

# **Web Marketing Analysis**

Purple Rose Theatre

<http://www.purplerosetheatre.org/>

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## Executive Summary

INP Associates was contracted by the Purple Rose Theatre to perform an analysis of the PRT's current web marketing strategy to determine potential improvements to current strategies and to discover new advertising methods focusing on the following:

- Increasing ticket sales
- Increasing contributions and donations
- Build building awareness of upcoming performances
- Creating and supporting a community of theatre enthusiasts

During the course of the analysis new strategies and improvements to existing practices were discovered including:

- **The re-development and expansion of a functional blog.** Potential improvements to the PRT's on site blog have been identified including the addition of reader interaction functionality, expanded content development, and off-site content promotion.
- **The expansion of new and existing social networking and bookmarking practices.** Social bookmarking and networking sites have identified as underused or ignored altogether by the current web marketing strategy. Suggested future practices and recommended changes to current social media have been provided.
- **Developing a Google AdWords campaign for search engine marketing.** A search engine marketing campaign has been developed to help meet the stated goals of the PRT including key phrase identification, AdWords text ads creation, and corresponding landing page wireframes development.
- **Development of banner advertisement marketing.** Potential targets for banner advertisements and suggested best practices have been provided.

Detailed recommendations have been provided within document. Landing page mock-ups are presented in the appendix to this document.

# Social Media

## Current Social Media Campaigns

### Blogging

A properly formatted blog could not be located for the PRT. While the site contains pages that are referred to as a blog articles, these pages are lacking in key functionality that can help drive large amounts of traffic back to the site and encourage meaningful conversations with users.

### Recommendations

- **Create a functional blog and implement it into the current site layout and social media campaign.** The content currently found under the “From our blog/Recent news” pages should be incorporated into a functional blog format that includes a section for user comments, search functionality, and social sharing functionality.

A well-crafted and informative blog can be an excellent way to keep interested parties informed of upcoming productions and company news. A blog can also provide an avenue for discussion for the public about topics relevant to the PRT. Financial supporters and those invested in the local community could use the blog to keep informed of company news and activities.

The most successful blogs contain articles that are directly related to a company or company’s industry, are updated with some level of frequency, and provide deeper insight into the topics they are covering.

Blogs tie in directly with web marketing in a number of ways. A blog article can be the target landing page for a tweet or a link found in a Facebook posting, and can provide deeper examination of a particular topic. They can also be the target from social news sites such as Digg.com or Reddit.com. For example, a blog could be used to raise awareness of a new fundraising campaign for the theatre.

Well-written and informative blog postings often are republished by other bloggers or news media and have the potential to drive huge amounts of traffic to a site. An RSS feed is often used to allow users to easily subscribe to a blog and receive notifications when new content is published. Articles can be tagged to help users navigate to topics they are interested in such as fundraising or educational events.

Article topics should be continually rotated so that content seems fresh. A good strategy is to have two or three contributors writing articles about their fields of expertise. For example the Artistic Director for the theater could focus on why a particular stage play has remained culturally relevant throughout the ages. A Marketing Director could contribute articles about the joys and frustrations associated with fundraising. It is also recommended that Jeff Daniels

himself contributes some content to the blog. These articles could revolve around the purpose of the theater in general and its role in the community. Content generated by highly influential or famous people is typically very interesting to users.

### **Possible Blog Article Themes**

- News regarding fundraising strategies, events, and other topics that draw potential financial donors to the site.
- Articles that expand on and offer in-depth information on upcoming productions and past productions, actors, directors, and stage plays. These articles will help to draw readers interested in attending productions at the theater to make ticket purchases. They can also serve as a source of event information for local and regional news media and have the potential to be re-published in on other blogs, Facebook walls, and Tweets.
- Articles about other theater, acting, or script writing related topics in the Chelsea, Washtenaw County, and Southeast Michigan area. By establishing the PRT as a quality source for information about the live theater culture in South-East Michigan, the theater can position itself as a focal point of the performing arts community. Users will continue to return and may become advocates of the performing arts and of the theater itself.

### **Facebook**

Facebook is a highly influential medium for web marketing in part due to the user's ability to easily share information among their social network.

The PRT's Facebook page is quite active and does an adequate job of fulfilling the primary goal of any organization's Facebook account, which is fostering conversations with its users. However, possible improvements have been identified.

### **Practices to Continue**

- **Email list sign up on the Facebook welcome page.** Users that join the list receive discounts on some days as well as options for setting the kind of updates a member will receive in their email. There is a link to the "onstage" page of the site that provides information about the current production, as well as a call-to-action to buy tickets to the production.
- **Providing quality, detailed information.** The theater's information section on Facebook is quite detailed and provides quality information for the theater. However, direct links to the current events pages of the website and ticket purchasing pages are missing and should be added.

- **Advertising discounts and deals.** Deals are offered through PRT's Facebook page; however, recommendations have been made below to improve on this practice.
- **Many pages on the PRT's website contain Facebook functionality.** While missing from some pages, the site does make use of Facebook 'like' buttons and provides a link to the welcome page for the PRT Facebook account in the foot of the PRT's website.

