



Young
Audiences
Arts for
Learning

Marketing & PR Report

YES, DENYCE DOES OTHER THINGS AT
YA BESIDES DAZZLE!

Major Accomplishments 2017

- ▶ Planned and executed a successful annual gala, Dazzle MHB V.
- ▶ Registered and implemented targeted AdWords Campaigns through Google grants to take advantage of the \$10,000 monthly grant non-profits are eligible to receive and generate new leads through google search.
- ▶ Helped facilitate market research through targeted school partner surveys and phone interviews to learn about our work, brand, competitors, and customer experience. This research has helped us make more informed decisions about our work, how we communicate and what our strengths and weaknesses are.
- ▶ Worked to implement the ArtsEdNow Campaign as well as our own Advocacy efforts across multiple marketing platforms.



Young
Audiences
Arts for
Learning

Google AdWords

- ▶ As a nonprofit, through Google Ad Grants we are eligible to receive up to \$10,000 in free advertising per month – yes please!
- ▶ Paid search brings more traffic to our website.
- ▶ We created a unique landing page targeting new visitors.
- ▶ Landing page captures potential client info so we can send them a catalog and reach out to them about what they are interested in.



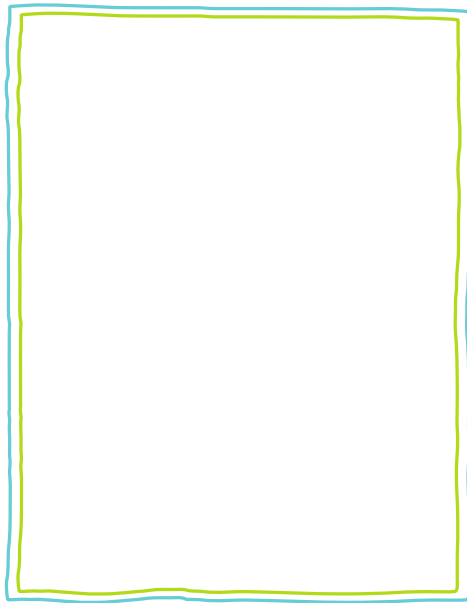
Young
Audiences
Arts for
Learning

Market Research

- ▶ Key Findings
 - ▶ YA brand is strong and school partners associate us with exceptional quality of artist programs and customer service
 - ▶ Our program prices are high
 - ▶ From students to principals, there are many stakeholders that influence the decision-making process.
 - ▶ Our catalog is still an essential part of the decision-making process.



Young
Audiences
Arts for
Learning



Name _____
Address _____
City, State, Zip _____

place
stamp
here



Creativity
to Change the World!



Young
Audiences
Arts for
Learning



ARTS **ED** **NOW**

Advocacy