



MARKETING MASTERY

New Ad Strategies and AI Tools to Sell More Tickets



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Etix

MARKETING MASTERY:
NEW AD STRATEGIES

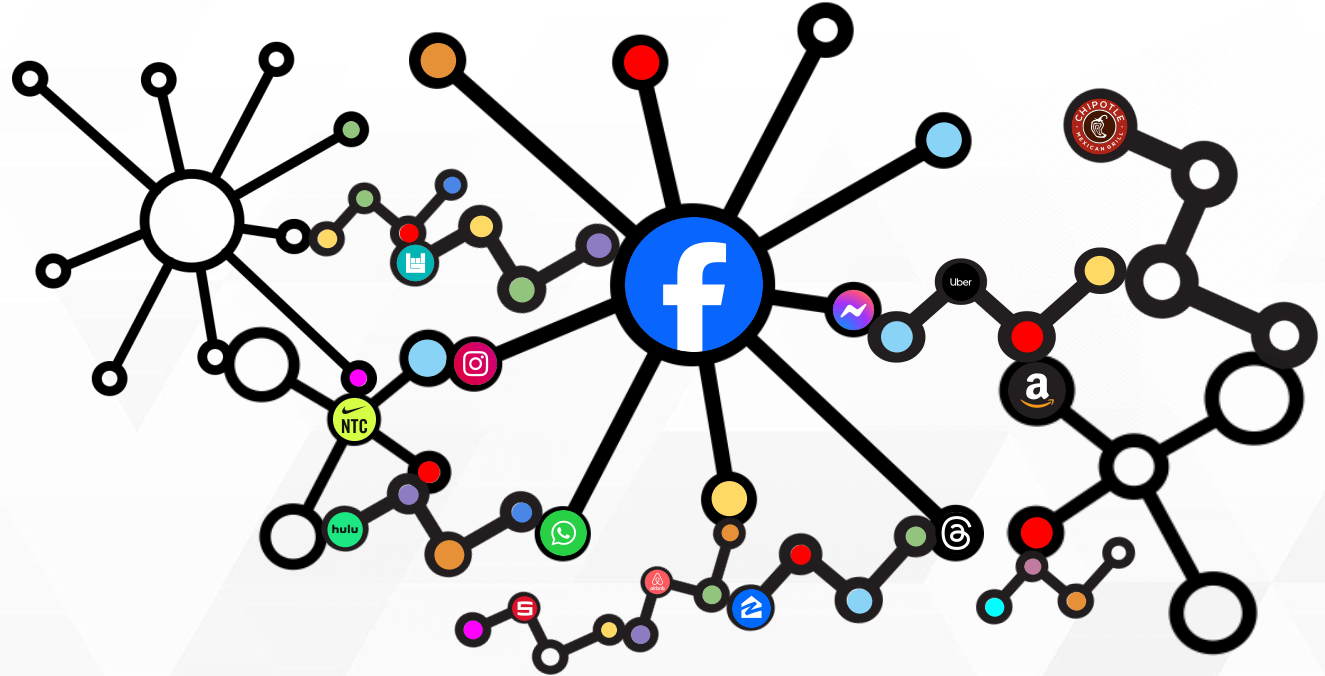
The Challenge:

Internet advertising has changed and is less effective than it was just a few years ago.

Apple

Starting with iOS 14.5 and iPadOS 14.5, apps are required to ask your permission when they want to track you across apps and websites owned by other companies.

2021





**Allow "Facebook" to track
your activity across other
companies' apps and
websites?**

Ask App not to Track

Allow

Today



Fear Not!

