

THE 2015 NATIONAL ARTS MARKETING PROJECT CONFERENCE, SALT LAKE CITY, UTAH

n November 6-9, in Salt Lake City, Utah, over 500 arts marketers gathered together from across the nation for the 2015 National Arts Marketing Project (NAMP) Conference. We learned strategies for digital marketing success, the latest social media tools for engaging our audiences online, and discussed the future impact of wearable technology.

Over 6,500 tweets were captured using #NAMPC. We sifted through each teaching moment, practical lesson, actionable takeaway, kernel of wisdom, and shared best practices to present you with the top 50 Tweets from #NAMPC 2015. We hope you will enjoy (and share among colleagues) the latest tweet book from #NAMPC:

THE TOP 50 TWEETS

FROM THE 2015 NAMP CONFERENCE

@lataylor13

Close the gap - all of the work you're doing will be as good as your ambitions. #killertaste #nampc

@RaeWard93

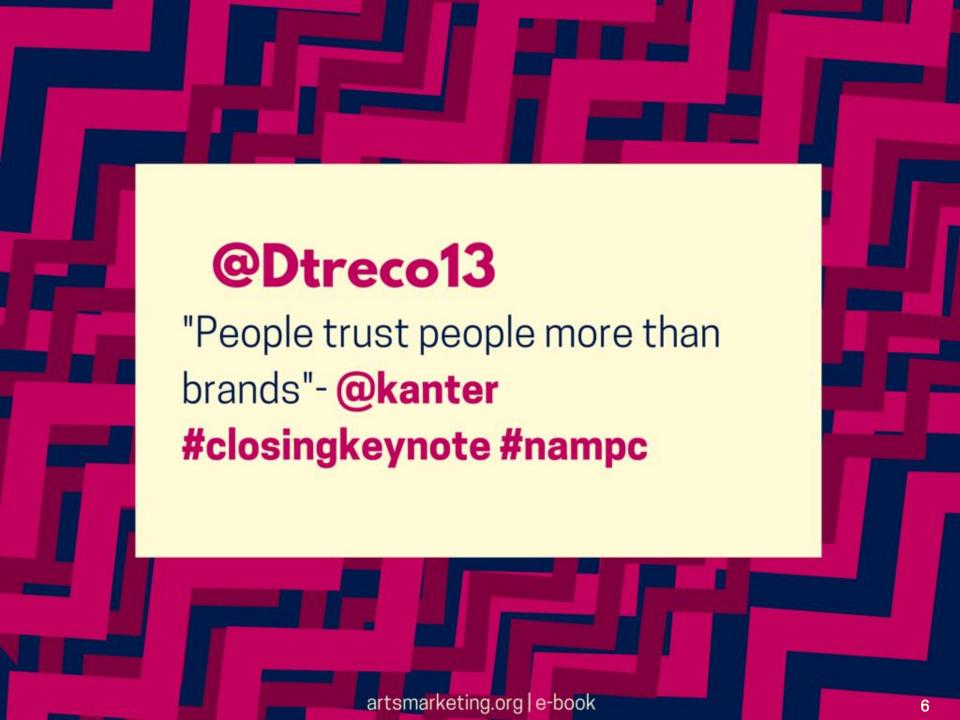
@samread: "Stop letting the urgent get in the way of the important."
Best takeaway thus far! #nampc

@MogoARTSBrands are more than just your

Brands are more than just your logo, your brand is your tone, your audience, your "why." #LookRight #nampc

@TRGArts

You need moments when you're open to crazy ideas, and you need moments when you realize that the idea isn't good enough yet. -@JadAbumrad #nampc



@ASC_CathyB

Don't be afraid to fail. Every failure means growth and something learned. #innovative #nampc

@deekshagaur

Celebrate your core audiences.
Bring them along to help engage new audiences. Add more chairs to the table. **@KuhneDonna #nampc**







@Mari_Holman

It's not a marketer's job to create a need... It's a marketer's task to stimulate DESIRE. **#nampc**

#newaudiences

@BeeKnightly

Consider the idea that patrons would buy a subscription based on your season rather than a show.

#nampc

@ArtfulSam

"We take our own fears and place it on the audience."

@missionparadox #breakingbarriers #nampc

@LWYLStudio What influences your ability to #connect #converse #convert? Asking 4 contact info. @CapacityInt #nampc artsmarketing.org | e-book









Key takeaway from

#clickclickdone? Google analytics is one of your most powerful tools,

IF you learn to use it! #nampc

@gracekelmer

"Price differentiation: meet people where their value proposition is." -

@JCAArtsMark #nampc

@spektrix

There's a before and after to every marketing campaign. We need to think about the customer during all points. #nampc

@NAMT

Engagement isn't just an item on a checklist. It's integral to the impact your work has on your audience.

@lisa_mallette @citylights #nampc

@chadsirois

You don't have to oversell if the product / experience is strong enough. Have faith in your brand/message.

#experientialm #nampc

@SWolferErika

"It's not about cutting, it's about OPTIMIZING."

#newandtrue #nampc

@Mari_Holman
#diversity isn't just a difference in
a way of being, it's a way of
knowing. #buildingbridges
#nampc

@LoyaltyMatch

philaculture: If engagement is the funnel **#loyalty** is the vehicle to move patrons through it.

