What You'll Learn Today

- Overview of tools that you need to use
- How these tools inform your decision-making
- Ideas no matter your size or budget

Pacific Symphony
CARL ST.CLAIN MUSIC DIRECTOR

Dream Warrior Group

About Dream Warrior Group

Dream Warrior and ARTdynamix understand the marketing needs of our clients because:

- Over 20 years experience in the Arts
- Key industry partnerships i.e. ticketing
- Learning organization
- We care inside and out!

LaMae Weber, MBA, CEO
Behnam Ataee, MS, CTO

Dottie Hunter, Sales Director

BOSTON SYMPHONY ORCHESTRA

Pacific Symphony
CARL ST.CLAIR MUSIC DIRECTOR

CU ★ PRESENTS

UMassAmherst
Fine Arts Center

LOS ANGELES
MASTER CHORALE

Pacific Chorale

BANK OF AMERICA
PERFORMING ARTS CENTER
THOUSAND OAKS

MUSIC OF REMEMBRANCE

ORCHESTRA SANTA MONICA
Roger Kalia, Music Director

WICHITA FALLS
SYMPHONY ORCHESTRA
FOUAD FAKHOURI, MUSIC DIRECTOR

THE WALLIS

Maui
Arts & Cultural Center

GEFFEN PLAYHOUSE

FESTIVAL
MOZAIC

Dana Long

Vice President, Marketing & Communications

Pacific Symphony

A global brand and digital marketing leader and strategist, I use data to help companies understand their customers, engage their audiences and create integrated marketing campaigns across owned, earned and paid media to grow their brands.

Brand strategy and development
Omnichannel strategy
Creative integrated marketing campaigns
Digital business transformation
Fractional Chief Marketing Officer
Content marketing
Social media & influencer marketing
eCommerce and CRM
Paid Media
Digital analytics
Communications & PR

About Pacific Symphony

Pacific Symphony, under the dynamic leadership of Music Director Carl St.Clair since 1990, is the resident orchestra of Orange County's Segerstrom Center for the Arts and performs in the Renée and Henry Segerstrom Concert Hall.

Founded in 1978, the Symphony is the largest orchestra formed in the U.S. in the last 50 years and is not only a fixture of musical life in Southern California but is also recognized as an outstanding ensemble making strides on both the national and international scenes. The Symphony is now entering an exciting new chapter with the announcement of Alexander Shelley as its next Artistic and Music Director.

Shelley will assume the role beginning with the 2026-27 season, following St.Clair's remarkable 35-year tenure. Shelley's leadership promises to bring a dynamic vision of inclusivity and creativity, propelling the Symphony into a vibrant future.

Choosing Your Tools Wisely

- Scalability: Can the tool grow with your organization?
- Integration: How well does it integrate with existing systems?
- User-friendliness: How steep is the learning curve for your team?
- Customer Support: What kind of support is available?

Content & Web Information Management

- CMS Platforms (**ARTdynamix®**, **Drupal, Headless CMS, WordPress**)
  - **D**ata-centric system, Art-centric
  - Integrations, Access for Structured Data
  - Adaptable, Scalable, Ease of use
- CRM Integration (Tessitura, AudienceView, Spektrix, SalesForce, Ticketmaster, etc)
- Site speed: **Page Speed Insights**
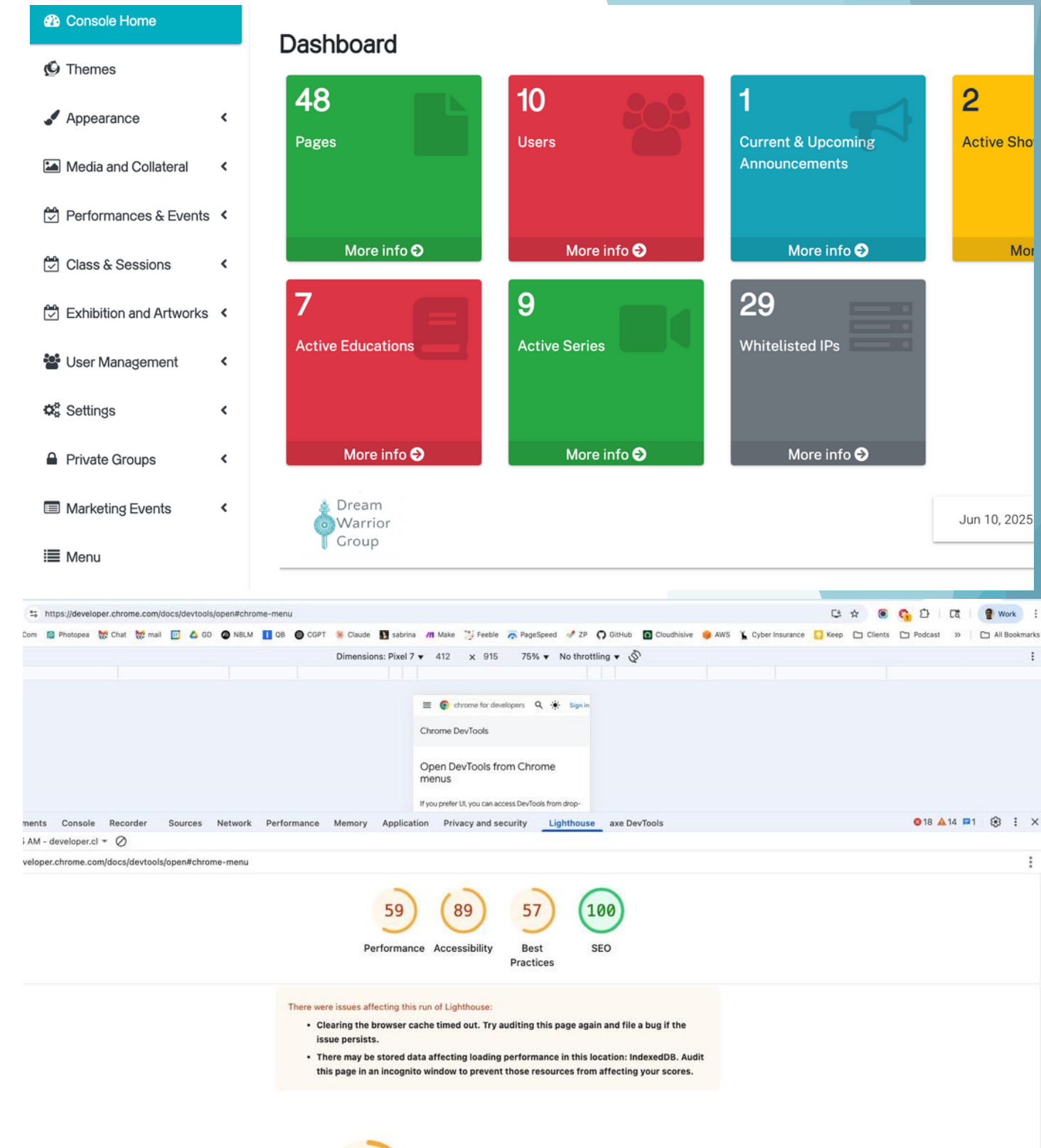
Content & Web Information Management

