

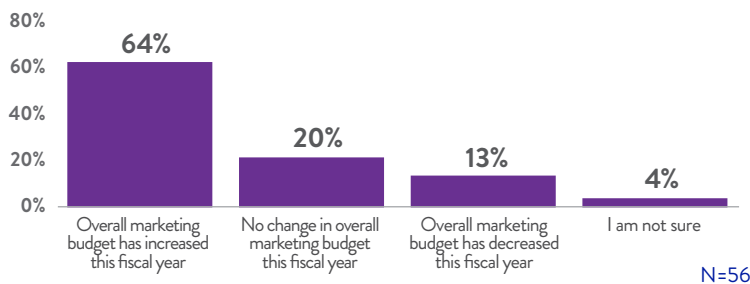
JUNE 21, 2022

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 **June 9–17, 2022**. This is the fifty-second survey of the series and was designed to help arts leaders benchmark themselves on how they are marketing to address slow ticket sales, the allocation of marketing dollars, and overall goals for digital marketing.

OVERALL MARKETING TRENDS

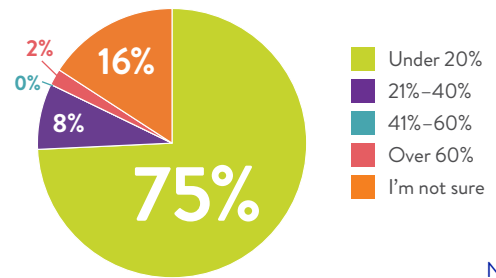
Over Half of Arts Orgs Increased Marketing Budgets This Fiscal Year

Change in Overall Marketing Budget in Current FY v. Most Recent FY



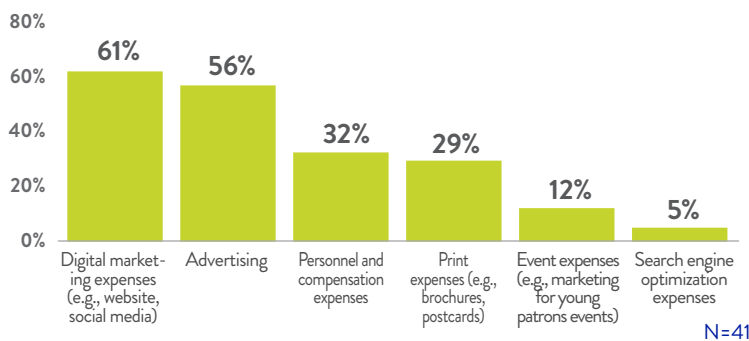
Marketing Typically Less Than One-Fifth of Overall Budgets

Percentage of Total Operating Budget Allocated to Marketing Expenses, This FY



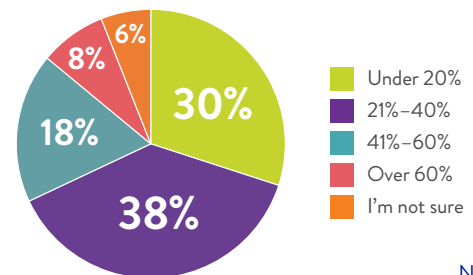
Digital Marketing and Advertising Behind Budget Increase

Biggest Areas That Drove Change In Marketing Budget This FY



Range of Financial Commitment to Digital Marketing

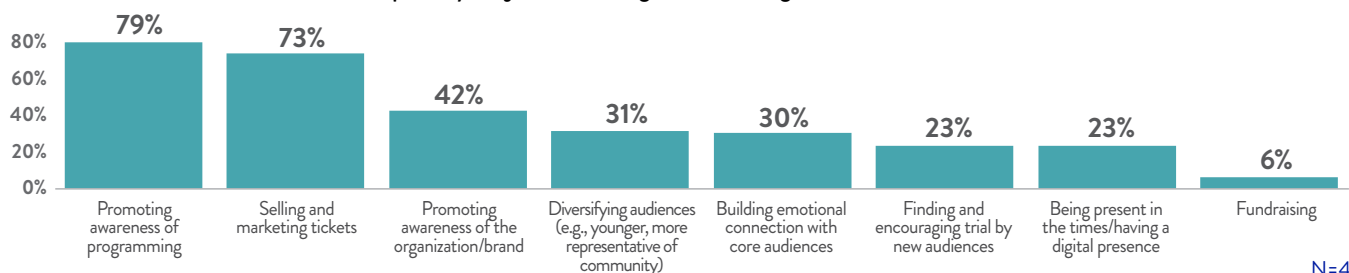
Portion of Marketing Budget Allocated to Digital Marketing, This FY



