

*What feels hardest right now about growing single ticket revenue?*

Audiences only attending once

Weak campaign momentum

Filling unfamiliar programming

Building loyalty

Rising cost-of-sale

Something else?

Type your answer in the chat

# *Supercharge Your Single Ticket Revenue*

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# *What we'll cover today*

- 01 The State of Play**  
What the data tells us about single ticket audiences right now
- 02 Segmentation**  
Know your *who* before you plan your *what*
- 03 Product & Offer**  
The right show for the right person at the right time
- 04 Investment**  
Budget smarter with cost-of-sale thinking
- 05 Communication**  
Patron-first campaigns that actually convert
- 06 Measurement**  
Track what matters, adapt fast

LEADING  
THE WAY  
*with TRG Arts*



Why Your *Revenue* Problem Might Really Be a *Relationship* Problem

Season 3 | Episode 1

0:03 -3:45

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TRG  
ARTS

“Your *Relationships*  
Are What Drive  
Your *Revenues*.”

# The landscape has shifted.

Have your campaigns?

87%

of new single ticket buyers  
don't return (post-pandemic)

73%

of your audience attends  
only once per season

12-18 month

window to win back  
a new-to-file buyer closes

2×

better retention when a  
patron makes a 2nd visit

**The good news?** Every one of these numbers is moveable,  
with the right segmentation, offer, and timing.

New audiences matter,  
but...

# Why don't people come back?

## Experience Problems

- We didn't ask how they found it
- We didn't listen when they told us
- We didn't follow up with the next invitation

## Wrong Invitation

- We overwhelmed them with everything at once
- We used copy-paste, one-size-fits-all campaigns
- We sent them shows that weren't right for them

*Both of these are fixable with a more relationship-centric approach.*

# Segmentation

# Start with the who. Not the what, not the budget.

## New-to-File

First-timers. High churn risk.  
Needs a fast, warm re-invitation.

## Returning

Active in last 18 months.  
Your most responsive segment.

## Lapsed

Gone quiet. Re-engagement possible  
with the right show and message.

## Multi-Buyers

Attending 2+ times per season.  
35% avg attrition vs 61% single-buy.

## Genre Affinity

Loyal to a discipline or format.  
Match programming to their taste.

## Price Sensitive

Responds to early-bird or value offers.  
RFM analysis helps identify these.

*Practical tip: Use RFM (Recency · Frequency · Monetary) to rank and prioritize these groups before every campaign.*

# A simple segment-to-action map

Use segmentation to decide what behavior we want to influence.

## New

Welcome, listen, follow up quickly. Reduce friction for a second visit.

## Current

Make the next best recommendation based on recent behavior.

## Multi-buyers

Protect frequency. Create simple pathways into packages or deeper loyalty.

## Lapsed

Reactivate with relevance: past behavior, urgency, and proof.

**The goal is not better labels. The goal is better decisions.**

# Product



Compass 150g £6.25

Compass 150g £6.25

£4.50

£5.95

£4.50

Preserve 200g £6.25

Preserve 200g £7.95

Preserve 200g £7.95

Preserve 200g £6.25

Preserve 200g £6.25

Preserve 200g £6.25

**Strawberry & Champagne Preserve**  
This jam combines our Fortnum's Champagne with two types of strawberry: juicy Marano and sweet Camarosa, to form the perfect breakfast treat.

# The *right* show for the *right* person.

Not everything for everyone.

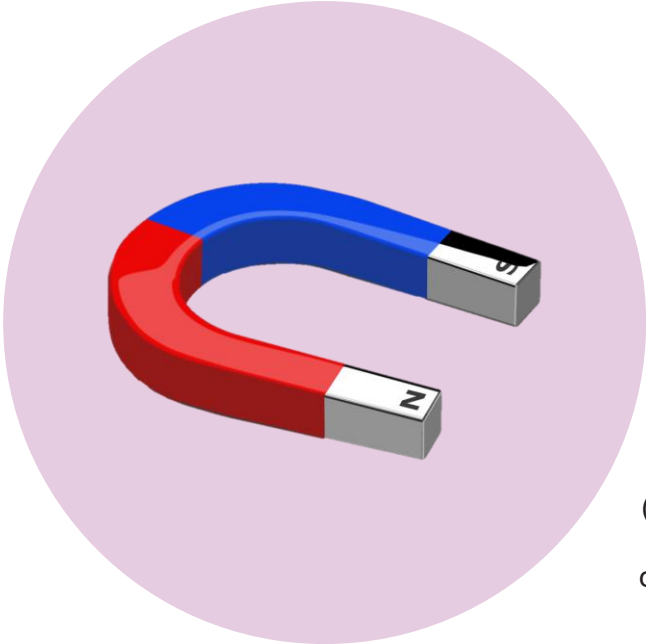
Org-Centric	Patron-Centric
Look at everything we do!	Here's what I think you'll love
Same brochure for everyone	Offer matched to your history
Show me off	Help you decide what's next
Program-led messaging	Relationship-led messaging

