Looking under the hood
Traditional Arts Marketing No Longer Works

- 60% fewer reporters in newsrooms – very few arts reporters
- Local newspapers are disappearing
- Online readers only see what they look for – less discovery

Marketing Challenges for Nonprofits

- Marketing budgets are extremely limited
- Direct mail is somewhat effective but is very expensive
- E-newsletters are efficient but only reach the already engaged
- Each organization has its own (limited) database
- Social media is staff-intensive and often doesn’t translate to sales
• Young adults who receive little exposure in school
• Busy parents
• Empty Nesters ingrained in their habits
• Newcomers to the community
• Audiences of color
• Disadvantaged populations
The Search for a Solution

- 2009 – Making the Case research project
- 2010 – Strategic Alliances Initiative, the marketing idea group
- 2011 – A lot of research: audience surveys, Mosaic lifestyle groups
- 2012 – Mark Lantz hired to develop an Awareness Strategy
- 2012 – Support from Masco Foundation & DTE Energy Foundation
- 2013 – Hired Clare Pfeiffer, online journalist
- 2013 - Named IXITI and built the website
• Not “artsy”
• Culture is foodie or ethnic
• Has to be memorable and short
• Refers to Imagination, Ideas, Innovation, Inspiration
• A fresh brand, entirely new

• Then we changed our name….
• Cultural Alliance for Southeastern Michigan

--- CultureSource
• An online events calendar
• Stories / photos about cultural events & artists
• Experience arts and culture in new ways - learn, volunteer, donate and give back
• The source for great deals
• The go-to place to find your WOW
IXITI Marketing System
Collective Impact for the Arts Sector

- **IXITI unites arts marketing for cumulative effect.** 100+ nonprofits, for-profit theatre, community arts

- **IXITI provides marketing training** to help nonprofits maximize its impact for them

- **IXITI’s editorial calendar allows the sector to plan** joint promotions and collaborative programming

- **IXITI raises the visibility of arts and culture** connects arts and culture to other community issues
Key Components for IXITI’s Success

- ARTS & CULTURE
- ORGANIZATION
- ENGAGEMENT
- CONTENT
- TECHNOLOGY
- IXITI.com
- MARKETING
- Event Listings
- Stories, Images
- Social Media, Contests
- Media Partnerships
IXITI
Audience Targets
Young Creatives

Families

Cultural Enthusiasts
We looked at 100+ websites

CultureCraver, NYC
We’d recently rebuilt our CS website, with our Tech Partner Grigg Graphics

- Track users and continue CIVI CRM database
- Open Source
- Creating searches based on experience, not discipline
- Provide Editorial Content
- Connect visitors with Facebook, Twitter feeds
- Offer Deals Page/ Camps and custom pages
- Link to Culture Volunteer, Power2Give
- Provide space for Sponsorship and Banner Ads
SIMPLE: commercial sites such as bagigia

SWISS DESIGN: inspired by the grids of Vignelli
Online Tour

After the Festival, The Ark Keeps Bringing the Folk...

If you are going to miss this year's Ann Arbor Folk Festival — or if you fall in love with one of the acts — have no fear. The Ark...

Read More

Find IXITI Events

26 Jan. 2014

27 28 29 30 31

Welcome to IXITI.com...

The IXITI Experience Engine is coming soon. The website is under construction, but soon IXITI will have a full...

Read More

powered by CultureSource

DTE Energy Foundation

3434 Russell Street #105
Dearborn, Michigan 48126-2057
(313) 381-1161
Contact Us

Home  Events  Stories  About Us  Places to Go  Volunteer  Give  Deals  Partners  Newsletter

Deals  Partners  Our Sponsors
Built on...
- Joomla! 3.2.3 platform
- Civi CRM 4.3 - database
- + Open Source Plug-ins

Costs
- Tech Build out - $100k (IXITI & CultureSource sites)
- Brand Development + Marketing $100k
- + Staff
Training Our Members
or ... How to Herd Cats?

