

# **Building Your Personal Brand, Understanding and Reaching Your Audience**

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*November 1, 2021*

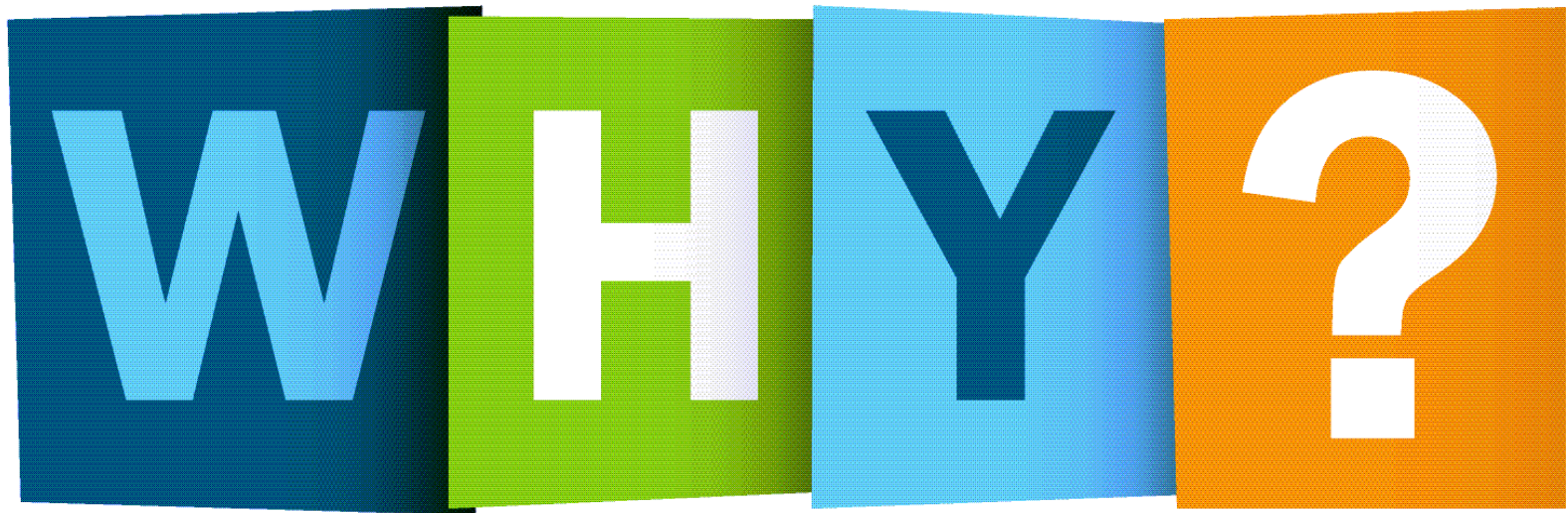


**A**

GREATER PITTSBURGH ARTS COUNCIL

**Arts loud and clear**

# Why is This Important NOW?



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## Post-Pandemic

- Loss of Momentum
- Tap into Thirst for Meaning
- Greater Need for Experiences
- Be One of the Good Guys

# Loss of Momentum

- Covid 19 Arts Council Survey: local arts groups lost \$60k+ on average May-June 2020

# Tap into Thirst for Meaning & Greater Need for Experiences

- “Reevaluation is a common reaction to sudden, strange stillness like that brought on by the pandemic, says Dr. Elinore McCance-Katz, who leads the U.S. Substance Abuse and Mental Health Services Administration. “It gives people a lot of time to review their lives and think about what life could look like moving forward,” she says. “For many people, that’s not a bad thing, for them to really spend time taking an inventory of what their life is like currently and what they want it to be like.” .... The COVID-19 pandemic appears to have spurred a collective reckoning with our values, lifestyles and goals—a national existential crisis of sorts.” TIME December 29, 2020
- Resource:
  - <https://www.theatlantic.com/health/archive/2021/05/pandemic-trauma-summer/618934/>

# Be One of the Good Guys

- Empower audiences and visitors to make their own decisions about when they'll feel comfortable attending.
- Audiences are curious about artist safety and staff safety; communicating with them about this topic will build confidence.
- Provide information about health safety procedures in "layers," so people can access the level of detail they want (or none at all).
- Provide re-entry opportunities (e.g., dry-runs; video orientations) for visitors.
- Value audiences who are not ready to attend in person and continue to engage them in other ways.
- Reference results about success with vaccination from the Audience Outlook Monitor study in blogs or newsletters.
  - Source: Audience Attitudes About Engaging with Pgh Arts Post Pandemic

# What is a Personal Brand?

1. What people think of when they hear your name?
2. What differentiates you?
3. What pops up on social media someone searches your name?
4. Think about ALL touchpoints

