



# Marketing for Cultural Organizations





# WHAT DOES THE TERM MARKETING MEAN?





# What does the term marketing mean?

- **Marketing** – “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals” (Bennet, 1995)
- The action or business of promoting and selling products or services, including market research and advertising. (Oxford dictionary)



# WHAT IS SWOT ANALYSIS?

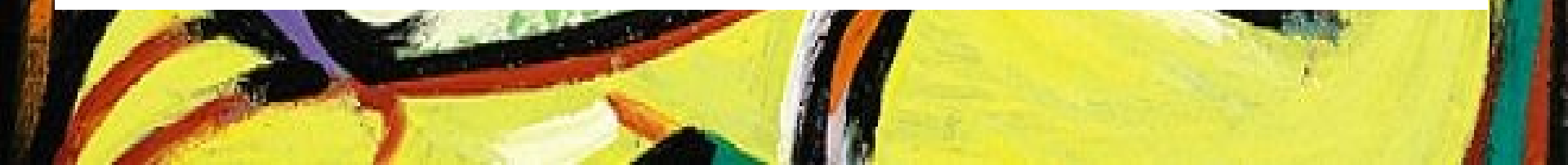




# SWOT analysis

A study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

(Oxford dictionary)

- Analysis of internal and external factors
    - Internal: strengths and weaknesses
    - External: opportunities and treats
- 

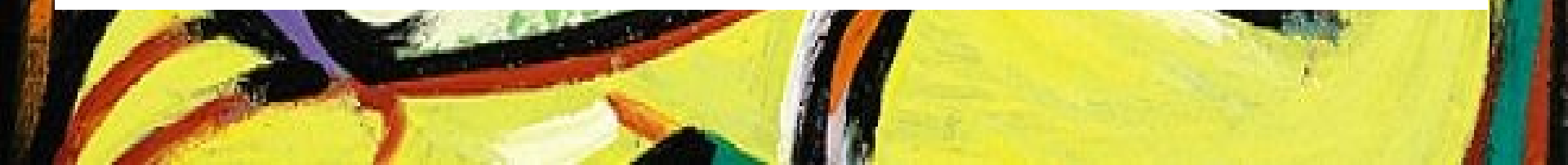


# Strengths of cultural organizations

- Long tradition
- Relatively stable number of visitors
- Stable support from state and local governments
- ...




# Weaknesses of cultural organizations

- Art is highly dependent upon public support
  - Some of state supported cultural organizations don't know what their consumer wants
  - Traditional cultural organizations are attracting only a little segment of the population
  - ...
- 



# Opportunities for cultural organizations

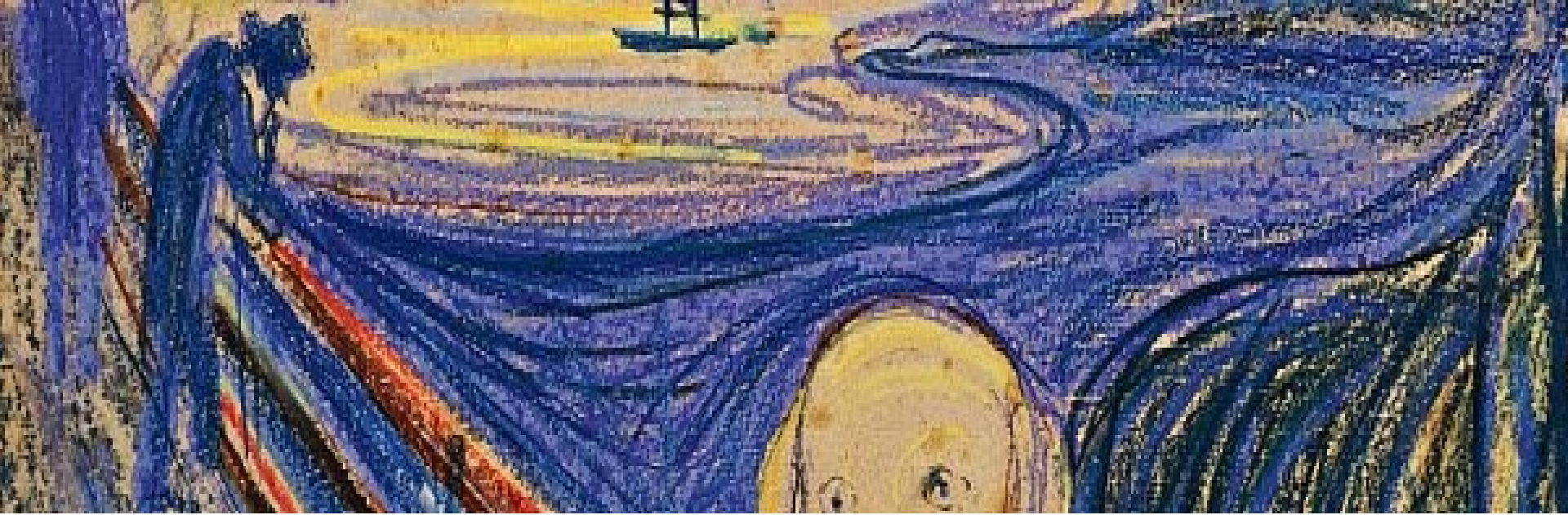
- Consumers living in multimedia and cross-cultural environment want more combinations of art forms and delivery methods
    - New technology has enabled people to experience music and visual arts from around the world
      - TV broadcasting
      - Internet and streaming services
  - Answer to societal changes
    - More stressful life than a generation ago
      - Give opportunities to escape from real life
- 



