

**EXTENSION BLOCK**

# Digital Data Capture and Conversion

## **THIS SECTION WILL COVER**

- Attracting website visitors with organic and paid search tools
- How to maximise the potential of every website visitor with clear calls to action
- Know the success of your spend by tracking campaigns from their source to point of sale

## EXTENSION BLOCK

# Digital Data Capture and Conversion

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## WHAT IS DIGITAL DATA CAPTURE AND CONVERSION AND WHY IS IT IMPORTANT?

Digital data capture sits alongside a successful CRM strategy to help you understand audience behaviours, expand communication channels and attract new audiences. Once contact data is in your CRM system you have the tools to engage with new and potential audiences, and to turn them into repeat visitors and loyal supporters; but the first hurdle is often getting that critical first engagement to begin with.

This Extension Block extends beyond your CRM system to consider other digital touchpoints with existing and potential audiences. Some of the tools and knowledge needed for this work are different from those referenced in other building blocks and go beyond the specialisms held by our team at Spektrix. However, as it is critical to attracting new audiences,

we've gathered ideas from our clients, our own experience and industry experts to form a starting point for your own planning.

## ATTRACTING NEW VISITORS TO YOUR WEBSITE

First, create segments for people who aren't already in your database, so you can start to explore the different interests and behaviours of each group. Build Relationship-based segments based on their connections with you and your existing audience. You won't know which individuals belong to every group, but you can still use this model to design and test communications as you begin to gather data.

- **Potential audience members** are the people who are already connected to your organisation, but haven't yet booked tickets. They may be on your mailing list, or following you on social media, and you can use digital channels to convert them into ticket bookers.
- **Similar audience members** are not yet on your mailing list or social channels, but they have similar interests and behaviours to your existing attendees. Use your networks to encourage these second- or third-degree connections to follow you directly or sign up to mailing lists.
- **New audience members** do not attend your events, and aren't connected to others who do. You'll need to explore new promotional routes and partnerships to reach out to them and encourage follows or sign ups.

## Ethical data capture and marketing

Whenever you're handling customer data on or offline, consider your basis for processing that information and make sure it's referenced in your data protection policy. Read the [Spektrix GDPR Toolkit for the Performing Arts](#) for more information.

Businesses of all types are being asked by their communities, customers, investors and donors to consider the choices they make through their associations with other brands and businesses which are seen to be socially harmful. Examples include pressure to end partnerships with oil producers and boycotts of advertising spend on certain communication channels. Increasingly, the medium you choose impacts on the message being received by your audience. Consider your own organisational values, and those of each segment of your audience, as part of your planning process and ensure that the channels you invest in support the message you wish to present.

## Organic search

Start with the basics. What do people see when they google you? Do you appear when they search for your artform or events in your area? Review your website to make sure your language and metadata supports search engine optimisation (SEO), and look at accessibility and responsiveness to make sure it's usable on all devices.

Visit the [Spektrix web partner community](#) to find examples and advice on developing a successful website for ticketing, marketing and fundraising.

Read expert advice from [Capacity Interactive](#) on making first impressions count.

## Paid digital advertising

Boost your online reach with paid search engine and social media advertising. All of the media listed here provide useful guidance for anyone setting up paid promotions for the first time, or there are many digital partners and consultants who'll guide you through this and other aspects of your digital capture and conversion strategy.

## Google

If you're eligible, sign up for [Google Ad Grants](#). This scheme is open to all non-profits (which are not government or educational organisations) and provides up to \$10,000 worth of free ad spend each month, helping you appear more prominently to people who are searching for organisations like yours.

Google Ads also provides Display Tools to target people on a defined Audience List when they're searching other parts of the web.

- [Build a Remarketing List](#) including people who have already visited certain parts of your site. Look at event listings, information pages, YouTube views or app usage to find out more about these existing and potential audience members, and develop messaging to follow up on each type of engagement.
- The [Similar Audiences](#) feature markets your work to potential and similar audience members whose online behaviours are similar to those already on your lists.
- [Audience Targeting](#) allows you to build lists of new audience members based on the online behaviours or interests of your target group.

## Facebook

If you have a Facebook page for your venue, look at the demographics and behaviours for Page and Event viewers using [Facebook Analytics](#). Use that to inform who you target with paid advertising - whether that's to widen your reach or find potential and similar audiences.

Find people with similar interests to audience members already on your lists by using the [Lookalike Audiences](#) feature.

