E-mazing

How to really get the Web and email to reach out for your arts organization

Business Arts Council
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Agenda

- Overview of ecommerce for arts organizations.

- Panel Discussion:

  – Laura Bergman, Z Space Studio

  – Mona Baroudi, Intersection for the Arts

  – Samantha Chanse, Kearny Street Workshop

- Small Group Q&A.

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Ecommerce for Arts Organizations

Components:

- Ticket sales.

- Merchandise sales.

- Online Giving.

- Email newsletters (& fundraising).

Ticket Sales

General Issues:

- Reserved Seating vs. General Admission.

- Linked to actual seat availability & seating chart?

- Linked to online calendar?

- Will box office staff work from the online system?

  – If not, need to prevent overbooking as well as appearance of sell-out when box office is holding offline seats.
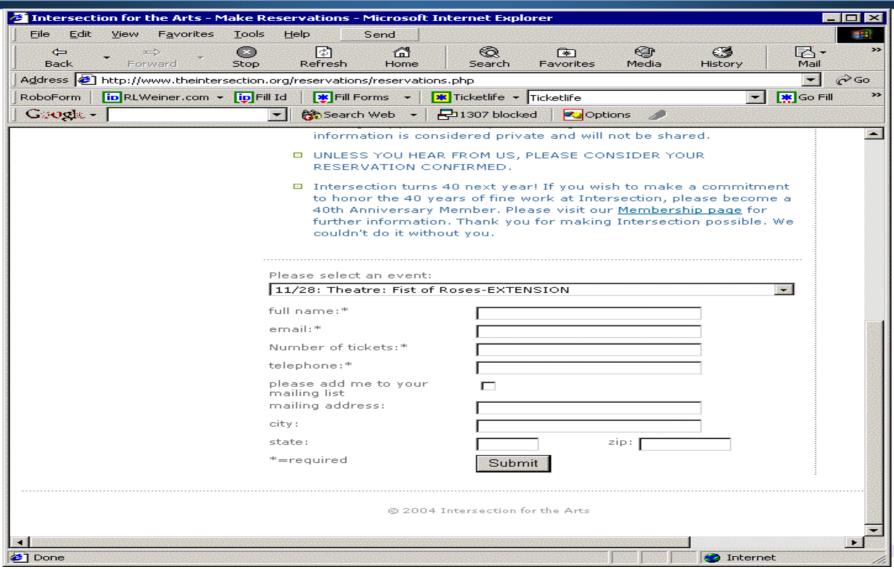
Ticket Sales (2)
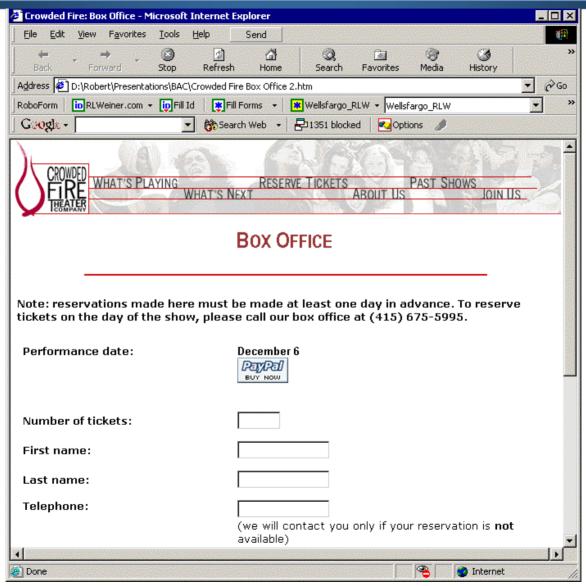
Technical Issues:

- Integration with your web site & design.

- Secure web server.

- Merchant account.

- Shopping cart (allows multiple purchases in one transaction).

