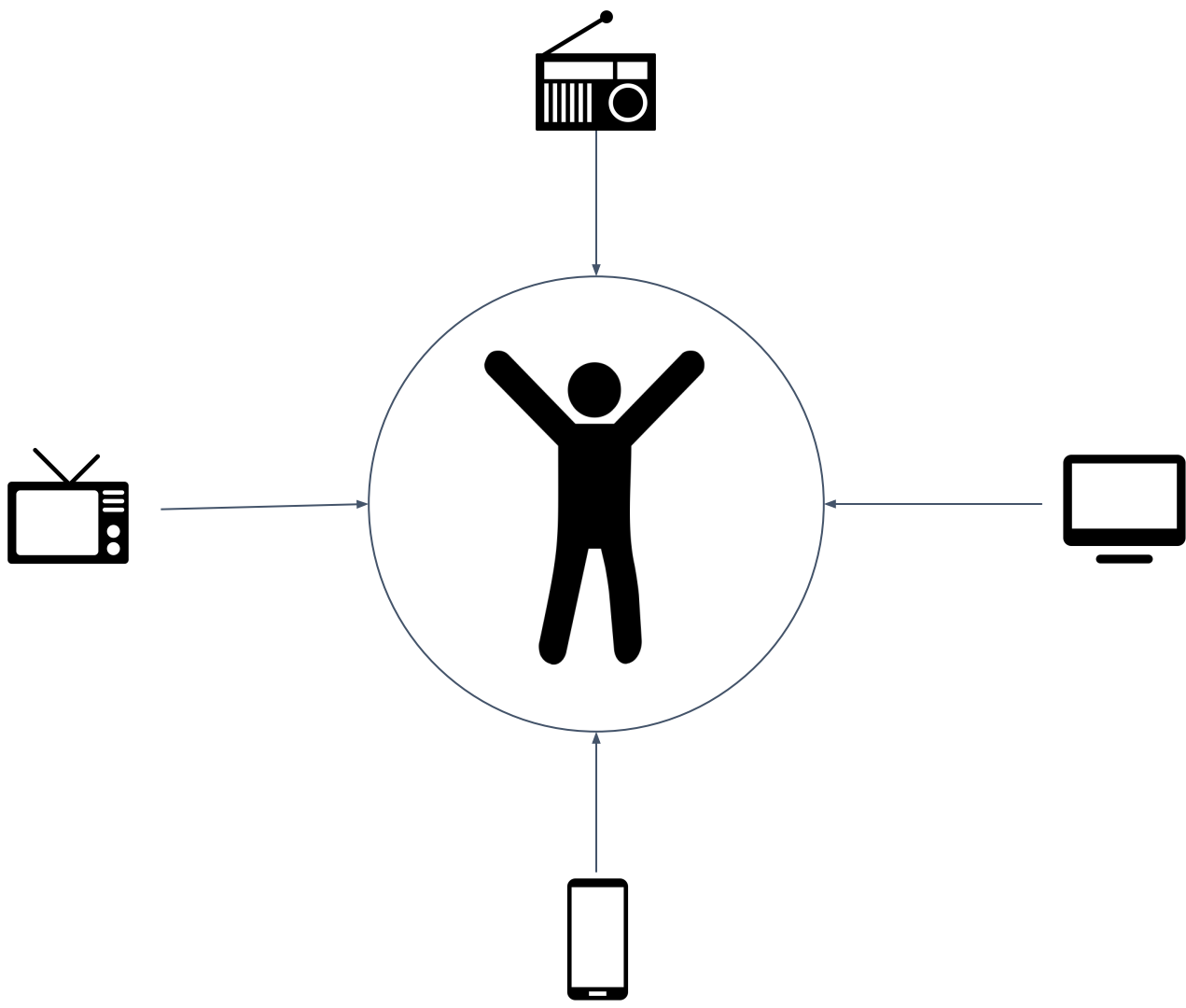




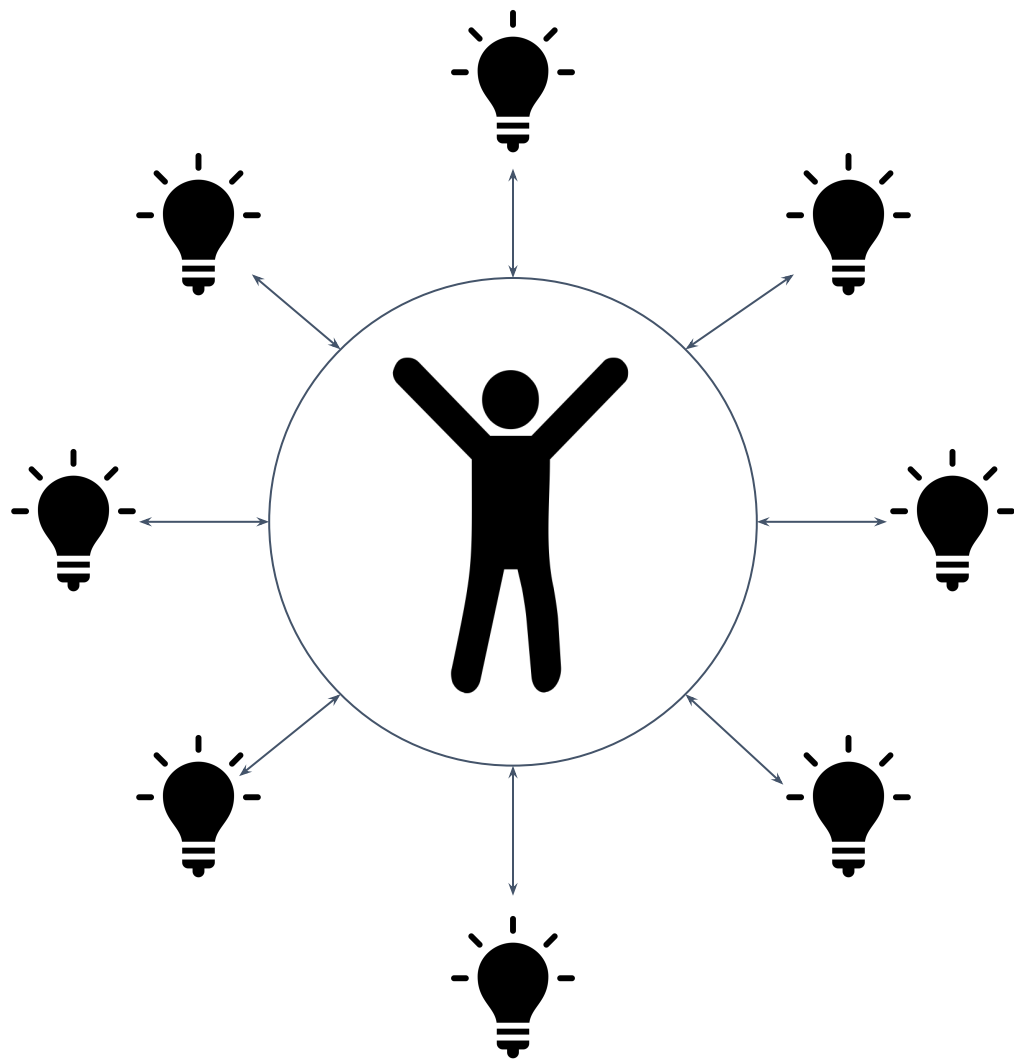


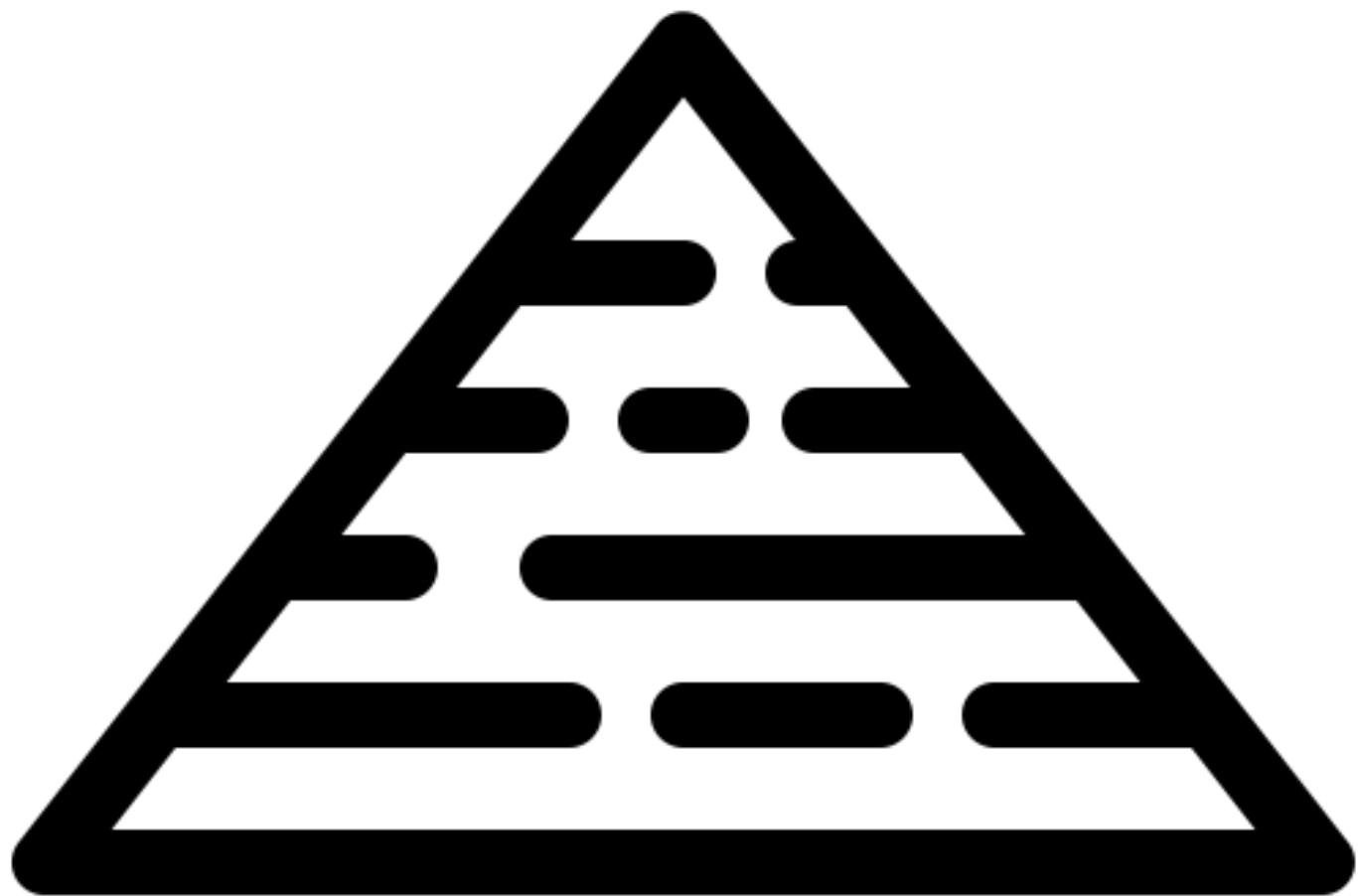


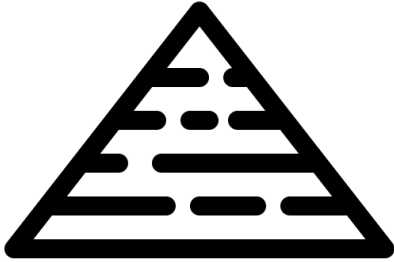




The mission of NPR is to work in partnership with Member Stations to create a more informed public — one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures.







Strategic	Tactical
Relationships with People	Short, Linear Experiences
Optimize For Service and Trust	Optimize For Conversion and Speed
Long-Term Sustainability	Incremental, Fast Improvements