Create a [New Audience](#) list based on criteria including age, gender, location, interests or behaviours.

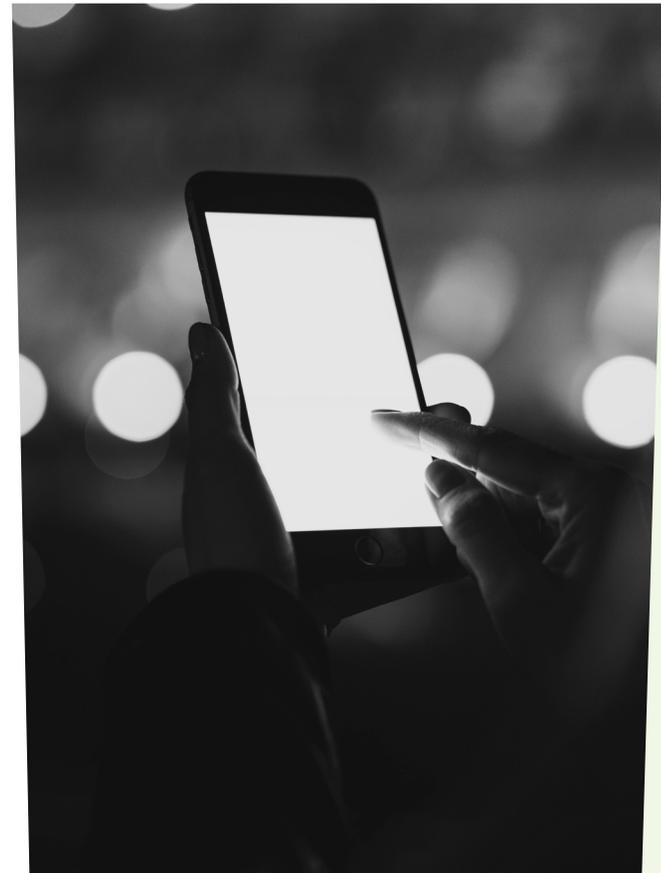
As well as trying to get people to your site, set up a [Lead Ad](#) to capture data from potential customers on Facebook and then import that data to your CRM system.

## Twitter

Check your [Twitter Analytics](#) to see what's performing well. Use the data to test and refine your messaging or the type of media you use.

Use [Follower or Tweet Engager Targeting](#) to continue the conversation with your existing and potential audience.

[Follower Lookalike or Conversation Targeting](#) can help you reach a *similar audience*. Target new audiences based on their engagement with relevant keywords, interest categories, film or TV.



INDUSTRY EXPERT

# Positive Digital Experiences

Ally Duffey Cubilette and  
Jess Bergson, Capacity Interactive

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Capacity Interactive is a digital marketing consulting firm for the arts. They help clients engage audiences, build community and market smarter through digital advertising, website analytics and optimisation, email marketing, content creation and more. Their approach to digital campaign management is rooted in years of experience across the most effective digital channels to reach arts audiences.



Creating positive digital experiences across paid search, social media, and your website helps make a connection to your audiences and can save your organisation money in the long run.

New audience members are looking for information about your organisation and, for many, their first step will be Google Search. How are those results appearing on Google's Search Engine Results Page (SERP)? Take time to update your Google My Business profile with your hours of operation and customer policies so they accurately appear on the SERP. If you host virtual events, think about what search terms patrons might type in to find them on Google. By optimising SEO tags on these virtual event pages, Google will know what page to present to a user, creating a seamless path to your website.

Moreover, just like we gauge audience satisfaction with in-person programming, we also need to gauge satisfaction around online content. Luckily, digital channels provide rich datasets that can help guide our decision-making during this uncertain time.

If you don't already have a customised Google Analytics (GA) implementation, now is the time to invest in this type of tracking. GA can give you insight into your website visitors, where they are coming from, and what pages they are viewing.

Social channels also provide robust insights into performance, including how many users you reach and how well your content resonates with audiences. With limited time and resources, we suggest focusing on just a few channels - those with the **broadest reach across demographics** - and creating optimised content for those platforms. **This interactive gallery** includes over 100 social content examples from the arts in the age of Covid-19 to help arts marketers create thoughtful and authentic social content during the pandemic and beyond.

