



An Roinn Turasóireachta, Cultúir,
Ealaíon, Gaeltachta, Spóirt agus Meán
Department of Tourism, Culture,
Arts, Gaeltacht, Sport and Media



COMHALTAS



REACHING AND MAINTAINING AUDIENCES

PROMOTING AND MARKETING YOUR BRANCH



01

IDENTIFY YOUR PURPOSE

Your purpose is along the lines and flow from Comhaltas' core values. What difference are you trying to make in your branch for example, promoting & preserving Irish culture, music, song & dance. Once you identify your purpose, you can clearly see which direction you'd like to take with your target audience. Having a purpose is also a great way of pulling your branch together to gain a shared understanding of success.

02

GATHER INSIGHTS

When gathering your insights, you must take into consideration your current audience:

- Where do they live?
- What is their age/gender?
- Do they attend your events often? If so, where?
- Are they supportive of your branch & CCÉ as an organisation?
- Where do they find your events?
- Who isn't attending/joining/participating?

Digital insights which can be accessed on Facebook, Twitter & Instagram can help you understand the patterns and trends of your audience as well as help identify and fill the gaps. You can also consider surveys & focus groups as a great source of identifying both your primary and secondary audience.

03

IDENTIFY YOUR CURRENT AND POTENTIAL TARGET AUDIENCES

After revising your data, you will have a much better idea of who is interacting with your branch events.

Can your current audience encourage attendance/participation/recruitment in your branch?

Targeting a new audience is also an effective way to grow your branch as well as diversify the audience to reach particular groups that may not access the arts/culture sphere as much as others



EXTRA ACTIVITY: AUDIENCE PERSONA

Once you have identified your target audience, it is beneficial to create an audience persona. Consider their age, family, occupation, location, finances, interests, goals and what marketing channels (e.g social media) does your persona use?

IDENTIFY YOUR OBJECTIVES

The next step is to have objectives going forward, think about what your branch wants to achieve overall. Is it increased participation in events? Increased membership? Increased music class numbers? All objectives should be SMART - Specific, measurable, achievable, realistic and time bound.

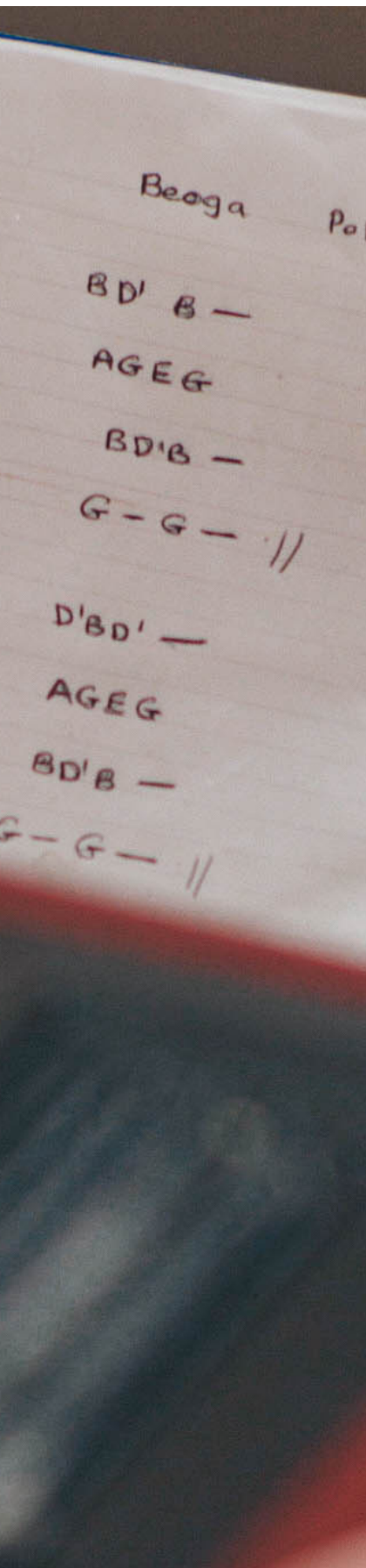
Check in with your objectives from time to time e.g quarterly to make sure you are on track and headed in the right direction.



05

OUTLINE YOUR ACTIONS

IT'S TIME TO CONNECT YOUR EVENTS, BRANCH ACTIVITIES & MUSIC CLASSES TO EACH OF YOUR TARGET AUDIENCES. IT'S A GOOD IDEA TO CONSIDER THE 6 'P'S OF MARKETING.

