

# I.Introduction: Data analysis as a guideline

## A. Goal and methodology

We believe data is a core concept to succeed in applying an efficient digital strategy. Indeed, the more you know about your community the easier you can adapt your speech and your offer. With the tools available, we decided to acquire and analyse data from the Rogue Artists Ensemble Twitter account (@Rogue\_Artists). Thanks to the Twitter API and a Python program, we managed to collect the account name, location and biography of the 2778 Twitter followers.

## B. Results

We first cleaned the dataset to get the top locations. As a result, we found that most of the followers live in the USA and more than 50% are in Los Angeles, California where Rogue Artists are based. An interesting fact we found is that New York City is the 2<sup>nd</sup> top location with a growing community of around 120 individuals. We also noticed a few (more or less 30) followers living in the United Kingdom.

To extract as many insights as possible from the data, we analysed the description of the Twitter followers to link the result with the locations we found. We used a Python script with text analytics methods to count and filter the most occurring words in the follower's biography.

As we can see clearly on the data visualisation (appendix 1), Rogue Artists Twitter followers represent a very specific segment: professionals in the field of theatre. Besides these professionals seem very implicated as there are many producers and directors, even some founders and award winners.

Thanks to these insights we will first build our Real time bidding strategy to drive donations, beginning with the targets we have identified.

## C. Limits

However, we have to keep in mind that this analysis is restricted to Twitter and does not depict the full picture of Rogue Artists Ensemble community. Moreover, it is not entirely rigorous and may contain small biases or flaws, though it is not undermining the insights we found which are just tendencies.

# II.Driving more donations: real time bidding strategy

It refers to the practice of buying and selling ads in real time on a per-impression basis in an instant auction. It aims at displaying the right ad to the right person at the right time and optimize costs.

## A. Targets

Thanks to the analysis we ran, we decided to base our digital strategy on two main axes for the targets:

- **Professionals** who know well the theatre sector: they are already following Rogue Artists Ensemble. In our opinion they are more likely to offer financial support as they are aware of the financial structure of a non-profitable theatre organisation (for example that you rely on donations for more than 50% of your

benefits). Provided there are wealthy individuals in this segment, they will donate generously as they want the sector to thrive. It is even more important to communicate well and make the donation process accessible and easy to this target as it might be a good opportunity to earn great amounts.

- **Passionate theatregoers:** they are mostly based in Los Angeles and will be willing to donate after seeing your plays and understanding your needs. Hence the necessity to build a customer relationship management strategy with targeted mails before and after your plays that will trigger the donation.
- **Families:** this segment is more likely to be interested in your educational content, programs and DIY kits in exchange for donations.

We also noticed a growing **community in New York City**, well known for its Broadway Theatre. As there are already people interested in Rogue Artists from NY, it would be useful to test some ads targeted to professionals in the city, who would be interested in your work without the need of seeing your plays like families. If these ads get enough interactions it could participate in growing even more the New York community and possibly increase consequently donations.



**Los Angeles, CA** +50%



**New York City, NY** 5%



**United Kingdom** 1%

Actor/Actress Founder

**Arts/Artist**

Writer

Award-winning

Producer

**Theatre**

Director