- **DevTools, WAVE** - Accessibility testing tools
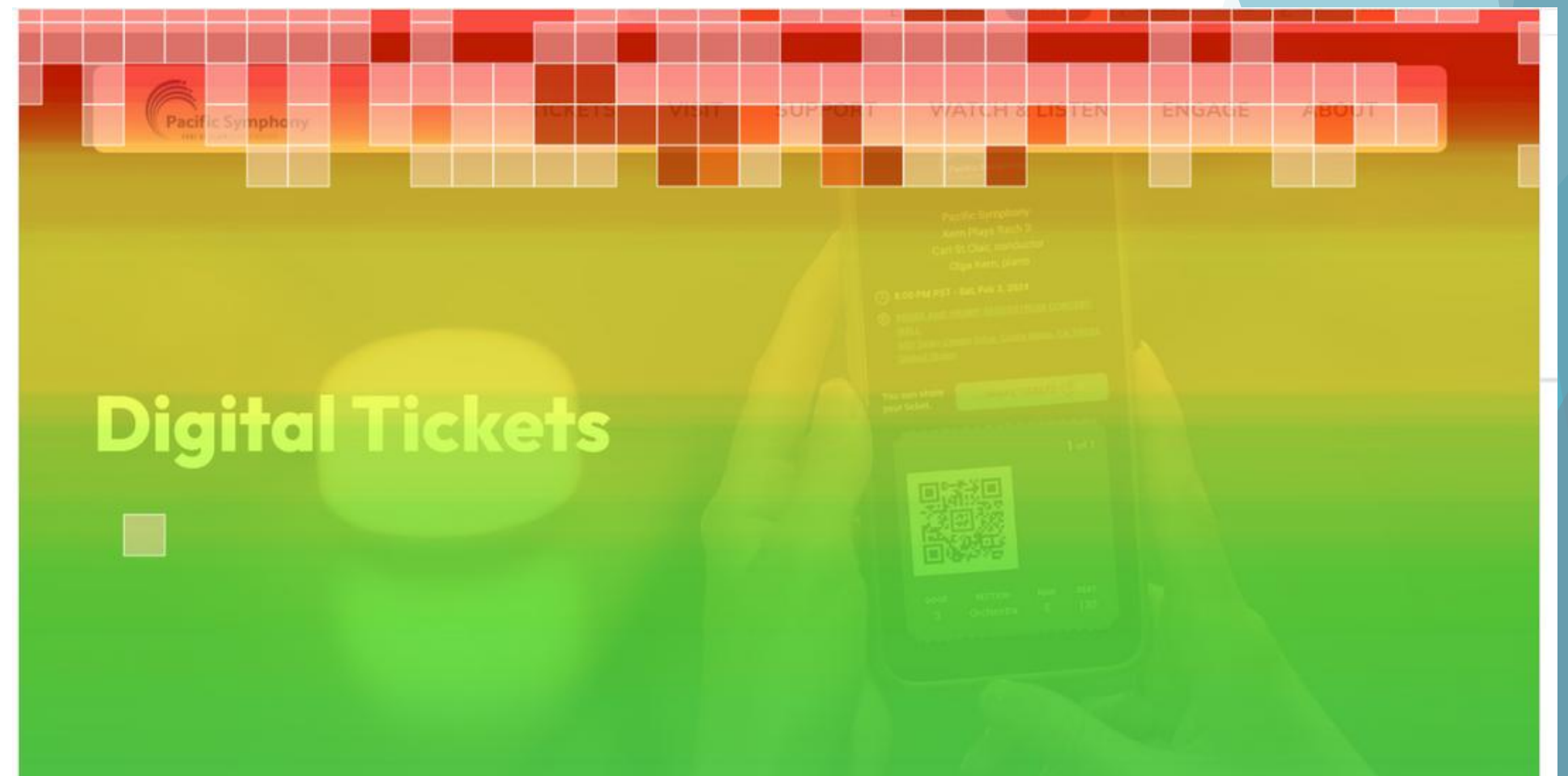- **AudioEye, UserWay, accessiBe** - Accessibility