#GAMEON #nampc

@ArtsandMuseums

People aren't loyal to your organization, they are loyal to the experience. #nampignite #nampc

@DDombrosky

Assumption: Older audiences aren't as adventurous. **@ShowScore** data found that older people are more omnivorous. **#nampc**



"You don't have to be a person of influence to be influential."

#nampc

@LaceyLuce

OH: We're like Mad Men with jazz

hands. #nampc

@kamitch12

Innovation empowers people. Come from unexpected places. Fail quickly and move on. **@jonmiles**#newandtrue #nampc

@ABCNashville Every arts org should have a culture of diversity - staff understands the initiative and has sensitivity/awareness. #nampc #buildingbridges



How do you get more engagement on social media? Need something that elicits human emotion.

#CapacityInt #nampc

@LaraGoetsch

"What are you carrying into a conversation? Make sure it's not a suit of armor! Allow others to teach you." #measuringdiversity #nampc

@shelby_eliseAre you shouting in an empty room? Likes are out. Sharing is the holy grail of Facebook marketing.

#socialpower #nampc

@Dtreco13 "Technology facilitates context; empathy drives engagement." #contextmarketing #nampc artsmarketing.org | e-book

@focusonmktg

@kanter: It's not about number of followers, it's about being socially present and inspiring action. **#nampc**

@txculturaltrust

Culture is a pyramid to which each of us brings a stone. **#nampc**

@haatx

What is the purpose of engagement? Lengthen, strengthen and deepen the IMPACT of your organization's work. #AudienceEngagement #nampc

@morphwithus RT @AudienceDevSpec: Collecting data can make the difference between utter failure and informed failure. #Contextmarketing #nampc

@ArtsBizMiami

What would it be like to measure audience response via their wearable technology?

#DisruptArts #nampc

@timmymetznerThe customer experience begins long before the art and ends long after. #EXPeconomy #nampc

@joshjenks

Can we use wearable technology to gauge audience reaction as they enter a space, making a purchase, etc? #readytowear #nampc

@letyrhi

Don't patronize a community by programming for "them" and not for "us." #measuringdiversity

@LACountyArts #nampc

@Marsalarchery

"People are not loyal to the institution, they're loyal to the experience." #ignite #nampc

@LindsayElizS

First step of design thinking: empathize with your audience.

#nampc #nampignite

@LACountyArts

Best practices for digital brands: be conversational, be authentic, be data-driven, be discoverable, be relevant, be consistent. **#nampc**

@briehines

Artists and Entrepreneurs both are dreamers. Let's share our skills to help each other achieve our dreams #collabwithbizz #nampc

@stylecontext

The best PR strategy is a proactive one. Build personal, offline connections with media. #nampc

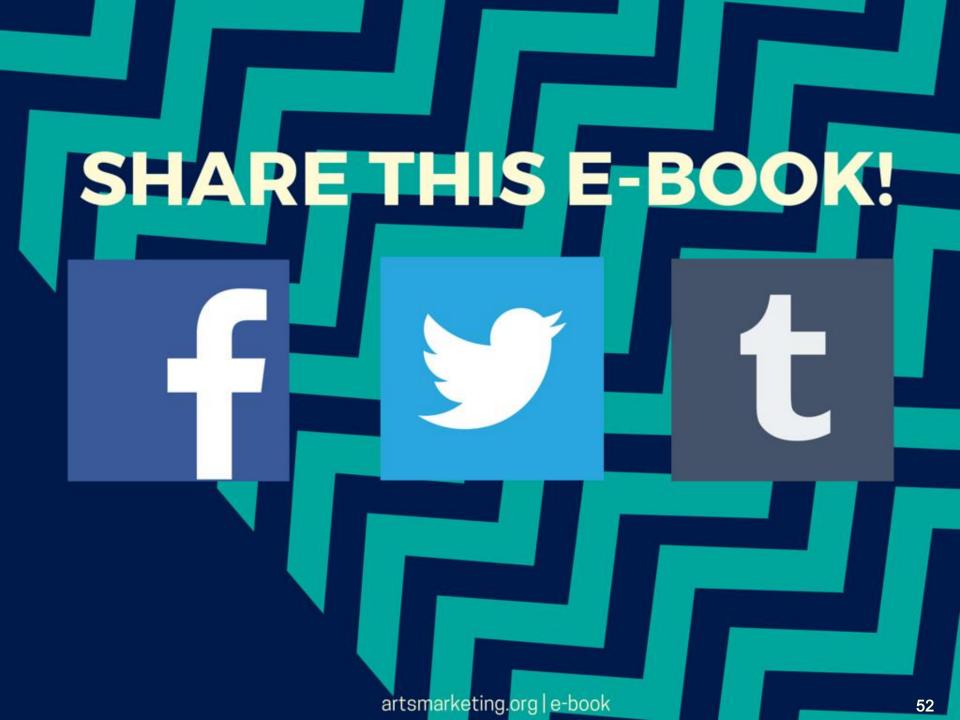


Segmenting is about developing a relationship with your audience through speaking their language.

#contextmarketing #nampc

@JodyLeshinsky

We have to be cultural warriors.
When we hear no we have to make it a yes. #nampc





Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

1000 Vermont Ave, NW - 6th Floor Washington, DC 20005

PHONE: 202.371.2830 FAX: 202.371.0424

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Website: artsmarketing.org

Email: info@artsmarketing.org

Facebook: National Arts Marketing Project

Twitter: #NAMPC

