

## Marketing to Families

### Shana Jackson

Worked with Tate kids, The Broad, Playground, Squad 54 working on marketing kids content.

Art culture can be related to the business of making memories. Childhood memories shape your life and art can make memories like no other – let's make good ones that last.

#### Digital art marketing

The up sides:

Innovative – free to experiment and space to try out new ideas without being too precious

Reach – the internet has the potential to reach a wide audience

Cost – can be cheap

Longevity – If archived properly, digital platforms can stay be accessible for a long time

The down sides:

Innovative -

Reach – You can't target absolutely everyone

Cost – can be costly

Longevity – things can become dated with the fast advances in internet trends

The key is to engage with the content and extract the kids experience potential. Build experiences around adult art collections intended for children. Shana took an adults art collection and used it to create children's stories based on the artwork.

Make everything accessible for everyone, for example use mobile phones as a way to help children interact with artwork. Children were encouraged to use their mobile phones to make a stop motion animation in the gallery.

Pop Jam is a creative social network for young people. A way to get your things out there is to go to platforms where kids already are. It's a lot of work to set up your own platform. Facebook is a fantastic way to advertise to your communities, also Instagram.

Slant your content towards the parents. Essentially it will be the parents deciding what to take their kids to. Use adult appropriate language that's easy to understand, so the parent can relay it to their children in a way that they can relate to. The parent will be able to do this better than we can as they will know their child. If we have convinced the parent, we are most of the way there.

## **Kate Mroczkowski**

From Spektrix, helping arts organisations with marketing

Case study: Buxton Opera house. They have a capacity of 900. The challenge – How does a 114 year old building venue meet the family arts standards?

Solution – Ask families that currently attend about their experience and their views.

The current families liked the friendly and helpful staff, you should never underestimate a friendly face!

They also liked the programme.

It's always nice to get positive feedback, but if you want to improve, the most important feedback is the negative points, things you can make better. For Brixton Opera house the negatives included comments about the facilities – toilets, bar, changing rooms, heavy doors. Also, complex pricing was an issue. Families were unsure what a day out would cost with the extras included such as ice cream, lunch etc.

Some things are impossible to change such as the building structure and the main programme of events but they can certainly improve on the available information, web content and marketing activity. Customers' expectations must be managed. Special attention can be paid with communication to families such as follow up emails, pre-show emails and a family leaflet showing all the relevant information. They are to build a whole new family friendly website page and make print to distribute to community events. As of yet there is no indication this has worked as it is in initial stages.

[\*\*View the Case Study here\*\*](#)

**Evelyn Mackinnon**, head of operations and partnerships at Hoop

Hoop – an app for all things going on that are kid related. In 2016 it was in the top 10 apps. There was a need for a platform to collate all the information for families and reviews have been great. Families don't have time to check multiple websites to try and see what is going on in their area. This app really makes it easier.

For organisers, it is free to upload and get your event in front of your audience. It also hosts major art organisations as well as community and one off events. Personalised filters are a great way to market relevant events and activities to families. Sharable links are also a good way to expand your audience. It's recommended to jump onto a platform that already reaches a wide audience instead of setting up your own.

The next step for Hoop is to integrate booking into the app itself. Add more filters, options for multiple children. After this stage a review feature will be added.

Can pop up events be added to Hoop? – Yes, many actives on Hoop operate out of churches, town halls etc.

How does Hoop make money? – At the moment, it's a self-funded initiation to build a marketing channel for family arts activities. Once the booking feature is added, hopefully this is where the profit will be.

Analytics will also follow such as how many people are looking at your activity etc.

## **Question and answer with panel**

What works best for marketing? – Specific Facebook targeting is good. Or a giveaway in exchange for an email address.

For Under 9 month children you must target parents, marketing essentially for adult events that are baby friendly. For example, an adult comedy where parents can take their babies (currently an event called 'Screaming with Laughter'). Parents will become familiar with the venue and more likely to take their children to activities when they are older.

Building awareness outside of your target audience, target new audiences. Ask why people are coming to the events. Be flexible with dates and times, play around.

Is digital marketing the only way forward or is print still ok? – Multipoint marketing is the best way to get things into people's minds. Use Facebook, posters, flyers. People believe it's an actual thing if they see it more than once. It becomes real and adds reassurance. In the British Museum, when there is a push for printed media the results are positive. Give people tactile objects, something for them to take away and play with/research.

You need to catch people in planning mode. When they are leaving a venue after an activity, this might not be the best time to catch them. Suggest measuring the impact against the time of flyer distribution for example. How many flyers are leaving/getting into good hands? Compare print to email campaigns for effective and cost wise approach.

Why does everyone love Peppa Pig? – She is a big commercial character. Feel free to use a big brand as a lynch pin for other opportunities. Eg, Minecraft related, everyone will come and then you can entice them into coming to other activities. Use offers to get people in i.e. a free ice cream.

Art is intimidating for people who aren't used to it. Digital things such as games are an effective way to ease people in. They can try it out in the comfort of their own home.

Language is important. Parents are the ones who decide where children go so aim the content at the parents.