

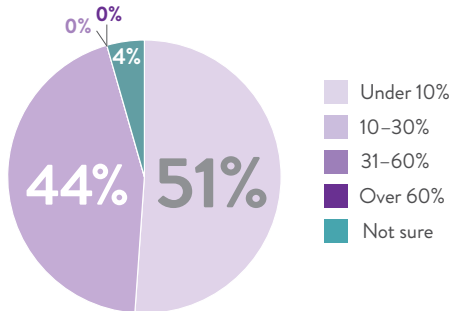
**AUGUST 8, 2023**

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **July 25–August 2, 2023**. This is the seventy-ninth survey of the series and was designed to help arts leaders benchmark themselves with a mid-year poll on marketing.

## OVERALL MARKETING BUDGETS

### <30% of Operating Budget Allocated to Marketing Expenses

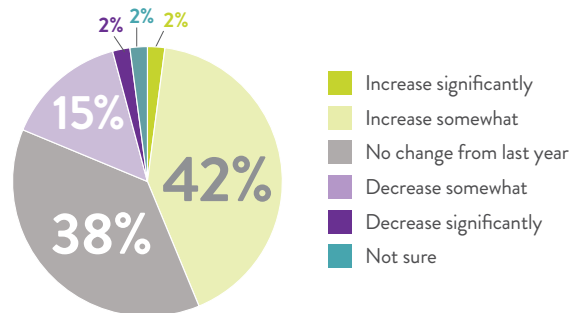
What % of your total operating budget went towards marketing expenses in 2023?



N=45

### Differing Changes in Marketing Budgets from Last Year

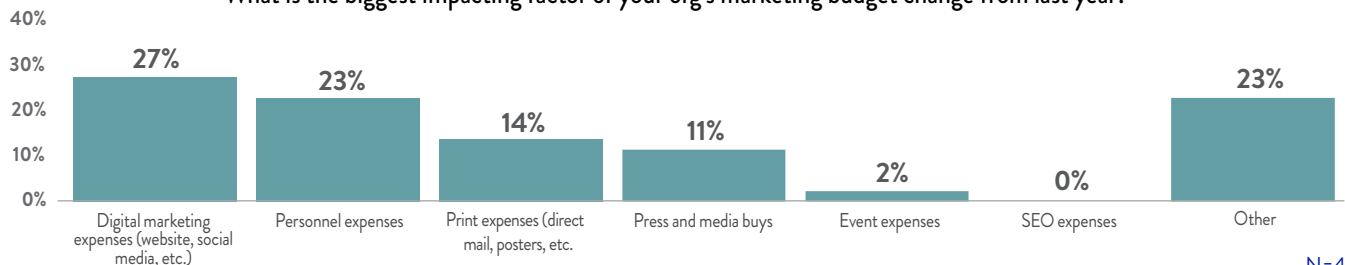
This year's marketing budget compared to last



N=48

### Digital Marketing Expenses Impacted Budget Change

What is the biggest impacting factor of your org's marketing budget change from last year?

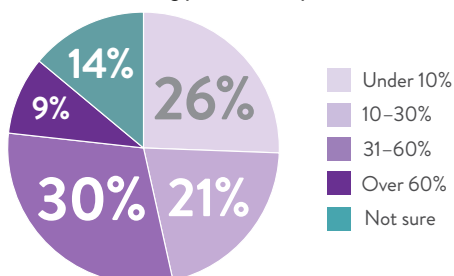


N=44

## SPECIFIC AREAS OF MARKETING SPEND

### Spread of Spending on Marketing Personnel Expenses

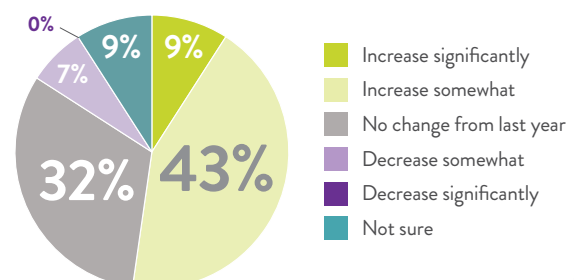
What % of your overall marketing budget went towards marketing personnel expenses?



N=43

### Marketing Personnel Spend Increased Somewhat

How did marketing personnel spend change compared to last year?