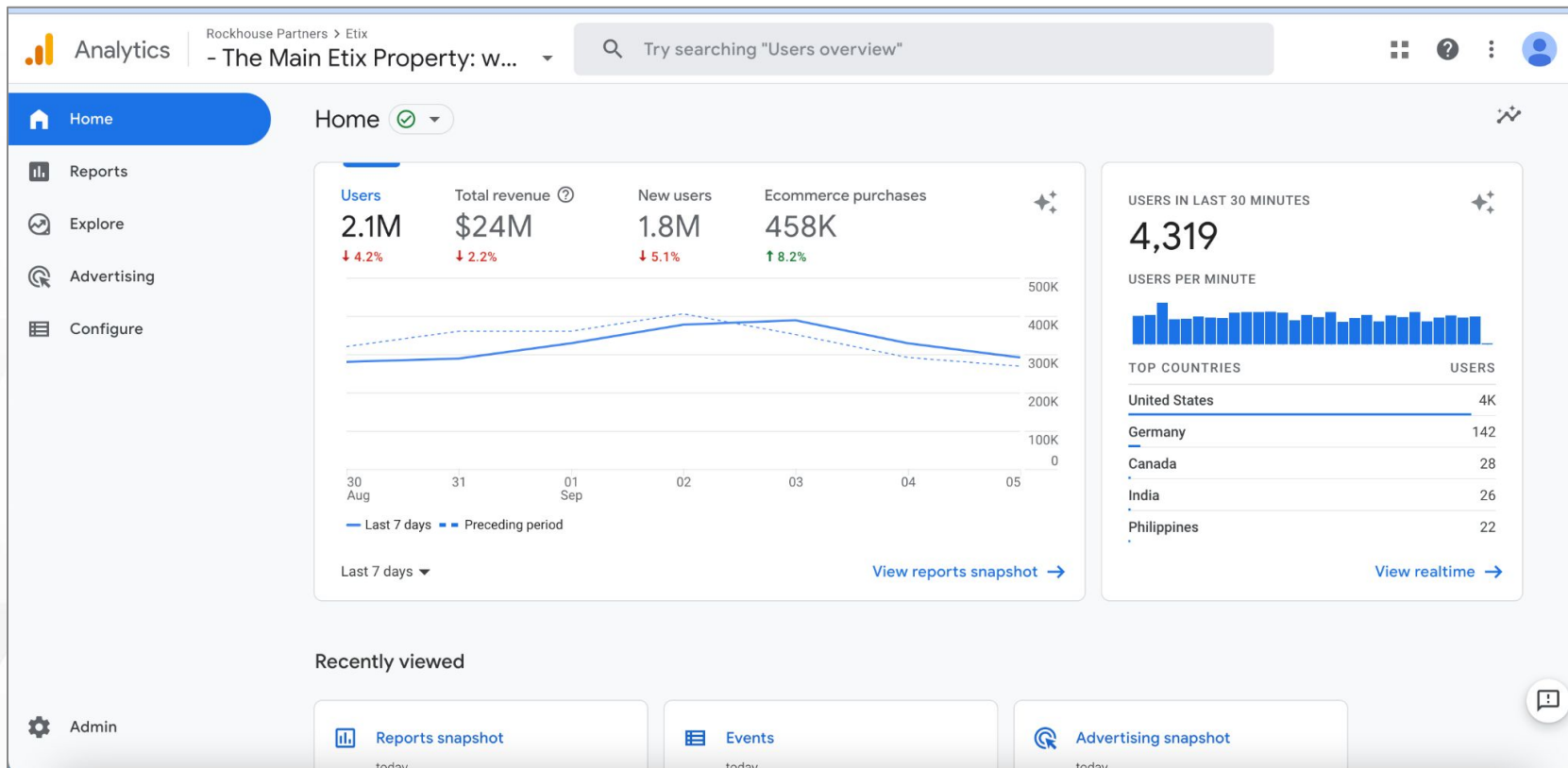
There's a number of things that you can do to ensure you're set up to track the effectiveness of your marketing efforts, even in this privacy centric world.

There's plenty of marketing strategies that will help lead to more conversions, and you can track the effectiveness of these too.

SET YOURSELF UP FOR SUCCESS WITH
GA4 & UTM TRACKING

GA4 or Google Analytics 4

- GA4 gives information about your website visitors including who they are, where they are coming from, and what actions they're taking on your site
- GA4 is the newest version of Google Analytics, and it was created in response to the ever changing digital privacy laws
 - Ex. Cookies will be going away; GA4 has machine learning at its core to surface helpful insights automatically and gives you a complete understanding of your customers across devices and platforms.



otix | GA4's Traffic Acquisition Report

Search...

Rows per page: 10

Go to: 1

1-10 of 89

Session source / medium	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Key events All events	Session key event rate All events	Total revenue
	18,914 100% of total	1m 00s Avg 0%	0.79 Avg 0%	49.55 Avg 0%	60.55% Avg 0%	1,547,808 100% of total	929.00 100% of total	2.92% Avg 0%	\$224,459.12 100% of total
1 (direct) / (none)	3,961	51s	0.79	45.98	59.42%	306,530	245.00	3.57%	\$59,393.66
2 google / organic	2,659	1m 27s	1.01	53.41	65.9%	215,526	179.00	4.39%	\$48,454.78
3 google / cpc	2,141	1m 33s	0.95	48.04	69.9%	147,161	153.00	4.93%	\$38,860.35
4 meta / paid	4,095	29s	0.62	33.67	52.12%	264,561	80.00	0.99%	\$18,127.08
5 hive / email	1,178	48s	0.67	35.05	55.75%	74,064	53.00	2.51%	\$12,448.75
6 bing / organic	191	2m 49s	1.09	88.34	81.97%	20,584	23.00	9.87%	\$7,505.00
7 avatarinconcert.com / referral	373	1m 22s	0.94	66.47	78.03%	31,772	34.00	6.9%	\$5,787.00
8 (not set)	1	2m 24s	<0.01	51.49	0.13%	39,082	26.00	3.43%	\$5,704.60
9 [redacted] / referral	113	1m 27s	1.18	48.34	70.19%	7,783	11.00	6.83%	\$2,779.80
10 [redacted].com / referral	71	47s	0.70	33.12	33.97%	6,922	11.00	5.26%	\$2,701.30

What are UTMs?

