



PERSONALISED MARKETING

Simple ways to create
▶▶ **lasting relationships**

▶▶ Recipe for Success:

The secret ingredient to Personalised Marketing

Personalising your marketing is a powerful way to help your team nurture more meaningful relationships by giving attention to the audiences who crave it the most. It offers teams powerful insights into a highly targeted tribe within your customer database. We're sharing our favourite suggestions on how to get started today using your data and three simple audience development reports!

There are a number of tools to support your organisation with incorporating personalised marketing within your organisation including [segmentation](#) and [automation](#).

Personalised marketing doesn't have to be overly complicated.
▶▶ **Getting started is simple.**

In fact, simplicity is what fills the void between implementing personalised marketing methods and getting great results. Personalising communications is something that should be at the top of your agenda.

In this Ticketsolve guide, we'll share three quick and easy suggestions for using data to segment your customers and build tailored and personalised marketing campaigns - meaning **you can get started today!**



[Click to view our handy tools](#)

▶▶ Defining Personalised Marketing

Every customer is an individual.

Are your communications treating them that way?

Personalised marketing is about creating meaningful user experiences and delivering them in real-time to your audiences. Like any other strategy, it needs a clear plan that is carefully targeted and tailored towards your customer's needs.

Personalised marketing doesn't just finish once you press send on an email; you need to track its progress to gather learnings that will inform your next campaign. It's an iterative content creation and analysis process, with each iteration informing the next.

Personalised marketing goes beyond traditional marketing (or blanket marketing) which targets a wide range of audiences with vague or broad messaging. Consider your full season brochure for example. Is a resource like this beneficial to everyone in your database?

Would certain tribes benefit from genre-specific content? If an audience has signed up to receive news and updates regarding your pops programme, sending them your December panto email is nearly an invite for them to unsubscribe. The goal of personalised marketing is to make audiences feel as though your organisation is firstly listening to their needs, and secondly **speaking to them directly!**



The benefits of using personalisation

▶▶ Gain deeper insights

Yes, the more effort you put into nailing the communications in a personalised manner, the more rich insights you will gain into what they love, and more importantly what puts them off converting to your offer.

▶▶ Increased loyalty

If you speak their language, you will make your audiences feel part of something much bigger than just dinner and a show!

▶▶ Better ROI on marketing spend

Personalised marketing allows you to cut to the chase. Think of it as window shopping where everything on display is your size. The possibilities are endless but only if what you're showing them is relevant to their needs.

▶▶ Greater ancillary spend

Sometimes it's simply a case of information overload or messaging getting lost. With personalised marketing, you can make an upsell of direct relevance to their previous booking history. Why not encourage audiences who usually book a ticket combo (a meal and a ticket) to upgrade their experience by booking a front seat table? Liverpool's Royal Court use upselling to the best of their advantage.

[Read about their experience](#) for inspiration.

▶▶ The Dos and Don'ts of Personalised Marketing



Listen, inform and engage

The first step to personalised marketing can be as simple as looking over customer feedback that is gathered from post-show surveys. What are the main takeaways and themes that your audiences are sharing with you that are specific to a particular programme? How can you use these insights to inform your content strategies and promotions? How will you tweak your overall strategy to engage more meaningfully with your customer segments going forth?



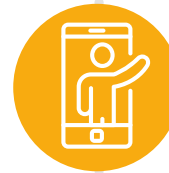
Use your analytics

The whole purpose of this strategy is that marketing efforts and advertising feels unique to each member of your audience. There is no point in gathering customer insights if you aren't going to use these to inform your next iteration for a particular segment. Personalised marketing is about building a strong sense of the purchasing trends and habits of particular individuals within your database.



Get rid of generic!

This is not a blanket approach to marketing. It's not a one-fit-for-all or a case of the sisterhood of the travelling pants. You will only annoy customers if you entice them in with a personalised experience and as a comedy lover, they're reading all about your family programming or summer art workshops.



Call them by name

According to insights from Mailchimp, Customers are more likely to open personalised emails - and those emails drive 6x times more transactions than generic ones. Simply including their first name could spike your email conversion rate. Ticketsolve offers a full e-commerce integration with Mailchimp, so not only is it easy to include their first name and other details, but you can also pull information on their donations which means you can thank them by name in real-time.