## Recommendations

- **There are limited ways on the site to share specific information with Facebook.** The website provides limited ways for a person to share information about specific events, news items, photos, etc., and often forces users to copy the URL of the page and paste it to their wall. This is an unnecessary task considering Facebook provides easy ways to share specific content that can be customized to display targeted text and images. While some pages do include a 'like' button, this functionality is lacking from other key areas. Facebook 'like' and 'share' buttons that promote specific content should be added to several locations on the site including:
  - Featured artist pages
  - Blog posts
  - Production Spotlight pages
  - Pages promoting donations to the theater, how to become a sponsor, and fundraising events

By providing tools to share unique and fresh content, Facebook users will not only have direct access to landing pages that generate income and 'buzz' for the theatre, but it will also help 'fans' of the theater keep up to date about the latest news and happenings. More information on including 'like' and 'share' buttons can be found here:  
<http://developers.facebook.com/docs/share/>.

- **Direct links to current events and ticket purchasing pages are missing from the 'Info' section of the Facebook page.** While the 'Info' page does link to the PRT's home page, many users may be expecting to find direct links to current productions and ticket purchasing pages. Adding these links to an appropriate window will help to drive users to point-of-sale content pages and can potentially increase the conversion rate for these pages.
- **The \$5 discount for the 2011-2012 season in the 'deals' section is no longer available.** This may serve to frustrate some users and should be removed if it is no longer going to be offered. If the theater intends to continue some kind of promotion, as indicated in the comments of the 'deal', then a more specific approach should be taken. The PRT should consider providing a discount for specific shows rather than a seasonal discount. This will not only help to promote new and ongoing productions, but also provide more opportunities for bloggers, journalist, and others to link directly to the deals.

- **Titles on the 'Events' section are unclear about their content.** The titles of events are vague and do not indicate to the user if the event is a play or an actor's workshop. This is repeated again when an event is shared by a user. While the original user, having been on the PRT event page, will understand when this event relates to, their followers viewing their Facebook walls will have little to no reference for the information. When possible, an attempt should be made to accurately describe the type of event that is being promoted. For example, "White Buffalo" could be changed to "Purple Rose Theater presents: Don Zolidis' production of 'White Buffalo'". "Teen Intensive" could be change to "Teen Intensive: An Acting workshop for young adults". Both of these examples provide far better context of what the events are about and will likely generate higher click through rates from users.
- **The welcome page is sparse and immediately asks the users to provide personal information.** New users and those unfamiliar to the PRT may be discouraged by the lack of information about the theater may exit the page without providing their information in the email list form. By not explaining what the theater does users are left wondering what kind of theater the PRT is, what kind of events take place there, and what its mission is. A short introductory paragraph explaining what the theater does will help encourage users to interact with the page. In addition, users that are already familiar with the theatre may benefit from having direct links to current productions and avenues to buy tickets.
- **Wall postings are lacking backlinks to events and ticket purchasing portals.** While the moderator of the Facebook page is active in both posting new content on the PRT's wall and continuing conversations in the threads of the posts, there is a lack of providing users with direct links to the PRT events pages themselves. The lack of these paths forces the users to search this content out for themselves, either through a search engine or seeking out the PRT's website. Providing users with direct access to point-of-sale landing pages will greatly improve the sales of tickets online.

## Twitter

No Twitter account was found for the PRT.

Twitter is a powerful tool that allows organizations to rapidly share news items and announcements. While similar to Facebook in the aspect that users can share, or "re-tweet" a submission, Twitter is less about creating a dialog with users, and more about viral promotion of news items and articles.

By design, Twitter limits the length of content to a few short sentences at most. Tweets act more as 'information blasts' rather than providing content-dense articles. Oftentimes tweets are used to drive users to blog articles, deals, and news items on an organization's website or to other more content-rich locations on the web.

## Recommendations

- **Create a Twitter account with the user name “PurpleRoseTheatre”.** The profile page should be customized to reflect the overall branding of the PRT and should include logos and images representative of what the theater does.
- **Locate and follow other profiles in the local community, theater and performing arts world, cultural news organizations, etc.** An excellent way of informing organizations that a Twitter account has been created for the PRT is to become followers of their Twitter accounts. Twitter sends notifications when a new user is following a user’s tweets and can result in an immediate reciprocal subscription. A constant effort should be made to discover potential new connections within relevant circles.
- **Share tweets that promote “Just-in-time” events.** Given the rapid pace of a typical user’s twitter feed, standard marketing tactics are not the best approach in relation to microblogging. Tweets should retain an in-the-moment feel and should attempt to drive traffic to brand new content. Twitter also allows users to tag other twitter users and events within a posting alerting their followers that they have been mentioned in a tweet. Examples of quality tweets could be:
  - An announcement that tickets for a production have just gone on sale and the first 20 purchases receive some form of a discount. Tags could be added for the name of the production, director, etc.
  - Pictures from a fundraising event currently in progress with tags of influential persons in attendance.
  - A post regarding an insightful blog entry just posted from key members of the PRT staff.

## YouTube

While the PRT makes use of YouTube video posting service, potential improvements to the scope of this marketing segment have been identified.

## Recommendations

- **Produce video content with more substance.** Many of the videos posted on the PRT’s YouTube channel are no more than simple still image slide-shows that do not offer much context as to what the subject of the video is or its importance and relevance to the PRT. This type of content is of little interest to those not directly involved with the subject and does not tend to gain much viral momentum among users that do not have a vested interest in watching.