- Parameters added to the end of a URL that passes back information about the customer's interaction with the link.
- These parameters are tacked onto the end of your URL, so when fans click on the link, those parameters are able to immediately pass back information.
- Reports > Acquisition > Traffic Acquisition > change the filter to "Session Source / Medium"

<https://www.etix.com/ticket/v/12345/my-venue>

utm_source - platform
utm_medium - type of posting
utm_campaign - name of the show



utm_source=facebook
utm_medium=paid
utm_campaign=BryantOnBroadway

https://www.etix.com/ticket/v/12345/my-venue?utm_source=facebook&utm_medium=paid&utm_campaign=BryantOnBroadway

Takeaways for Setting Up for Success


- GA4 is the newest version of Google Analytics that was designed with privacy in mind.
- GA4 tracks users to your website and can help guide your marketing strategies moving forward
- Use UTM tracking in all marketing campaigns (ex. Digital ads, emails, etc.) for this data to pull over into GA4

GOOGLE STRATEGIES FOR MORE SALES

Paid Search Campaigns

- Ads that populate at the top of Google's search results
- Driven by keywords and you are only charged when your ads show
- As much as a defense against fraud as it is promoting your shows

https://www.etix.com/ticket/v/12345/my-venue?utm_source=google&utm_medium=paid&utm_campaign=BryantOnBroadway



[All](#) [Maps](#) [News](#) [Images](#) [Shopping](#) [More](#) [Tools](#)

About 78,200 results (0.48 seconds)

Ad · <https://www.playmakersrep.org/>

Playmakers Repertory Company - www.playmakersrep.org

From reimagined classics to world premieres, discover your professional **theatre company**. World-class, professional **theatre** produced locally. Reserve your tickets today.

Events
See Listings For Our Current Events.

Season
Playmakers Repertory Company Is The Professional Theatre In

Cabaret
Enter The Tantalizing World Of The Kit Kat Klub In 1930s Berlin,



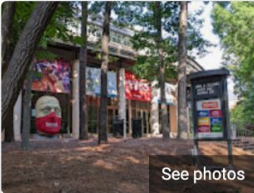
Special Offers
Learn About Our Current Special Offers.

<https://playmakersrep.org>

PlayMakers Repertory Company | Performing. Transforming.

PlayMakers Repertory Company is the professional theatre in residence at the University of North Carolina at Chapel Hill. BOX OFFICE PHONE 919.962.7529. HOURS

Current Season



[See photos](#) [See outside](#)

PlayMakers Repertory Company

[Website](#) [Directions](#) [Save](#) [Call](#)

4.8 ★★★★★ 137 Google reviews

Performing arts group in Chapel Hill, North Carolina

PlayMakers Repertory Company is the professional theater company in residence at the University of North Carolina at Chapel Hill. PlayMakers Repertory Company is the successor of the Carolina Playmakers and is named after the Historic Playmakers Theatre. [Wikipedia](#)

Located in: [Paul Green Theatre Box Office](#)

Address: 120 Country Club Rd, Chapel Hill, NC 27514

Hours: [Open](#) · Closes 5PM ▾

Phone: [\(919\) 962-7529](tel:(919)962-7529)



Google Paid Search

Google [Redacted]

× [Voice Search] [Image Search] [More]

[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More](#) [Tools](#)

About 1,910,000 results (0.44 seconds)

Ad · <https://www.ticketsales.com/> ⋮

[Redacted] **On Sale Now - Buy Tickets**

On Sale Now - [Redacted] Tickets For All New Events.

[View Event Schedule](#)
Full Event Schedule Including Recent Event Onsales

[Discount Tickets On Sale](#)
Save Up To 15% Off And Order Tickets Online Today

[Order Tickets Online](#)
Concerts, Sports, Theater, Comedy - Grab Your Tickets Today!

[Tickets For Any Event](#)
View Recent Onsales And Tickets For All Events

Ad · <https://www.eventticketscenter.com/> ⋮

[Redacted] **Tickets 2023**

View Concert, Show & Event Schedule For [Redacted] Event Tickets!

Ad · <https://www.tickets-center.com/> ⋮

[Redacted] **Schedule & Tickets**

View [Redacted] Resale Tickets Online.

[Redacted]

[Redacted] **Official Site**

[Redacted] Only a Few Seats Remain | Tickets Start at \$35 + Tax & Fees. Buy Tickets More Info - More Info for Anthony Hamilton. Fri, Jan 13.

[Events & Tickets](#)
Wicked - SIX - Les Misérables - The Book of Mormon - Cats - ...

[Broadway | Events](#)

Q: If I purchase tickets directly from the box office, do I avoid Ticketmasters ridiculous fees? I want to take...



Recommendations for Google Paid Search

- Run one campaign, with multiple ad groups.
 - One ad group that has general keywords “Chappell Theater,” “Chappell Theater tickets,” “theaters near me,” “events near me” → Link to your website homepage
 - Ad groups for every show → “Bryant on Broadway,” “Bryant on Broadway tour,” “Bryant on Broadway North Carolina” → Link these to the individual ticketing pages
- We recommend at least a **\$10 daily spend**, and let the campaign run for at least **30 days**.

- Allows you to advertise across all of Google's marketing channels
- Works best when you have lots of creative - static images, headlines, & YouTube videos
- We recommend at least a **\$10 daily spend**, and let the campaign run **for at least 30 days**.



etix | Google Performance Max

YouTube Gmail Search Display Discover

Home page ad

The image shows a smartphone screen displaying a home page advertisement. At the top, there is a YouTube logo and a profile picture. Below that is a large image of two performers from 'The Petty Nicks Experience' with the text 'THE PETTY NICKS EXPERIENCE AN IMAGINATIVE TRIBUTE'. Underneath the image is a 'Learn more' link with an external link icon. Below that is the text 'Official Tickets' and 'Secure your official tickets for The Petty Nicks Experience'. At the bottom, it says 'Ad · Pueblo Memorial Hall'.