Overlay Tools
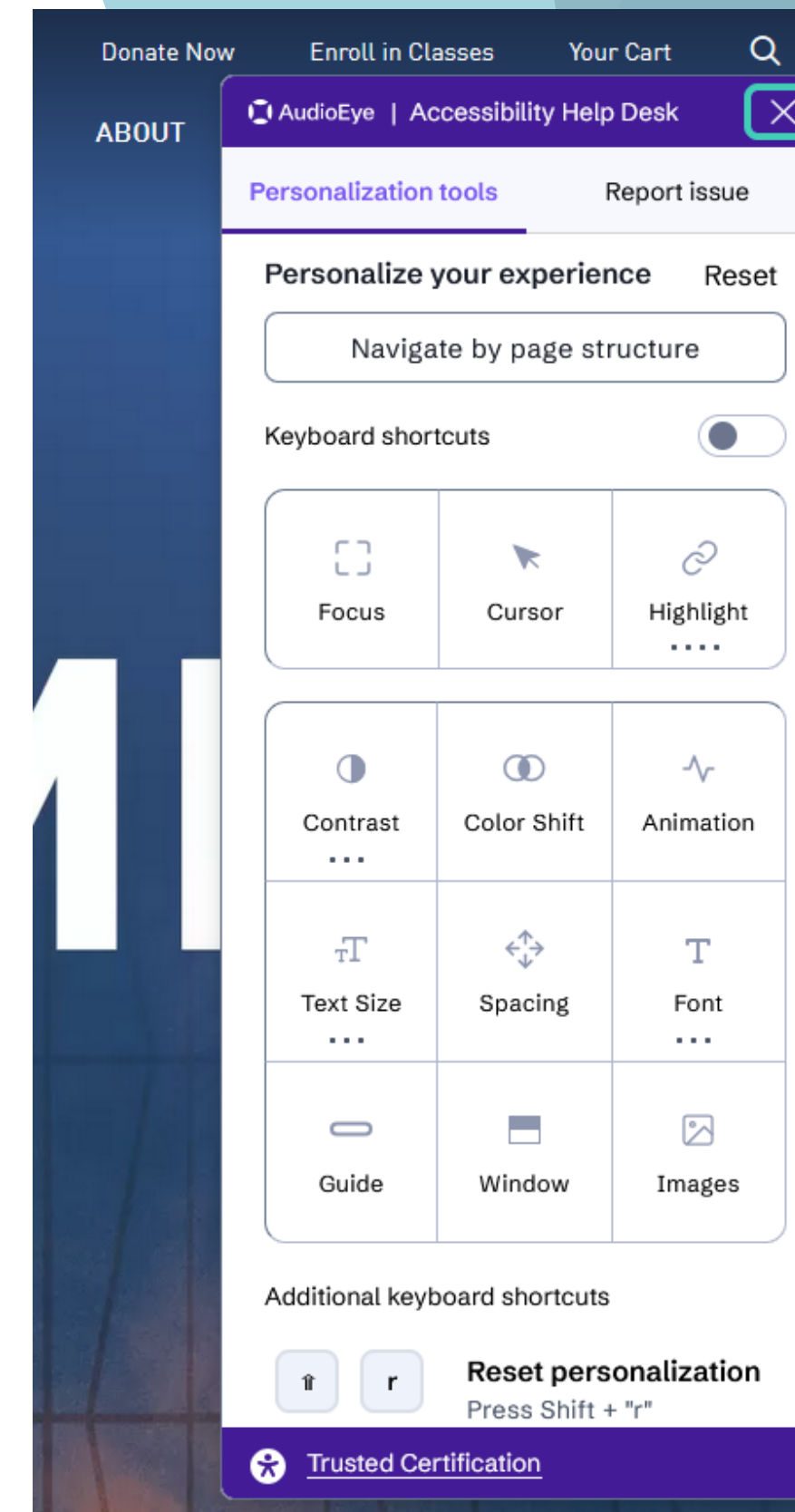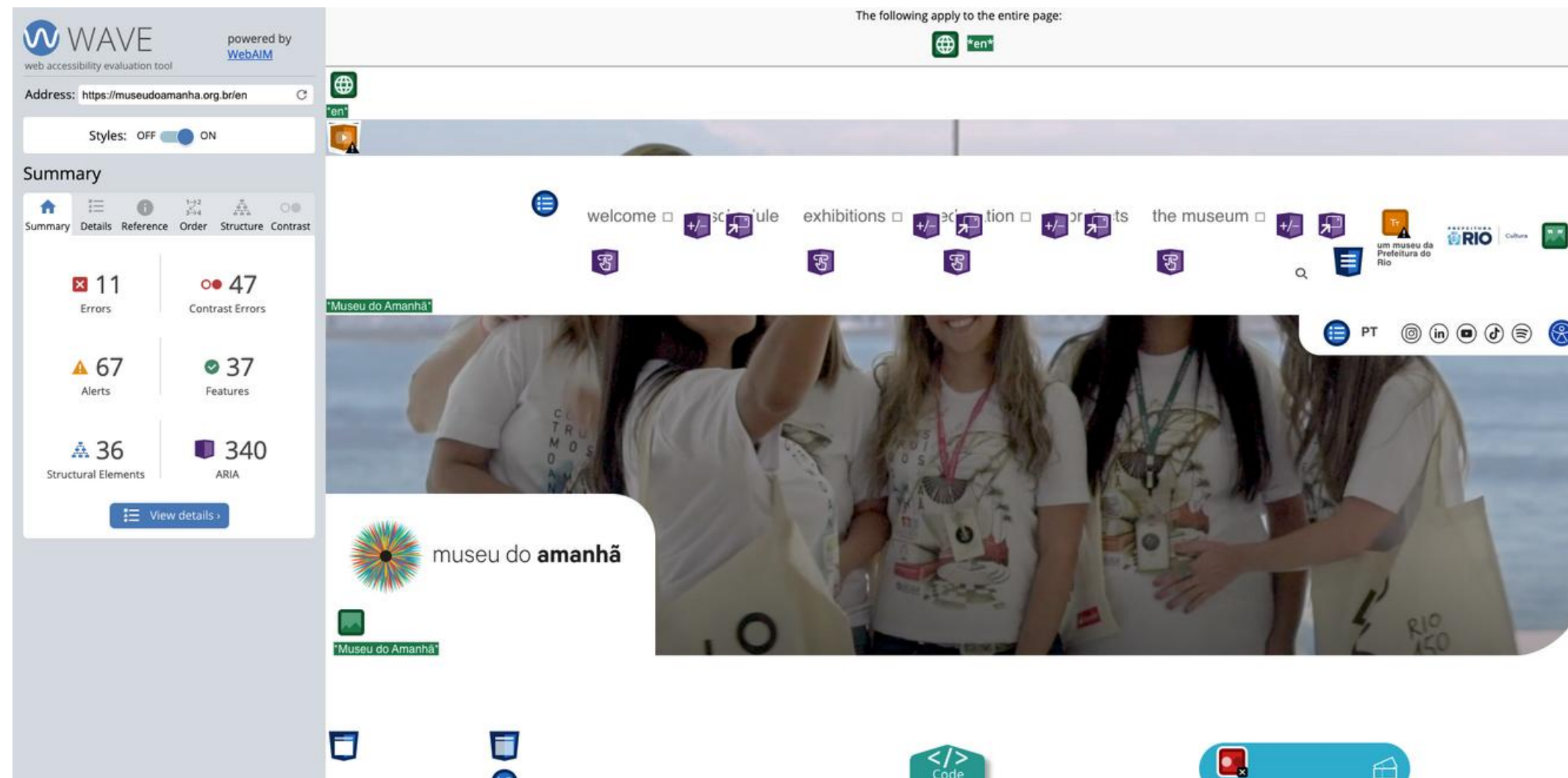
Analytics & Optimization

