

Trajectory Theatre

DIGITAL MARKETING STRATEGY

Responsible: Charlotte

Accountable: Jo

Draft created on: 17 April 2019

Strategy relevant from: April - Dec 2019

PERSONA



Ravi - Potential funder



Fran - Artists/makers



Jade - Audiences for artistic work



MESSAGING

RAVI - Find out about our artistic projects and how to support them.

FRAN - Join a community of digital artists and makers.

R+F - Learn more about XR art - influencers, impacts, techniques.

ALL - See early versions of work and input into our process.

Jade - Attend official performances of completed work.

CHANNELS

Medium blog - Artistic Director's thought leadership

Twitter - engage funders + artists with blog content

Website - main destination for digital marketing

Email marketing - new, set up for all personas

Eventbrite - sign up to community events and performances

LANDING PAGE

Location:

Website www.trajectorytheatre.com

Title:

Increase email/subscribers from 20 - 100 based on event attendance

Call to Action:

Get in touch to hear more about our work - email sign up

Hero Content:

Phase 2 promo video

Hub Content:

Best day and time for sharing posts

Hygiene Content:

Image/Video Assets:

Techniques for event promotion

WHAT ARE YOUR GOALS?

1

Fill #TrajectoryTalks community networking events through digital promotion X3 events

2

Increase email/subscribers from 20 - 100 based on event attendance

3

Increase blog views by 5% on current baseline

4

WHAT WILL YOU TEST?

1

Best day and time for sharing posts

2

Email subject lines

3

Techniques for event promotion

4

RISKS

Reliance on the time of one key volunteer to deliver this work

MITIGATIONS

Recruit a new work experience to take the pressure off Charlotte

HOW WILL YOU MEASURE?

- | | |
|--|--|
| <input checked="" type="checkbox"/> Google Analytics / Tag Manager | <input type="checkbox"/> Twitter Analytics |
| <input checked="" type="checkbox"/> Medium blog | <input type="checkbox"/> Other social tracking |
| <input type="checkbox"/> Facebook Insights | <input checked="" type="checkbox"/> Email marketing data |
| <input checked="" type="checkbox"/> Twitter Analytics | <input type="checkbox"/> Google Adwords data |

NOTES

BUDGET

Website £ 500

Social Ads £ 50

Google Ads £

Assets £ Gift in kind from agency

Total: £ 550