*“We’re excited to announce...”*

# Give each production a job description

A simple way to connect product, audience, investment, and goals.

\$\$/££



### Electromagnets

(Wide appeal, but especially among new audiences)

### Honey on Toast

(Sustaining; does good, reliable, business from the database)



### Temporary Magnets

(Greater emphasis on engagement with specific populations not currently in the database than revenue; low investment; may not have enough programming to retain/elevate)

### Artisan, Small-Batch Honey

(Serving most valuable, loyal, connoisseurs)

\$/£

# Design the 'invitation' around the next behavior

The product is not just the show; it is the invitation you are making.

If the goal is...	Then the offer might be...
<b>First-time buyer return</b>	A tightly matched, and timely, recommendation with a clear reason to come back
<b>Multi-buy growth</b>	A simple 2–3 event path, not a full season dump
<b>Earlier commitment</b>	Access, scarcity, intimacy, or time-limited value
<b>Premium demand</b>	Better inventory visibility, pricing confidence, and reduced discounting

# Investment

# Stop allocating by budget. Start allocating by cost-of-sale.

Total Marketing  
Expenses



Total Ticket  
Revenue



Cost of Sale  
%

## Presenting Houses

**10–15%**

per production

Lower overhead; pre-negotiated splits

## Producing Houses

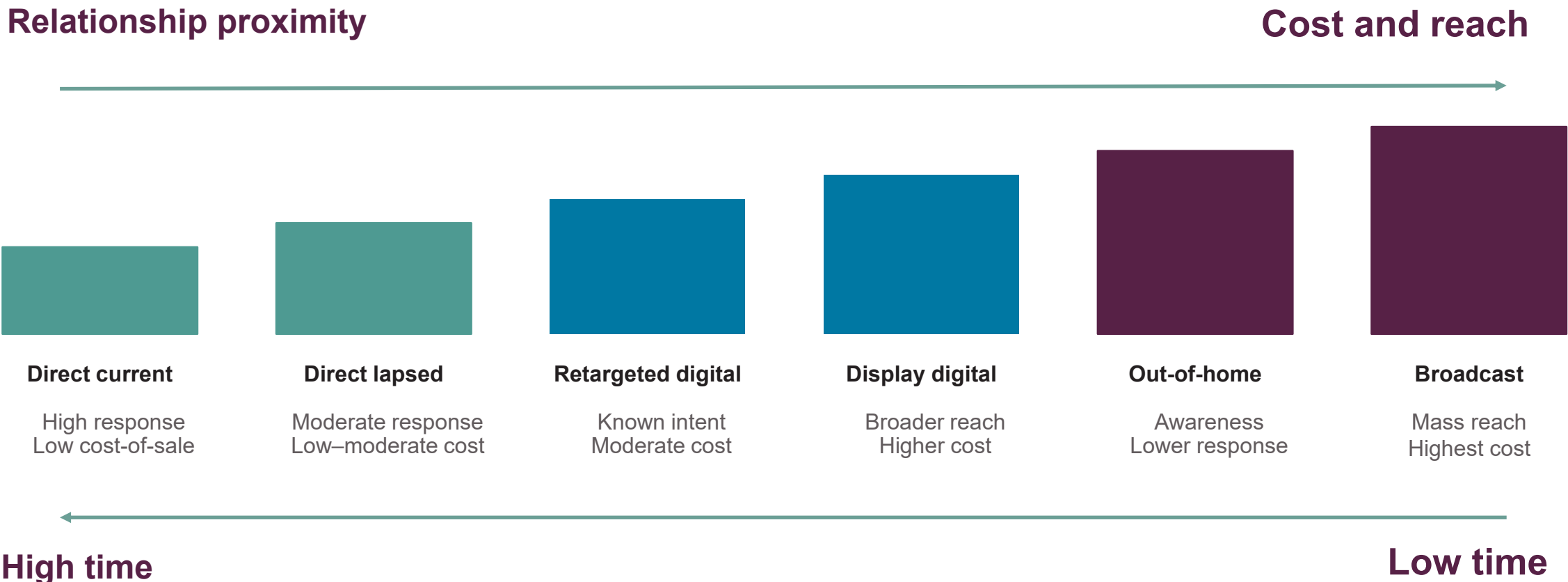
**20–35%**

per production

Higher investment to build demand from scratch

# Direct channels are usually your most efficient revenue channels

But indirect channels still matter when the production's job requires reach.



Use all channels intentionally. Do not use every channel automatically.



# Four practical investment rules

Use these before you finalize your campaign budget.

1

## **Spend more when you need to create reach**

Blockbusters and new audience work may justify broader media investment.

2

## **Spend smarter when the audience is already known**

Current, recent, and frequent buyers should receive direct, segmented activity first.

3

## **Do not double down on poor-performing campaigns**

If the plan is not working, diagnose the audience, offer, timing, and price before adding more spend.

4

## **If it's selling, keep investing**

Double down on the audiences, channels, and messages, product already creating momentum.

# Communication

# How you plan determines what you get.

Which approach sounds like yours?

## Budget First

- 1 Budget
- 2 Allocate by show
- 3 Think about audience
- 4 Indirect channels
- 5 Direct channels (last)

*Leads to reactive, org-centric campaigns*

## Relationship First

- 1 Audience segments
- 2 Match to best show
- 3 Direct channels (first)