- **Google Analytics 4** (GA4) - Data & Reporting
- **Google Search Console** - key phrases
- **Google Lighthouse** - performance, accessibility, and UX issues
- **Google Tag Manager** and your CRM or ticketing's Analytics Console
- **Google Looker Studio**, **MS Power BI, SalesForce Tableau** - Comprehensive reports
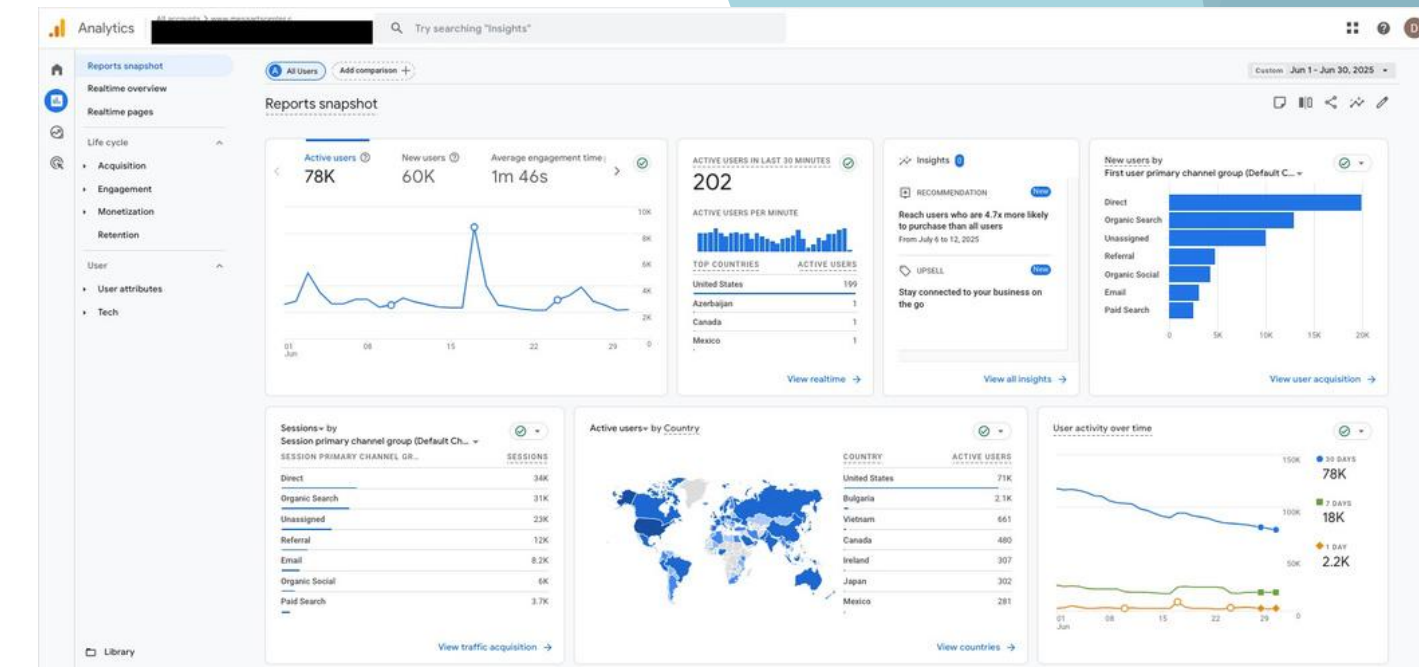
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CARL ST.CLAIR MUSIC DIRECTOR