While changes in the Facebook algorithm in recent years have made it more challenging for Pages to reach fans organically, small but strategic investments can ensure that audiences see your content and that your organisation stays top of mind. As you prepare to announce plans this autumn and beyond, consider using tools like Facebook's **Lead Generation** objective. It gives fans who have been engaging with your social content an opportunity to sign up for your email list so they can be the first to know about future plans.

Finally, it's important to centre audiences' experience and safety concerns across digital channels. Highlight the steps your organisation is taking to create safe and flexible arts experiences, and your audiences will feel much more comfortable returning.

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## MAXIMISE THE OPPORTUNITY

Make the most of every website visit by encouraging *potential audience members* to take the actions you need from them. Create clear calls to action showing them how to buy tickets, donate or sign up to your mailing list as soon as they land on your page.

Develop an Incentives Plan to encourage first bookings or email sign ups with small savings or cost-free benefits like priority booking. Set up tracking tools to integrate both your website and ticketing system with Google Analytics, building a picture of how people are interacting with your site and identifying and removing any friction points.

If you're a Spektrix user, you or your web developer can find advice in the [Integration Portal](#), or call our Support team, for help integrating Google Analytics across your website right through to point of sale.



INDUSTRY EXPERT

# Measure What Matters

Chris Unitt, One Further

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One Further is a digital analytics and user research consultancy working with cultural organisations, especially performing arts venues and museums, to better understand what their users expect from them online, and how to meet those expectations. One Further's founder, Chris Unitt, leads on consulting projects, digital analytics planning, implementation, and analysis.



This period has brought an increased level of focus on the standard of experience that you provide to your audiences online.

It hasn't suddenly become more important now - it's always been a critical aspect of how cultural organisations treat their audiences - but it's important to capitalise on this additional focus to:

- Learn how to meet the needs of our audiences as well as we can
- Embed better practices
- Set ourselves up for the strongest possible return.

Here's what needs to be done.

## 1. Put the right tools in place

Your toolkit should include **Google Analytics**, a qualitative tool such as **Hotjar**, and a regular schedule of usability research.

Google Analytics will help you to understand how many people take certain actions on your website. However, to provide true value, it needs to be configured properly. These steps are easy to miss, but without them analysis can be difficult.

Specifically:

- Users should be tracked across every page of your website and the booking pathway within your CRM system.
- E-commerce tracking is crucial so you can attribute value to marketing channels.
- Important interactions that aren't connected to page views - such as error messages, contact form submissions, mailing list sign ups and clicks on calls to action - should all be tracked.

**Hotjar** (free and paid options) will highlight aspects of user behaviour that Google Analytics can't. It should be used to:

- Understand how people click and scroll on key pages
- See how people move through high friction points such as 'what's on' listings and purchase pathways
- Place a **Customer Effort Score** survey on the order confirmation page. This asks how easy it was for a customer to find information or complete a transaction, and provides valuable feedback on areas for improvement

Usability research can be as simple as sitting down with an audience member - either in person or over a video conferencing app - and asking them to carry out a task on your website while you watch along.

Frontline box office staff often hold useful knowledge about common complaints and suggestions relating to your website. Make sure your team members know what information to collect - device and browser, any accessibility requirements a person may have, what they were trying to do, what prevented them from doing that thing, and where to record that information.

## 2. Measure what matters

Don't assume that, just because a particular tool shows you some metrics, those are necessarily the most useful ones for you.

Google Analytics wasn't built specifically for ticket-selling organisations and the most prominent metrics such as page views, bounce rate and average session duration don't always meet our sector's needs.

Instead, consider what you're trying to get people to do on your website and measure that. In terms of user experience, you should focus on:

- Aspects that will apply to every visitor, such as broken links, error messages, page speed, and ease of navigation
- Critical points in user journeys, such as clicks on calls to action and progress through checkout flows

You should also look at analysing the effectiveness of your marketing channels and the performance of your content - particularly production pages, learning resources, and any news/updates you publish.

### 3. Make use of the data and feedback you collect

Busy teams often fall back on intuition and best guesses in order to do more, quickly. This is where inaccuracy and bias can slip in. Where possible, build insight into your regular processes.

For instance:

- Ask for a monthly website health check that reports on page speeds, the proportion of users who see error messages, the number of broken links on the site, the percentage and value of abandoned baskets.
- Make it a requirement that members of your team conduct (or watch a recording of) a usability test at least once every few weeks.
- Use custom alerts in Google Analytics to be notified when there's a significant spike or dip in a key metric, such as error messages being shown.