N=44

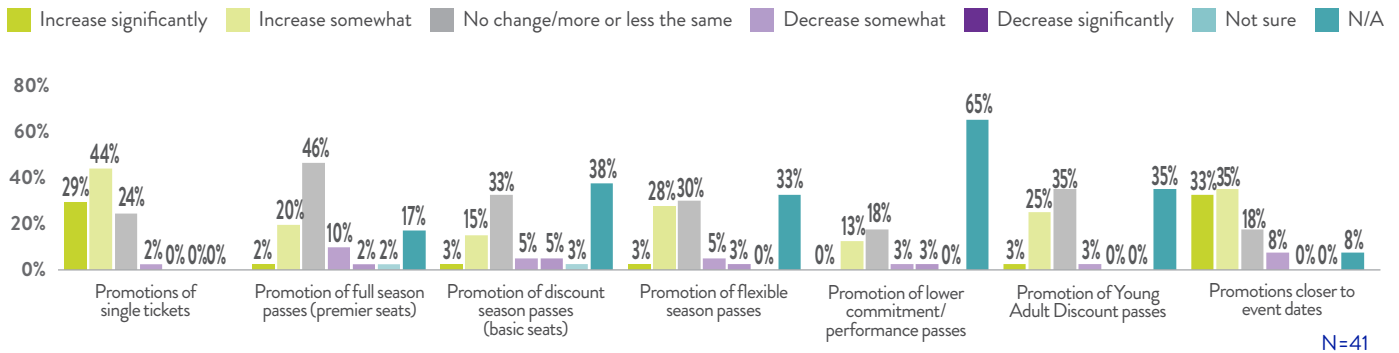
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## SPECIFIC AREAS OF MARKETING SPEND

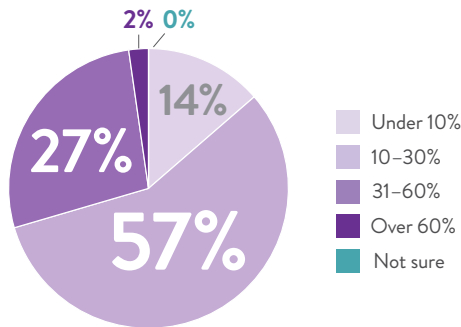
### Most Marketing Budgeted Areas Have Increased Spend

For performing arts orgs, how has marketing spend changed in the last 12 months in the following areas?



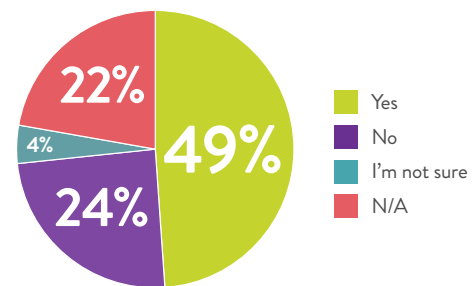
### 10–30% of Marketing Budget Allocated to Digital

What % of marketing budget is allocated to digital marketing?



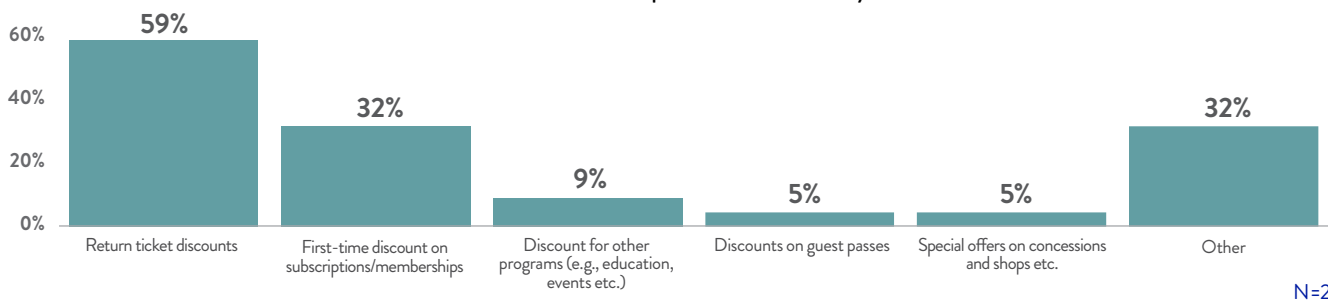
### Many Found Success on Initiatives for New-to-File Ticket Buyers

Has your org found success with initiatives to retain new-to-file ticket buyers?



### Return Discounts Successfully Retain New-to File Buyers

Which have been implemented successfully?