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Analytics & Optimization

- **Hotjar** or **Clarity** for user behavior
- Research Key phrases (**Answer the Public**)
- SEO tools like **SEMRUSH, SpyFu** or **Moz**

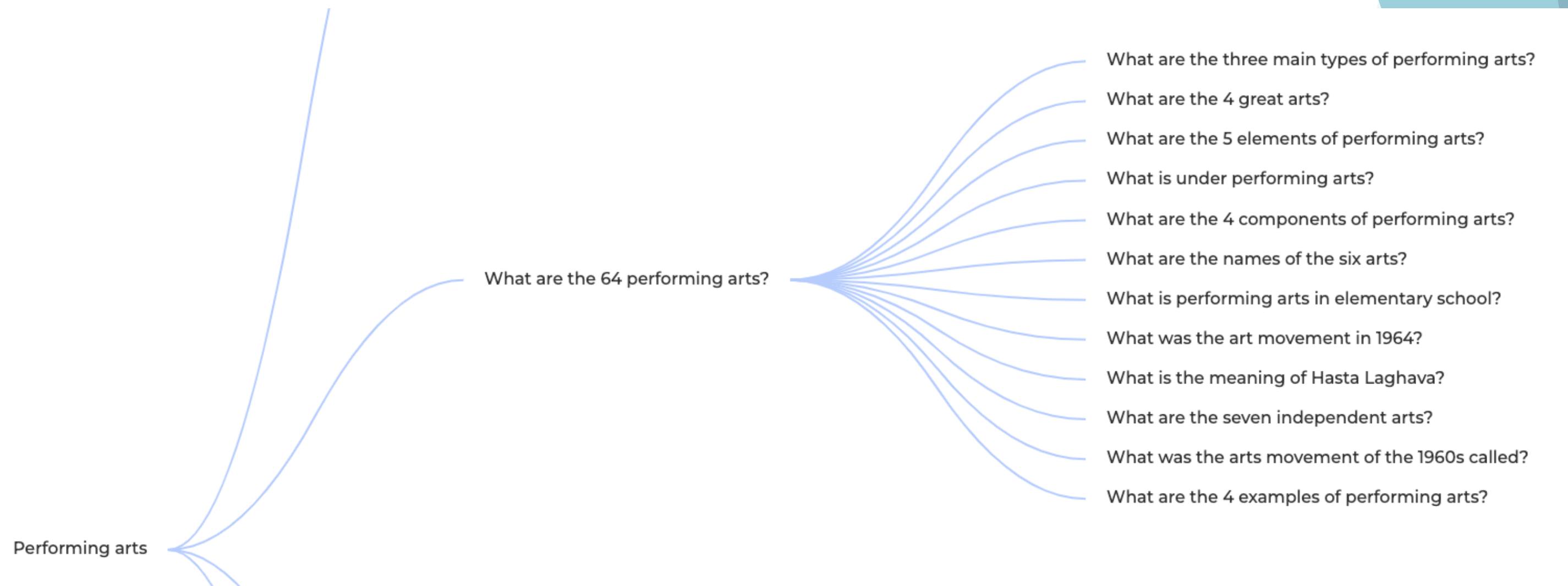Pacific Symphony   Dream Warrior Group

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What are the 64 performing arts?
- What are the three main types of performing arts?
- What are the 4 great arts?
- What are the 5 elements of performing arts?
- What is under performing arts?
- What are the 4 components of performing arts?
- What are the names of the six arts?
- What is performing arts in elementary school?
- What was the art movement in 1964?
- What is the meaning of Hasta Laghava?
- What are the seven independent arts?
- What was the arts movement of the 1960s called?
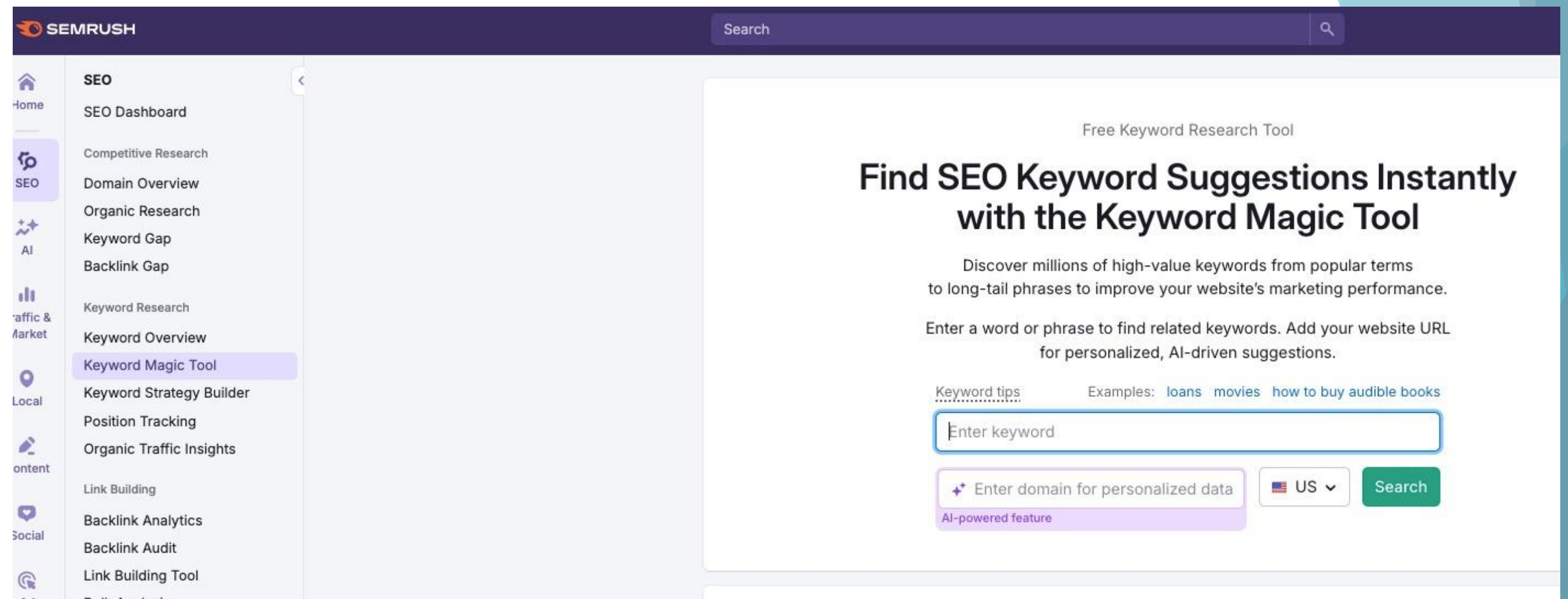- What are the 4 examples of performing arts?
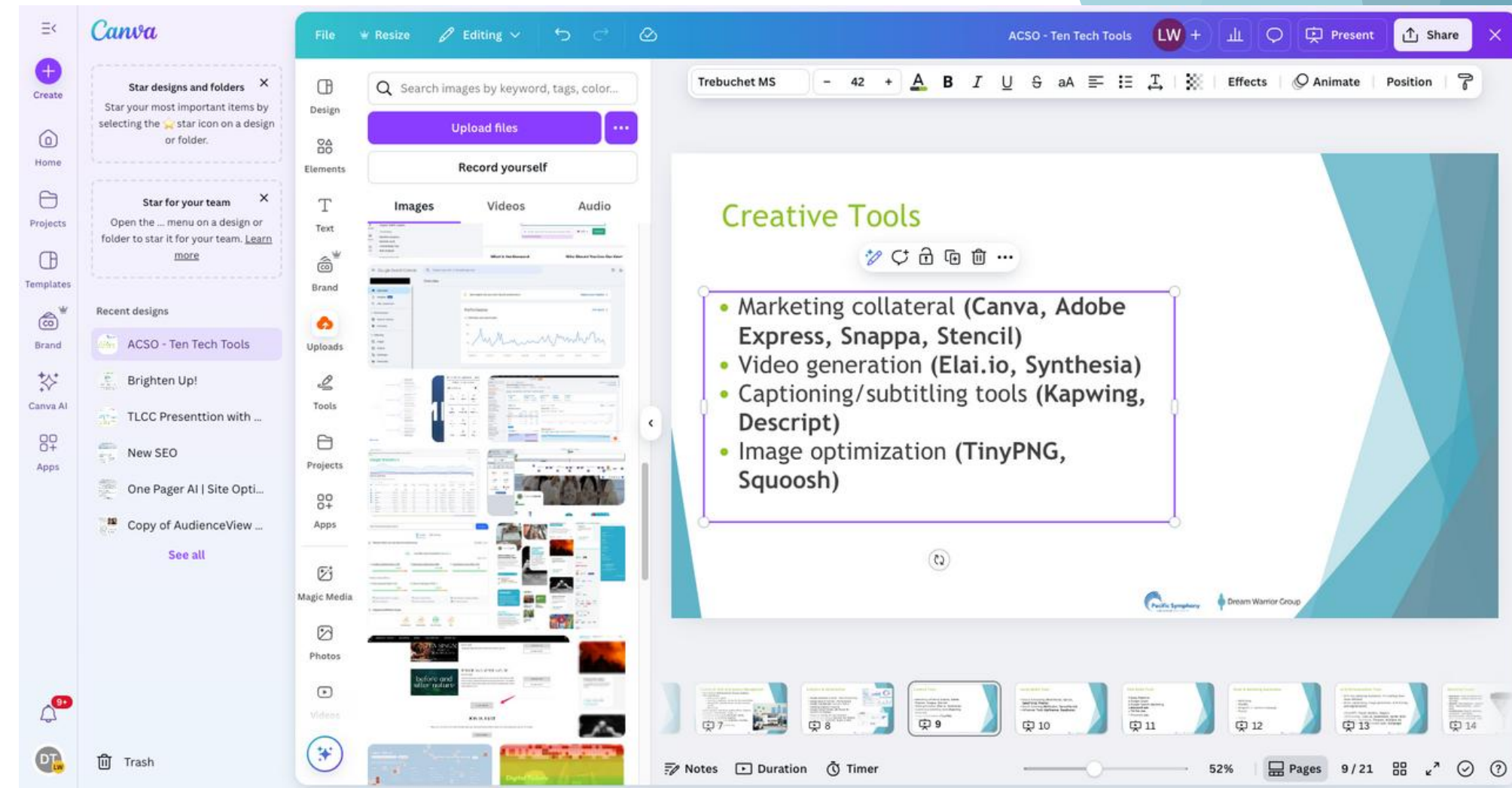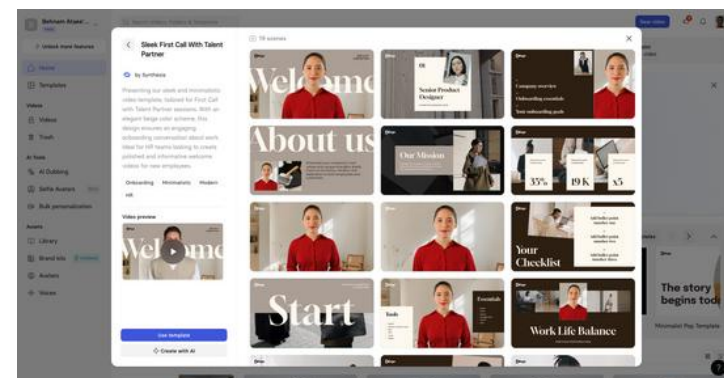
Performing arts

