



CONTENT STRATEGY

1.18.21

BURKE Integrated
Marketing



CLIENT BACKGROUND

In 2013, the Town of Cornelius began to recognize the need for an arts and cultural venue to revitalize and enrich the community through the arts and all the benefits of arts education. As a direct result, the town voted to allocate \$4 million out of a \$20 Million municipal bond to create an arts district and in 2017 invested additional support by purchasing the 1.85 acres where Cain Center for the Arts will be built. Through a four-year strategic planning process, conducted by an investigative committee appointed by the Town of Cornelius, a non-profit organization was created to anchor the public-private partnership between the Center and the Town of Cornelius.

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CONTENT GOALS & CONTENT AUDIT

CONTENT GOALS

Knowing what you want to achieve with your organic content is the first step toward success.

BUSINESS OBJECTIVES	CONTENT OBJECTIVES	METRICS
Grow the brand	Brand awareness	Followers, shares, etc.
Turn prospects/donors into advocates	Engagement	Comments, likes, @mentions, etc.
Turn prospects into founders/donors	Conversions	Website clicks, email signups, etc.

CONTENT AUDIT

Take a look at your current content and social media pages to get an idea of what you have, what's working, and where holes need to be filled.

PLATFORM	URL	ACTIVE?	FANS/FOLLOWERS	NOTES
Facebook	facebook.com/CainCenterForTheArts	Y	1669 likes, 1797 follows	
Instagram	instagram.com/caincenterforthearts	Y	1259 followers	337 posts
YouTube	youtube.com/channel/ UCINqswqFWmiGoG8gkvTeTqw	Y, but not so much in last 6 months	74 subscribers	
Twitter	twitter.com/CainCenterArts	Y	69 followers	17 videos

CURRENT SOCIAL MEDIA CONTENT THEMES

Aquesta Challenge	Posts promoting the Aquesta Challenge, where, Aquesta Bank will be matching every business contribution of \$2,500 - \$10,000 to The Campaign for Cain Center for the Arts dollar for dollar, up to \$250k.
Building Updates & Donation Updates	Includes sneak peeks of new renderings as well as links to articles about construction progress, etc., as well as information about money raised thus far.
Who We Are & Why	Include posts about why Cain Center got started, what our mission, vision and values are, why our people are so important, etc. These are generally clips of an interview with Justin with graphic callouts.
How to Get Involved	Posts on how people can show their support, including calling for donations, showcasing the buy a brick program, and promoting the Founder's Society.

Overall, Cain Center has a good mix of informative and entertaining content on social media and does include engagement/conversation-starter questions, but we still have room to step this up even more and also start utilizing stories/reels/etc. that may drive more interaction.

HASHTAGS

#FlyThrough

#Architecture

#CainCenter

#CainArts

#LakeNormanArtsOrganization

#CharlotteArtsOrganization

#NonProfit

#PerformingArts

#ArtEducation

#Cornelius

#Huntersville

#Davidson

#Mooreseville

#EducationOutreach

#CommunityArtists

#LakeNorman

ENGAGEMENT & CONTENT LIBRARY

Engagement seems low across platforms. A few likes are being received, but very little to no comments or shares. Lots of room for growth and opportunity!

Cain Center for the Arts does not yet have a robust content library—which means we have tons of room to grow!



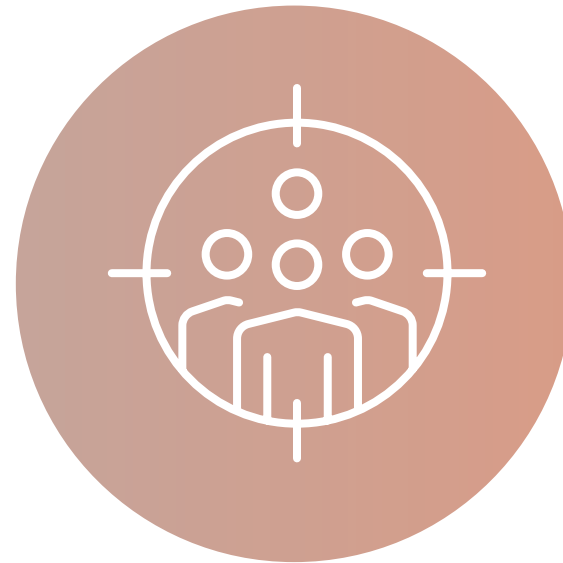
TARGET AUDIENCE

TARGET AUDIENCE

The more you know about who you're speaking to with your content, the more effective it will be.