Customers are
29%
more likely
to open
personalised
emails



Find the right balance

Personalised marketing needs to have a soft approach, where audiences know that you cater to their tastes but they don't feel as though big brother is watching! Of course, we all need some inspiration from time to time to make a purchase. You may very well have an upcoming show which you feel would be a complementary cross-sell from one customer tribe to another. It's about finding the balance between showing and telling. This might be with a smaller block at the end of your emails with the subtitle 'You might also like' or it could be adding gentle suggestions throughout the online booking journey.



▶▶ Suggestions

to get started quickly

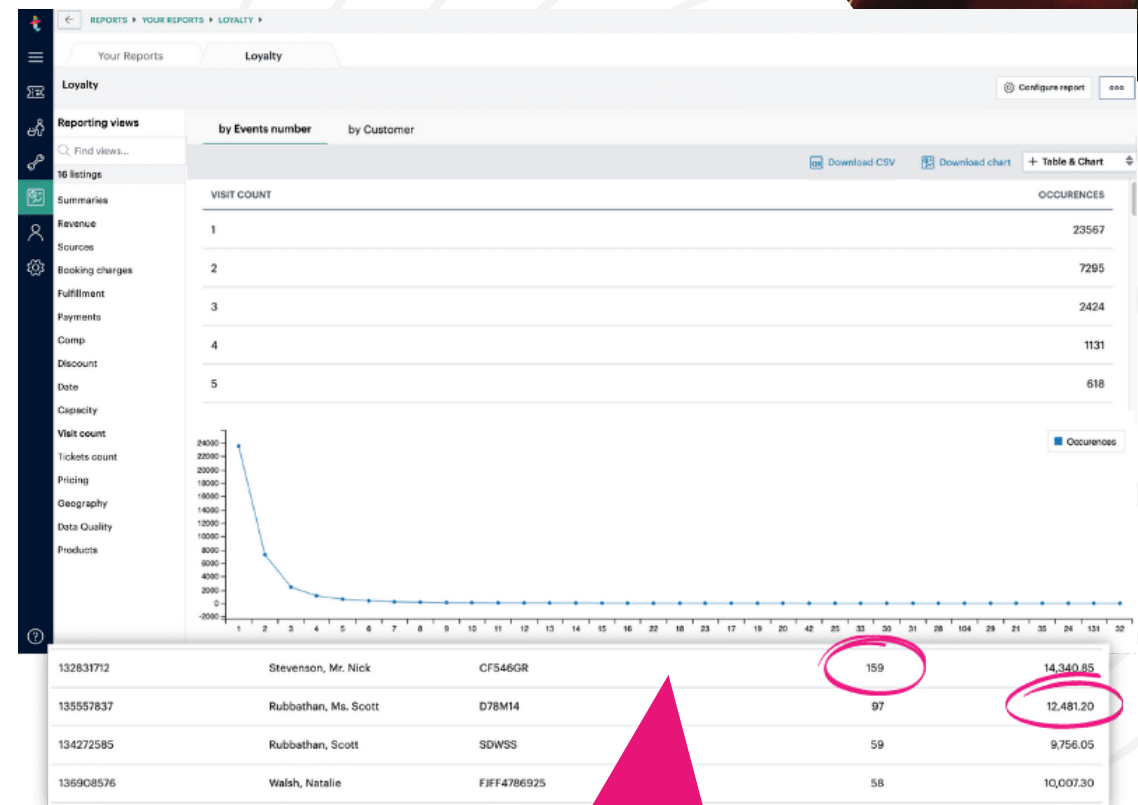
1 Tell your most **loyal customers** how valued they are

If you haven't already, explore your data to identify who your most loyal customers are. This could be based on the number of times they've attended an event at your venue overall, or a more targeted exploration, like those people who always turn up to support your weekly film night, or who make sure to watch all of the contemporary theatre that you put on.

Another way of exploring loyalty would be to see which customers have spent the highest revenue with you over a certain time period or across your previous season's program. Identifying those most loyal customers and sending a personalised message to them is a great way to show them how much you value their support, as well as adding an extra touch point into their customer journey and encouraging them to keep coming back.

As well as letting this customer segment know how appreciative you are of them, why not think about giving them a little something back by offering them an exclusive discount to an upcoming season, or even organising a dedicated pre-show drinks event or meet & greet that only they are invited to.