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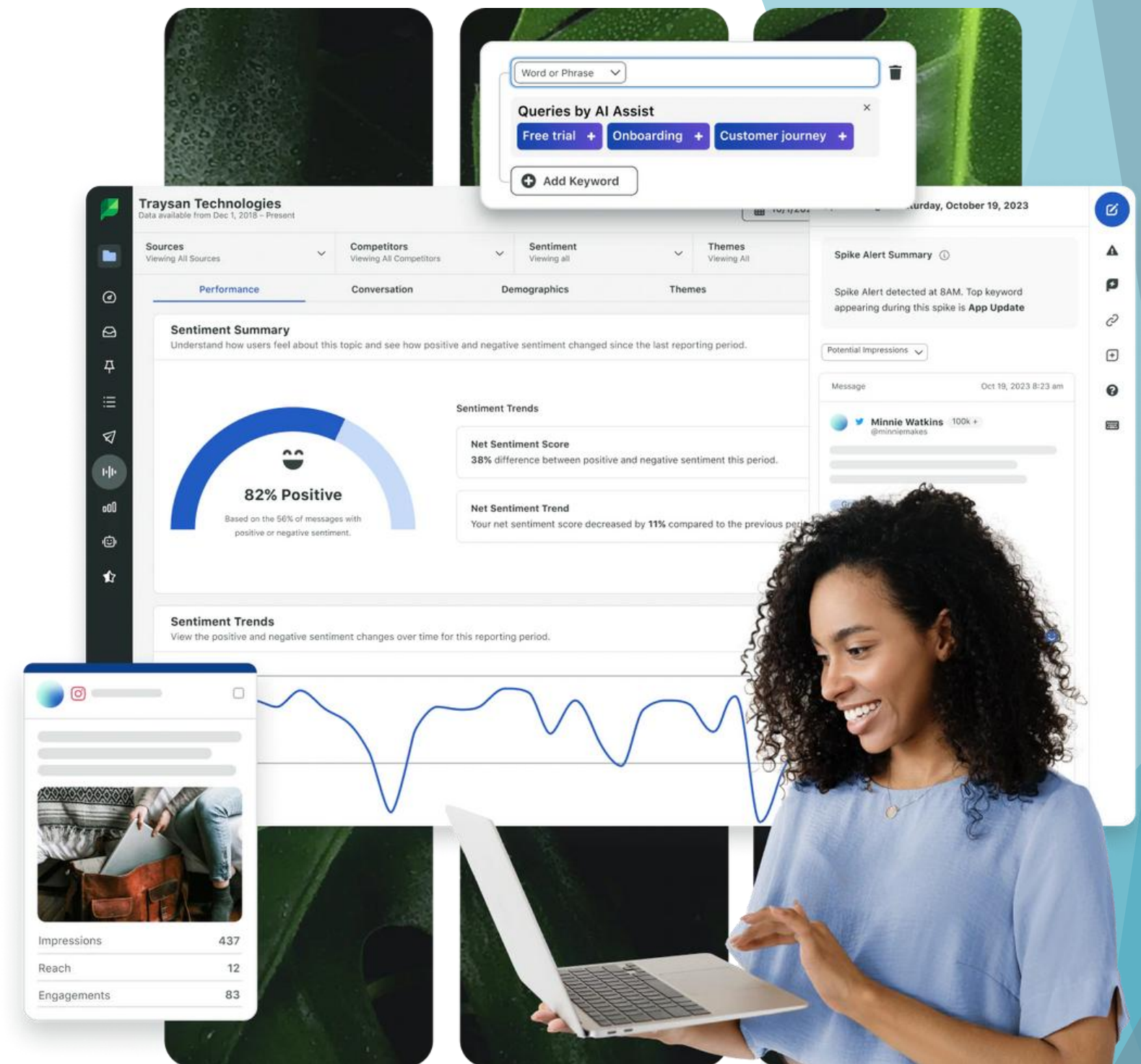
Creative Tools

- Marketing collateral (**Canva**, **Adobe Express, Snappa, Stencil**)
- Video generation **(Elai.io, Synthesia)**
- Captioning/subtitling tools **(Kapwing, Descript)**
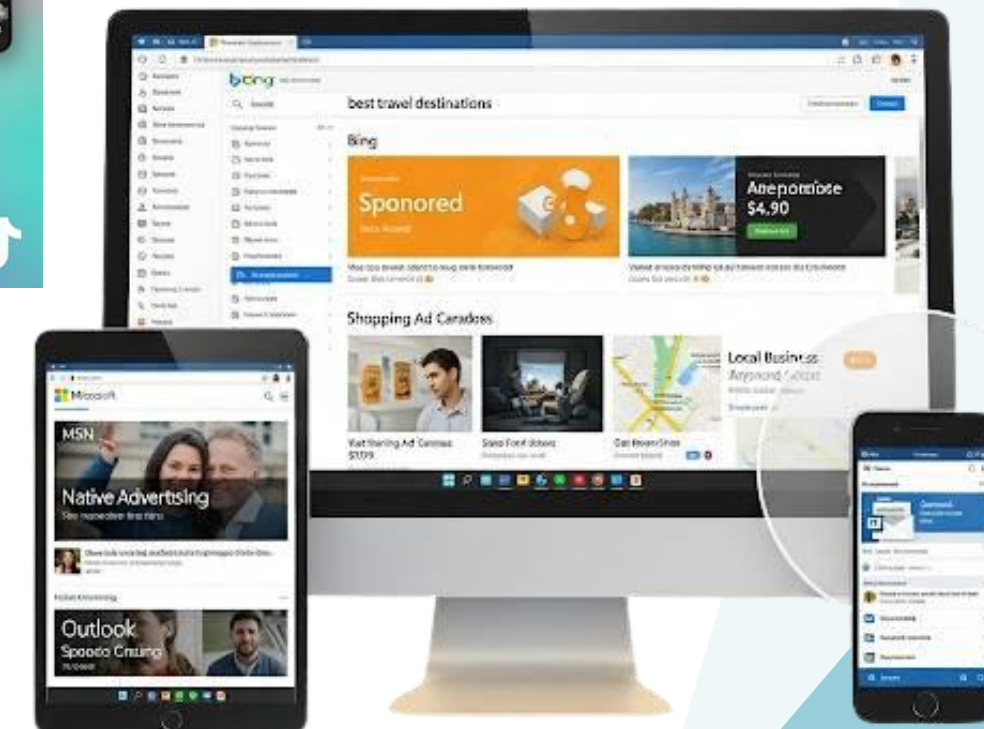- Image optimization **(TinyPNG, Squoosh)**

Social Media Tools

- Social Scheduling **(Sked Social, SproutSocial, Plainly)**
- Social Listening **(Meltwater, SproutSocial)**

Paid Media Tools

- **Meta Platform (FB, IG)**
- **Google Grant**
- **Google Search Marketing**
- **Bing Search/Microsoft Ads**
- **TikTok Ads**
- **Pinterest Ads**
- **LinkedIn Ads**