**Cornelius business
owners**



Regional locals



Print publications



COMPETITIVE ANALYSIS

COMPETITIVE INVENTORY

Blumenthal Performing Arts Center blumenthalarts.org



What works well:

- Superior size and scope allow for more ticket sales, more revenue
- Allows them to host large, national productions with stage setups and staff
- Director at Blumenthal is able to get shows as soon as they go on tour—huge advantage

What is a disadvantage:

- Location for LKN population is too far

COMPETITOR CONTENT THEMES

Blumenthal Performing Arts Center blumenthalarts.org



BLOG

While they don't feature a blog, Blumenthal does offer a monthly e-magazine called "Spark Stories" which features articles such as:

- Local Artists Miss Audiences and Income
- Meeting the COVID Challenge
- Blumenthal in Pictures and Videos
- Upcoming Events
- Who We Are

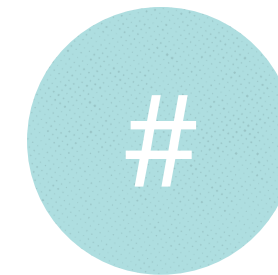


SOCIAL MEDIA

BPAC is active on social media, including Facebook, Instagram, and Twitter. Their posts are largely centered around upcoming events, services, artist highlights, and how the arts are being supported in the community as well as an inspirational post here and there.

While they are active and the posts shared are informative, they don't feel very personal or connected, which is especially important in a performance arts company whose business is inspiring and connecting with humanity.

- This is a great way Cain Center for the Arts can be different and connect on a deeper level with your audience—simply by engaging on a personal level



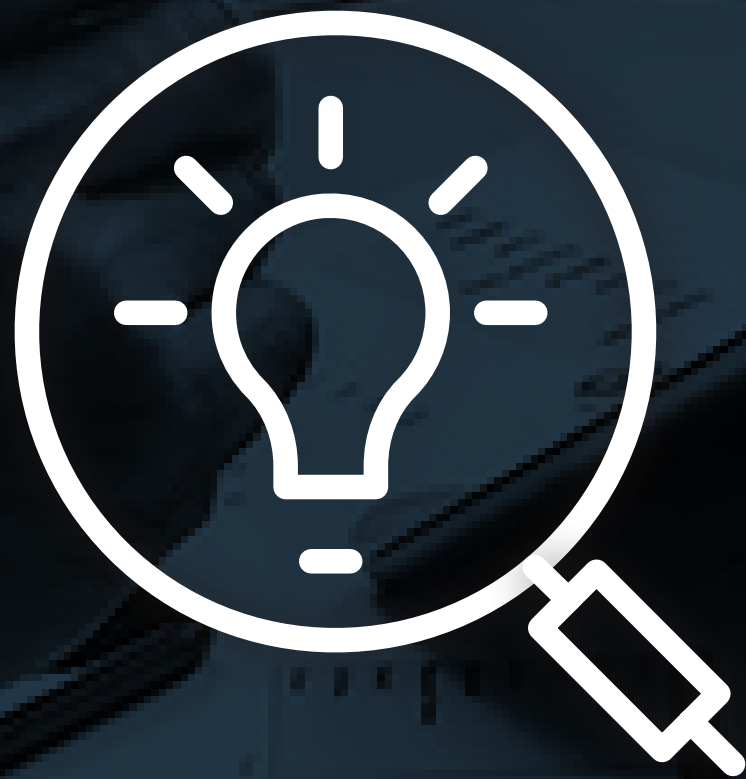
HASHTAGS

It doesn't appear Blumenthal uses standard hashtags. If they do use hashtags on a post, they are related to the post itself, such as hashtags of the event name, artist, etc.