Build your
**Customer
Loyalty**
with a dynamic
CRM & marketing
platform



2 We miss you! Re-engage lapsed customers through personalisation

With Covid-19 restrictions lifting and lifted across the UK and Ireland, now is a great time to reach out to lapsed customers. The customers you know would have visited your venue every Friday evening for your spring classical programme or who brought their family to your summer lunchtime concerts.

Sending a short email to customers who haven't engaged with your venue in a while is, first and foremost, a chance to say hello and check-in to see how they are doing. However, you won't share with them absolutely every single detail, just the points that are most relevant to them.

For example, older age groups will want to understand if there is queuing in place for your venue upon arrival. While family programme attendees will wonder if there is an interval for young children to use the facilities. This messaging can be a great way to share some good news, introduce your new season which is to their interest or even entice them with your [new tasty menu and contemporary take on cocktails](#) if you know they enjoy an overall experience.

One of the most important parts of a re-engaged email based on genre or programme is to make sure that each audience member only receives one email with the content that is most relevant to them. You may have some lapse-over between different segments, but identifying where their loyalty is strongest means that they won't receive an email on Monday morning about your cabaret programme and a similar template with your comedy season before the afternoon!

Explore the **ticketsolve** blog for examples and top tips!

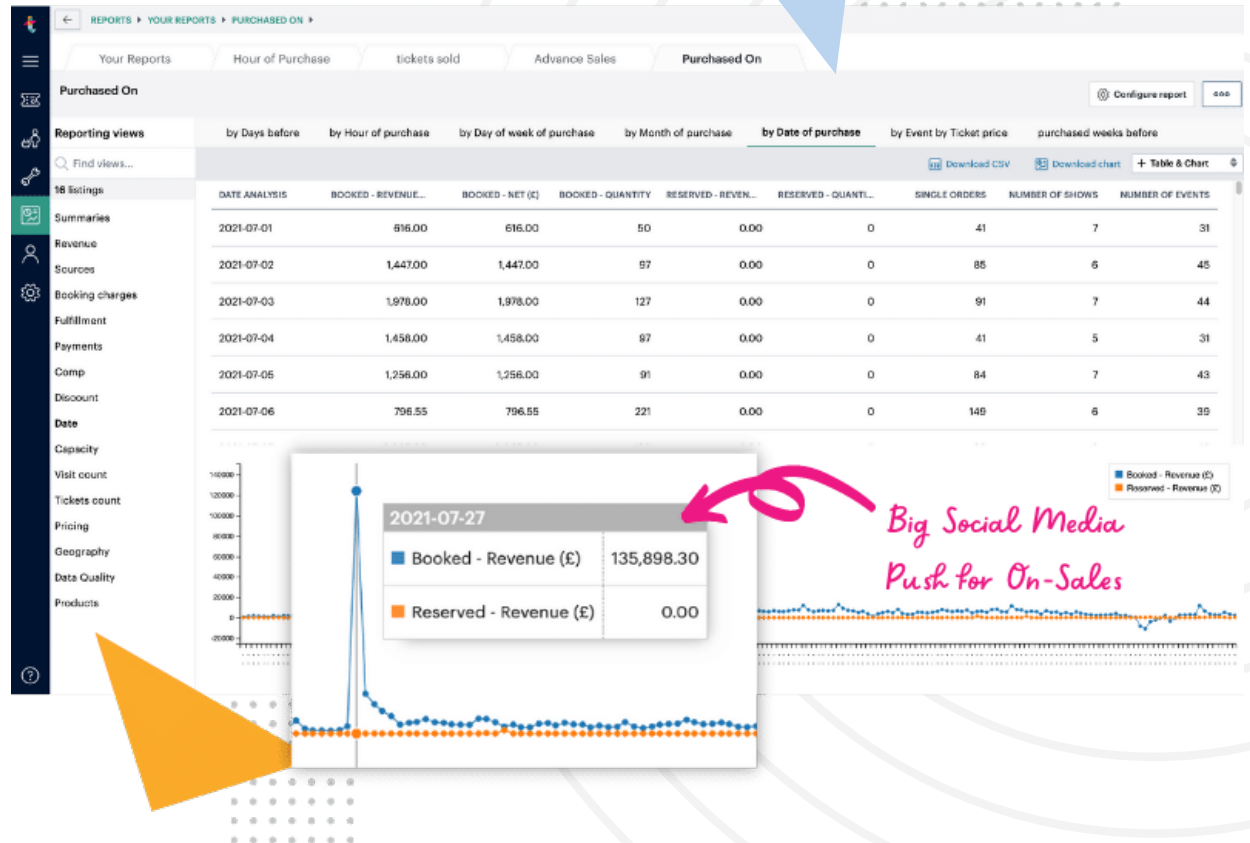


3

Thank you, please come again! Boost sales for a returning show

This strategy is usually a winner for many organisations. If you have a show that is returning to your venue, or similar to previous shows that you have held, an easy-win to boost sales is to send a targeted and personalised marketing campaign to customers who have attended the show(s) in the past but have not yet purchased a ticket for this year's show.

As well as using this as an opportunity to remind them of an upcoming event they're likely to be interested in, if you're wanting to really entice your customers to return, you could offer a discount in your communications too, such as 2-for-1 tickets where they get to bring a friend and your team have the opportunity to grow your audience base.





Love is all you need!

Get to know your supporters

Planning tailored communications to the segment of your customers that have donated to your organisation is another simple strategy to gain customer loyalty and encourage repeat donations.

These might be customers that have donated to you as part of a specific fundraising campaign that you were running, exchanged cancelled tickets for a donation using [Ticketsolve's Exchange Tool](#), or made a straight up donation to support you during Covid-19 closures.

In these communications, you could show your supporters how valuable their donation has been to your organisation by a personalised thank you from the team - a thank you by name can emphasise the humanness of your organisation and remind them of the warm greeting they receive the moment they reach your foyer.