A more developed approach to producing video content would greatly assist the PRT in achieving its stated marketing goals. As with any other form of published content, these videos



must provide some level of value to the viewer in exchange for their time. Content should be of high-quality to reflect the production values of the theatre itself. Suggestions for future video submissions would be:

- Interviews with playwrights, directors, and actors associated with an upcoming or current production. Reaching entertainment journalists and bloggers with this type of content could increase the buzz surrounding the event and potentially improve ticket sales.
- Video spots that include key members of the performing arts and community speaking about the importance of supporting the arts in South-East Michigan.
- Promotional videos about the various classes and workshops the theatre hosts. These can include interviews with instructors as well as past participants that have gone on to successful careers in the performing arts.
- Professionally shot videos of opening night parties that include interviews with the casts, writers, directors, Artistic Director of the theater, and known members of the local community with praise for the production and the theatre in general.
- Behind the scenes footage and interviews with the set designers and technical crew of complicated productions.
- **Increase visibility of content on YouTube.** The overall views for many of the clips on the YouTube channel are very low. An effort should be made to promote new content across other social media platforms such as Facebook and Twitter. Video content should also be included, where relevant, on the PRT website itself. Doing so will not only actively create more views, but can also be re-posted or shared through various social media channels.

### **DIGG, Reddit, Delicious and Other Social Bookmarking**

Social bookmarking sites and news aggregators offer the potential to target extremely specific communities for relatively little cost. When executed properly, posting quality content to sites like Reddit or DIGG can produce a viral effect for a company or organization.

The opposite effect can occur if a company fails to respect the social rules of these communities; promotion of a sub-par product or service and can lead to an explosion of negative feedback. It is highly recommended that the person submitting content to these sites has spent time vetting the type of submissions, user reactions, format, and overall tone of a community beforehand.

## Recommendations

- **Create and take part in discussions within targeted ‘sub-reddits’ on Reddit.com.** The following sub-reddits have been identified as relating to the PRT or the performing arts in general. Contributing quality content and links to these communities can greatly impact the visibility of the PRT’s events, promotions, and activities. When posting content, do not attempt to directly market to users as the Reddit community is often times hostile to this approach. Instead an attempt should be made to submit content that is interesting, relevant and creates a dialogue within the comments section of the posting.
  - <http://www.reddit.com/r/Theatre/>
  - <http://www.reddit.com/r/Props/>
  - <http://www.reddit.com/r/musicals/>
  - <http://www.reddit.com/r/theater/> (a separate sub-reddit from r/Theater)
  - <http://www.reddit.com/r/staging/>
  - <http://www.reddit.com/r/Michigan/>
  - <http://reddit.com/r/AnnArbor>
- **Create a sub-reddit for the PRT called ‘PurpleRoseTheatre’.** By creating its own community on Reddit.com, the PRT can attract users interested in the activities of the theater specifically and provide them with a place to post their own PRT related experiences. Unlike the more general sub-reddits listed above, the PRT’s sub-reddit content can contain more direct marketing content as users will be expecting to see links to discounted tickets for shows and announcements about fundraising. When moderating the sub-reddit, negative comments and posts regarding the PRT or its activities should be allowed. The removal of negative content will quickly lead to backlash from the members of the community. Instead, negative posts should be treated as a way to open up a discussion and attempt to resolve conflict or misunderstandings.
- **Have important staff members participate in ‘r/IAmA/question and answer sessions.** With over a million subscribers, the ‘r/IAmA’ community is one of the largest and most popular sub-reddits on Reddit.com and serves as a place where users ask no-hold-barded questions of people with unique stories or backgrounds. Celebrities have often taken part in these question and answer sessions with mixed results. If a celebrity is clearly using the post to promote a film, book, or product, users will quickly become angry and react very negatively. Instead, an r/IamA post should be viewed as a way to connect directly with fans. Topics discussed should be directed by the users not the original poster.

This can be a time intensive activity. Posters should expect to dedicate at least an hour to two or more to answering questions and following up with user’s responses.

Potential 'r/lamA' post titles could be:

- *I am actor/writer Jeff Daniels, from Dumb and Dumber, AMA*
- *I am the marketing Director for the Purple Rose Theater in Chelsea MI, AMA*
- *I am the Artistic Director for a theater founded by Jeff Daniels, AMA*

Reddit provides an optional text area for the poster to offer more background information about themselves and why they are taking part the question and answer and can be used as a place to gently promote the theater itself.

- **Submit content to DIGG.com.** While the popularity of DIGG.com has lessened in recent years, it is still viewed as an influential method to reach bloggers and other interested parties. As users can submit content, vote and comment on postings, DIGG is similar to Reddit but can be used in a less hands-on approach. Communities are far less personalized and require much less understanding of the socially accepted practices.
- **Submit content to Delicious.com.** Delicious is a popular social bookmarking site that allows users create their own custom tags to describe submitted content. Similar content can be located through these descriptive tags and saved by users to view at a later date. However, because of this, Delicious is far more difficult to use as a tool to target interested parties.