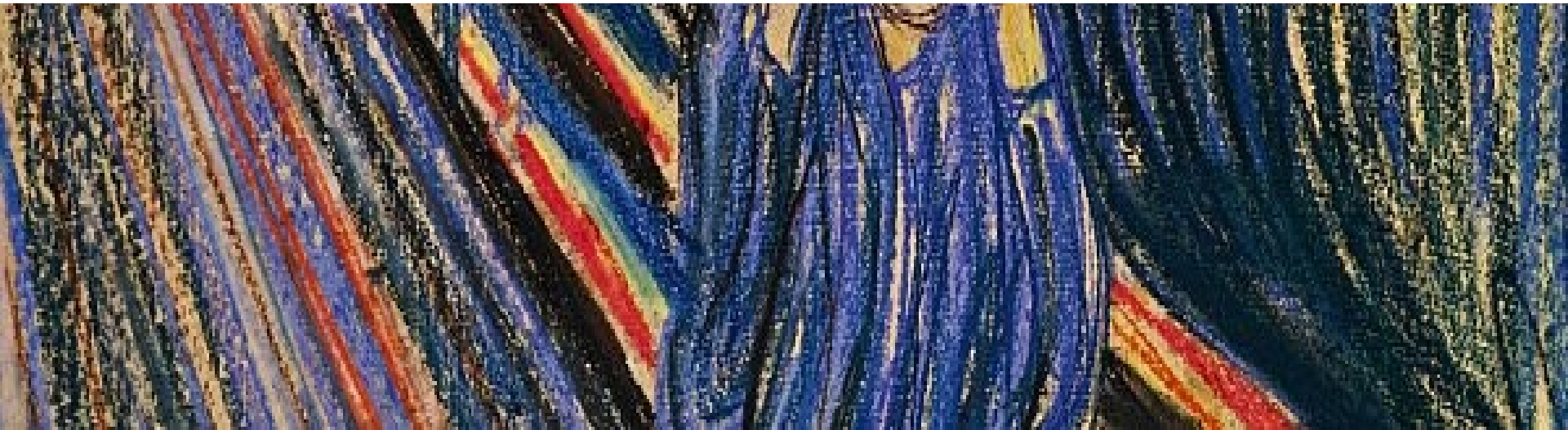
The background of the slide is an abstract painting with vibrant colors and thick brushstrokes. The top section features a mix of green, orange, and black. The bottom section is dominated by bright yellow and green, with some black and red accents. The overall style is expressive and modern.

