

Retain & Gain

Northern Ireland Audience Loyalty Project

"A must for busy organizations who want to focus their activity for maximum returns." COLIN O'NEILL, MARKETING DIRECTOR, GRAND OPERA HOUSE, BELFAST

This innovative new audience development project aims to help arts organisations **retain** more of their customers in order to **gain** more financially. Participating organisations will receive a comprehensive report quantifying current audience loyalty along with recommendations to increase the long-term financial value of their customers. Through practical training sessions, they will be equipped with the knowledge and skills to implement practical Customer Relationship Management strategies.

The project is funded by Arts Council Northern Ireland and will be delivered by Katy Raines of Indigo Consulting, in association with Audiences NI.

What will the project do?

- Identify current levels of audience loyalty for 10-14 organisations in Northern Ireland
- Provide support in developing marketing activity in each organisation to improve their audience loyalty
- Establish a NI benchmark for audience loyalty success
- Improve skill levels in marketing and data usage amongst the organisations, through training in Customer Relationship Management and box office systems
- Share good practice between the participating organisations

What will the project involve?

The project comprises four elements:

1. Katy Raines will work with each organisation to undertake an 'Audience Loyalty Healthcheck'. This process will assess the individual venue's marketing processes and data, to provide easy indicators of current success in audience loyalty.
2. Katy will present the findings back to each organisation individually, along with a set of practical recommendations, designed to help increase loyalty levels. They will look at loyalty, customer value, moving customers up the value ladder and individual giving.
3. Participants will then be provided with support in the implementation of the recommendations, with training in both the theory and practice of building customer loyalty. This will include training tailored to specific box office system.
4. The aim is to get the participating organisations together to talk about their experiences and share good practice.

"Audience Loyalty Healthcheck gave us an excellent overview of our audience, and identified small changes to the way we do things that will make a huge impact on our income. It will help us to develop a much better relationship with our loyal customers, create customer relationship strategies, and maximise our customer database potential "

Colin O'Neill, Grand Opera House, Belfast

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