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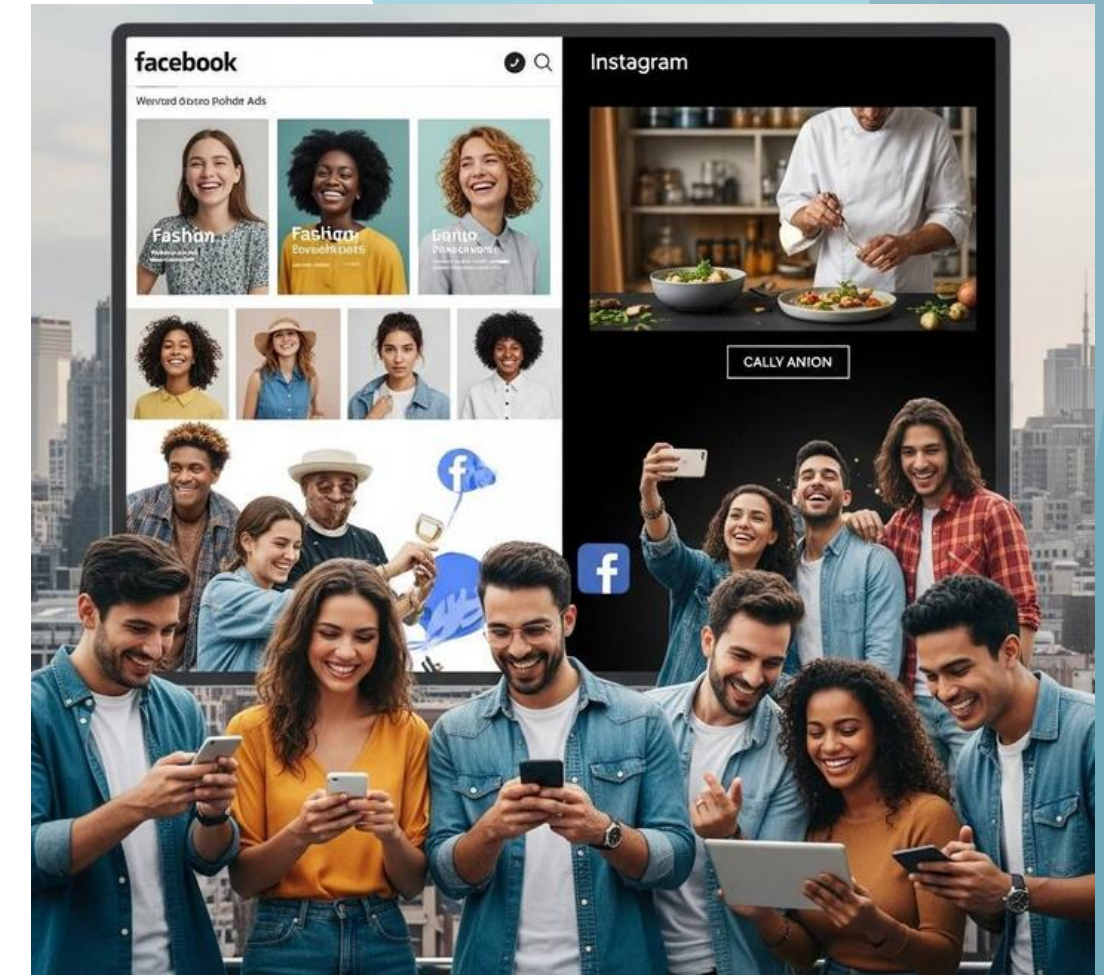
Email & Marketing Automation

- Mailchimp
- Wordfly
- Active Campaign
- Klaviyo

- Twilio (SMS)

ActiveCampaign »

klaviyo

twilio

wordfly

INTUIT mailchimp

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AI & Personalization Tools

- AI is not replacing marketers, it's making them more efficient
- AI for copywriting, image generation, A/B testing, and segmentation

(**ChatGPT**, Claud, Gemini, Jasper)
(Midjourney, Copy.ai, Grammarly, surfer SEO)
(Segment, Optimove, Einstein, HubSpot AI)
(Google Optimize, Convert.com, Instapage)

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Marketing Funnel

- **Awareness**: Social media scheduling tools, paid media platforms, content creation tools, SEO tools.

- **Interest**: CRM integration, analytics platforms, email marketing tools, content creation tools.

- **Consideration**: Email and marketing automation platforms, paid media platforms.

- **Conversion (Decision/Action):** CRM integration, email marketing automation, paid media platforms.

- **Retention/Advocacy**: Email and marketing automation, social listening tools, CRM systems, customer testimonials

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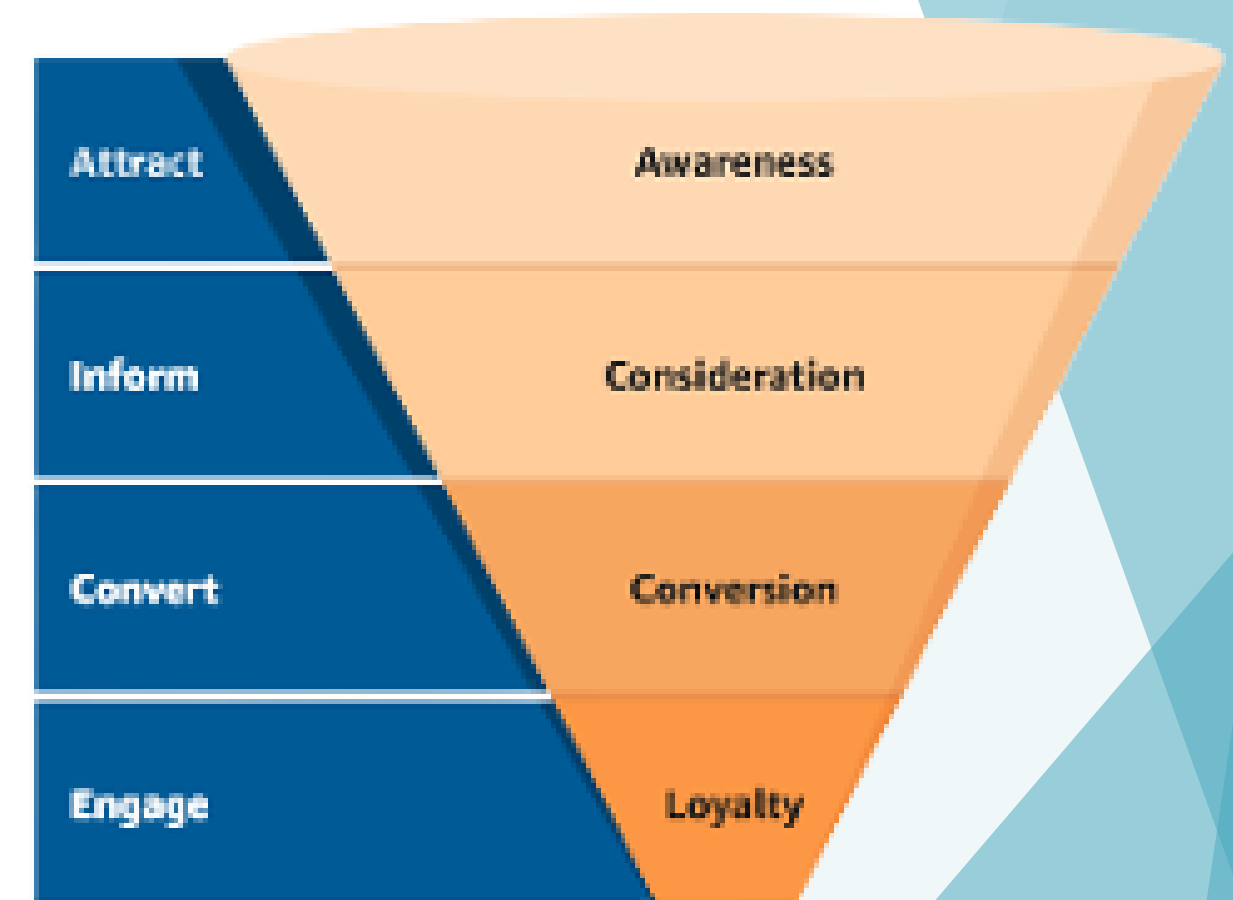
Customer Journey