YouTube Gmail Search Display Discover

Gmail ad

Closed Open

The image shows a smartphone screen displaying a Gmail advertisement. At the top, there is a back arrow, a star icon, a trash icon, and a menu icon. Below that is the text 'Pueblo Memorial Hall to me'. Below that is a large image of two performers from 'The Petty Nicks Experience' with the text 'THE PETTY NICKS EXPERIENCE AN IMAGINATIVE TRIBUTE'. Below the image is the text 'Petty Nicks Tickets' and 'Secure your official tickets for The Petty Nicks Experience'. At the bottom, there is a blue 'Learn more' button.

YouTube Gmail Search Display Discover

Display image ad (320x568)

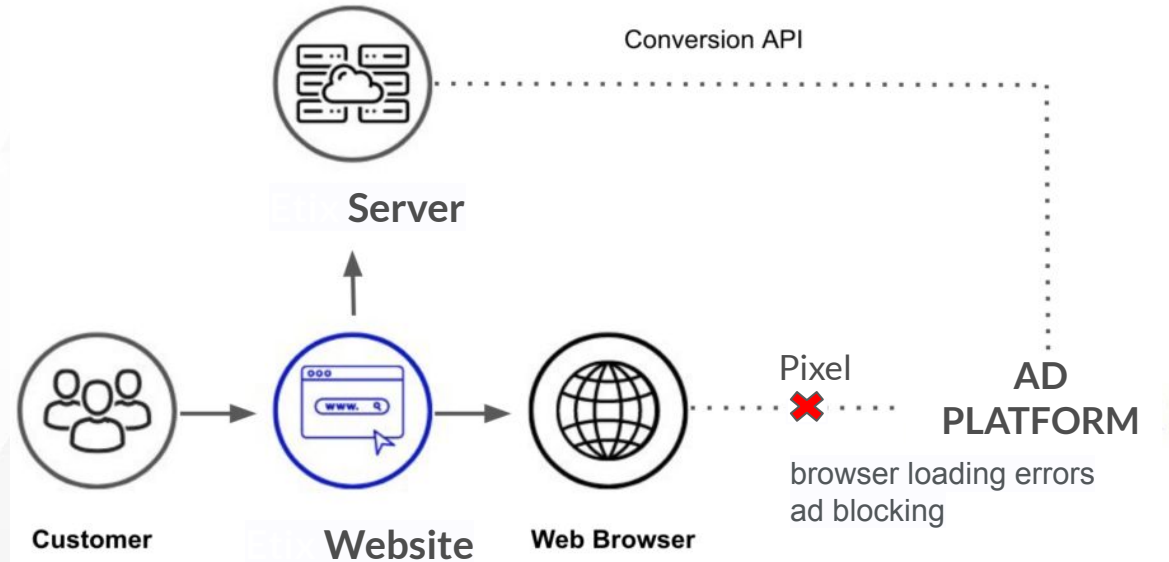
The image shows a smartphone screen displaying a display image advertisement. At the top, there is a close icon. Below that is a large image of two performers from 'The Petty Nicks Experience' with the text 'THE PETTY NICKS EXPERIENCE AN IMAGINATIVE TRIBUTE'. Below the image is the text 'PUEBLO 10.26.24 PUEBLOMEMORIALHALL.COM'. Below that is the text 'Pueblo Memorial Hall' and 'Featuring spectacular costumes and staging, authentic instruments, & an amazing light show'. At the bottom, there are two buttons: 'Close' and 'Learn more'.

Takeaways for Google Strategies

- Google Paid Search is a great way to market your shows as well as defend against third party resellers
- Run one paid search campaign with multiple ad groups - \$10 daily spend for at least 30 days
- Google Performance Max is a new campaign type within Google Ads that enables advertisers to have their ads run across all of Google's marketing channels
- Don't forget to use UTM tracking on these ads as well