# Threats for cultural organizations

- Current generation doesn't view high art as inherently more valuable than pop culture that shapes their lives
- Changes in strategy of financing cultural organizations
  - Market-oriented method of funding culture



**WHAT INSTRUMENTS OF MARKETING  
DO YOU KNOW?**



# What instruments of marketing do you know?

## Examples of marketing instruments

- Marketing plan
- 7 Ps
- 4 Ps
- SWOT analyses
  - Analyze of company and its business environment
- PEST
  - Product, economy, social, technology
- SMART goals
  - Specific, measureable, attainable, realistic/relevant, time based
- Branding



# Mahen Theatre

## What they do

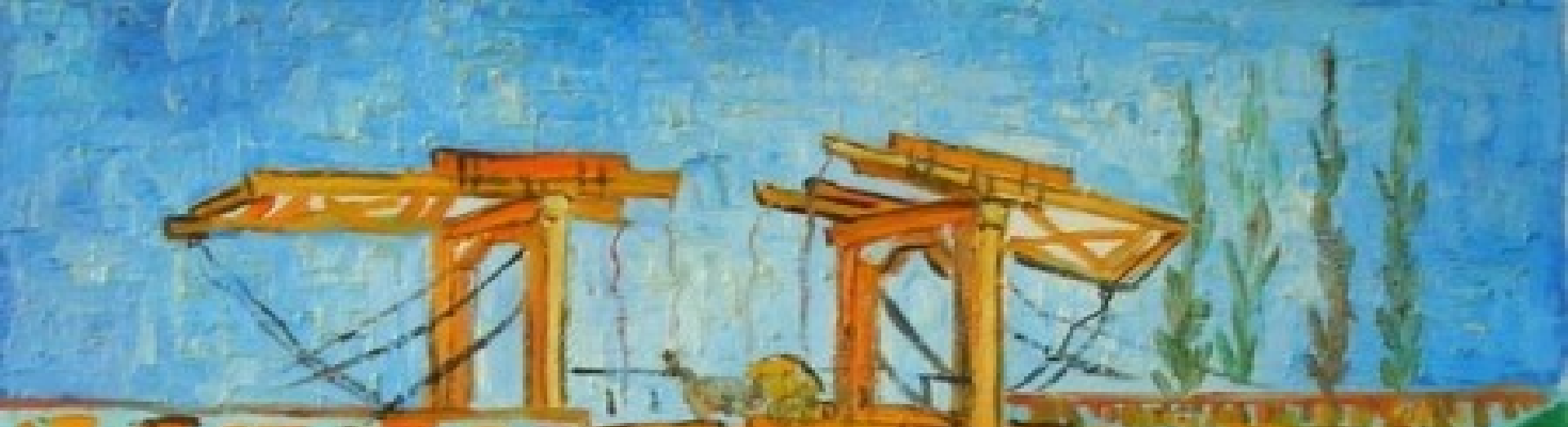
- Propagation of product
- Communication with customers
- Reaching new customers by advertising and propagation
  - Billboards, several cultural events focused on different segments of customers
- Improving product according audience
  - Numbers of plays which are popular



# Mahen Theatre

What they didn't do

- Propagation of mission
- Limited offer of activities for business branch
  - Business meetings, business ceremony...



**WHAT DOES MARKETING PLAN MEAN?**



# What does marketing plan mean?

1. Statement of Organizational Mission
  - Each organization is established for the purpose of achieve main goal
  - Without goal we cannot find the best way for our organization
2. Environmental Analysis
  - (e.g. purchasing power of population, location of action, demographic factors, etc.)
3. Competitor Analysis
  - „We need to know our enemies“
4. Understanding Buyer Motivation
  - Why are the customers interested in our product?
5. Segmentation
  - What are the group of our customers?
  - What are the main specification of these groups?

# What does marketing plan mean?

6. Research Plan

7. Product Analysis

- What are the benefits of our product?
- What are the weak part of our product?
- SWOT analysis

8. Distribution Analysis

- How deliver product to customers?

