

Community Arts Practice – Marketing/Promotion Strategy

Focus group research

Using gatekeepers (our closest community partners) in the sector allows us to approach the sector with the appropriate questions and forms of presentation/communication.

Phase 1

- Focus group research
 - Feedback on programme
 - Collecting sector-specific priorities
 - Writing a survey for the sector
 - Reviewing marketing/promotional materials – ensuring sector specificity

Data Analysis

This process allows us to plan the next phase of growing our contacts within the sector.

Phase 2

- Analysis of survey using focus group

Relationship Marketing

This process allows us to use our survey respondents as gatekeepers (or nodes) to their own informal network of like-minded organisations. It is intended that our initial organisations will “introduce” us to some of their network based on shared values/attributes. As we develop relationships with our (new) gatekeepers, we hope that this form of relationship marketing would also yield potential applicants from these informal networks that might be interested in applying to the degree. This is a form of chain/snowball sampling where respondents identify cases that will make a difference to the enquiry.

Phase 3 - Relationship marketing using data retrieved from survey

- Process 1: Targeted research - Reaching Informal networks
 - Geographical clusters
 - Identify geographical areas of respondents (via post codes)
 - Send survey to geographically targeted organisations
 - Organisational clusters
 - Identify organisation type
 - Ask respondents to identify similar local organisations in its network (local and national)

- Send survey to organisations similar to respondents
- Programme pathway clusters
 - Identify organisations' course preferences
 - Ask respondents to identify other local (or national) groups in its network with similar course preferences
 - Send survey to organisations preferring particular course pathways
- Process 2: Targeted Promotion - Reaching informal networks
 - Send promotional literature to targeted clusters
 - Ask for feedback
 - Ask for interest in applying for the degree
- Process 3: Growing Database of gatekeepers
 - Repeat Processes 1 and 2 with new respondents