


An aerial view of a modern building's interior atrium, showing a large crowd of people and multiple levels with glass railings. The image is overlaid with a dark blue geometric pattern.

THE TOP

50
TWEETS

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

The background features a collage of various artistic sketches and handwritten text. On the left, there are sketches of gears and the words "experience", "one", "best", "there", "and", "fools". In the center, there are sketches of a person and the words "INSPIRATION", "MOTIVATION", "Only then is they", "CHALLENGE", "SUSAN MILES", "CHALLENGE", "SUSAN MILES", "USE OF RESEARCH". On the right, there are sketches of a person and the words "Team Work".

On 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**

@MogoARTS

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**

@Dtreco13

"People trust people more than brands"- **@kanter**

#closingkeynote #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**

@LACountyArts

Experiential marketing engages all the senses with your brand and generates word-of-mouth buzz.

#nampc

@wallacewords

80% of messages to companies
on social media go unanswered.

#SocialPower

#thatmakesmyhearthurt

#nampc

@philaculture

6 D's of **#Gamification** Define,
Delineate, Describe, Devise, Don't
forget FUN, and Deploy. **#GameOn**
#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

@groupofminds

@AlliHouseworth reminding us
that each arts patron is not just a
data point. He/she is a human who is
impressionable. **#nampc**

@h_amna

Members of a community are the experts on the issues of their own community. **#measuringdiversity**
#nampc

@JCAArts

RT **@timmymetzner**: Acquisition
is 5x more expensive than
retention. **#bringthemback**
#nampc

@KennyDavidAllen

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**



@CeciDadisman

"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

@ddpaa

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_elise

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

#socialpower #nampc

@Dtrec013

"Technology facilitates context;
empathy drives engagement."

#contextmarketing #nampc

@focusmktg

@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

@timmymetzner

The 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**

@KerryLagan

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**

SHARE THIS E-BOOK!





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

WANT MORE ARTS MARKETING RESOURCES?

Website: artsmarketing.org

Email: info@artsmarketing.org

Facebook: National Arts Marketing Project

Twitter: #NAMPC