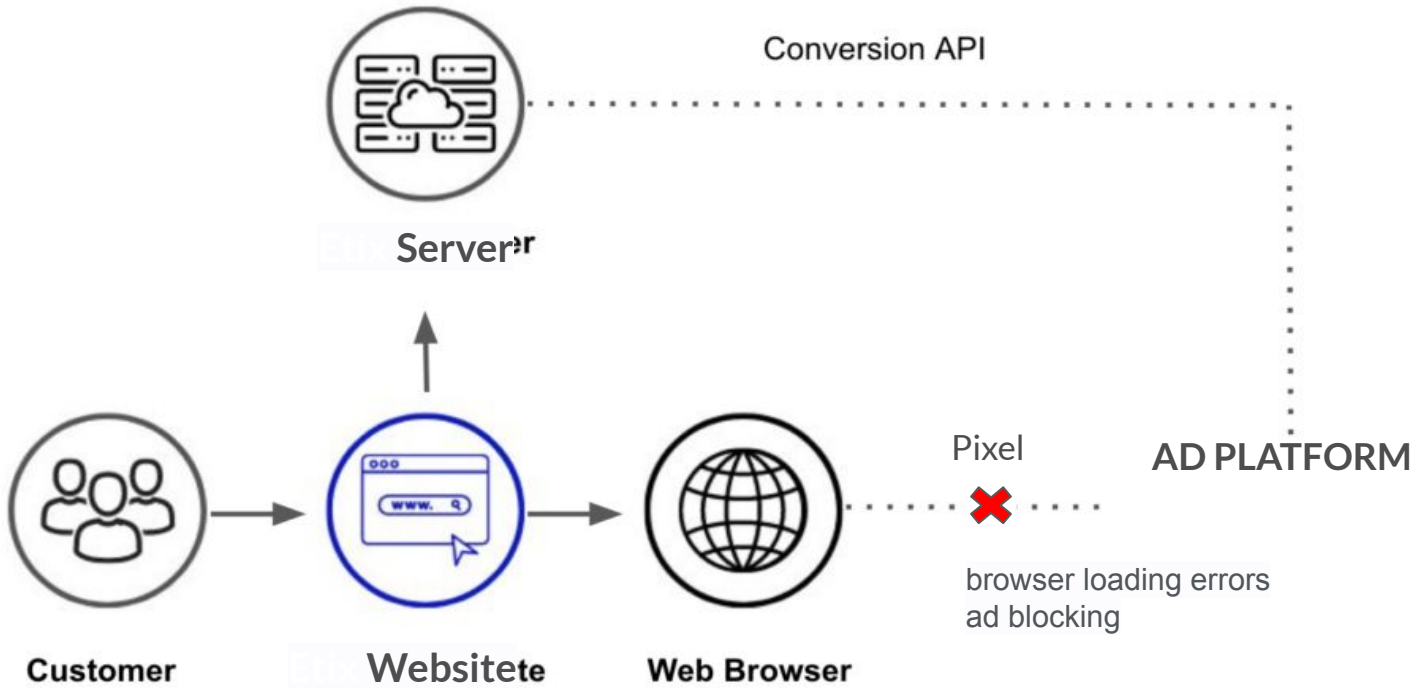
**MORE SALES WITH
META**

- Think of this as a “handshake” between Meta and your ticketing provider

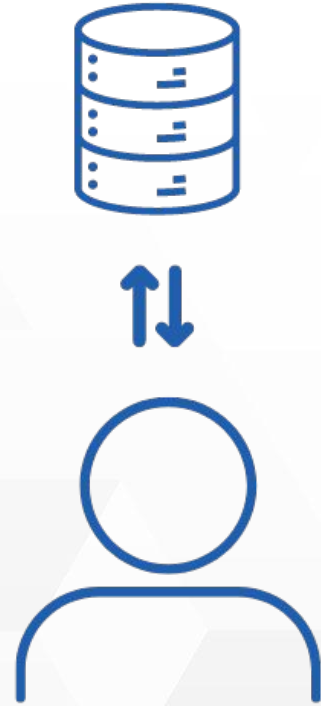


- Before iOS 14.5: The Facebook Pixel was a powerful tool for tracking user activity across websites. It gave detailed insights but was affected by browser performance issues
- Impact of iOS 14.5: With the new privacy rules, many users opted out of tracking, which made the Pixel less effective. This led to smaller retargeting audiences, higher costs, and lower conversion rates.
- The Solution: Meta's Conversions API steps in as a server-side tool that complements the Pixel. It bypasses browser limitations, offering more reliable data and enhancing your ad performance.

otix | Meta's Conversion API



- Data about your patrons that is collected and owned by YOU.
- First-Party Data includes fields like name, email, phone, etc.
- Upload your lists into your ad account and continue to target your patrons on these ad platforms





Ticket Buyers



Website
Visitors



Email Subscribers

Facebook
Followers +
Engagers



Instagram
Followers +
Engagers

- How many of you are boosting posts on Facebook?
- If you are, let's rethink that.
- Instead, use Facebook Ads Manager to create your ads. You have more control over who will see your ads in terms of audience interests and what is being optimized
- Typically boosted posts optimize for post engagement
- With Ads Manager, you can optimize for conversions

**META AI &
ADVANTAGE+**

etix | Meta AI: Ask not what Meta can do for you. (Actually, do ask.)



Relevant and engaging content in your voice



Targeted paid campaigns on Facebook and Instagram



Organic post content inspiration and composition



Communication management via Messenger



**latest in Meta's
Advantage+ Suite**



**next step in self-service
advertising automation**



**audience targeting
autopilot**

Allow the algorithm to make decisions without intervention:



who to target

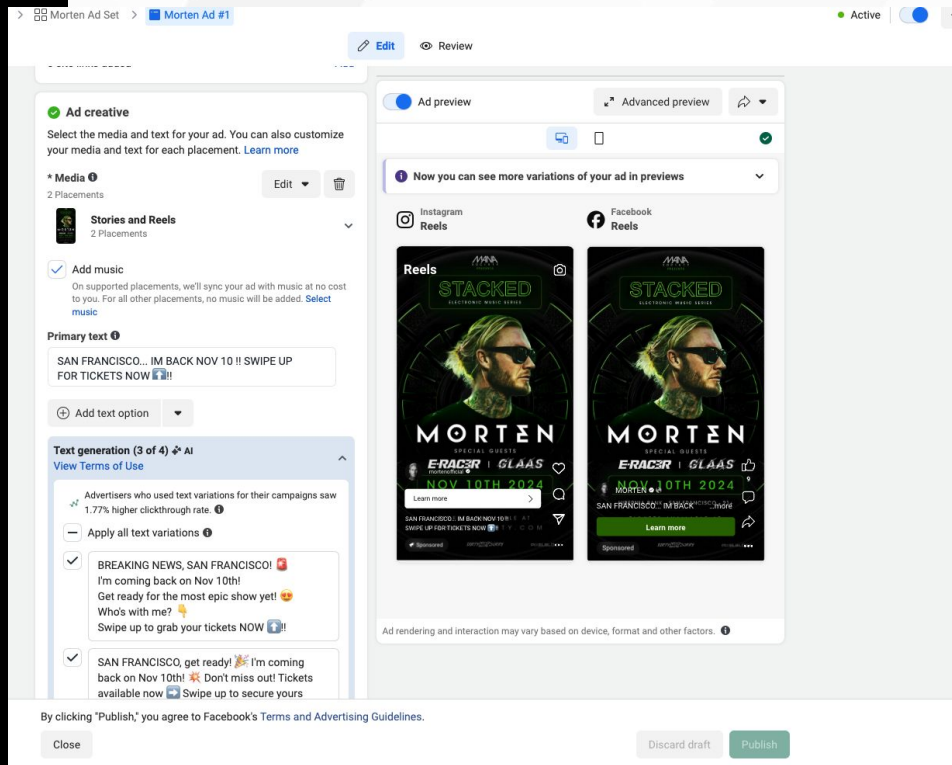
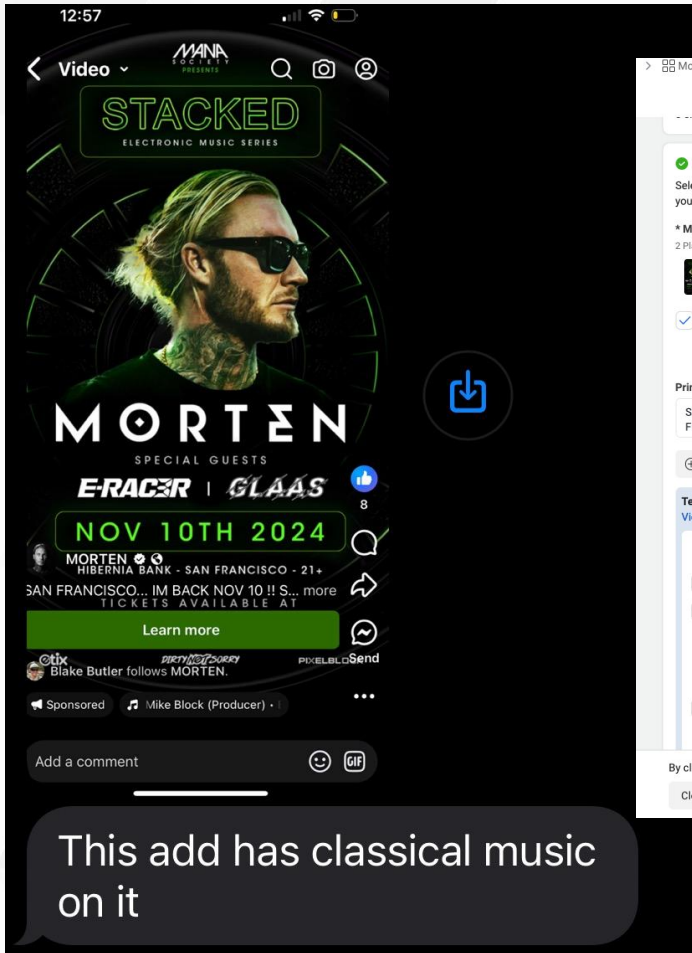


ads to serve



creative to use

Then, crank it up, let 'er rip, sit back, and relax? Right?





Quality matters.



Stay active.



Use the tool as intended.

Two options for targeting input:

- Audience controls
- Audience suggestions

Audience controls set the must-have criteria for your campaigns: geographic locations, minimum age, language, and custom audiences/lists to exclude.

Audience suggestions select custom audiences and detailed targets, like interests and behaviors.

Controls = rules. Suggestions = guidelines.

Takeaways for Meta Strategies

- Set up the Meta Conversion API
- Use your first party data
- Avoid boosting posts on Meta and instead build your ads in Ads Manager
- Meta's AI tools are great for audience creation, but be cautious when it comes to your creative and copy

