

**BUILDING BLOCK**

# Motivations and Incentives Plan

## **THIS SECTION WILL COVER**

- Why a proactive incentives plan is preferable to last-minute offers
- How to create an incentives plan
- How to align incentives with each segment's motivations
- Promoting your incentives

## BUILDING BLOCK

# Motivations and Incentives Plan

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## WHAT ARE MOTIVATIONS AND INCENTIVES AND WHY ARE THEY IMPORTANT?

Carefully targeted incentives can drive audiences to book earlier, attend more often, choose higher price bands, make donations or purchase add-ons. By creating an incentives plan at the beginning of your campaign, you can make sure you're selecting the right incentives to support your audience development and organisational priorities.

Incentives planning starts with your financial or strategic objectives, and then identifies the motivations driving each segment of your audience. Only at that point is it time to consider the different incentive types available within your CRM system, how these match to audience motivations, and how you'll communicate them to target groups.

Incentives don't have to mean discounts. Special events, advance booking and reserved seating areas all add value and drive demand. Align your Motivations and Incentives Plan with your Pricing Model with Flexibility and Loyalty Journey to create a holistic approach which is far more than a drive to fill empty seats.

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## HOW TO BUILD A MOTIVATIONS AND INCENTIVES PLAN

As you consider the motivations and incentives which are right for your audience, use the [Motivations and Incentives Chart](#) and [Worksheet](#) to inspire and record your decisions.

**1.** Decide which of your organisational priorities to focus on first. You may choose to build a Motivations and Incentives plan to bring first-time attendees to a one-off event, to encourage returning audiences to book early, or to promote your membership scheme. Use the [Motivations and Incentives Chart](#) to consider different priorities and the [Incentives Plan Worksheet](#) to record your decisions.

**2.** Decide who you're targeting. Promote your membership scheme to people who attended three or more times within the last 18 months, or encourage early booking among regulars who usually wait until the week of an event. If you're targeting people from more than one group, such as *family* and *classic* attendees, consider each of them separately - their motivations may well be very different.

**3.** Use your CRM system, website and social media analytics to benchmark audience behaviour.

**Example:** If your goal is to incentivise family audiences to book sooner, run reports identifying how many days before an event, on average, they book at present.

**4.** Set targets. Agree what you're trying to achieve and when you'll review your success. Record your decisions in the [Incentives Plan Worksheet](#) and schedule reports or calendar reminders.

**5.** Identify the motivations which influence this segment's behaviours. For example: is your *family* segment simply looking for the best price, or might they be moved by opportunities to invest more in a special occasion with family-friendly souvenirs? Use the [Motivations and Incentives Chart](#) to consider different possibilities.

**6.** Decide what type of incentive aligns best with these motivations. Consider:

- **Financial incentives:** discounts and offers
- **Experiential incentives:** opportunities to enhance the overall experience
- **Altruistic incentives:** opportunities to contribute to your organisation or wider community

**7.** Consider setting limits for each incentive, and make them visible to potential bookers to create a sense of urgency.

**Example:** Only the first 200 pantomime bookers receive a limited edition souvenir. You may also wish to reserve a small area of the auditorium as premium seating for members, place a time limit on offers, or advertise great deals or opportunities as first come, first served.

**8.** Set up your CRM system to automatically apply and suggest offers to relevant customers. Make sure they're as simple to administer and track as possible.

**9.** Use our [Key Messages Worksheet](#) to create a simple campaign plan for each incentive, ensuring that what you're offering each segment doesn't conflict with other incentives or with your Pricing Model. Consider how you'll talk about each incentive, and what media you'll use to reach the target audience.

**Example:** If you're encouraging existing attendees to come more often, promote multibuy savings in your website and brochure. If you're reaching out to a new audience group, look for suggestions in our Digital Data Capture and Conversion Extension Block.

**10.** If there are costs associated with your campaign, budget for the activity. Ensure the financial or strategic benefits of each incentive outweigh the costs in the immediate or longer term.

**11.** Create a Continual Improvement Plan to regularly evaluate your incentives. If they're not meeting targets, or if they're costing you more than they're worth, alter your campaigns, adjust

discount levels or test alternative types of incentive. Consider the following KPIs:

- Timing of booking: days before event
- Number of events in a transaction / multibuy offers or season passes sold
- Overall revenue and capacity sold
- Attendance by first-time attendees or specific audience segments

**1. WHAT DO YOU WANT TO ACHIEVE?**

**Build loyalty among existing and potential members**

Encourage your most loyal customers to engage more deeply with your organisation

**Develop new audiences**

Reach underrepresented groups or promote new programming strands

**Incentivise early booking**

Improve your forecasts and budgeting

**Contribute to your community**

Thank NHS staff, volunteers or other key workers, or increase the accessibility of your work

**Promote repeat attendance**

Get people to keep coming back to similar events

**Thank donors**

Show your appreciation and encourage further loyalty

**Fill seats**

Increase attendance at low-demand shows

**2. WHAT MOTIVATES YOUR TARGET AUDIENCE?**

**Financial motivations**

Discounted tickets for individual bookers

Discounted tickets for groups

Discounted add-ons: drinks, food, merchandise, parking etc

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**Experiential motivations**

Opportunities to 'make a night of it' to guarantee a special occasion

Opportunities to delve deeper into your organisation or artform

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**Altruistic motivations**

Opportunities to contribute to your organisation

Opportunities to contribute to your community

**3. WHAT INCENTIVES MATCH THOSE MOTIVATIONS?**

**Financial incentives**

Multibuy offers

Targeted event offers

Season passes

Discounted catering or merchandise

Free tickets

Tickets in return for a donation

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**Experiential incentives**

Organisation-focussed add-ons: Pre-show talks, Q&As, special programme content

Donor or membership events

Artist-focussed add-ons: Meet and greets, merchandise

'Make a night of it': Reserved tables, pre booked drinks or dining, premium seating

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**Altruistic incentives**

Mystery shopping invitations or focus groups to improve audience experience

Funding tickets or opportunities for others

**4. HOW WILL YOU TELL PEOPLE ABOUT THESE INCENTIVES?**

Individual invitations

Flag at Box Office for prompts from team

Work with arts or community organisations where these connections already exist

Work with arts organisations with similar programming

Promote in your own print materials

Promote on your own website

Promote via targeted media or networks

Work with Outreach department

Prompt in online booking pathway

Coach box office teams to ask or upsell

Email campaigns

Digital advertising campaigns

Mainstream press and media

Seasonal giving or gift campaigns



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## Motivations and incentives plan: additional resources



Use the [Motivations and Incentives Chart](#) and [Incentives Plan Worksheet](#) to determine which motivations and incentives are right for your audience.

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