Content submitted to Delicious should have careful thought given to the tag keywords attached to it. Tags that are too broad run the risk of being buried under the large amount of new content posted to the sitet. On the other hand, tags that are too specific will not be grouped within relevant tag groups.

# Search Engine Marketing

## Overview

Search engine marketing consists of developing ads that are targeted to specific search queries performed within a search engine. Ads are displayed when a user enters a matching keyword, matching phrase, or an exact match of words that the ad or group of ads are set to trigger for. Ads appear within the search results page usually at the top and sides of the organic search results lists.

The three major search engines, Google, Yahoo, and Bing, have some form of targeted ad placement on their search engine results pages. Google's AdWords system targets a far greater number of users and is more customizable than the other two so therefore this marketing strategy will only focus on developing a campaign within this tool.

The total cost of a Google AdWords campaign is determined by the campaign managers and functions on a pay-per-click format. A maximum amount of money that is to be spent per-day is set by the campaign manager. As user click on displayed ad, money is removed from this total until the limit has been reached.

Ad display positions are determined through an auction system where campaign managers indicate the maximum amount of money they are willing to spend on a key word or phrase. Those with the highest bid for a keyword will generally receive a better position in the AdWords results, although other factors like the Google quality score for the keyword are taken into account.

Google quality score is an important factor in getting ads to rank well and can also influence the overall cost of a campaign. Higher quality scores for a keyword lower the cost-per-click of a keyword and will influence how often an ad is displayed. The quality score is based on several factors including:

- How often an ad is clicked after searching for the keyword
- The age and overall quality of click through rates
- The click through rate for specific landing pages
- The quality of landing pages
- How relevant a keyword is to an ad and ad group
- The performance of an account in a targeted geographical location

With a new campaign, the quality score for most keywords will be very low. As the account matures and strategies are improved, quality scores will begin to rise and therefor produce better results.

## Campaign Strategy

### Keywords and Ad Groups Overview

The follow keywords and ad group lists were developed to focus on the four stated goals of the Purple Rose Theatre.

- Increase ticket sales for events
- Increase contributions and donations to the theatre
- Build awareness of their upcoming performances
- Create/support a community of theater enthusiasts

Keywords and phrases were selected based on their amount of search volume, competition with other AdWords users, and the price-per-click.

Keywords and phrases have also been assigned a matching type to precisely target specific search queries and to limit the amount of unwanted clicks from users searching for non-related information. Negative keywords, words and phrase queries that will exclude the PRT's ads from being displayed have also been identified. The matching type categories are:

- **Broad:** Ads will be triggered when a key word or similar phrase is searched by a user
- **Phrase:** Ads will be displayed when a matching phrase is searched. If the ad trigger key phrase is "theatre tickets" and user's search query is "Theatre tickets in Michigan" or "Comedy theatre tickets" the ad can be displayed.
- **Exact:** Displays only when an exact match of a keyword or phrase with no other words before or after is entered.
- **Negative:** Words or phrases that will indicate to AdWords not to display an ad. For example, since a common but unrelated search term is "movie theatre tickets" it is advisable to set keywords such as movie and cinema to a negative status.

These ads will link directly to newly created landing pages that include a clear call-to-action and content that is relevant and specific to each ad. Research has shown that by properly optimizing landing pages, the conversation rates of users will increase dramatically.

Wire-frame mock-ups of landing pages that correspond to each ad have also been developed and are presented in the appendix at the end of this document.

## Ad Group #1: Ticket Sales

### Text Ad #1:

#### Local Theatre Tickets

Award-winning modern productions  
in South-East Michigan  
[www.purplerosetheatre.org](http://www.purplerosetheatre.org)

### Text Ad #2:

#### White Buffalo Tickets

Award-winning play opens 3/29  
Group Discount Tickets available  
[www.purplerosetheatre.org](http://www.purplerosetheatre.org)

### Ad Group #1 Keywords

Key Phrase	Matching	Competition	Local Monthly Searches	C.P.C.	Ad
contemporary plays	broad	0.09	5400	0.53	Ad #1
dramatic plays	broad	0.13	6600	0.73	Ad #1
independent plays	broad	0.04	590	1.15	Ad #1
independent theater	broad	0.03	8100	1.78	Ad #1
independent theater	broad	0.04	1600	1.25	Ad #1
plays	exact	0.16	4090000	0.87	Ad #1
theatre play	phrase	0.25	246000	0.87	Ad #1
theatre plays	phrase	0.23	823000	0.97	Ad #1
theatre tickets	phrase	0.65	110000	1.31	Ad #2
play tickets	broad	0.65	5400	1.62	Ad #2
buy play tickets	phrase	0.44	1000	1.92	Ad #2
buy theater tickets	phrase	0.48	2900	0.98	Ad #2
buy theatre tickets	phrase	0.49	2400	1.09	Ad #2
white buffalo tickets	exact	-	-	-	Ad#2
don zolidis	phrase	0.01	1000	0.92	Ad#2
<b>Group Negative Phrases</b>					
movie	negative				
cinema	negative				
film	negative				
movies	negative				

## Ad Group #2: Donations

### Text Ad #3:

#### Support Performing Arts

Independent theatre needs your help  
Support the Theatrical Arts in MI  
[www.purplerosetheatre.org](http://www.purplerosetheatre.org)