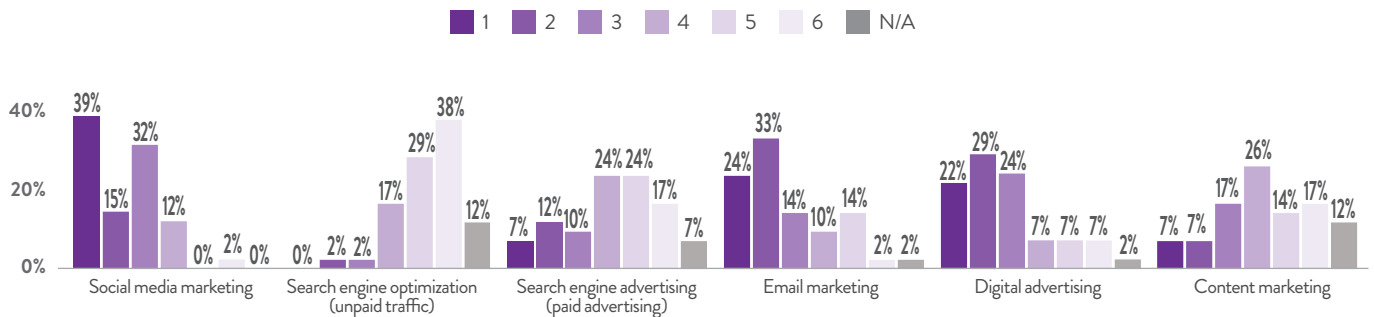
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## DIGITAL MARKETING SPEND & STAFF

### Orgs Invest Most in Social Media & Email

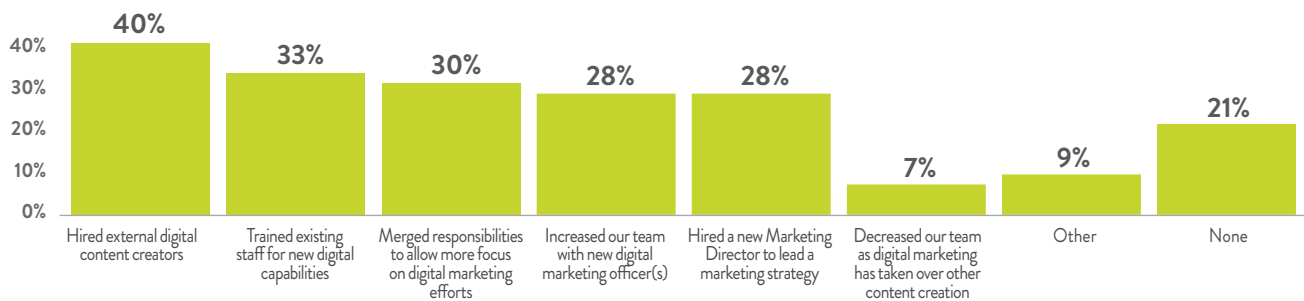
Rank the following areas of digital marketing spend in terms of personnel & financial commitment.



N=42

### For Digital, Orgs Have Hired External Creators

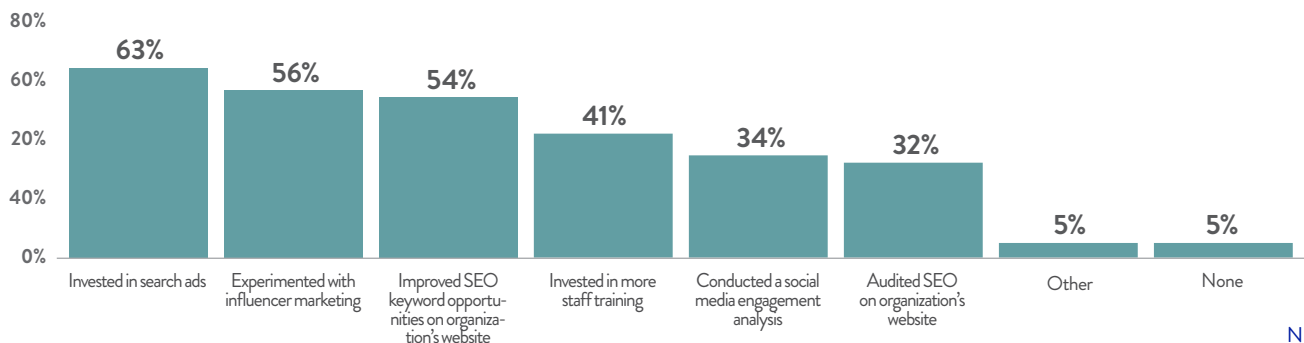
Has your marketing team changed to reflect importance of digital marketing in last 2 years?