# Why is Personal Brand Important?

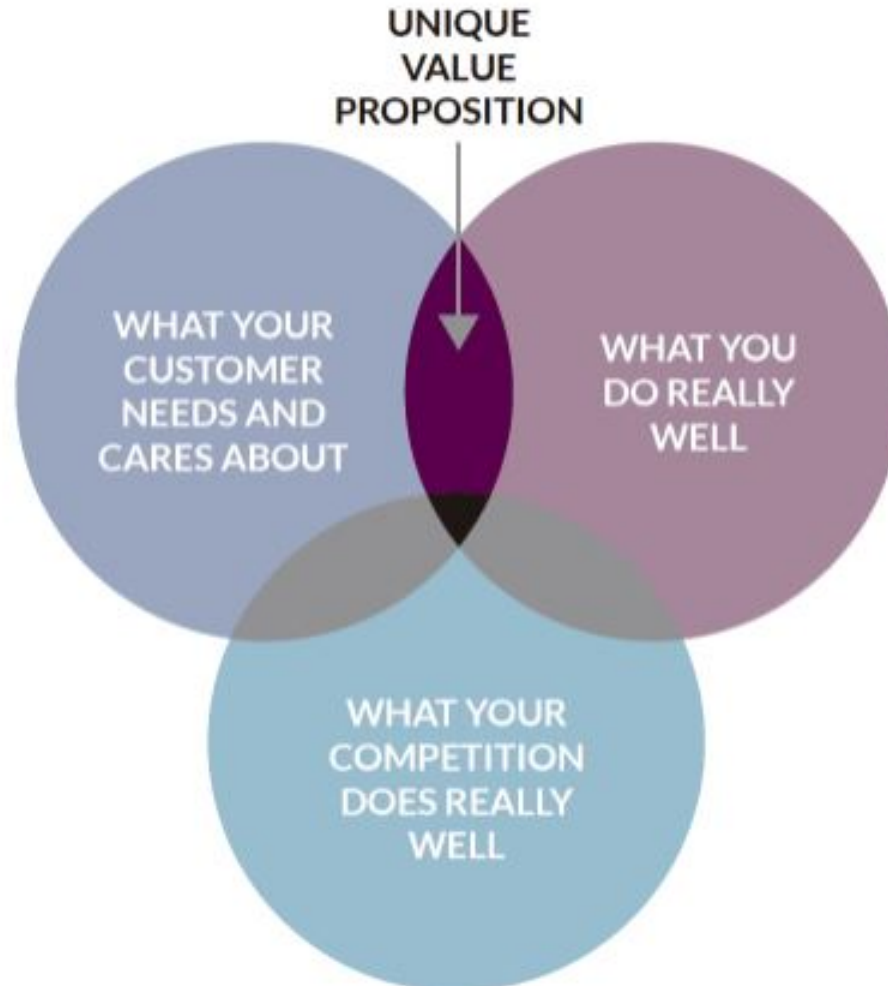
1. A recognizable personal brand leads to more opportunities
2. Helps to build a strong reputation
3. Evolves over time
4. Concept of brand equity



# Tips for Defining Your Personal Brand

- Understand yourself
  - What drives me? Where do I excel? What do I find most interesting? What impact do I want to make?
- Define your unique value proposition
  - Know your strengths and talk about them
- Examples

# Unique Value Propositions



# UVP Examples

- The Smartest Way to Get Around
- \_\_\_\_\_ Makes it Downright Pleasant to Work Together
- Stress-free Meals
- We Bring Fashionable, Affordable Eyewear to Everyone
- \_\_\_\_\_ exists to create a world where anyone can belong anywhere, providing healthy travel that is local, authentic, diverse, inclusive and sustainable.