It's important to set expectations, require adherence and reward success. The quote from **Peter Drucker** still holds true today - "What gets measured, gets managed".

Finally, insight is useless without action. Time should be set aside for regular fixes and enhancements driven by the insights you collect.

For more structural improvements, a positive, ongoing relationship with your website developer is important and useful. You should be able to invest in work knowing that it's necessary in order to treat your audiences as well as they deserve.

**Go to the next page to see an illustrative user flowchart.**



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## MEASURE CAMPAIGN IMPACT

Know exactly how well each of your campaigns is working by tracking the impact of your budget and time across digital channels.

### Campaign URLs

Track the success of specific links in your marketing campaigns or social media posts by consistently using Campaign URLs in Google Analytics. Add a simple snippet each time you share a link in an email or social media post to see exactly how many visitors reached your site from each source.

Where Google Analytics on its own might tell you how many visitors reached your site from your email provider or from Twitter, Campaign URLs match these visits to specific posts. This allows you to understand the impact of different media, messaging and link types.

**Go to the next page to view a visualisation that breaks down the different parts of a Campaign URL.**

## Tracking conversions

If you're using Facebook advertising, set up [Conversion Tracking](#) so you can see the success of your campaigns.

Use [Google Tag Manager](#) (GTM) to set up conversion tracking for different analytics and advertising platforms - Google Analytics, Google Ads, Facebook Ads, Twitter Ads, and anything else. By sending data about completed transactions to those platforms you will have a much greater ability to see the effect of your digital marketing activity.



Where are they going?

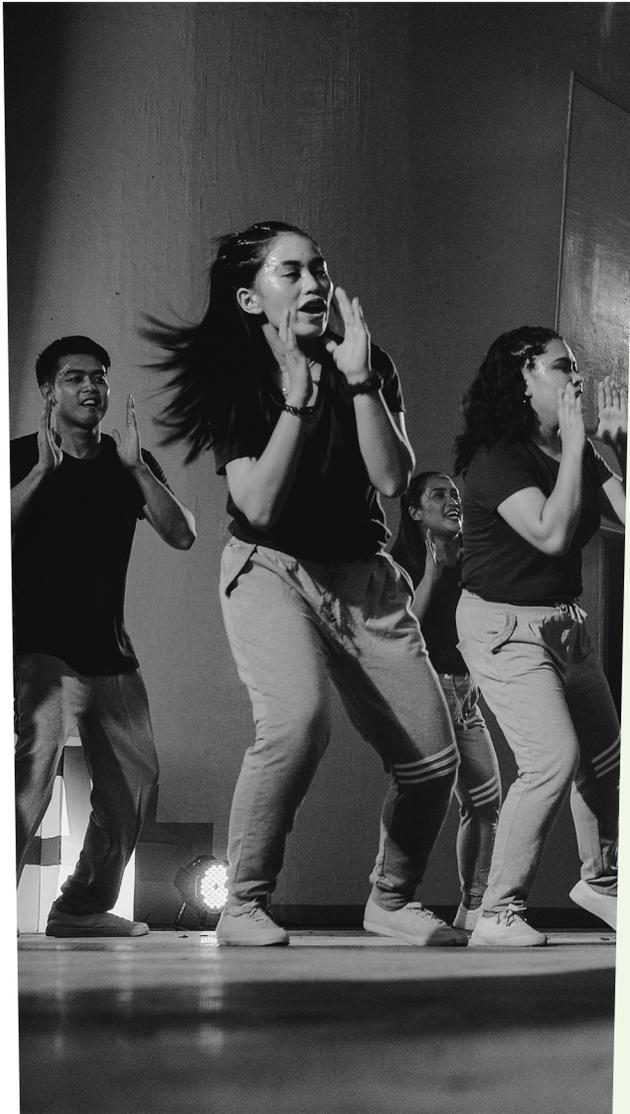
Where are they coming from?

How do they get there?

Why are they going there?

[https://exampleurl.com/campaignurl?utm\\_source=email&utm\\_medium=banner&utm\\_campaign=july2020sale](https://exampleurl.com/campaignurl?utm_source=email&utm_medium=banner&utm_campaign=july2020sale)





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## Digital data capture and conversion: additional resources



To explore the concepts outlined in this building block in more detail, click this icon to view a pop-up list of industry experts who can help you develop your digital data capture and conversion strategies.

Spektrix Users: Click this icon for a list of Support Centre articles to help you implement this advice in your system.