### Ad Group #2 keywords

Key Phrase	Matching	Competition	Local Monthly Searches	C.P.C.	Ad
501c3 donations	broad	0.42	1300	4.74	Ad #3
art funding	broad	0.39	18100	2.34	Ad #3
art sponsor	broad	0.15	1300	1.16	Ad #3
art sponsorship	broad	0.17	1000	1.27	Ad #3
art support	broad	0.12	9900	1.48	Ad #3
arts charities	phrase	0.57	720	1.81	Ad #3
arts funding	broad	0.32	22200	2.72	Ad #3
arts sponsorship	broad	0.18	1900	1.07	Ad #3
fund art	broad	0.21	12100	1.76	Ad #3
funding for the arts	exact	0.32	22200	2.61	Ad #3
funding the arts	exact	0.32	22200	2.71	Ad #3
non-profit arts	phrase	0.42	4400	2.45	Ad #3
non-profit theater	phrase	0.28	1600	2.23	Ad #3
sponsor opportunities	broad	0.3	2900	1.82	Ad #3
<b>Group Negative Phrases</b>					
painting	negative				
film	negative				
dance	negative				
sculpture	negative				

### Ad Group #3: Upcoming Productions

**Text Ad #4:**

[Plays in Michigan](#)

Enjoy a night at the theatre!

Modern stage plays in SE Michigan

[www.purplerosetheatre.org](http://www.purplerosetheatre.org)

### Ad Group #3 keywords

Key Phrase	Matching	Competition	Local Monthly Searches	C.P.C.	Ad
theater plays in	exact	0.19	1000000	0.95	Ad #4
new plays	phrase	0.48	246000	1.08	Ad #4
stage plays	phrase	0.26	110000	0.9	Ad #4
play tickets	phrase	0.75	74000	2.03	Ad #4
modern plays	broad	0.07	8100	0.81	Ad #4
plays in michigan	broad	0.17	4400	0.75	Ad #4
upcoming plays	plays	0.34	2900	0.79	Ad #4
local plays	phrase	0.32	2900	0.97	Ad #4
independent plays	broad	0.04	590	1.15	Ad #4
new stage plays	phrase	0.34	12100	1.39	Ad #4
<b>Group Negative Phrases</b>					
movie	negative				
cinema	negative				
film	negative				
movies	negative				
Broadway	negative				



#### Ad Group #4: Community Building

##### Text Ad #5:

##### Michigan Acting Classes

Audition Boot Camp Workshop -

Get ready for audition season!

[www.purplerosetheatre.org](http://www.purplerosetheatre.org)

##### Text Ad #6:

##### Community Theatre Tours

Get involved with local theatre

Free tours and Group Readings

[www.purplerosetheatre.org](http://www.purplerosetheatre.org)

#### Ad Group #4 keywords

Key Phrase	Matching	Competition	Local Monthly Searches	C.P.C.	Ad
acting class	broad	0.8	110000	4.32	Ad #5
acting course	broad	0.83	60500	4.32	Ad #5
actor studio	broad	0.1	22200	2.58	Ad #5
acting workshop	broad	0.47	14800	3.94	Ad #5
acting studio	broad	0.37	14800	3.79	Ad #5
actor class	broad	0.59	9900	4.36	Ad #5
actor workshop	broad	0.34	5400	3.84	Ad #5
actor course	broad	0.68	3600	4.39	Ad #5
performing arts	phrase	0.19	823000	1.13	Ad #6
performing arts center	phrase	0.13	450000	0.52	Ad #6
community theatre	phrase	0.1	135000	0.66	Ad #6
stage plays theatre	broad	0.27	90500	1.03	Ad #6
local theatre	phrase	0.14	60500	0.54	Ad #6
community theatres	phrase	0.09	49500	0.66	Ad #6
script writing class	broad	0.85	2400	6.29	Ad #6
script writing workshop	broad	0.82	1600	6.27	Ad #6
<b>Group Negative Phrases</b>					
painting	negative				
dance	negative				
sculpture	negative				

## **Designated Market Areas**

Google AdWords allows for extremely specific regional targeting of advertisements. By assigning a designated market area for an ad or ad group campaign can exclude markets with a low potential for conversion from receiving paid search engine advertising. By limiting advertisements to key target markets, a campaign can greatly increase the CRT and lower the cost of SEM overall.

The PRT, being a regional theatre, should primarily focus on the south-east Michigan area. Major population centers such as Ann Arbor, Lansing, and the Metro Detroit area should be among the DMAs included in the AdWords campaign. As the campaign progresses, data should be gathered from analytics tools such as Google Analytics to assess if the DMA focuses on too large of an area.

Ad groups can also be targeted to their own DMAs. For example, the Community Building ad group presented above focuses on a broad target audience. A user that lives in the Detroit area and is looking for acting classes may be able to find workshops much closer to their place of residence. A smaller, more locally focused DMA may be appropriate for this ad group.

The Ticket Sales and Donations ad groups focus on far less competitive markets; individual productions and patrons of the arts. It is far more likely for a theatre enthusiast living in Lansing to come to the only theatre presenting a specific show. Likewise, those wishing to support the arts care less about where a company is located, and more about the benefit they provide. These DMAs should be set to reach a larger group of users.