- 4 Remaining budget → indirect
- 5 Execute & measure

*Relationship-centric. Relationships lead. COS stays healthy.*

## Show First

- 1 Show
- 2 Target audience
- 3 Direct channels (first)
- 4 Remaining budget → indirect
- 5 Execute & measure

*Also relationship-centric. Show is the entry point.*

# The campaigns that work all have one thing in common.

Frequent. Segmented. Multi-channel (not every-channel).

## Frequent

Send more than you think you need to. Most audiences require **multiple touchpoints** before booking. Plan your cadence, don't leave it to chance.

## Segmented

**Different messages for different people.** A lapsed ballet subscriber doesn't need the same email as a first-time family show attender.

## Multi-channel

Email + direct mail alone outperforms either solo. Add retargeting where COS allows. Don't try to be everywhere, **be purposeful.**

*Even just two channels working together will outperform one channel used repeatedly.*

# Direct mail: not nostalgic. Neurologically effective.

Actual client results

**4.1%**

response rate — 1yr lapsed single ticket buyers generating \$35,000+ in revenue

**2.4%**

overall response rate generating \$115,000+ from a single segmented mailing

## Why it still works

- Neuro-marketing research confirms paper engages a deeper level of brain processing
- Audiences have a positive emotional relationship with arts organizations
- They receive this because they chose you — not because you cold-targeted them
- Physical mail stands out in a digital-first world

# Measurement

# You can only improve what you *actually* measure.

## Database Health

- Active vs lapsed vs new-to-file ratio
- Permission and contact rate

## Financial

- Cost of sale: actual vs projected
- Average ticket price by segment
- Sales vs goal — by relational segment

## Behavioral

- Retention rate (season on season)
- Multi-buy rate
- New to file 2nd-visit rate

## Campaign

- Response & conversion rates
- Engagement by channel
- Pacing vs historical

Data doesn't do. People do. Use metrics to focus effort — then act.

# *Your 10-day action plan*

Before your next on-sale...

- 1 **Pick one upcoming production** and define its job description.
- 2 Identify the **top three audience segments** for that production.
- 3 Write the **next behavior** you want from each segment.
- 4 Match the offer, message, channel, and timing to **that segment's behavior**.
- 5 Set three **weekly metrics** and agree your decision rules.

## Book a 1:1 Revenue Strategy Session

We'll work through your audience behavior, campaign structure, investment questions, and immediate opportunities together.



**Stronger relationships.  
Stronger revenue.**