#icymi

#bts

#broadwaywillbeback



BRAND VOICE AND TONE

BRAND VOICE

Your tone of voice is the way you write and speak. It's what we say, and how we say it. Cain Center for the Art's overall voice and tone will allow all of our marketing to have a cohesive, on-brand feel.

Brand Voice Description

The Cain Center for the Arts brand voice is welcoming and approachable—there's a little bit of something for everyone here. It's casual and conversational with creativity, passion, and fun mixed in. We can think of it like a late night TV host, able to attract a wide variety of audiences and make them all feel like they're at home.

Content Tag Line (3-4 words to describe your content brand voice)



Conversational



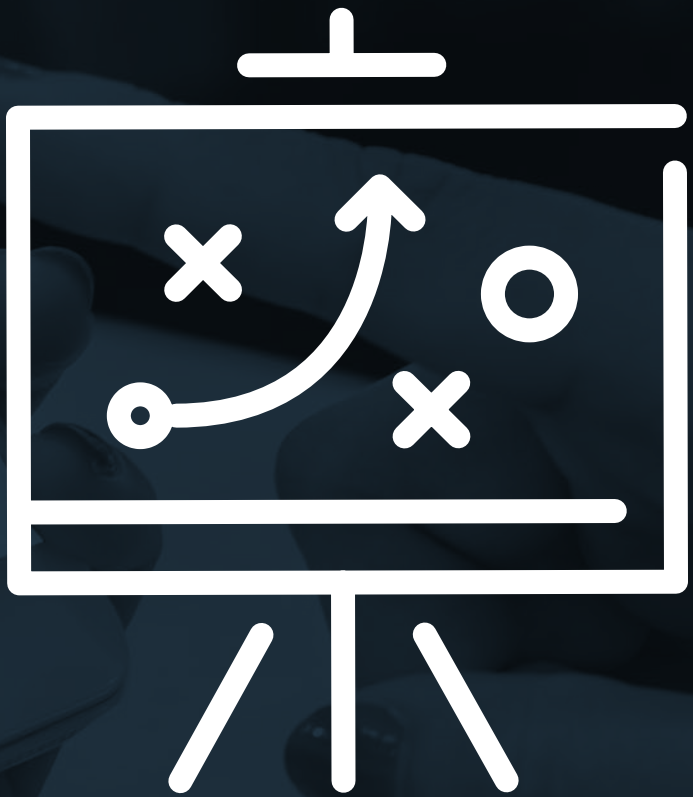
Educational



Passionate



Creative



CONTENT STRATEGY

WHAT ORGANIC CONTENT WILL WE CREATE?

Participating on social media involves creating and sharing content your followers will love. Let's plan how and what you'll create, and how you'll participate in the conversation.

Types of Organic Content

Let's take a look at the resources available to you to create your content. This is a high-level overview of how you'll create shareable content.



**BLOG, VIDEO PODCASTS,
ARTICLES**



EMAIL MARKETING



SOCIAL MEDIA

ORGANIC CONTENT



BLOG, VIDEO PODCASTS, ARTICLES

- Long-form pillar content
- Hub content
- Highly-educational content that provides readers value



EMAIL MARKETING

- Keeps you top of mind with customers
- eNewsletters include promotions for pillar content
- Add additional insights/exclusive information for Founders since these people donated to support Cain



SOCIAL MEDIA

Facebook, Instagram, Twitter, YouTube, Pinterest

Geared more towards general prospects who will be attending/using services

- Pillar & hub teasers - i.e. graphics/links to blogs/videos
- Hygiene - entertaining content: behind the scenes, meet the team, poll questions, etc.
- Informative standalone posts (that don't tie back to a pillar or hub piece of content)

LinkedIn

Geared more towards general prospects who will be attending/using services

- Pillar (short-form) and pillar teasers
- Hub content - curated articles, promotions for Cain in the news, etc.
- Business, industry, news, and thought leadership content

HERO/PILLAR CONTENT

Bringing it all together with a simple content plan

Hero or Pillar content is the long-form content that acts as an anchor or the “main event” for all your other monthly or quarterly content. If you can only get one piece of content out the door, it should always be the hero content.