# Defining Your Audience

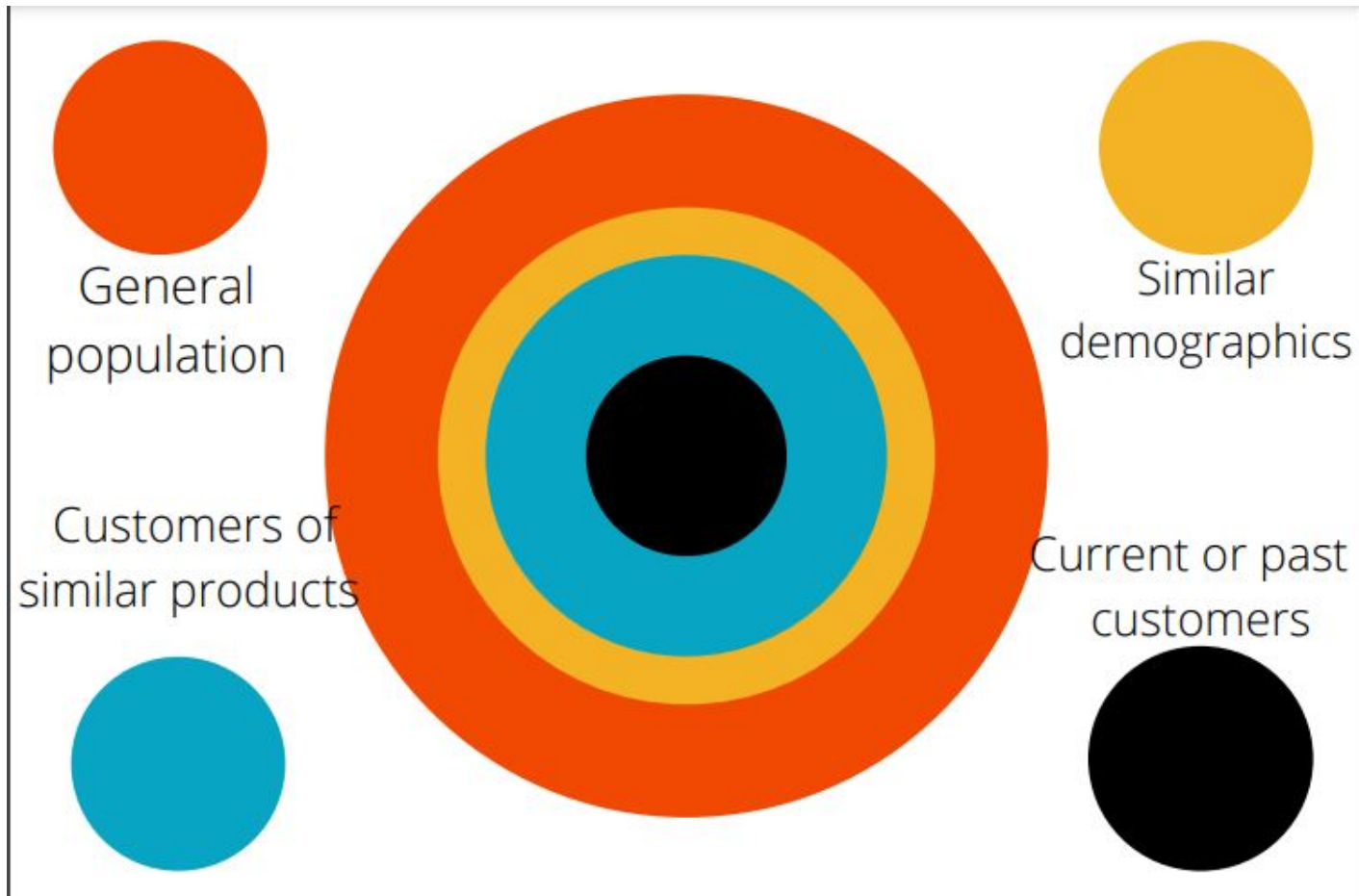
1. You don't need to appeal to the masses!!



# Defining Your Audience

1. You don't need to appeal to the masses
2. Define your niche—work to appeal to that target
3. Engage your target in ways that work for them
4. Concentric circles target definition
5. Lookalike marketing

# Target Definition



# Reaching Your Audience

- Personal website—make sure it reflects your brand
- Social profiles
- Highlights accomplishments, links to showings, events, press
- Maintain professional quality w graphics
- Consider podcasts, videos, YouTube, webinars etc.
- Cooperative efforts

# Maintaining Your Audience

- Actively engage your audience—post content, events, opportunities
- Slowly build a following and develop an actionable database
- **CONSISTENCY!**



# Consistency



# CRM

- What is CRM
- Value of existing customers
- Capture all engagements
- Refreshing list is ongoing need
- Don't waste interactions
- How to start?

# Value of Existing Customers

The Value of an

## Existing Customer



“ In a perfect world, it's both and everything in between. In the real world the general marketing rule is that retention is a lot more cost effective than acquisition. ”

Carrie Johnson, Forrester Research  
On which is more important: keeping existing clients thrilled or wooing new consumers

### Customer Retention vs. Customer Acquisition

6 to 7

number of times more costly it is to acquire a new customer than retain an existing one

50%

amount customer attrition rates could reach if left dormant over a 5 year period

5 to 95%

amount of increased profits that can come from boosting customer retention rates by as little as 5 percent

Source: <http://www.businessfastforward.com/small-business-marketing-strategies/customer-retention-vs-customer-acquisition/> (Frederick Reichheld of Bain & Company)



# How to Start

- Focus on the WHO not the WHAT
- Off the Shelf
  - <https://blog.fracturedatlas.org/best-crms-for-artists-creatives>
- DIY
  - Caution
  - <https://www.nutshell.com/blog/custom-crm-drawbacks>

# Questions?

Thank You