9. Pricing Options

- Comes from our price policy

10. Promotional Plan





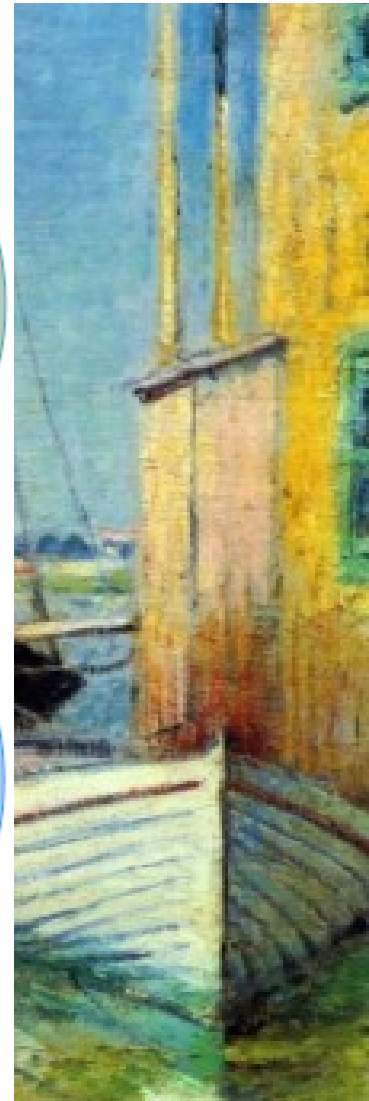
# WHAT DOES MARKETING MIX MEAN?



# Marketing mix

- A planned mix of the controllable elements of a product's marketing plan

# Marketing mix



# Marketing mix





**WHAT SPECIFICATION HAS CUSTOMER OF CULTURAL ORGANIZATIONS?**



# What specification has customer of cultural organizations?

- **Group of Ready-to-Buy Customers**
  - must be impressed by our product
- **Loyal group of customers/Repeat Customer**
  - They visit theatre/cinema/museum periodically
- **Group of Impulse Buying Customers**
  - Follow the trends and feelings
- **Group of Sale or Discount Customers**
  - Follow the best offer
- **Potential Customers**
  - All of the people

# How to attract each of customers group?

- **Group of Ready-to-Buy Customers**
  - Propagation of product
- **Loyal group of customers/Repeat Customer**
  - Benefit program for loyal customers (special offers, VIP events...) you should show them, that they are very important
- **Group of Impulse Buying Customers**
  - Advertising, direct communication, transparent propagation
- **Group of Sale or Discount Customers**
  - System of discounts and sales
  - Delivery of information through massive canals
- **Potential Customers**



# WHAT IS CUSTOMERS MOTIVATION TO BUY CULTURAL PRODUCTS?





# Customers motivation

- Social Ritual
  - For the traditional high art audience, attendance may be an affirmation of their social values
- Self-improvement
  - „Culture is mirror of our behavior“
- Symbol of social status
  - Higher class are more interested of culture
- Need of catharsis
  - Satisfaction through culture

# Relationship between customers needs and marketing

## Content Marketing Fulfills Customer Needs

Research

Engage

Purchase

Support

Advocate

<b>Marketing Goal</b>	Enter customer's consideration set	Build relationship; Eliminate blocks to purchase	Close sale	Keep / Expand relationship; Sell / upsell additional product	Build community; Get referrals
<b>Customer Need</b>	Research product; Gather options; Get input from family & social media	Get questions answered; Assess & reduce options	Determine product / purchase specifics	Fix any problems; Return product; Improve product usefulness	Share shopping experience; Write review
<b>Content / Information Sought</b>	Product /brand info Image Video Current trends / news How to/ Product ed Instructions /FAQ Recipes / patterns Expert opinion Customer galleries Ratings & reviews	Product /brand details Image - more views Video - more info Current trends / news How to/ Product ed Instructions /FAQ Recipes / patterns Expert opinion Customer forums Customer galleries Ratings & reviews	Product /brand details Price / Promotion Location Contact info Customer service	Contact info Customer service Image - product use Video - product use How to/ Product ed Instructions /FAQ Recipes / patterns Customer forums Customer galleries	Customer forum Ratings & review Customer galleries

# CONCLUSION

- Marketing is process of planning and making strategies
- Challenge for cultural organizations is:
  - answer to societal changes
  - Attract more customers
- Cultural organizations can use the same marketing instruments as business companies
  - Specification is product and group of customers

# SOURCES

Usefull link:

[https://www.slideshare.net/assim\\_t/marketing-instruments](https://www.slideshare.net/assim_t/marketing-instruments)

Sources:

KOLB, B. M. *Marketing for Cultural Organizations*

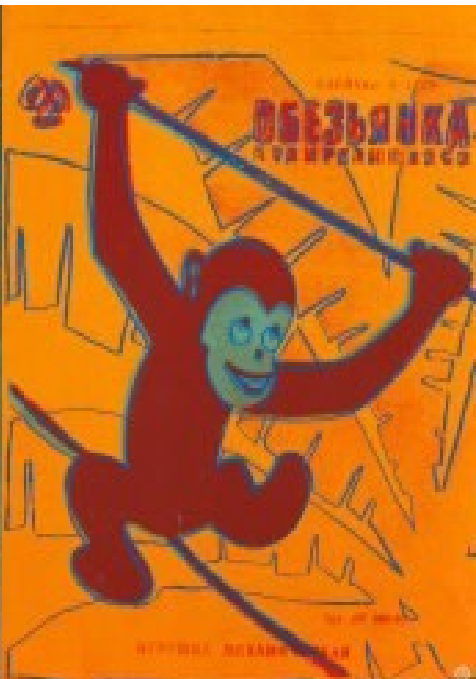
ISBN-13: 978-0415626972

<https://heidicohen.com/content-marketing-future/>

<http://marketingmix.co.uk/>



## SIGHTSEEING TOUR



# **SIGHTSEEING TOUR**

Date: **7th May**

Place: **City centre**

Place of the meeting:

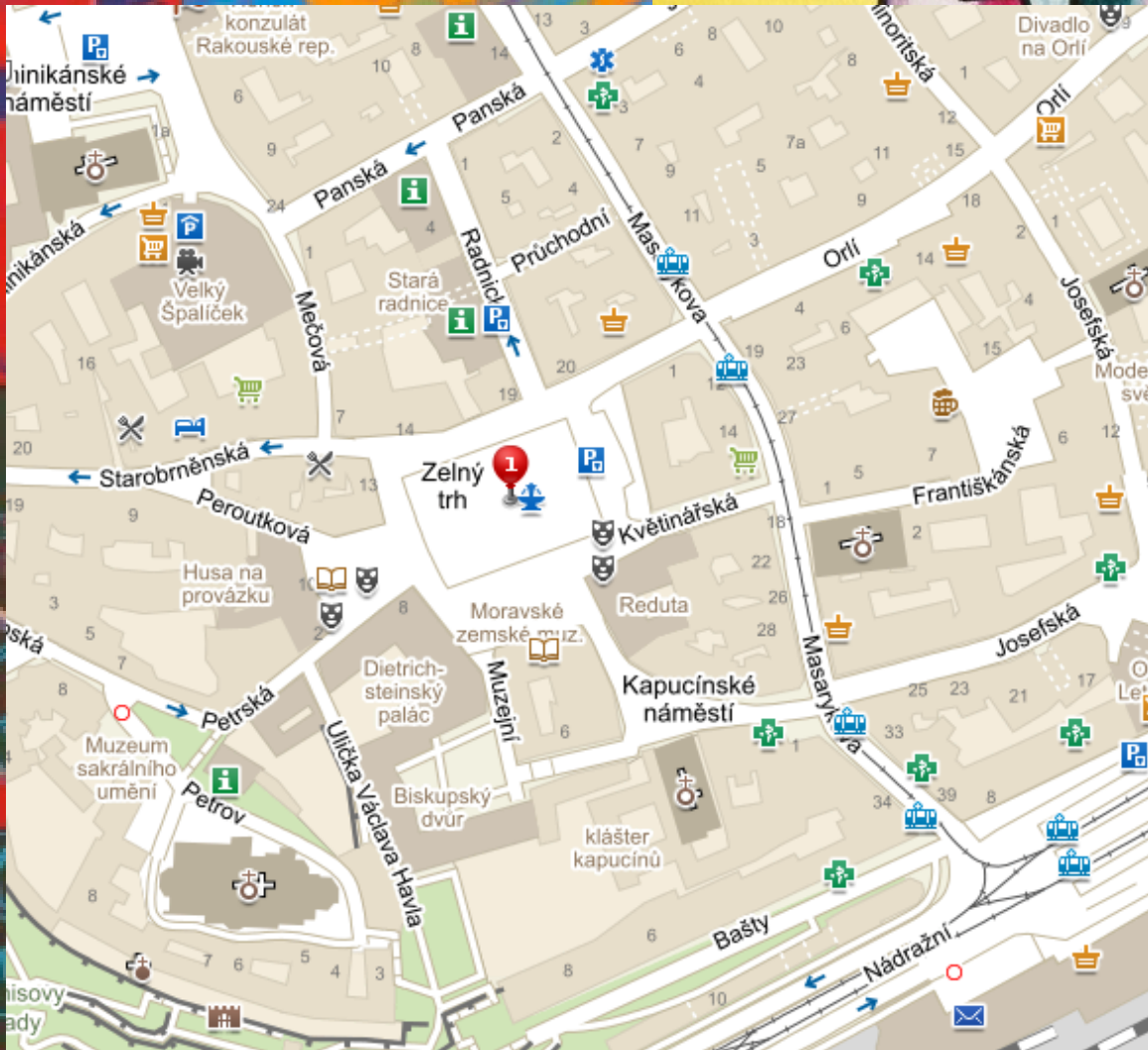
**Zelný trh (near fontain Parnas)**

Meeting time: **16:05**

Duration: **75 minutes**

**!!PLEASE COME IN TIME!!**

# Place of the meeting



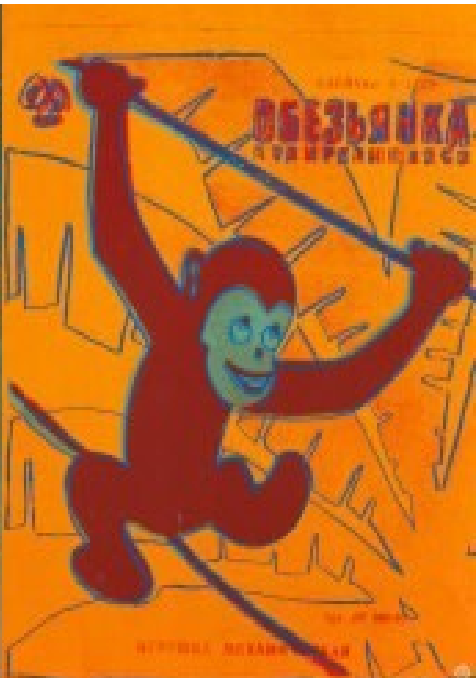
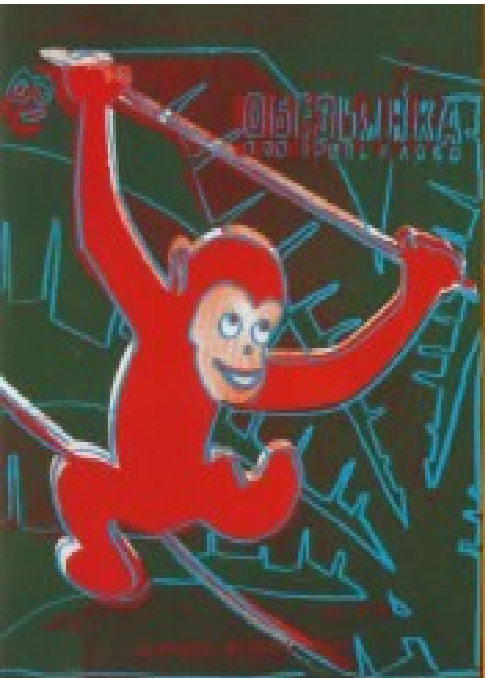
# Place of the meeting







## Visit of the performance "Carmen"



# Visit of the performance “Carmen”

- “*Carmen*” is play written by Georges Bizet
- Important information
  - Date and time: Wednesday 8<sup>th</sup> May in 19:00
  - Meeting time and place: **18:40 in front of Janacek Theatre**
  - Dress code: **decent clothes or formal clothes**
- Each student buys ticket by himself (reservation are available on web sites ([http://www.ndbrno.cz/programme?method=newProgram&params\[from\]=&params\[month\]=5&params\[year\]=2019](http://www.ndbrno.cz/programme?method=newProgram&params[from]=&params[month]=5&params[year]=2019)))
  - **Don't forget to buy ticket in time because the OFFER IS LIMITED**

# Visit of the play “*Carmen*”



# Visit of the play “Carmen”



# Visit of the play “Carmen”



Visit of the play "*Le Comte Ory*"

**18:40 in front of  
Janacek Theatre**

# Visit of the play “Carmen”



# Visit of the play “Carmen”







**THANK YOU FOR YOUR ATTENTION**

