

# 50 BEST TWEETS



from  
the

**NATIONAL ARTS  
MARKETING  
PROJECT CONFERENCE**



**CHARLOTTE, NC ★ NOVEMBER 09-12, 2012**

A PROGRAM OF AMERICANS FOR THE ARTS



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CHARLOTTE, NC ★ NOVEMBER 09–12, 2012**

At this year's **National Arts Marketing Project Conference**, more than **550** arts marketers from across the country gathered together for "**Getting Down to Business.**" We learned how to better broaden our audiences, discovered innovative ways to stretch even the tightest budgets, and gained techniques and tools to improve donor engagement.

But that's not all: over the course of the three-and-a-half days in Charlotte, NC, we captured over **6,600 tweets** with more than 500 people using the hashtag **#nampc**. In this e-book, you'll get a glimpse into the conversations and creativity that took place, and find out why weird may be changing the landscape of arts marketing.

# 50 BEST TWEETS

from the **2012 NATIONAL ARTS  
MARKETING PROJECT CONFERENCE**

# @obalilassoc

**Your pricing must "make sense" to customers to communicate value of experience. - Steven Roth #nampc**

# @epeck8

**Pay attention to what the company is interested in to determine best partnership opportunities with the arts. -Duke Energy #nampc**

**@alstilo**

**What's your story? That's what people  
will buy. #nampc**

# @delotchdavis

**Audience engagement is moving out of observation into curation. Audiences want to influence their experience. #nampc @Americans4Arts**

# @spinstripes

**With the rapidly changing marketing/digital landscape, there is NO typical career path. Build your own path. #nampc**

# @PillowPR

**Revenue is a means to a goal of transformation, not the transformation itself. #nampc**



# @rachelowry

**Marketing needs to be at the artistic table from day one to ensure programming is on brand and aligns with strategic plan. #nampc**

**@chadthelesser**

**Having marketing at the artistic table is vital, but so too is having artistic at the marketing table. Collaboration goes both ways!**

**#nampc**

# @emergingarts

**Marketing is more than selling tickets. It creates context and support for artists. ~Abel Lopez of @TeatroGALA #nampc**

**@cbrewe**

**Co-revenue officers- bridging  
the gap between CMO and chief  
development officer. Genius!  
Instant **#bestbuds #nampc****

# @museumtweets

**When a culture is good, it is pretty self sustaining. #nampc**

# @katymatic

**Do arts organizations embrace  
their own stereotypes to feel more  
important as a social group?  
Can we move past that to be more  
accessible? #nampc**

# @CMU\_MAM

**The immersive ingredient is something that people can get excited about and want and be successful. #nampc**

# @TRGArts

**Visualizing data is key to  
understanding it. #nampc #roi**



**@dekingraham**

**Unless the innovation passes through the artistic core, it has little chance of surviving. #nampc**

# @MarcusRomer

**Key senior members of your team  
all need a social media presence -  
'people tweet - buildings don't'.  
#nampc**

**@coopaz**

**Defining engagement: facilitate ways for audiences to curate their experience. #nampc**

**@deekshagaur**

**Prove users expectations to enhance  
their experience. #roi #nampc**

# @suralephillips

**Method. Write marketing copy as if you are speaking to just one person.**

**#nampc**

**@ASC\_CathyB**

**Consistency is key to creating a  
brand! #nampc**

# @RyanNewYork

**66-80% of all new arts audiences don't return for 2nd experience. Getting them to 2nd event is crucial to create habit. #nampc**

# @strategiclinks

**Using YouTube is like fishing...hook 'em, then reel 'em in. #nampc**



# @theDailyChels

**Build an audience w/ dessert  
(the familiar) before vegetables  
(what's new) approach to content.  
#nampc**

# @OhDeeOnV

**What I'm gathering from #nampc  
...weird people are ruling the world.**

**@Nesheaholic**

**Innovation is about small  
experiments. #nampc**

# @ctbarton

**"Post it and they will come" is not a marketing strategy.**

**- @scottprovancher #nampc**

# @APAP365

**Likes/Retweets should be indicators of how people feel about your brand. Measurable, sure. Value = not monetary. #nampc**

**@EADeacon**

**How culturally competent are you?**

**#nampc**

# @SpringboardArts

**Donors love dollar matches and  
engaging tangible giving. So true.**

**@power2give #nampc**

# @ArtsCouncilKV

**Innovation pays. Experimenting  
pays. Rethink your activities. Find  
new funding streams. #nampc**



# @reluctantemmy

**Familiarity vs propriety. How often do we fall into stereotypes because we are grasping at straws trying to make something accessible?**

**#nampc**

# @andmegansaid

**Marketers are creators of public perception. Let's be responsible with this responsibility, all! #nampc #forward**

# @LEchevarria

**Use context awareness to create a balance between artistic integrity and provide innovative, engaging content. #nampc #cdza**

**@sarahsulliv**

**Call and ask for feedback if  
you get turned down for a grant!  
Understand that there can be open  
communication with funders.**

**#nampc**

# @rebhimmerger

**If you have a choice between a mediocre leader with a great idea or a great leader with a mediocre idea - always pick the latter. #nampc**

# @jenniferedwards

**Get people comfortable with and in art spaces = key to attracting new audiences. Develop partnerships with alt spaces. #nampc**

**@annielrees**

**The way to get millennials is booze!**

**#nampc**

**@ARTy0222**

**Conference theme... Weird is  
attractive... FINALLY!! #nampc**



# @CanaryPromotion

**Find a way to SHOW your funders  
what impact you're having on your  
community. #nampc**

# @groupofminds

**Every marketing idea you execute should have an experiment component. Small tests = big gains over time. #nampc #psych**

# @Anne\_Grobstich

**Young people don't want to be marketed to. They don't want to hear noise, they want to hear from you. Be true to what you do. #nampc**

# @DDombrosky

**Use fun to curate the arts experience  
for your patrons. Keep it fun,  
people. #nampc**

**@steph2point0**

**Shape your patrons' experience with  
#curatedarts #nampc**

**@prjenni**

**Get excited, be passionate, do  
awesome work. #nampc**

**@casitareina**

**Want young audience members?  
Show up where they are. #nampc**

# @PeakRadar

**Often, your very best subscribers aren't seeking the best price, they're seeking the best access. #nampc**



**@mmdelong**

**Think like a statistician: look at both  
the numerator and denominator.**

**#nampc**

# @DrJGo

**Take a super, super, super small  
piece, and make it a feature.  
People like that! #nampc**

# @ASCCharlotte

**Connect people by encouraging  
your people to be themselves.  
Embrace what makes you unique.**

**#nampc**

**@AudienceDevSpec**

**Likability is the secret of being  
trusted. #nampc**

**SHARE THIS E-BOOK!**



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Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

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