## **Specifying Language**

Google also allows ads to be targeted to a specific language. Since the PRT is primarily an English speaking organization that operates in a primarily English speaking region, ads should be set to display only to English speaking users.

A possible deviation for this approach might be appropriate if the theatre was to host a presentation that was written in and targeted to a non-English speaking segment of the population. However, it may be difficult to assess how many target users would be in this group.

## **Dynamic Keyword Insertion**

Google allows for advanced presentation options for ads through the use of dynamic keyword insertion.

Google's DKI allows an ad to insert a searched term into an ad's copy and then display it in a bolded font. For example, if a user was to search for 'theater tickets', a DKI could be used to display 'Discount Theater Tickets'. If a user was to search for 'play tickets', the DKI could be configured to display 'Discount Play Tickets'. The capitalization of keywords is controlled through manipulation of the DKI code inserted into an ad.

Caution must be taken however when dealing with broad-matched keywords. Google will often times display an ad triggered by a broad keyword that has been configured with DKI resulting in an ad that makes little sense. With this in mind it is advisable to only use DKI with exact matched keywords allowing for much more control over what keywords are triggered and inserted.

Since the PRT's keywords are mostly set as broad match, it is not currently advisable to implement DKI into this campaign. As the campaign progresses and the highest quality keywords are discovered, the subject of DKI can be reassessed

## Additional Marketing Options

### Banner Advertising

The use of banner ads is a common tool in many web marketing campaigns. Organizations will often pay other websites to host graphical ads that link back to landing pages for products and services. While the effectiveness of this type of marketing has diminished due to poor implementation, dishonesty on the advertiser's part, and general "ad blindness" of users, when properly implemented, these types of ad can help drive a small number of users to targeted landing pages.

The cost of a banner ad campaign is usually based on the number of time users click through (PPC) or the number of impressions (PPM, or 1000 impressions). The increases of 'banner blindness' has resulted in the PPM method to be far less profitable.

A quality banner ad incorporates the following elements into its design and deployment.

- **Presents a clear and concise message.** Ads that are overly wordy or fail to provide adequate information as to what a user will find after clicking will be ignored by users. Ads should include a short attention-grabbing headline that offers some incentive for users to click. A clear call-to-action button should also be present and use active verbiage to describe the task a user is expected to complete.
- **Provides a clear call-to-action on the target landing page.** Users must be presented with a task to complete and a simple and clearly defined method for completing the task. Banner ads that link to a home page and force the user to search for the conversion point will frustrate users and result in not only higher bounce rates for a web page by wasted revenue from the click through.
- **Proper placement within a web page.** Page placement is a key factor in increasing the visibility and CTR for a banner ad. When selecting a website to advertise on, special attention should be paid to where their current advertising is being placed. Generally, the areas directly above and below a main content section are key areas to place a banner. Smaller ads can be placed inside of a main content section with similar results. Ads that are place in the upper-right and lower-left of a page generally tend to perform poorly. Likewise, ads that are placed below the footer of a page are also poor performers since they are often time never seen.
- **Follows similar design conventions of the site an ad will appear on.** Ads that are overly styled to draw attention run the risk of being quickly identified as an advertisement and will be ignored by users. An attempt should be made to strike a balance between the visual structure of a webpage and the need to draw attention to the ad. Also, many website have strict rules as to the layout and styling of advertisements they allow on their sites.

- **Includes tasteful animations to draw the user's eye to the ad.** Movement within an ad will greatly increase the visibility and in turn the CRT for banner ads, however, movement should attempt to be as subtle as possible. Avoid excessively long animations as large files may not load in time for users to view them.

### Potential Banner Advertisement Locations

The following websites have been identified as being possible locations for the PRT to place banner ads. These sites were selected for their relevance to the theater and its activities.

- **Ann Arbor News** (<http://www.annarbor.com/events/t/arts-entertainment/>)
- **Mlive.com** (<http://www.mlive.com/entertainment/ann-arbor/>)
- **Yelp**  
([http://www.yelp.com/search?cflt=arts&find\\_desc=&find\\_loc=Downtown+Ann+Arbor%2C+Detroit%2C+MI](http://www.yelp.com/search?cflt=arts&find_desc=&find_loc=Downtown+Ann+Arbor%2C+Detroit%2C+MI))
- **Detroittheater.org** (<http://www.detroittheater.org>)
- **Detroit Free Press** (<http://www.freep.com/section/ENT/Entertainment>)

The PRT is currently running banner ads at Current Magazine's website, however, these ads are not optimized in compliance with the guideline above. A redesign for this advertisement is highly recommended.

## Email Marketing

The PRT currently has a customizable email marketing strategy in place. Users are able to subscribe to the list and select personalized options as to what kind of content they wish to receive.

The customizable content options for the list include:

- PRTC Newsletter
- Special Events
- Classes & Auditions
- Discount Offers
- Premiere Script Catalogue
- Volunteer Opportunities
- Education & Outreach


While the theatre is very active in promoting the list and offers users several methods of subscribing including the Facebook welcome page and sign-up fields at the bottom of every page on the website, some improvements can be implemented.