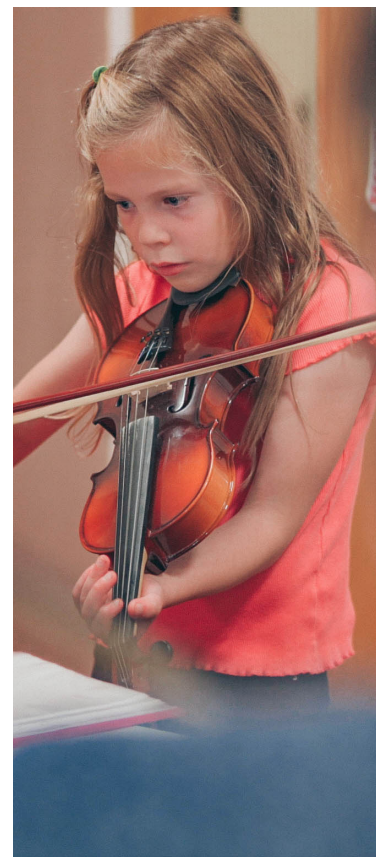
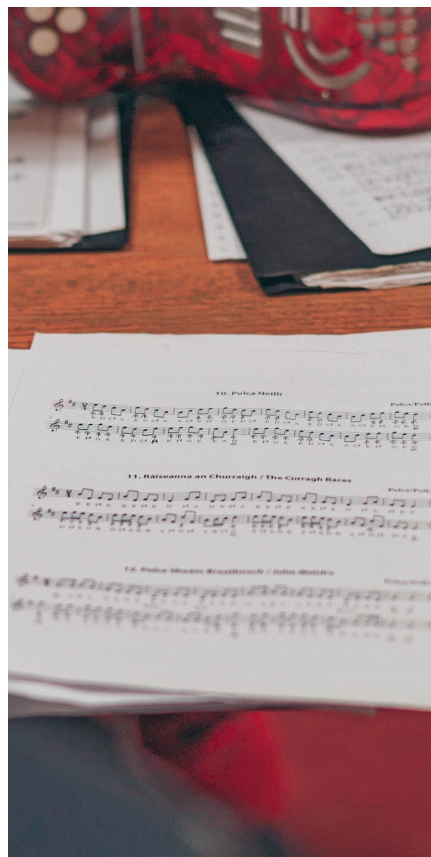


- **Product:** Music classes, promotion heritage and culture, family friendly community events
- **Price:** For example membership fees and the cost of your events/sessions. Consider the income of your audience
- **Place:** This refers to your physical location. Think about older audiences and people who may not have direct access to your branch/events. However, due to COVID-19, accessing events and music classes is easier than ever with digital outlets to host said events for example Zoom, Teams, Facebook live etc
- **Promotion:** Think about which kinds of promotion will be beneficial for your target audience. Using clear and concise language and promoting at specific times/places can help reach your audience more effectively and make them more likely to engage in your promotion.
- **People:** Think about your stakeholders. Who in your community can help access hard to reach audience and spread the word of the great work being done in your branch/
- **Process:** Is it an easy application process to join your branch? Can one access your events easily?

REVIEW & REFINE

Take time to review how you're doing including how and when you will measure the impact of your marketing measuring and monitoring your objectives. This is important to learn what worked and what didn't, celebrate your successes as a branch, can allow for internal reporting to your branch as well as external reporting to funders and partners.

A regular review will keep you on track & an annual one will eventually become part of your overall branch marketing plan. Starting small and identifying realistic objectives will allow your branch to see what you can really achieve. An audience led approach helps to ensure successful delivery of your core purpose.



EXTRAS

Reaching new audiences

When identifying your audiences take into consideration who in your community you can target. For example, GAA clubs, schools (pupils and teachers), colleges (students), after school clubs, Arts centres, local community organisations such as Age NI, local business' such as Nursing homes, local politicians/journalists to help spread the word of your branch.

What is the difference between a primary and a secondary audience?

The primary intended audience is the population whose behavior you want to change. The secondary intended audience is the population that interacts with and influences the primary audience.

For example, your **primary audience** may be people who have not ever attended a branch event but do have an interest in Irish culture and the preservation of Irish music, song and dance. They include people from the surrounding area and other countries in Ulster, who are also Irish talent enthusiasts. Your secondary audience may be people who currently are Comhaltas members and branch event visitors. The majority may be within a certain age group in accordance to social media statistics from your general area. Most are members of Comhaltas Ceoltóirí Éireann and are people who are generally interested in Irish music, song, dance and overall cultural values.

Measuring impact

When measuring impact of your marketing for reporting or just to check in, there are digital tools available such as google analytics, social media analytics (Facebook, Twitter, Instagram etc), focus groups, pop-up surveys (e.g Survey Monkey). If taking the surveys route, make sure to make them short, offer potential incentive and be clear why you are doing the survey.