A year long process - workshops, webinars, one on ones

- “Audiences Everywhere™ Keynote & Workshop - Matt Lehrman
- Social Media Panel at member meeting
- “Writing for the Web” workshop
- “How to IXITI”, “Get on Board the IXITI Express”
- CultureVolunteer training webinar
- power2give training webinar
- Member Toolkit
- Community Conversation on diversity

and still they said... “What is IXITI?”
Marketing the Brand

Working with 5 Marketing Firms

• Mark Lantz (brand strategy)
• Octane (identity)
• Goodby Silverstein/
  Phire Group (audience development, ads to swag)
• Tschetter Associates (PR and creating partnerships with media)
Member Toolkit

1. IXITI Web Buttons
   - Download the images and embed code for your website. Use these buttons on your website and link to IXITI.com.

2. CultureSources and IXITI Logos
   - Official logos for CultureSources and IXITI.

3. e-blast Launch Materials
   - Use these materials to share the news of the IXITI launch with your audience, members, friends, and family.

4. More Materials for Your Newsletters
   - You can download and use these IXITI logos and images for marketing messages to share IXITI with your audience.

5. Ads for Online and Print
   - Use these ads and graphics in your e-newsletters, Facebook and Twitter, and in your print materials like programs and newsletters. If you have any questions or need something customized, email online@ixiti.com.

6. How to IXITI
   - Here are all the tips and tricks you need to get started with IXITI, including how to include your event at IXITI, how to create presentations, and how to use IXITI to tell your story and reach more people.
e-blast

Everyone is invited!
The most important step in this launch process is inviting your members to visit IXITI.com so they can start finding their experiences.

Visit IXITI.com

Attached to this email is a message for you to send out to your members, encouraging them to explore and learn more about IXITI. This is a crucial step to ensuring the success of IXITI and the continued cultivation of cultural experiences in Southeastern Michigan.

Download email

We’re pleased to announce that IXITI has launched.

Thanks to you and all of IXITI’s member organizations the site is teeming with cultural experiences for your members to explore.
OMG, OMG, OMG! I just clicked on ixiti.com and I am in love! TELL ME about this.
SO cool, this is my new go to site. Catch Chloe, Reese and me at the Science Center Butterfly exhibit.

This is so cool!

Bev Crider (Jazz fan)
Tracking Member Engagement
Tracking through CIVI & Member Rewards

How to accrue points?

- P2g
- Culture Volunteer
- Baseline attendance survey
- Participating in ixiti trainings
- New member workshops
- Add editor @ixiti to media list
- Upload Member profile
- # of points per event uploaded
- Put ixiti bug on website, newsletter
- E- blast to your constituents
The IXITI Dashboard
Tracking Site Visitors

The first 2.5 months – a soft launch

AUDIENCE:
• 70,000+ page views
• 10,000 unique users
• Social media & member eblasts, no paid advertising

EVENTS:
• 500 events for the launch
• nearly 1500 total now

CONTENT:
• New editorial copy, photography & content partnerships
• IXITI Experience Weekly Newsletters; IXITI Kids Monthly Newsletter
• Showcasing Camps
• Tagging Music and Veteran events and more, for grants
The IXITI Dashboard

- IXITI Experience Newsletter Weekly
- IXITI Kids Newsletter Monthly

5,300 recipients and growing
Like Us On facebook
834 likes

follow us on twitter
257 @goIXITI followers
Events Posted
January - April 15, 2014

Nearly 1,500 Total Events

- 867 Posted by Members
- 329 Posted by CS Staff
- 261 Posted by non-members

Posted by 92 members & 59 non-members
“It’s a Marathon, not a sprint”
Lessons learned & What is next

Regrouping post launch
- changes in Staff needs from build out to operations

Advertising and Promotions
- Next month and into the fall

Site updates
- searches, loading information, micro sites for contests

How is it all really going?