## **Recommendations**

- **Include an option for donators and contributors in the email sign-up form.** Notably missing from the sign-up list is a category for charitable giving and donors. While this content may fall under the newsletter or the special events it may be beneficial to include a separate group that can be targeted specifically in the future. While it is likely that the amount of users subscribing to this content will be far fewer, the ones that do will be far more likely to be the type of person that make contributions.
- **Create email marketing that links to unique landing pages.** By specifying a unique landing page from a call-to-action in an email, the PRT could accurately track the effectiveness of its marketing campaigns. Analytics can be performed that would indicate how many users clicked through from a specific email group and successfully completed an intended task. Creating task orientated landing pages also helps guide users directly to the content they are interested in.

## Appendix

### Ad #1

Global Navigation		
THE <b>PURPLE ROSE</b> THEATRE COMPANY		
2011 - 2012 PRODUCTION SEASON		
<p><i>Production image with overwritten text</i></p> <p><b>White Buffalo</b> World Premiere by Don Zolidis Directed by Guy Sanville March 29, 2012 through June 02, 2012</p> <p><b>GET DISCOUNT TICKETS</b></p> <p>   Tweet  +1  Like</p> <p>When Carol Gelling discovers that a buffalo born on her farm is pure white, she thinks it's nothing more than a curiosity. She soon learns that the birth of the white buffalo fulfills an ancient Sioux prophecy -- the coming of peace on earth and unity of mankind.</p> <p>Almost overnight, her small farm becomes a hotbed of spiritual outpouring -- from Native American pilgrims to the Dalai Lama. When a mysterious businessman offers to buy the calf, Carol must decide whether the white buffalo signals the end of her financial hardships or the beginning of her own spiritual enrichment.</p> <p><b>Winner of the 2004 Princess Grace Award for Playwriting and the 2011 Edgerton Foundation New American Play Award</b></p> <p><a href="#">More info</a></p>	<p><i>Production image with overwritten text</i></p> <p><b>On Golden Pond</b> An American Classic by Ernest Thompson Directed by Guy Sanville June 21, 2012 through September 01, 2012</p> <p><b>GET DISCOUNT TICKETS</b></p> <p>   Tweet  +1  Like</p> <p>This charming love story follows Ethel and Norman Thayer as they return to their summer home in Maine. Their respite is interrupted by the unexpected arrival of their estranged daughter, her fiancé, and his teenage son.</p> <p>Over the course of the summer, an unlikely friendship develops between Norman and the boy, which sparks a renewed zest for life in the Thayer family. In the twilight years of marriage, Ethel and Norman rediscover the joy and romance of every day living.</p> <p><a href="#">More info</a></p>	
<p><b>Contact</b> Box Office: 734.433.7673 Business Office: 734.433.7782 Email: <a href="mailto:info@purplerosetheatre.org">info@purplerosetheatre.org</a> 137 Park Street, Chelsea MI 48118</p>	<p><b>Connect</b> <a href="#">youtube logo</a> <a href="#">facebook logo</a> <a href="#">RSS feed</a></p>	<p><b>Subscribe</b> <input type="text"/> <input type="text"/></p>

## Ad #2

Global Navigation		
THE <b>PURPLE ROSE</b> THEATRE COMPANY		
<b>WHITE BUFFALO</b> Winner of the 2004 Princess Grace Award for Playwriting and the 2011 Edgerton Foundation New American Play Award		
 <p><i>Production image</i></p>	<b>White Buffalo</b>  OPENS MARCH 29TH 2012  <b>World Premiere by Don Zolidis</b> <b>Directed by Guy Sanville</b> <b>March 29, 2012 through June 02, 2012</b>	
	<b>BUY TICKETS</b>	
<p>When Carol Gelling discovers that a buffalo born on her farm is pure white, she thinks it's nothing more than a curiosity. She soon learns that the birth of the white buffalo fulfills an ancient Sioux prophecy -- the coming of peace on earth and unity of mankind.</p> <p>Almost overnight, her small farm becomes a hotbed of spiritual outpouring -- from Native American pilgrims to the Dalai Lama. When a mysterious businessman offers to buy the calf, Carol must decide whether the white buffalo signals the end of her financial hardships or the beginning of her own spiritual enrichment.</p> <p><b>Winner of the 2004 Princess Grace Award for Playwriting and the 2011 Edgerton Foundation New American Play Award</b></p> <p><a href="#">More info</a></p>		
<b>Contact</b> Box Office: 734.433.7673 Business Office: 734.433.7782 Email: <a href="mailto:info@purplerosetheatre.org">info@purplerosetheatre.org</a> 137 Park Street, Chelsea MI 48118	<b>Connect</b> youtube logo facebook logo RSS feed	<b>Subscribe</b> <input type="text"/> <input type="text"/>



