



CENTRAL COUNTIES TOURISM

## CASE STUDY: Art Gallery

*"Who and how do I market to increase visitation to my art gallery on a limited budget with postal code data?"*

## Methodology

- 1) Postal codes collected
- 2) Data results analyzed to identify the profiles and demographics of current visitors
- 3) Grouped the variables and characteristics that score a high percent count and index.
  - 1) Top Prizm profiles: 'Arts & Affluence,' 'Cosmopolitan Elite,' 'Urban Digerati, 'Kids & Careers,' and 'Satellite Burbs.'
- 4) Identified variables that directly aligned with the goal: "customers who frequently visit art galleries 2-6 times and 7+ times per year"
- 5) Identified the profiles and demographics of the selected variables.
  - 1) Top Prizm profiles: 'Arts & Affluence,' 'Urban Digerati, and 'Kids & Careers.'
- 6) Used the percent count and index columns to extract high scoring values.
- 7) Create a visitor profile based on those overlapping high values.

## Art Gallery within Central Counties

### Collection Goal

To use the data to attract more visitors to the gallery without spending more money



## Demographics

- Born in Ontario, are in their early 30s, and married with no children
- They own a condo in a high-rise apartment in mid-town Toronto (M4T & M4V)
- Have a University Degree, work in the Business Finance Admin industry, with a household income of \$152K

## Lifestyle

In addition to frequently attending art galleries, museums, and science centres, Chris and Kate also regularly attend film festivals, and other active events. They will visit Food and Wine, Home, Auto, and Craft shows. They enjoy camping and photography, and being physically active by playing soccer, skiing, golfing, cycling, jogging, and practicing yoga.

## Art Gallery within Central Counties

Meet your ideal Art Gallery guest



“Chris & Kate”



## Media Consumption

- TV: Light-Medium (2.5 hours per day)
- Radio: Light-Medium (12 hours per week)
- Daily Newspapers: Medium-Heavy (1.4 hours per week)
- Internet: Heavy (4 hours per day)
- Direct Media: Flyer distribution
- Magazines: light to medium (9 minutes per day)

## Social Media

- Youtube, Facebook, LinkedIn, and Instagram are top platforms
- Purpose to: 'keep up to date on general news/events,' 'online chat,' 'view friends' photos online,' and 'watch videos online'
- Reasons to follow brands on SM: to get coupons, learn about products, and enter contests

## Art Gallery within Central Counties

Meet your ideal guest



“Chris & Kate”



## Best Bets

- Social Media Advertising
  - YouTube, FaceBook, Instagram
  - Google Ad Words
  - Keywords to include: 'Art,' 'Gallery,' 'Toronto,' 'GTA,' 'Things to do,' 'Museum,' 'Fine art,' 'Abstract,' 'Classics,' 'Modern art.'
    - Ensure these words are also on your website
  - Target M4T, M4V and surrounding area (+5km)
- Social Media Posts
  - Grow your audience through Facebook, Instagram and LinkedIn
  - Boost event posts to M4T, M4V and surrounding areas

## Art Gallery within Central Counties

### So What?

Armed with this information you can laser target your current and potential visitors using the right channels



## Best Bets

- Radio
  - With light to medium listener patterns of top 40 music, focus on:
    - 99.9 Virgin Radio
    - Z103.5
    - iHeart Radio
- Print
  - Medium to heavy newspaper readers focused on news and current events. Focus on:
    - Globe and Mail (Monday to Friday)
  - Will look at flyers delivered directly to home or in newspaper. Good opportunity to inform and/or coupon special events

## Art Gallery within Central Counties

### So What?

Armed with this information you can laser target your current and potential visitors using the right channels



## Make it a circular process

- Collect initial postal codes and have it analyzed
- Create a plan based on the analysis
- Implement and track the plan while still collecting postal codes
  - Track web visits, social engagement, visitor numbers, visitor spend, etc.
- Analyze postal code data
- Make adjustments to programs
- Repeat

## Testimonial

“We've already started to use this data regarding marketing our business via the radio. We now know which 3 broadcasts to advertise over, and also know that our Facebook marketing is effective. Understanding our guests and their lifestyles should help us grow better.”