- Payment gateway or credit card terminal.
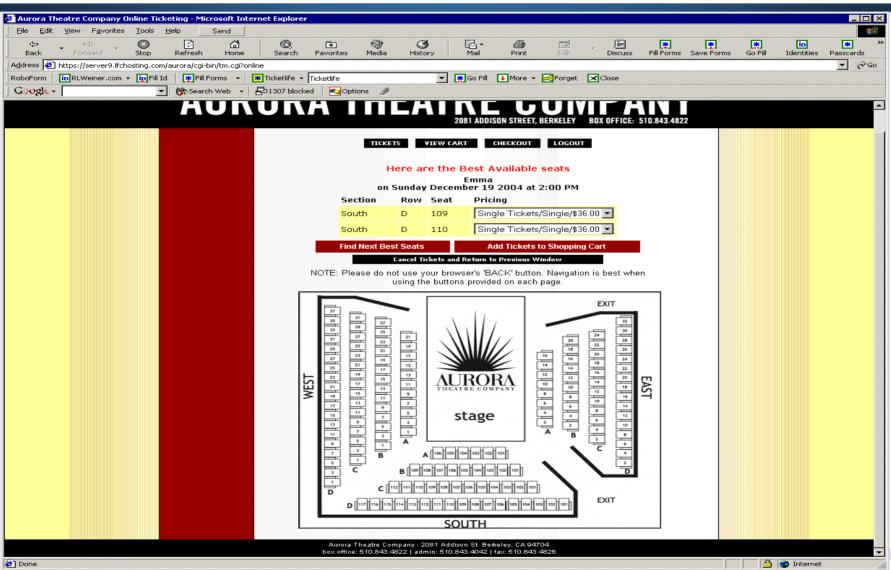
- Linkage with inventory.

- Seating chart.

Ticket Sales (3)

Ticket Sales (4)

Ticket Sales (5)

Ticket Sales (6)

Sample Vendors:

- Acteva, Sporg, Cvent – online event registration.

- Center Stage, Choice Ticketing, SeatAdvisor Box Office, Folio Box Office (Martech), Astor Street - box office software with online option.

- Ticketweb, Tickets.com – full service online ticketing.

- PayPal - no box office functions or seating inventory.

Resources:

Australian Govt. Dept. of Commerce, IT, & the Arts - *Glen Street Theater Case Study*: archive.dcita.gov.au/2001/10/ecommerce_cs/state/nsw/glen_street_theatre

Jim Royce - *Building an Online Presence for Live Theatre*: www.tcg.org/pdfs/publications/centerpiece/centerpiece_0801.pdf

TicketLife ticketing resources:

www.ticketlife.com/resources.php

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Merchandise Sales

Technical Issues:

- Integration with your web site & design.

- Secure web server.

- Merchant account.

- Shopping cart.

- Payment gateway or credit card terminal.

- Linkage with inventory.

- **Photos of merchandise.**

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Merchandise Sales (2)

Sample Vendors:

- [PayPal](#)
  - no store, inventory, or photos.

- [Yahoo Stores](#)

- [eBay Stores](#)

- [Kagi](#)

- [2Checkout](#)

Resources:

Alder Consulting - *Accepting Credit Cards Online On a Shoestring*:

www.alderconsulting.com/creditcard.html

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Online Giving

Technical Issues:

– Integration with your web site & design.

– Secure web server.

– Merchant account.

– Payment gateway or credit card terminal.

– Who is donor actually giving to?

– Secure connection to database & bank.

– Gift designation options.

– Recurring gifts.

– Receipting.

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Online Giving (2)

Sample Vendors:

- Network for Good, JustGive, PayPal.
    - Can't change design or text of giving page. Transfer of funds is delayed.

- Entango, GroundSpring, Echo-Inc, Contribute.com.
    - Control over design of giving page. Integration with your merchant account.

- Convio, GetActive, Kintera.
    - Full service: email marketing, event registration, team fundraisers, web site management, advocacy, auctions.

Resources:

Affinity Resources - *Comparison of Online Donation Services*:
www.affinityresources.com/pgs/awz55Online2.shtml

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Email Marketing (& Fundraising)

Jakob Nielsen (study of email newsletter usability):

– "E-newsletters that are informative, convenient, and timely are often preferred over other media."

– "Email newsletters are so powerful that the best of them have a future" (despite spam and information overload).

– From a study participant: "Bottom line, I'd rather (get information) in an email newsletter than in regular mail."

http://www.useit.com/alertbox/20040217.html

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Email Marketing (2)

Privacy Issues:

- Businesses generally use double opt-in. Higher education & nonprofits still tend to use opt-out.

- If you use opt-out, first email (and all subsequent) should offer it.

- Develop and post a privacy policy.
    - DMA Privacy Policy Generator www.the-dma.org/privacy/creating.shtml
    - Customer Respect Group privacy policy guidelines:
      www.customerrespect.com/default.asp?hdnFilename=research_bp_privacypays.htm

- Bottom line: make sure your audience wants to hear from you by email.

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Email Marketing (3)

Neither Rain nor Snow nor AOL

- Use a consistent and/or easily recognizable Sender name.

- Don't personalize the Subject (e.g. Dear <name>), but do mention your organization.

- Don't overdo HTML or graphics.