Hero content will then be repurposed 10+ ways to ensure that your content doesn't get posted once then turn to dust, but works hard for you for 30, 60, or 90+ days. It's directly tied to your financial/lead gen goals. It shows value, builds authority, and helps people see WHY they should work with you.

Hero content could be:

- Blog articles
- Podcast episodes
- YouTube or other videos
- Case studies
- eBooks/Guides
- Etc.

Example:

MONTHLY MAGAZINE ARTICLE - “How Performing Arts Benefits Society”

This would be a long-form, 1,000+ word article detailing why the performing arts are an important part of our community and culture.

- The magazine article would then be tweaked slightly and posted as a blog.
- Each of the reasons in the article would become separate social media posts.
- Questions raised in the article would be used as engagement-generating content via Facebook and Instagram stories.
- Quotes from the article would be pulled and turned into a graphic design and posted on social media channels.
- Incorporate promotion into both newsletters to drive more traffic back to blog/social accounts

Once the Hero content is taken care of, we fill in with hub and hygiene posts. These will encompass the themes you already are utilizing in your content as well as some additional engagement and conversation starter posts, stories, polls, etc.

HERO/PILLAR CONTENT

Organic Post | Example Creative



HUB CONTENT

Hub content is other great content that keeps people coming back for more.

Hub content could include:

- Additional blog articles
- eNewsletters
- Curated articles

Example:

Short blog or carousel-style social media post that ties in with pillar content): Benefits of Supporting the Performing Arts with Cain Center for the Arts

Carousel graphic:

