



MIRABILIS COLLECTIVE

HER
SOUND,
HER STORY
MUSIC OF REMARKABLE WOMEN

HER SOUND, HER STORY - MUSIC OF REMARKABLE WOMEN

Mirabilis Collective

Audience Development Plan

CONTACTS

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1. Audience Research and Segmentation:

- **Current Audience Analysis:**

- * Analyse demographics of previous Mirabilis Collective attendees (age, gender, location)
- * Conduct surveys and focus groups to understand preferences and motivations

- **Potential Audience Identification:**

- * Research new segments: younger audiences, music students, culturally diverse groups
- * Develop detailed personas for each target segment

- **Segmentation Strategy:**

- * Demographic: Different age groups, focus on women and girls
- * Psychographic: Classical and contemporary music enthusiasts, gender equality advocates, cultural event attendees
- * Behavioural: Frequent concert-goers, music students, regional community members

2. Goals and Objectives:

- Increase ticket sales by 20% for regional tours
- Broaden audience diversity, especially engaging underrepresented communities
- Enhance engagement through interactive elements and discussions
- Empower women and girls through music and storytelling
- Build lasting relationships with community partners

3. Strategies and Tactics:

a) Digital Marketing:

- Create tailored social media campaigns for each audience segment
- Utilise email marketing with personalised content
- Develop engaging video content (behind-the-scenes, artist interviews, performance snippets)
- Optimise Mirabilis Collective website for easy information access and ticket purchasing
- Collaborate with local influencers and bloggers in the music and cultural space

b) Content Creation:

- Develop a blog series highlighting featured composers and their stories
- Create shareable infographics about women in music history

c) Community Outreach and Partnerships:

- Organise school programs introducing students to music by female composers
- Host community events and workshops in regional areas
- Partner with local women's organisations, arts groups, and educational institutions
- Engage with local media for feature stories and interviews

d) Accessibility and Inclusion:

- Offer discounted tickets for students and seniors
- Consider relaxed performances for neurodiverse audiences
- Tailor outreach efforts to each regional location's unique characteristics

e) Direct Marketing and Partnerships:

1. Use "The Mirabilis Musette," our monthly newsletter, to:

- Share exclusive content about featured composers and upcoming performances
- Offer special promotions and early bird ticket sales to subscribers
- Provide behind-the-scenes glimpses into rehearsals and artist profiles
- Encourage subscriber engagement through polls and feedback opportunities

2. Leverage reciprocal marketing agreements with established arts organisations:

- Cross-promote events with West Australian Symphony Orchestra (WASO), Perth Symphony Orchestra, and Australian Baroque
- Exchange advertising space in programs and on websites
- Collaborate on joint social media campaigns to reach wider audiences
- Offer package deals or discounts for patrons who attend multiple organisations' events

3. Develop a referral program with these partner organisations:

- Offer incentives for patrons who bring friends to *Her Sound, Her Story* performances

4. Engagement and Retention:

a) Enhanced Experience:

- Offer pre-concert talks and post-concert Q&A sessions
- Provide informative program notes and educational materials
- Create interactive elements during performances

b) Loyalty Program:

- Develop a system offering discounts and exclusive content to frequent attendees
- Implement a referral program to encourage word-of-mouth promotion

c) Feedback Mechanisms:

- Collect feedback through post-event surveys and social media interaction
- Analyse feedback to continually improve offerings

5. Evaluation and Adjustment:

a) Metrics to Monitor:

- Ticket sales and attendance rates
- Audience demographics and diversity
- Social media engagement and website traffic
- Feedback scores from surveys
- Success of community partnerships

b) Regular Review:

Conduct monthly reviews of metrics

- Adjust strategies based on data and feedback
- Stay flexible to adapt to changing audience needs and preferences

6. Implementation Timeline:

- **Months 1-2:** Conduct research, develop personas, design initial marketing campaigns
- **Months 3-4:** Launch digital marketing efforts, begin community outreach and partnerships
- **Month 5:** Intensify promotion, engage with media, finalise event details
- **Month 6:** Final push, event execution, and immediate post-event survey
- **Post-event:** Comprehensive evaluation, follow-up with audience and partners, plan adjustments for future performances