



FY 2015-2016 Detailed Marketing Plan: Position, Objectives, Strategies and Timeline

Marketing Position

The Coral Gables Congregational United Church of Christ Community Arts Program (CAP) strives to be one of the most valued providers of concert and educational experiences for residents of Miami-Dade County, its youth and visitors. To this end, a marketing plan simultaneously serves these participants and enhances revenue streams for the Community Arts Program with minimal to no cost to its clients. At the same time, marketing efforts successfully communicate the unique value the program offers participants. This strategy redirects the focus from the "cost" issue to the benefits that participants experience from involvement in the program (i.e., eclectic and highly cultural concert and educational experiences). Quality and efficiency are just two goals that are conveyed in marketing efforts. This marketing strategy will continue to identify the needs of the market and communicate with a diverse audience in a most effective and positive manner.

Ongoing efforts attempt to identify how CAP can maintain the quality and integrity of the program within the finite financial resources of participants and the community of donors and supporters. This challenge is increasing. As costs continue to increase, the demands and expectations of the program do as well. The Community Arts Program is constantly working to market its program in line with its growth.

A growth strategy is based on continued attention to the quality of the experience in conjunction with identifying opportunities to expand the participation of the programs to meet the demands of a wonderfully eclectic community. Recent changes in key areas include: free concert and Young Musicians' Summer Master Classes scholarships to students, affordable concert tickets and master class fees to all and culturally-based educational programs for youth. This, with a well-planned and diverse overall marketing strategy, has produced substantial growth in total program participation (a 29% growth over the past three seasons).

Overall, the program markets a valuable cultural and educational experience to many Miami-Dade County residents and visitors. This assists individuals to better understand the need and positive effect of cultural programs and fosters more diverse support for the arts in Miami-Dade County.

Marketing Objectives

1. Maintain positive, steady growth and **visibility** (effective marketing plans aim beyond only filling seats);
2. Extend services to youth and new and ethnically diverse clients who, in turn, continue to build an advocacy for the arts that represents the whole of Miami-Dade County;
3. Realize an increase in volunteer and donor support (private and corporate) each season.

Marketing Strategies

The Community Arts Program (CAP) employs ten strategies which construct an integrated marketing communications plan (IMCP). Strategies include the following:

(1) Cross Promoting with Miami-Dade County cultural organizations (e.g., University of Miami Frost School of Music, Adrienne Arsht Center, New World Symphony and brochure exchanges with numerous cultural organizations throughout Coral Gables and Miami-Dade County); the Beacon Council, Greater Miami Convention Center and Visitors Bureau, Business Development District Members, Miami-Dade NAACP, Coral Gables Chamber of Commerce, and private individuals & businesses; **(2) Cyber-based listings** that include CommunityArtsProgram.org, CoralGables.com (Cultural Calendar of Events), GablesHomePage.com, MiamiandBeaches.com, SocialMiami.com, Organiste.net, Jazziste.net, JazzBluesFlorida.com, SouthFloridaClassicalReview.com, and MiamiArtZine.com. Social media cyber marketing includes Facebook (facebook.com/cgcc.cap), Twitter (twitter.com/CommArtsProgram); and YouTube (youtube.com/communityartsprogram); **(3) Direct Electronic Mail** announcements through e-mail partnerships (blasts launched from participants' e-databases) with WLRN 91.3 FM, WDNA 88.9 FM, Adrienne Arsht Center for the Performing Arts, New World Symphony, University of Miami Frost School of Music and blasts launched from the Community Arts Program e-database of 3,500 email address that accentuates viral marketing through the web-based program MailChimp; **(4) Direct Postal Mail** brochures addressed to 11,000+ households listed in our concert data base; **(5) Press Releases** through the PR Newswire service that encompasses all media and includes 5,000 cyber sources; **(6) Print, Online Ads & Feature Stories** that appear in *Coral Gables Cultural Calendar*, *In the Gables* magazine, *El Nuevo Herald*, *Diario Las Americas*, *Miami Herald* and *Neighbors*, *Miami New Times*, *South Florida Sun-Sentinel*, *El Sentinel*, *South Florida Classical Review* and *What's Happening in Greater Miami and the Beaches Calendar of Events*; **(7) Radio** (i.e., WDNA 88.9 FM, WLRN 91.3 FM, and WZAB 880 AM) with advertising generated through spots, PSAs, on-air interviews, and calendar listings; **(8) Television** (i.e., Coral Gables TV and local PBS affiliates WLRN-TV 17 and WPBT 2) advertising through PSAs, on-air interviews, and calendar listings; **(9) Strategic Placement of Flyers** in partnership with Miami-Dade business establishments and Miami-Dade Chamber of Commerce, the local NAACP chapter, consulates, the Beacon Council, the Business Development District Members and Greater Miami Convention and Visitors Bureau, music teachers' studios, various summer music programs (e.g., Florida Memorial University, University of Miami, Miami-Dade College) and **(10) Consultations** with M-D County music educators, MDCPS Division of Academic Support, MDCPS Home Education Office and private music teachers.