AI: WHAT IT IS



AI: Creativity Catalyst and Non-Judgemental Colleague



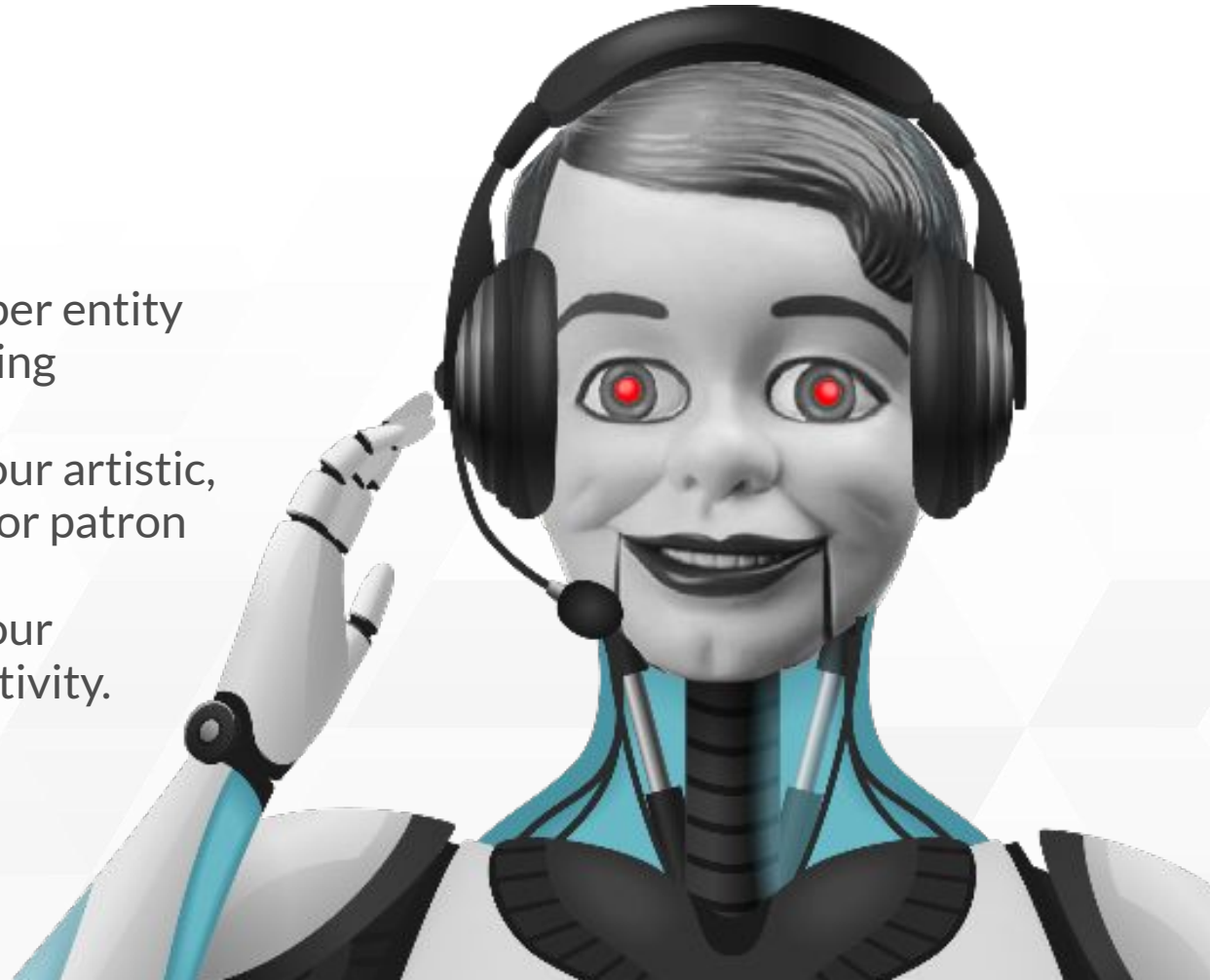
- A tool, not a solution
- Efficiency booster
- Consider context of your use case
- Understand limitations of AI
- Always consider juice vs. squeeze

AI: WHAT IT ISN'T

AI is not:

- a self-aware, evil cyber entity hell bent on destroying humanity.*
- a replacement for your artistic, marketing, content, or patron service teams.
- a replacement for your experience and creativity.

*yet.



EXAMPLES OF
AI LEARNING MODELS



Large Language Models (LLM)

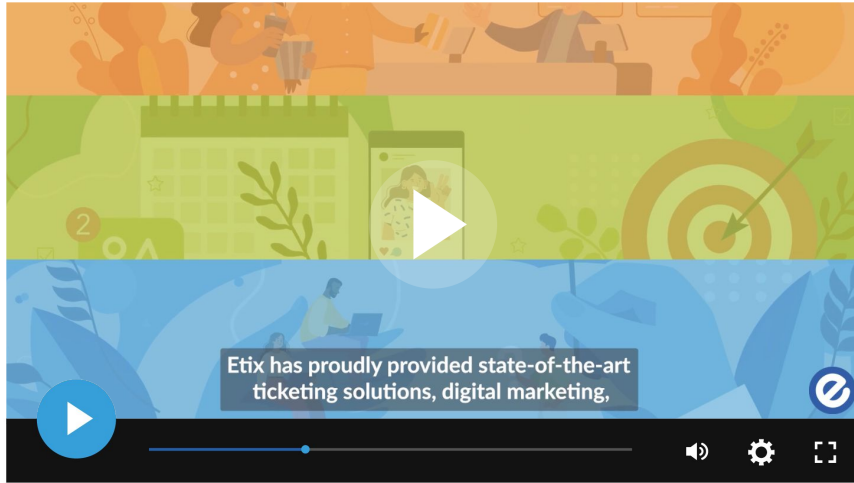


Generative AI



Generative Pre-Trained Transformers (GPT)