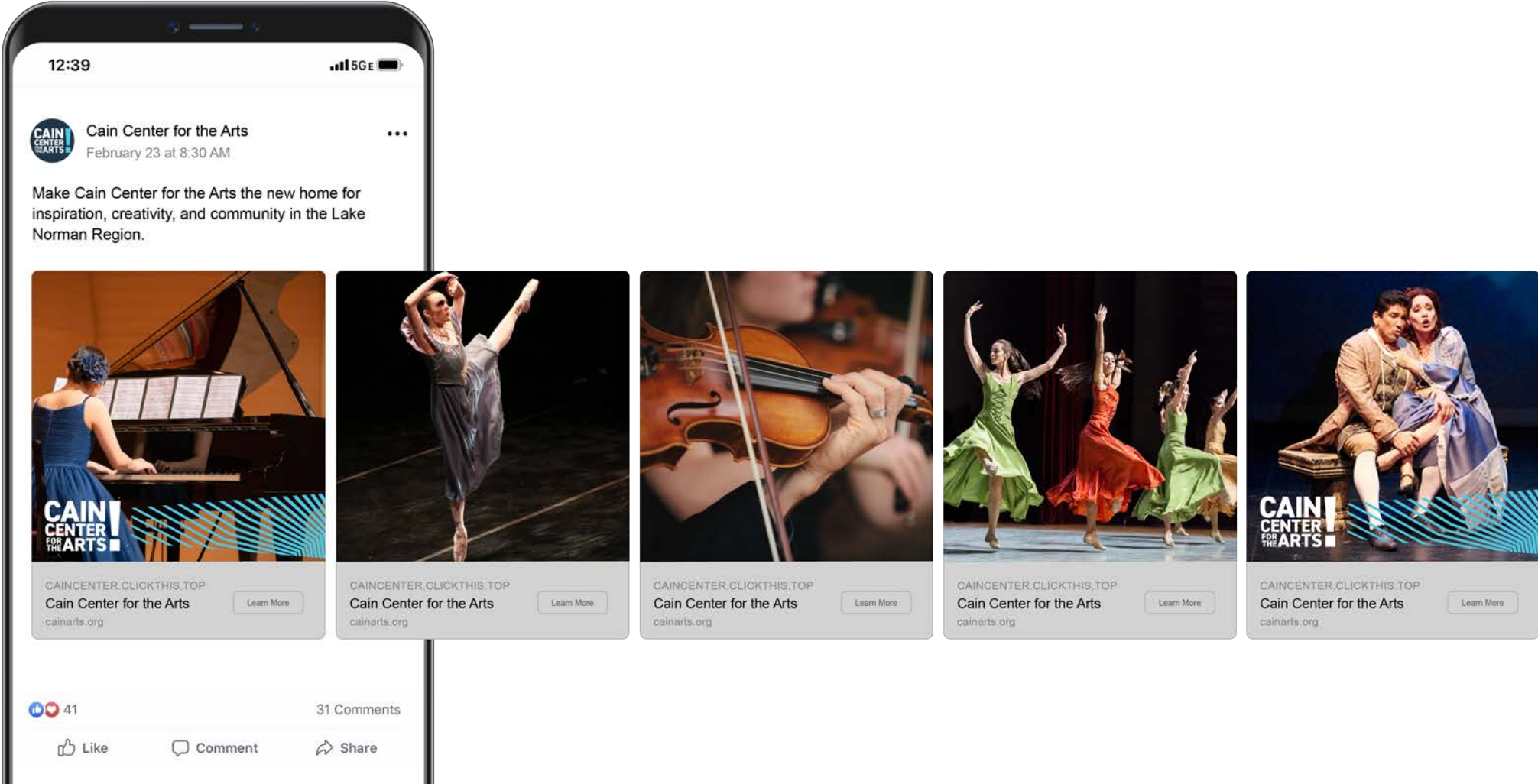
- Graphic 1: What do you get when you invest in the performing arts with Cain Center?
- Graphic 2: Benefit of membership 1
- Graphic 3: Benefit of membership 2
- Graphic 3: Benefit of membership 3
- Graphic 4: Bring the arts to life in Lake Norman - buy a brick today

Caption Options:

- When Winston Churchill was asked to cut arts funding in favor of the war effort, he simply replied, “then what are we fighting for?”
- Inspiration. Community. Education. Entertainment. The arts are an integral part of society, connecting humans to one another through shared experiences.
- We’re building something extraordinary in the Lake Norman region. See how you can help bring the arts to life right here, right now at the link in our bio.

HUB CONTENT

Carousel | Example Creative



HYGIENE CONTENT

Hygiene content is the “fun stuff.” It’s what attracts new customers and builds “know, like, and trust.” Hygiene content drives engagement and is the majority of your daily social media content.

Hub content could include:

- Social posts/stories/reels/videos/polls
- eNewsletters
- Entertainment/engagement themes like:
 - Behind the scenes content
 - Meet the team
 - Conversation starters
 - Tips
 - Community involvement
 - Inspirational quotes
 - Local artist spotlights/quotes

Example:

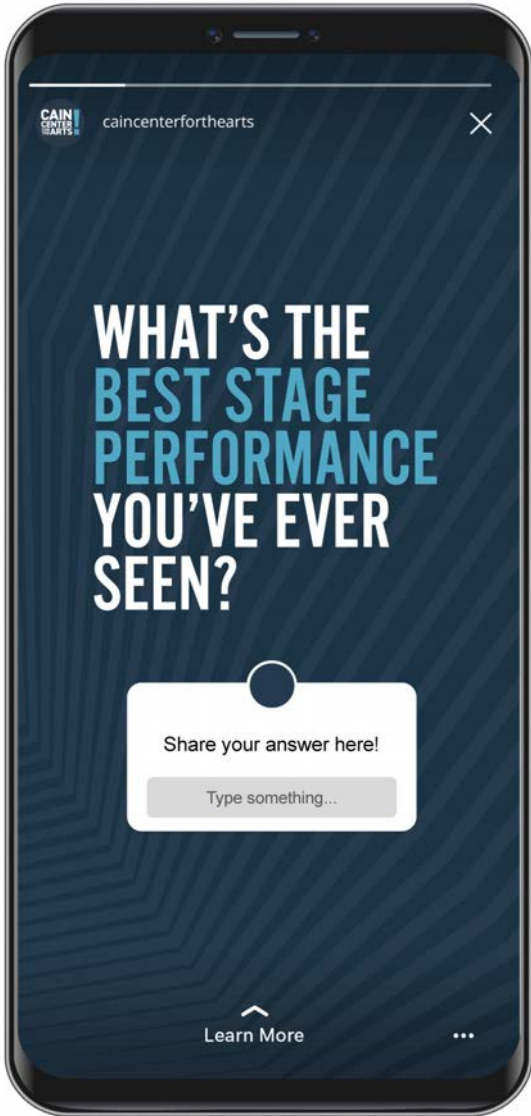
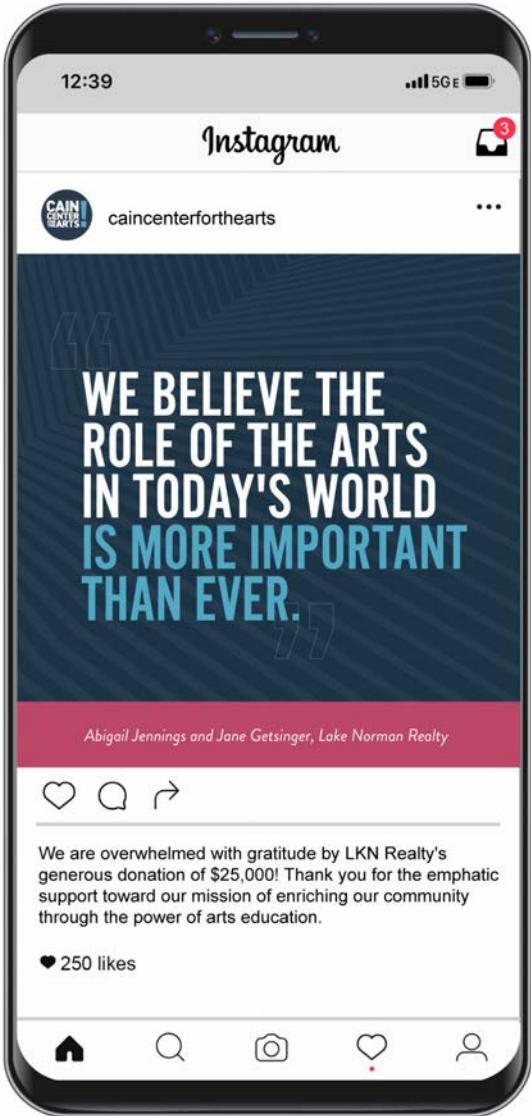
Story on Instagram - What’s your favorite performance to see in person? [multiple choice answer sticker with choices like plays, ballet, opera, etc.] or

What’s the best stage performance you’ve ever seen? [Question sticker for people to type answers]

Then share answers from people in your story and tag them!