DIGITAL MARKETING EFFORTS

Digital Marketing Mainly Used for Programming and Selling Tickets

Top 3 Key Objectives of Digital Marketing Initiatives, This FY



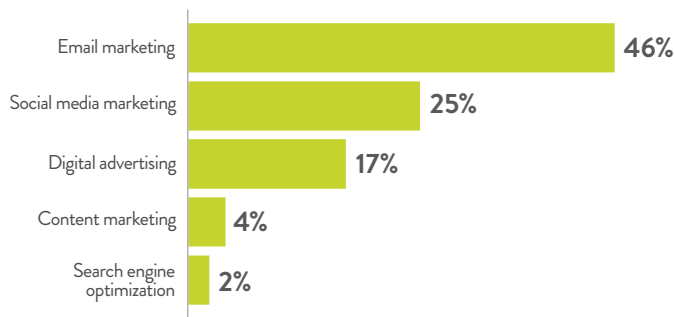
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DIGITAL MARKETING EFFORTS

Half of Arts Orgs Prioritize Email Marketing

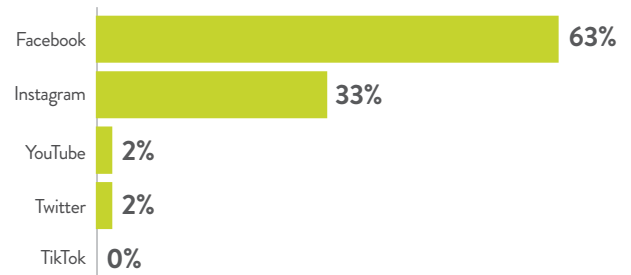
Top Area Focused On With Digital Marketing Efforts, This FY



N=48

Facebook and Instagram Most Popular Mediums for Arts Orgs

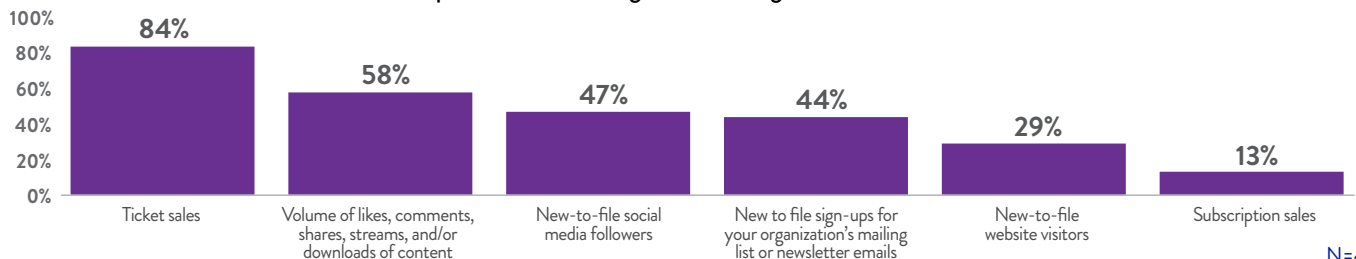
Most Successful and Popular Social Media Platform, This FY



N=48

Arts Orgs Use a Variety of Metrics to Measure Digital Marketing Success

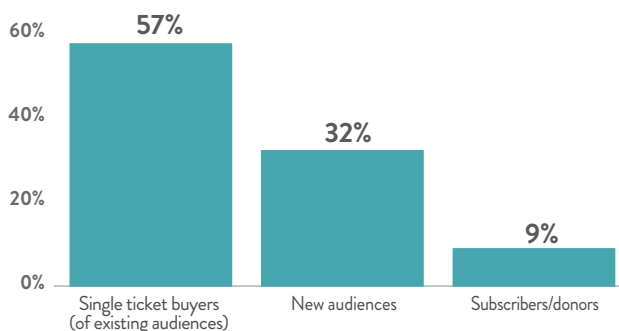
Top 3 Indicators of Digital Marketing Success, This FY



N=45

Digital Marketing Efforts More Concentrated On Existing Single Ticket Buyers

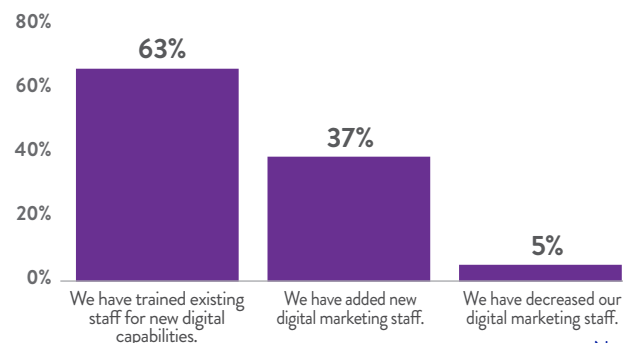
Largest Audience Group Targeted by Digital Marketing Content



N=44

Almost All Arts Orgs Have Increased Presence of Digital Skills in Marketing Teams

Changes in Marketing Team Regarding Digital Marketing Capabilities Since Pandemic



N=43