AI: PRESENTER TOOLKIT



- **Image touch up and editing**

- Quick cropping, sizing, formatting to multiple ad specs
- Website/event images - background fill to size or tidy up composition
- *Adobe CS Generative Fill, Canva*

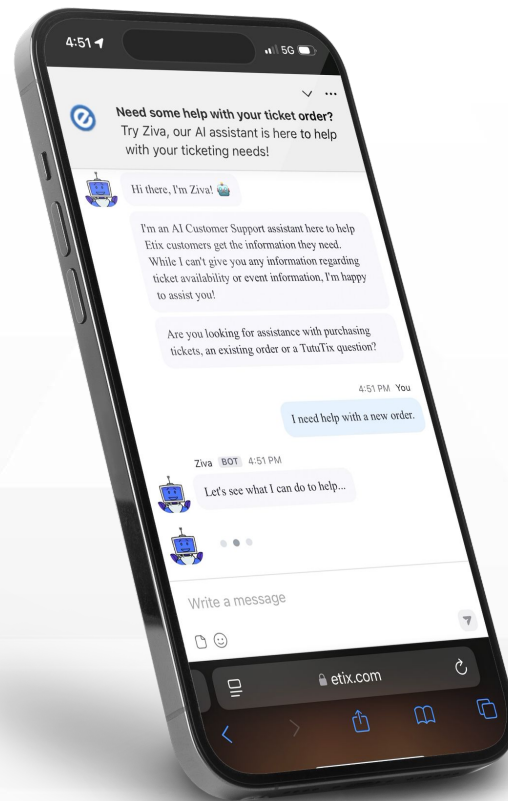
- **Short-form video editing**

- Recap events, video messages, sizzle reels, branding
- Voice to text/text to voice: add captions or audio descriptions
- *CapCut, InVideo, Clipchamp (Microsoft), LightCut, iMovie (Apple), Adobe CS, native app features*



Chatbots – hear me out.

- 24-hour reception service
- Support your front-line patron services team and box office staff
- Understand tool limitations and design for success





AI Toolkit: Patron Service and Communication Support

What time is does the show start?

Link to a performance page, season performance listing, or a site-wide event query.

Do I need to print my tickets?

Preset response, link to an FAQ page, box office contact page, or a 'voicemail' message for box office staff.

Where should I park? How early should I arrive?

Programmed day-of-show information, link to FAQ or "Your Visit" information pages.

Where can I grab a bite and drink before the show? Opportunity to direct to a business partners or sponsor page, or directly plug partners in a transparent way. Opportunity for new partnerships or sponsorship perk.

How can I support the organization?

Program responses linking to volunteer opportunities, and most importantly, ways to donate.

Are you hiring?

Programmed response to open jobs page, resume intake.



AI Toolkit: Get me through this dang day in one piece.

We're all exhausted.

- Reduce dread for newsletters, playbills, long-form writing, applications, etc., with prompts and outlines.
 - Starting framework for long-form writing, applications, etc.
 - First-line defense and added level of grammar, spelling, and composition proofing. **(There's NO replacement for a good editor!)**
 - *ChatGPT, Grammarly, Gemini (Google), native app features*
- To-do lists
 - *goblin.tools*
- Good ol' fashioned mental block smasher and inspiration catalyst



Your new data exploration assistant.

- AI Reporting = next step for analytics
- Examine correlation of patron behavior, events, and more
- More informed operations, programming, and marketing decisions from aggregated analytics
- Nurture your member/donor relationships, and reach new potential donors.
- Use tools as they're intended
- Keep security top of mind, always use paid accounts with clear privacy policies

AI: TAKEAWAYS



Use your Actual Intelligence when using Artificial Intelligence

- AI tools operate on a very broad spectrum
- Label your content, practice good ethics and transparency
- Be mindful of content quality and accuracy
- Be mindful of gender and racial biases and unfairness*
- trust the algorithm. Don't *Trust* the algorithm
- There are no substitutes for your brain's creativity

*Russell, Stuart J.; Norvig, Peter (2021). Artificial Intelligence: A Modern Approach (4th ed.). Hoboken: Pearson. ISBN 978-0-1346-1099-3. LCCN 20190474.

Say hello at

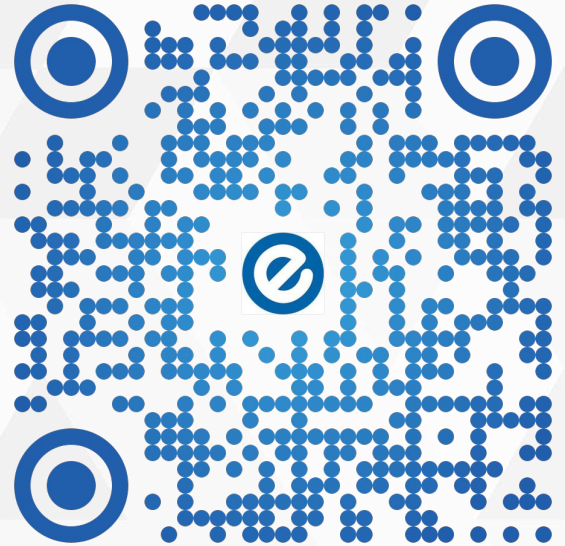
hello.  **etix.com**



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Download the presentation here.