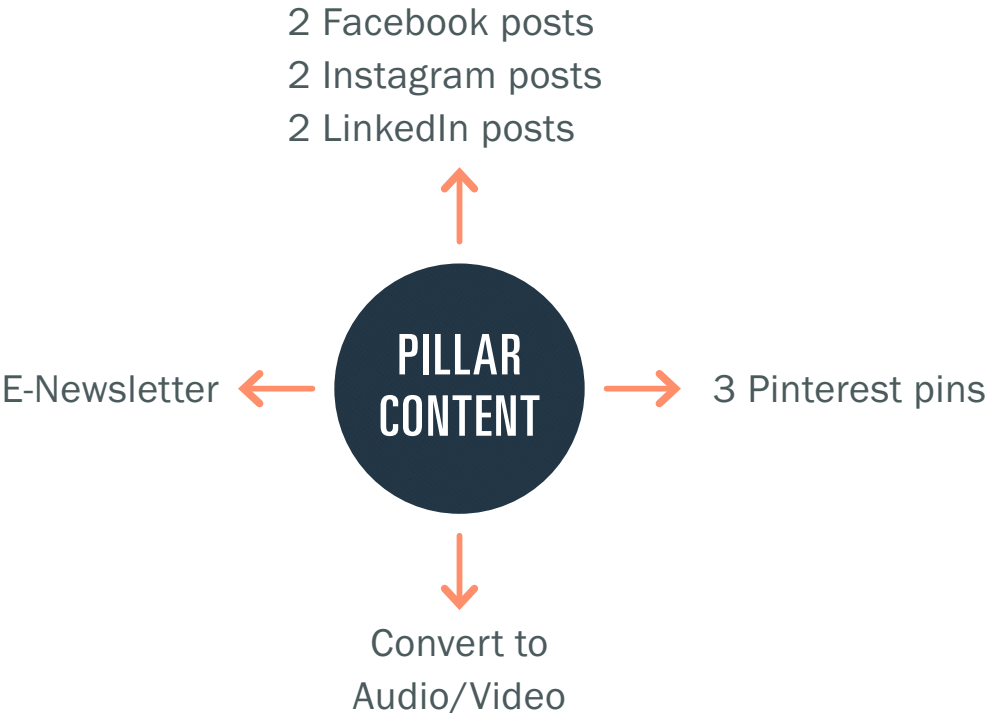
HYGIENE CONTENT

Instagram Story & Quotes | Example Creative



PILLAR CONTENT

How to repurpose pillar content 10+ ways



Sample Content Repurposing Content

Go live	<ul style="list-style-type: none">• Ask an engaging question about content topic on social media channels
Same week	<ul style="list-style-type: none">• Ask an engaging question about content topic on social media channels
One week later	<ul style="list-style-type: none">• Tease with first key takeaway• Publish pin #2 on Pinterest
Two weeks later	<ul style="list-style-type: none">• Tease with second key takeaway• Share graphic of a quote from the hero content on social media channels
Three weeks later	<ul style="list-style-type: none">• Tease with third key takeaway• Publish pin #2 on Pinterest
30 Days later	<ul style="list-style-type: none">• Reintroduce content• Do a content roundup

HERO CONTENT



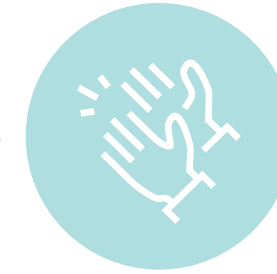
PERFORMING ARTS EDUCATION

- What is the difference between drama and theatre?
- Acting vs performing
- Is going to college for musical theatre worth it?
- Contemporary art forms
- The importance of dance in theatre
- What can I do with a performing arts degree?
- What's the purpose of performance art?
- How do performing arts benefit society?



LOCAL ARTIST/ PERFORMANCE HIGHLIGHTS

- In-depth features on local artists
- In depth features on upcoming performances



GENERAL PERFORMING ARTS/CAIN CENTER

- What are the benefits of live theatre over movies?
- How does technology affect performing arts
- Why you should buy a brick
- Why you should become a season ticket holder (for future)
- What does it mean to become a founding member?
- The most famous living performing artists
- How art reflects our culture and society
- Supporting the arts is important—here's why
- Bringing the Arts to Life in Lake Norman with Cain Center for the Arts

HUB CONTENT

- Curated articles where Cain Center is featured
- Detail the conceptual plans—how they'll be used, why they're a great asset to the community
- 400-seat theatre with balcony
- Gallery space
- Event spaces
- Classrooms
- Community green space
- Outdoor plaza
- Parking and pedestrian access