If your fundraising efforts have been for a particular cause, share an update on how the campaign is progressing or where the money raised has been spent so far.



Exchange options for
Show name 1 - 18 Mar 2020 - 10:59

1 x Adult	€ 10.0
1 x Adult	€ 10.0
Total Paid:	€ 20.00

An explanation from venue of the options, and why they need help with refund or donation, can be set by in snippet 'refund_intro_html'

Please select an option below:

I would like to exchange the total amount or partial amount to a credit voucher
If you exchange a partial amount the remaining amount will be refunded to you and we will send you a credit voucher via email in the coming days)

€ 20.00

I would like to donate the full or partial amount
If you donate a partial amount the remaining amount will be refunded to you

€ 20.00

I would like a refund of the total amount

Exchange

powered by ticketsolve

▶▶ Additional Takeaways and Resources

Ticketsolve Audience Segmentation Guide

Building a customer segmentation model that works for your organisation means that your marketing strategies are focused on the desires and motivations of your varying audience tribes. Segmentation is a powerful tool and will ensure that the most relevant information is received by audiences in more meaningful ways.

[Our guide](#) breaks down the most popular models of audience segmentation to ensure that your team find a practice that fits your needs best.

More Insights Into Automation

Want to take your personalised marketing strategy to the next level? It's time to talk about automation. Automated emails deliver information to your patrons right when they need it, in a way that's efficient for you and your team.

[Our whitepaper](#) looks at triggers and workflows as well as provides you with lots of practical examples for implementing automation in your marketing campaigns. There are lots of simple and easy tricks to make automation a tool that will create fantastic outcomes from your marketing efforts and work alongside your segmentation methods.



Building Audience Development Reports

Ticketsolve's bespoke report builder, Your Reports, is a powerful tool that allows you to create customised reports in order to get to know your audience, build targeted marketing campaigns, and gather data to inform your business strategy. If you're unsure about how to gather these reports, get in touch with a member of our team and we'll show you how to get started with Ticketsolve!

The screenshot shows the 'Configure Report' interface for 'Lapsed Customers'. The main area displays the following match criteria:

Match criteria where	all	of these conditions are met:
purchased on	is before or on	1 May 2020
AND		
customer total revenue	that is greater than or equal to	100
OR		
customer is member		Yes

A dropdown menu is open, showing the following filter categories and options:

- Allocation
 - ticket allocation level
 - ticket_allocations with tag
- Customer / Contact details
 - customer country
 - customer region
 - customer with postcode
 - customer with tag



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