- Test appeals with spam filters (www.lyris.com/contentchecker/, http://spamcheck.sitesell.com/, www.spamassassin.org) & accounts on AOL, Earthlink, Yahoo, etc.

- Avoid spam "trigger words" www.businessknowhow.com/internet/spamwords.htm

Email Marketing (4)

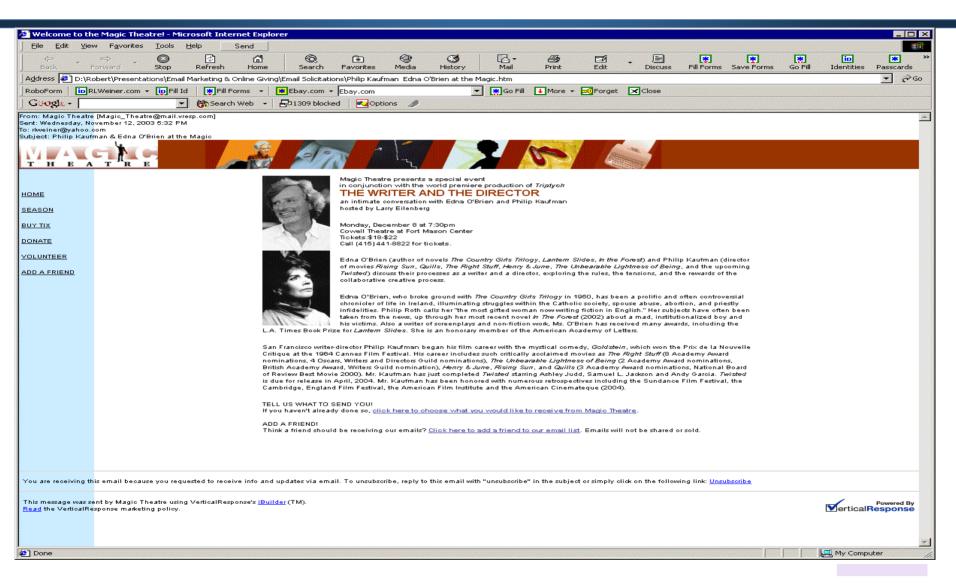"People read books, scan web sites, and glance at email messages."