Aubrey Bergauer
Executive Director

Matt Albertson
Major Gifts Officer

Justin Prugh
Enterprise Marketing
Manager

Question 1:
What is your audience
journey?
matt, aubrey, justin

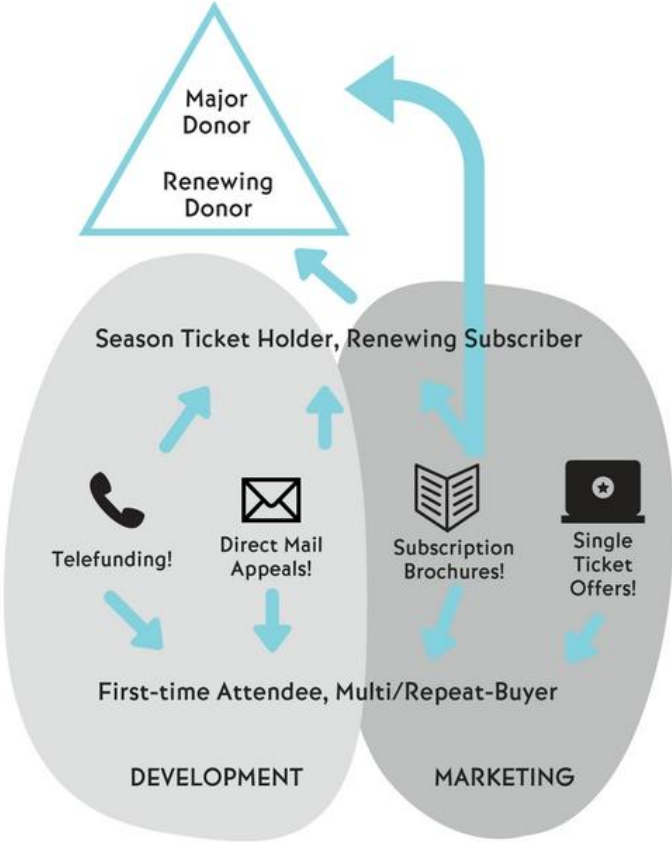
Audience Journey KUOW



Acquisition into donor lifecycle

AUDIENCE JOURNEY

Typical Performing Arts Organization



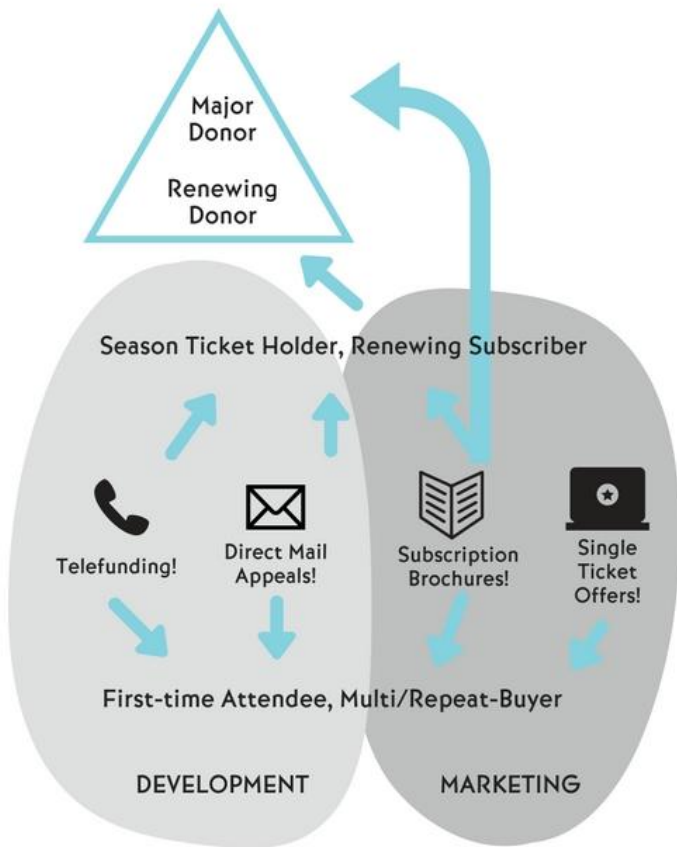
AUDIENCE JOURNEY

California Symphony



AUDIENCE JOURNEY

Typical Performing Arts Org



California Symphony



Audience Journey



Initial Interaction with Classy

Marketing/Whole Company

Move from Awareness to Education



Initial Contact with Sales

Sales

Move from Education to Consideration



Contract Signing

Sales

Move from Education to Purchase



Initial Contact with Account Management

Account Management

Move from Purchase to Success

Question 2:

Challenges to building this

Justin - What it looks like without legacy

Matt - Legacy -> Present Strategize

Aubrey - Operational Challenges in day-to-day

Question 3

Challenges to building this

Aubrey - First questions to drive segmentation and actions

Matt - Actions available even if your full org isn't bought in

Justin - Balance of effort and results to drive long-term strategy

First-Time Subscribers

- **Definition:** People who are subscribing for the first time, no matter what size package.
- **How do we find/track them:** This group is found off our internal list/database, and we need the info from the venue before the first concert of the season.
- **Next step(s):** Welcome note on seat at first concert of the season (could be from board, AB, Donato, musicians, etc.)
 - Part of subscriber appreciation night at mid-season (perf before sub renewals go out)
 - Renew into same package; no upgrade offers, no donation appeals
 - THIS IS CRITICAL AS THE SEASON GROWS INTO MORE CONCERTS. IF THE SUBSCRIBER IS CYO, THEN RENEW INTO CYO. IF IT'S A MINI-SUB PACKAGE, DON'T SOLICIT FULL SEASON.

Resources

California Symphony

- <https://medium.com/@CaliforniaSymphony/latest>
- https://www.dropbox.com/s/gk0okzpjz7znbex/_Audience%20Development%20Plan.pdf?dl=0
- Twitter @AubreyBergauer

KUOW

- <http://www2.kuow.org/reports/BusinessPlan20161021.pdf>
- malbertson@kuow.org / @mattalbertson / mattalbertson.com

Classy

- <https://www.classy.org/blog/>
- <https://www.classy.org/blog/our-resources/podcasts/>
- <http://go.classy.org/communications-strategy-for-nonprofits>
- jprugh@classy.org / @jprugh/ <https://www.linkedin.com/in/justinprugh/>