



Engaging a Remote Audience

Notes from the 'Online with your Audience' community meeting, 22nd April 2014

Send separate mailings to different people. Split up your emailing list by asking for their location (use something like Survey Monkey that links with the email package Mail Chimp)

Only ask one question at a time

Schedule Facebook posts and tweets by country time zone. You can't automate this, so send several messages on the same theme but without duplicating

Find out if it's working – use outbound click tracking in Google Analytics to count how many click through to the venue / ticketing website

Follow up with email – this means you must collect addresses:

- tell them what's in it for me
- be clear what you want them to do e.g. click the sign up button
- don't ask for extra information
- a sign up confirmation page is important – offer your audience something there

Get other people to talk about you, don't do all the talking yourself

Feed the bloggers

Target people from your country who live overseas

Don't talk about yourself on social media – talk about them and encourage them to talk about you. Talk about:

- similar art forms from that country
- local places

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- congratulate other people and organisations

How to get people into talking about you – work out what would motivate them:

- prestige?
- exclusive?
- dinner with the conductor?
- make them look cool

Recruit honorary patrons and encourage them to talk about you

Use friends of friends