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## MARKETING PLAN – 2019 - 2023

### Overture Marketing Facilitates

- Ticket sales: Broadway, Overture Presents, Rental and Co-Pro shows, and Resident Organizations

### Performance:

- 107.7% YTD Broadway Ticket Revenues (\$6,340,065 / \$5,885,851)
- 105.7% YTD Overture Presents (\$1,478,955 / \$1,398,110)
- 104.3% YTD Combined Ticket Revenue (\$7,750,321 / \$7,424,321)

### Marketing Objectives by 2023

- Create consistent campaigns promoting Overture as Wisconsin's cultural destination
- Maintain subscription base in post Hamilton season to industry percentages with a planned 16% attrition rate from peak in 20/21
- Expand Equity, Diversity and Inclusion in all marketing
- Accelerate shift from traditional media to digital media, including Overture stories, to benefit sales, brand awareness and fundraising
- Self-produce Footlights in addition to quarterly magazines as a revenue center
- Institutional campaigns to promote and facilitate sales for resident organizations

### Broadway Renewal 2015-2019

- 20/21 Goal: Maintain pre-Hamilton season average renewal of 76.6% or 8,426 packages
- Anticipating 2019/20:
  - Increase subscriptions to 11,000
- Staff Role:
  - Implement TRG Arts retention and acquisition strategies

### Overture Presents Paid Seats 2015-2019

- 19/20 Goal: Average paid attendance increases to 68%
- Staff Role: Implement TRG Arts retention and acquisition strategies

## Current Marketing Department Structure

- Lex Poppens, VP of Marketing & Sales
  - Dave Alcorn, Digital Marketing Manager
    - Mike Koszewski, Digital Media Coordinator
    - Digital Media Coordinator
  - Public Relations Director, VACANT
    - Sarah Knab, Communications Manager
  - Heather Harris, Director of Marketing
    - Jeanne Rodriguez, Marketing Manager
    - Marketing Associate, VACANT (F/T)
    - Marketing Associates, VACANT (P/T)
    - Staff Designer, VACANT
  - Jess Schuknecht, Director of Ticket Office
    - Kate Kloetty, Ticket Office Manager
    - Melissa DeMonbreun, Ticket Office Manager
  - Beth Schuler, Sales Manager

## Expand the Brand

### Marketing Division

- Stage 1 (2019/20)
  - Grow Broadway Subscription Base to 10,000 or higher;
  - Expand O Presents audiences to 68%
  - Begin rebranding with Art and Sons
  - Adopt TRG techniques for expanded sales
- Stage 2 (2020/21)
  - Utilize data-driven decisions to retain and mirror audiences
  - Implement additional TRG tools for audience growth and retention
  - Investigate and implement additional digital campaigns
  - Launch new brand via website and collateral
- Stage 3 (2021/22)
  - Putting it together

### Ticketing/Sales Division

- Stage 1 (2019/20)
  - Grow Broadway Subscription Base; Expand OV Presents audiences
  - Work with Sales Manager on micro campaigns for new audiences
  - Investigate and recommend “Live Chat” for Hamilton season
  - Expand staff to include “Ticket Leads”
- Stage 2 (2020/21)
  - Utilize data-driven decisions to retain and mirror audiences

- Maintain 5-year renewal rate maintained at pre-Hamilton average of 76.7%;  
Maintain 68% average paid attendance for OV Presents
- Continue micro campaigns
- Stage 3 (2021/22)
  - Putting it together
  - Launch new brand via website and collateral

#### Public Relations Division

- Stage 1 (2019/20)
  - Launch quarterly magazine 12/19 with annual report
  - Promote rebrand with Art and Sons
  - Collaborate with Development to determine content for magazines
  - Develop digital branding campaigns for Overture Products
  - Overture Talking Points
- Stage 2 (2020/21)
  - Utilize resources to maintain presence in media locally and beyond the beltline
  - Work with programming on season announcement messaging and format
  - Create resource for advance show “editorial”
- Stage 3 (2021/22)
  - Consistent placement of “Overture Stories” in localized media

#### Digital Division

- Stage 1 (2019/20)
  - In collaboration with Art and Sons, design and launch new website
  - Begin videography for “Overture Stories” component of regional campaign
  - Expand digital awareness for Overture products
- Stage 2 (2020/21)
  - Utilize data-driven decisions to retain and mirror audiences
  - Expand department to accommodate increased demand
- Stage 3 (2021/22)
  - Launch digital domain with specific performances
  - Continue brand presence on all platforms

#### Staff Metrics Monitored by VP and Team

- Staff metrics
  - Meeting goals
  - YTD/Attendance goals by source
  - YTD/Revenue goals by shows
  - Maintaining ROAS on Overture Presents at \$9.45 or greater
  - New Micro sales campaigns
  - Overture messaging - Talking points
- Program Effectiveness

- Monitoring ROAS (Return on Advertising Spend)
  - Regular reporting on micro campaigns
- Action Plan Progress
  - Project status (TBD)

Next three year will be focused on reaching outside of the beltline. Rising Stars will be expanding to three cities and we will be working directly with those performing arts centers on their media buys so that the branding is the same across the board. The long-term goal is to establish Overture as a Wisconsin's cultural destination. "Overture Stories" are donor stories based on the Overture Center program and it will be highlighted in the print and digitally.