

## Tips on using Vital Statistics reports to target your audience

**Step 1:** identify previous events that have similar characteristics to the event you're marketing now

**Step 2:** Select the "Event Snapshot" report for each event you've identified, and check the 'Customer Relationship to You' pyramid. What proportion of the audience were frequent attenders (4 or more times)? What proportion were first timers? If there were mostly frequent attenders or subscribers to these previous events, then you will be marketing this event primarily to your loyal frequent attender audience. If there were mostly first timers, then you will be marketing it to groups of people who have not been very often before. NOTE: the accuracy of these first timer figures requires your ticketing database to have very few duplicate customer records.

[NOTE re subscriptions: if you sell events in subscription packages you'll need to be aware of whether these previous events were sold on subscription. If so, you may be able to just pull the list of subscribers who attended those, from your ticketing system another way.]

**Step 3:** Using the Communications Report function, pull the customer lists for the previous events you've identified that are similar to the event you're marketing now. De-duplicate these lists against each other, so that you're only contacting everyone included in all the lists, once.

**Step 4:** If you can segment these lists into groups of first-timers, second or third timers, and frequent attenders (4 or more times), for Steps 5 and 6 below, your response rates should be higher. Your content and copy should be different for first timers: e.g. provide more information about where to park or how to get to the theatre, tips on avoiding the queue for interval drinks, eating out before or afterwards, more information about the event itself. For your most frequent attenders, you might like to send them an annual 'loyalty reward' or Christmas card.

**Step 5:** Design an email campaign to everyone for whom you have email addresses. See the section, **Direct Marketing: email** for tips on designing the most effective email campaigns.

**Step 6:** Design a direct mail campaign to everyone for whom you don't have an email address. See the section, **Direct Marketing: mail** for tips on designing the most effective mail campaigns.