Holistic: Considers the entire customer experience across all channels, blending the digital and physical

User-centered: Delivers relevant, timely information based on who, how, where and when users interact with the brand

Data-Driven: Utilizes cross-channel data, VOC and relevant industry analysis

Goal-Oriented: Maps users interests and objectives at each phase of the journey

Actionable: Ties to personas and detailed content and experience journeys resulting in an experience execution plan
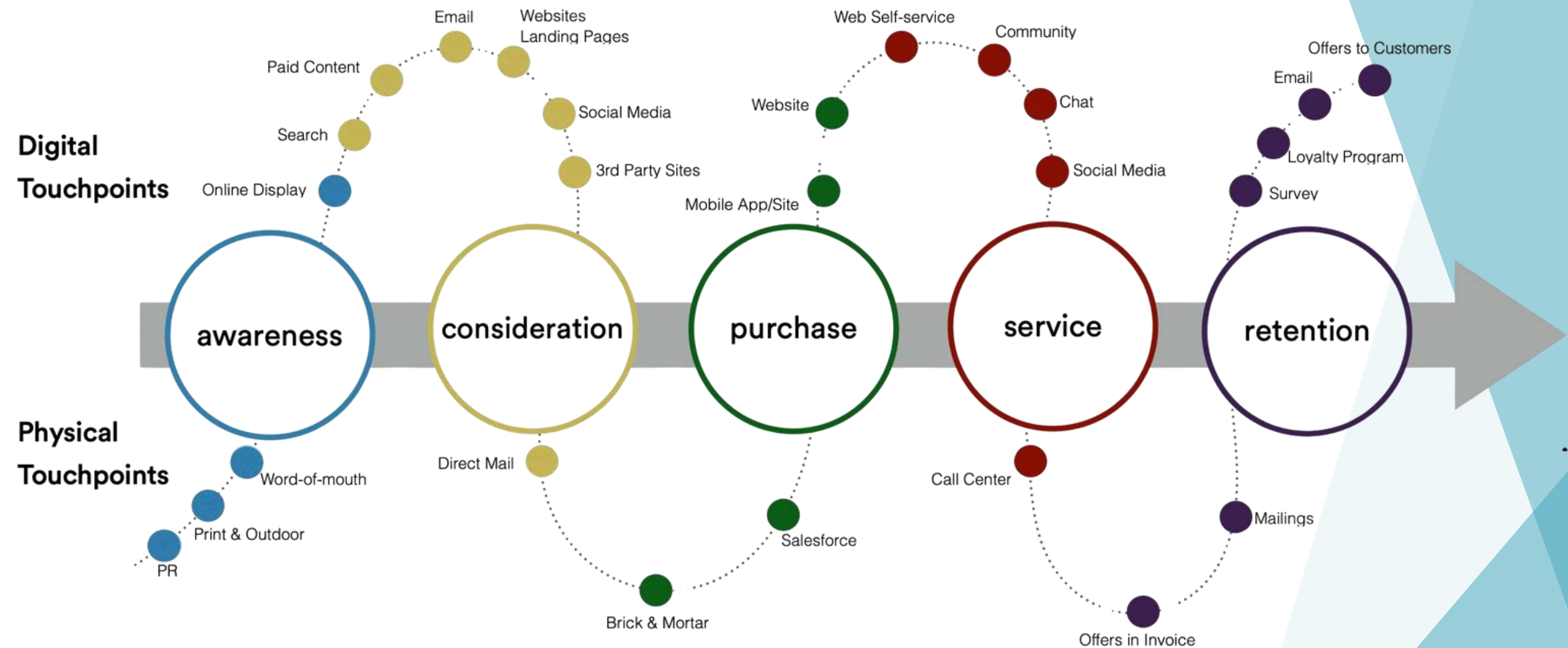
Building Your Brand & Choosing the Right Digital Marketing Tools

1– Define Business and Marketing Goals
- Clarify your overarching objectives – revenue targets, growth priorities and key marketing outcomes.

2. Establish Your Brand Core
- Identity: Mission, values, personality, tone of voice
- Audience: Define and segment target customers
- Positioning: Unique value proposition and key messaging pillars

3. Understand the Market Landscape
- Conduct first-party research (CRM data, surveys, focus groups)
- Use third-party insights (industry reports, market trends)
- Audit competitors and perform a SWOT analysis

4. Map Your Media Ecosystem
- Owned: Channels you control – website, social, email, blog
- Earned: Credibility drivers – PR, influencers, reviews, testimonials
- Paid: reach accelerators – digital ads, sponsored content, PPC (Search ads)

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Building Your Brand & Choosing the Right Digital Marketing Tools

5. Set SMART Goals
- Align marketing objectives to business KPS (e.g., increase engagement by X%, grow audience by Y%, generate Z leads).

6. Develop Your Content & Channel Strategy
- Identify the stories you'll tell, formats you'll use and channels best suited for each audience segment.

7. Define Team & Execution Structure
- Determine in-house vs. agency roles and responsibilities

8. Measure & Optimize
- Establish KPIs for each channel
- Track performance using analytics tools
- Test, refine and optimize based on results

9. Create Your Strategic Playbook
- Brand guidelines
- Media mix strategy
- Market-specific channel and messaging guides
- Reporting cadence and success benchmarks.

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Case Study

Decision-making and Digital Marketing Pacific Symphony

Here is the list of the tools we use in combination to make sure we track everything:

- ARTdynamix® CMS for easy integration of many of the tools below with our site:

- Tessitura
- SalesForce
- Shopify
- Wordfly
- Prospect 2
- Canva
- Sked Social
- Meltwater

- GA 4
- Google Search marketing
- Google Looker Studio
- Meta Platform
- Tessitura Analytic Dashboard
- SpyFu
- SEMRush
- Hotjar

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How to Adapt

- Keep an eye on performance
- Use all the tools at your disposal
- Setting up milestones: Define KPIs and regular review periods to measure progress against goals
- Systematization: Create clear workflows for content creation, campaign launches, and data analysis.
- Automation: Utilize marketing automation for post-purchase follow-ups or abandoned cart reminders.

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Closing Thoughts + Getting Started

Contact:
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Q&A and Tool Resource Guide Handout