– Brian Niles, TargetX

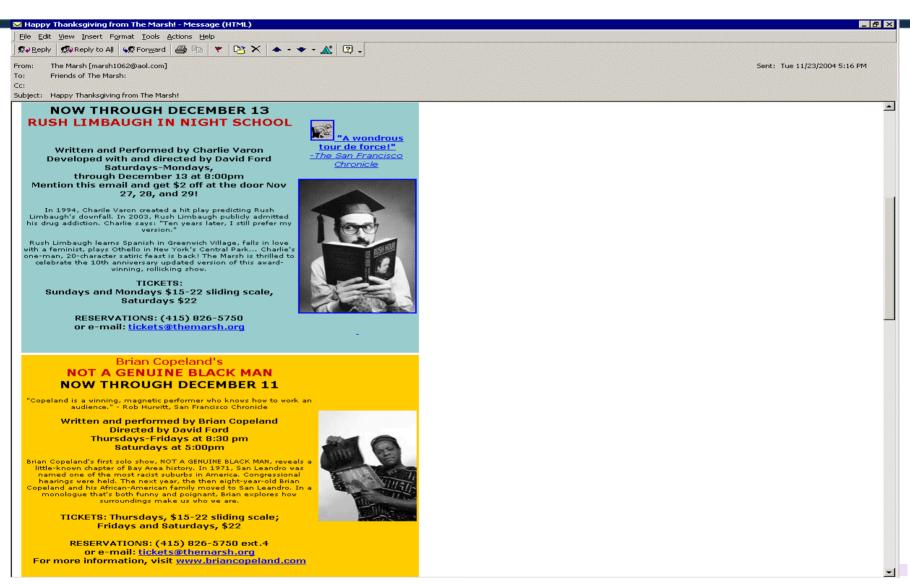"If I'd had more time I would have written a shorter letter."
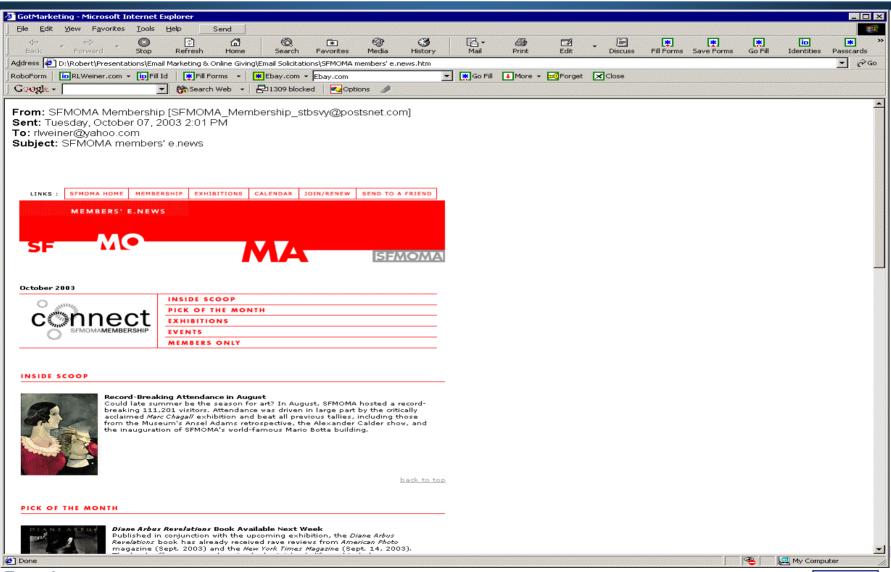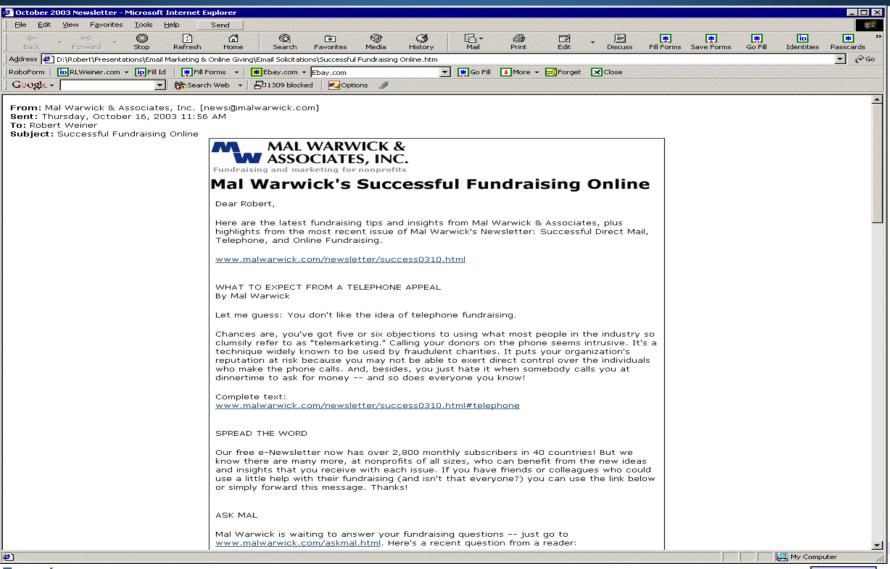
– Mark Twain

Email Marketing (5)

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Email Marketing (6)

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Email Marketing (7)

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Email Marketing (8)

Email Marketing (9)

Sample Vendors:

- Yahoo Groups, Topica Lists - free
  - plain text, advertisements.
- Constant Contact - $75/month for <= 10,000 msgs.
- Groundspring.org - $19.95/month for <= 10,000 msgs.
- Sparklist - $89/month for up to 25,000 messages.
- Topica Publisher - $49/month <= 2,500 names & <= 50K msgs.
- Vertical Response - $.015 to $.0075 per 1,000 msgs.

Email Marketing (10)

Resources:

Alder Consulting - *E-Newsletter Tools on a Shoestring:*

    www.alderconsulting.com/enews.html

Allison, Rachel - *Testing e-mail without testing your sanity***:**

    www.malwarwick.com/newsletter/success0403.html#testing

dotorgEssentials - *Best Practice for Email Campaigns:*

    www.dotorgessentials.net/browse_issues.php?switch=1&dir=20040116

DotOrg Media – *Electronic Mailing Lists - Resource List*

    www.dotorgmedia.org/Publications/Publications.cfm?ID=76&c=18

Groundspring.org - *Online Fundraising Handbook* (chapter 3 discusses email newsletters): www.groundspring.org/learningcenter/handbook.cfm

NP Advisors - *Guidelines for Preparing E-mail Copy:*
    www.npadvisors.com/NewContent/100244.asp

Stoner, Michael - *Creating Effective Email Campaigns:*

    www.mstonerblog.com/archives.php?id=A2004081

More resources are at: www.rlweiner.com/resources.html

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Any Questions?