N=43

### Most Have Invested in Search Ads

In the last 12 months, have you done the following to enhance/analyze the impact of digital marketing practices?



N=41

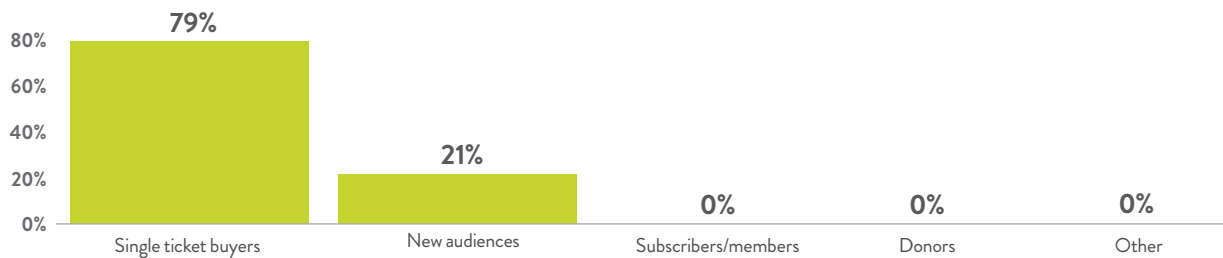
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## DIGITAL MARKETING OBJECTIVES

### Single Ticket Buyers are Greatest Target for Digital Marketing

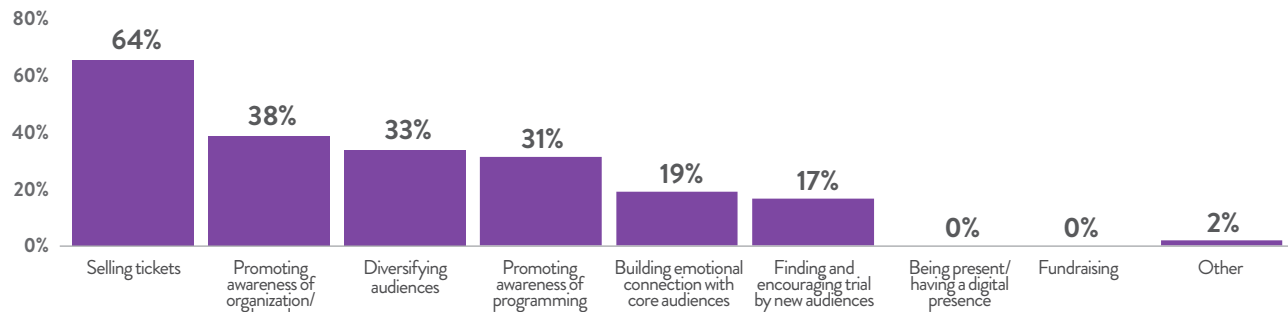
Which is your org's biggest target for your digital marketing content?



N=42

### Selling Tickets is the Top Objective for Digital Initiatives

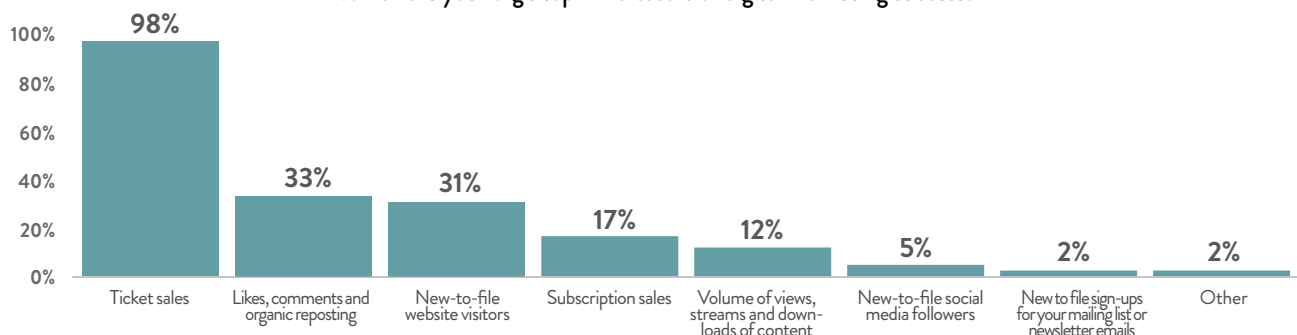
What are the 2 main purposes of your digital marketing initiatives?



N=42

### Ticket Sales is Top Indicator of Digital Marketing Success

Which are your org's top 2 indicators of digital marketing success?



N=42