With an IMCP that includes cyber; radio; television and print media, heralding a CAP statewide, regional, national and international reach is of great potential. To further facilitate this, communityartsprogram.org includes search engine optimization and has launched an interface from its site to social media outlets e.g., Facebook, Twitter and YouTube). Of most significance (in addition to overall local market awareness) is increased attraction to Florida when arts-minded tourists, from the U.S. and abroad, access the internet and identify a travel destination (i.e., Florida) through culturally-focused websites AND social media outlets. Reaching Florida residents, visitors/tourists and businesses is also spawned through relationships established with Miami-Dade County businesses, the Miami-Dade Chamber of Commerce and Greater Miami Convention and Visitors Bureau.

CORAL GABLES CONGREGATIONAL UNITED CHURCH OF CHRIST COMMUNITY ARTS PROGRAM (CAP)
FY 2015-2016 MARKETING TIMELINE

| TASK | SUMMER CONCERT SERIES | FINISH DATE | YOUNG MUSICIANS' SUMMER MASTER CLASSES | FINISH DATE |
|--|--|---|---|---|
| <i>Media, cross promotions, and press releases lists: Update</i> | Review and update 2014 Summer Concert Series marketing lists, contact for updates in address, phone, e-mail, fax, personnel, etc. | March 29, 2015 | Review and update consultation lists of MDCPS, Miami-Dade County public and private school teachers for prospective student recruits. | April 12, 2015 |
| <i>Direct mail piece (brochure): Write, Design, and Print</i> | List all corporate sponsors and special funding recognitions (e.g., With the Support of the City of Coral Gables). | April 2, 2015 | Letter to all MDCPS music teachers and private instructors for leads on prospective student recruits. | April 25, 2015 |
| <i>Press Kits: Formulate</i> | Exec. Director's letter, Series' History, Brochure, Press Release, Concert blurbs, Photo Slicks, Artists' Bios., and CD. | April 12, 2015 | Press release formulated for local print and radio to inform additional recruits. | May 19, 2015 |
| <i>Client mailing list: Update</i> | Review 2014 ticket orders. Unless otherwise indicated by client, verify that addresses (postal and/or electronic are in the concert mailing database. | April 12, 2015 | Review 2014 Master Class & Conservatory databases. Unless otherwise indicated by client, verify that addresses (postal and/or electronic are in the master class mailing database. | April 13, 2015 |
| <i>Press kits: Mail</i> | Mail press kits to vendors listed on updated Media List. The average number of press kits mailed to Print (newspapers, magazines), Radio, TV, and concert promoters is 134 total. | April 26, 2015 | Program outline, description, dates, and sponsors to designated radio, and print media for further community awareness of Young Musicians' Summer Master Classes.& Conservatory for the Arts. | April 27, 2015 |
| <i>Concert or Conservatory brochure: Mail to Clients</i> <i>Social Media (e.g., Facebook, Twitter, & YouTube)</i> | This entails the entire 11,000+ (postal and electronic) concert series and master class client database. Postal brochure is processed as a RETURN ADDRESS REQUESTED piece. Update the concert database with the correct address of any returns and re-mail brochure. | Postal May 1, 2015 Electronic On going, year round | Brochure / Mail to Students Facebook, Twitter & YouTube Updates | Postal May 2, 2015 Electronic On going, year round |
| <i>Radio spots, print ads, and artists' media interviews: Negotiate in-kind trade and place schedules</i> | On going, as needed, throughout the run of the Summer Concert Series (incl. master classes). Press release sourced to PR Newswire for three-weeks-out wide-release date. | May 1, 2015 (initial) | Throughout the year for new recruits and creating awareness of Young Musicians' Summer Master Classes & Conservatory for the Arts. | On going |
| <i>Flyers: Strategic placement</i> | On going, as needed, throughout the run of the Summer Concert Series (incl. master classes). | May 13, 2015 (initial) | Postings in music stores and studios for recruiting participants. | On going |