## AD #3

Global Navigation		
THE <b>PURPLE ROSE</b> THEATRE COMPANY		
SUPPORT THE PERFORMING ARTS		
<div><p><i>Donation related image</i></p><p>Support the Best in American Theatre!</p></div>	<div><p><b>HELP US ENSURE A FUTURE FOR THE PERFORMING ARTS</b></p><p>Simple to Contribute Member Benefits 100% Tax Deductable Advance Tickets and much more</p><p><b>DONATE</b></p></div> <div></div>	
<p>Your financial support is an essential part of creating nationally acclaimed, professional theatre. Your tax-deductible gift, and those of donors like you, are the means by which the Purple Rose is able to create extraordinary productions that challenge and entertain audiences; to offer finely-tuned education programs; to keep ticket prices affordable for all theatergoers; and to enrich the life of a community we all share.</p> <p>Donors like you make it all possible. Donors like you underwrite more than one-third of the production costs of each outstanding theatre season. Donors like you are at the critical heart of everything the Purple Rose accomplishes.</p>		
<p><b>Contact</b> Box Office: 734.433.7673 Business Office: 734.433.7782 Email: <a href="mailto:info@purplerosetheatre.org">info@purplerosetheatre.org</a> 137 Park Street, Chelsea MI 48118</p>	<p><b>Connect</b> youtube logo facebook logo RSS feed</p>	<p><b>Subscribe</b> <input type="text"/> <input type="text"/></p>

## AD #4

Global Navigation

# THE **PURPLE ROSE** THEATRE COMPANY

2011 - 2012 PRODUCTION SEASON

*Production image with overwritten text*

## White Buffalo

World Premiere by Don Zolidis  
Directed by Guy Sanville  
March 29, 2012 through June 02, 2012

TICKETS START AT  
\$25.00

**BUY TICKETS**

 Tweet   Like

When Carol Gelling discovers that a buffalo born on her farm is pure white, she thinks it's nothing more than a curiosity. She soon learns that the birth of the white buffalo fulfills an ancient Sioux prophecy -- the coming of peace on earth and unity of mankind.

Almost overnight, her small farm becomes a hotbed of spiritual outpouring -- from Native American pilgrims to the Dalai Lama. When a mysterious businessman offers to buy the calf, Carol must decide whether the white buffalo signals the end of her financial hardships or the beginning of her own spiritual enrichment.

**Winner of the 2004 Princess Grace Award for Playwriting and the 2011 Edgerton Foundation New American Play Award**

[More info](#)

*Production image with overwritten text*

## On Golden Pond

An American Classic by Ernest Thompson  
Directed by Guy Sanville  
June 21, 2012 through September 01, 2012

TICKETS START AT  
\$25.00

**BUY TICKETS**

 Tweet   Like

This charming love story follows Ethel and Norman Thayer as they return to their summer home in Maine. Their respite is interrupted by the unexpected arrival of their estranged daughter, her fiancé, and his teenage son.

Over the course of the summer, an unlikely friendship develops between Norman and the boy, which sparks a renewed zest for life in the Thayer family. In the twilight years of marriage, Ethel and Norman rediscover the joy and romance of every day living.

[More info](#)

### Contact

Box Office: 734.433.7673  
Business Office: 734.433.7782  
Email: [info@purplerosetheatre.org](mailto:info@purplerosetheatre.org)  
137 Park Street,  
Chelsea MI 48118

### Connect

youtube logo  
facebook logo  
RSS feed

### Subscribe

## Ad #5

Global Navigation		
THE <b>PURPLE ROSE</b> THEATRE COMPANY		
<div><b>Audition Bootcamp</b> Tuesday, April 10, 2012 3 – 11 PM \$130 (includes dinner)</div>		<div><b>GET THE SKILLS YOU NEED TO NAIL THAT AUDITION</b></div> <p>Classes are forming now and will fill up. Register now to reserve your place.</p> <div><b>REGISTER HERE</b></div>
<p>Get ready for audition season with this intensive workshop! Students will receive individual feedback on monologues, cold readings, headshots, resumes and more. Taught by artistic director Guy Sanville and resident artist Michelle Mountain. Students must come prepared with two contrasting monologues, each one-minute in length.</p>		<div>      </div>
<b>Contact</b> Box Office: 734.433.7673 Business Office: 734.433.7782 Email: <a href="mailto:info@purplerosetheatre.org">info@purplerosetheatre.org</a> 137 Park Street, Chelsea MI 48118	<b>Connect</b> <a href="#">youtube logo</a> <a href="#">facebook logo</a> <a href="#">RSS feed</a>	<b>Subscribe</b> <input type="text"/> <input type="text"/>

## Ad #6

Global Navigation		
THE <b>PURPLE ROSE</b> THEATRE COMPANY		
 <p><b>Peek behind the curtain at the Purple Rose!</b></p>	<p><b>Free backstage tours offer an insider's look at running a professional theatre and provide learning opportunities for guests of all ages.</b></p> <p><b>BOOK A TOUR</b></p>	
<p>Groups of 15 to 50 visitors can enjoy a full-access tour of the theatre – including backstage areas, scene shop, business offices and more – as well as Q &amp; A with Purple Rose staff, live demonstrations of technical elements, an overview of Purple Rose history and insight into actor rituals and theatre traditions.</p>		
<p><b>Contact</b> Box Office: 734.433.7673 Business Office: 734.433.7782 Email: <a href="mailto:info@purplerosetheatre.org">info@purplerosetheatre.org</a> 137 Park Street, Chelsea MI 48118</p>	<p><b>Connect</b> youtube logo facebook logo RSS feed</p>	<p><b>Subscribe</b></p> <input type="text"/> <input type="text"/>