HYGIENE CONTENT



ENGAGEMENT PROMPTS

- What's your favorite form of art and why?
- What would the world be like without art?
- Why do you like theatre?
- Who plays it best? [Movie actor] or [Broadway actor]?
- Yay or nay? Performing arts is a "real job"
- Local artist highlights/quotes (can really boost engagement & followers if the artist already has a large, engaged audience)
- What's it like being a performance artist? Here's what 5 top performing artists had to say. (Story with individual slides for artist quotes)
- What's the most underrated form of art?
- This or that? Classroom or Dance Room? Which one are you most excited about (renderings of each room, poll question sticker in stories)



QUOTES TO CREATE GRAPHICS

- When Winston Churchill was asked to cut arts funding in favor of the war effort, he simply replied, *then what are we fighting for?*
- *I regard the theatre as the greatest of all art forms, the most immediate way in which a human being can share with another the sense of what it is to be a human being.*
–Oscar Wilde
- *Imagination creates beauty, justice, and happiness, which are everything in this world.*
–Blaise Pascal
- *Art enables us to find ourselves and lose ourselves at the same time* –Thomas Merton
- *Nobody cares if you can't dance well. Just get up and dance. Great dancers are not great because of their technique, they are great because of their passion.*
–Martha Graham
- *The arts can help students become tenacious, team-oriented problem-solvers who are confident and able to think creatively.*
–Arne Duncan, U.S. Secretary of Education
- *Theatre doesn't last. Only in people's memories and in their hearts. That's the beauty and the sadness of it. But that's life. Beauty and sadness. And that's why theatre is life.*
- *Art is how we decorate space. Music is how we decorate time.*

CONTENT RECOMMENDATIONS



ORGANIC

- 1-2 Pillar Magazine Article/Blog/Video Posts Per Month, repurposed 10+ ways for social media
- 1+ Hub post each week
- 2+ Hygiene posts each week (including stories, reels, etc.)
- In future: focus on video and visual content



PAID

Awareness Campaign

- General, brand-centric ads to announce CCA's mission in the community
- 3 options to rotate for brand-centric ads to be used on Facebook, Instagram, and LinkedIn
- 3-5 PPC ad variations
- CTA: Learn more or Get Involved
- CTA: Bring the arts to life in Lake Norman

Conversion Campaign

- Focused on converting followers to founders/donors
- 3 Founder's Society focused ads for FB, Insta, and LinkedIn
- 3-5 PPC ad variations
- CTA: Get Involved or Make a Pledge
- CTA: Become a Founder
- CTA: Buy a Brick

PAID CONTENT

LinkedIn | Example Creative



HASHTAGS

Hashtags are like micro search engines for your content, particularly on Instagram or Twitter. They are a great way for potential customers to find your content. To get discovered using hashtags, Cain Center for the Arts should consider these 5 categories.



SEARCHABLE TERMS

the words your ideal client types after the pound sign to search for the content they want to see

- #performingarts
- #performingartscenter
- #dance #nonprofit
- #theatre #broadway
- #acting #savethearts
- #ballet #culture
- #performance #concert



GEOGRAPHIC

posts based on city, state, and general area

- #charlotteperformingartscenter
- #charlottearts
- #lakenormanperformingarts
- #lakenormanarts
- #charlottetheatre
- #lakenormantheatre
- #corneliustheatre
- #localartist
- #charlotteartist
- #northcarolinaarts
- #lakenormanartsorganization
- #charlotteartsorganization



INDUSTRY

Hashtags specifically related to your industry

- #CainCenter #savethearts
- #CainArts #culture
- #performingarts #concert
- #dance #music
- #theatre #art
- #acting #theater
- #ballet #arts
- #performance #performer
- #nonprofit #livemusic
- #broadway #singer



PHOTO-RELATED

Hashtags directly related to the picture itself

TBD depending on image



BENEFIT-RELATED/ OTHER

- #culture
- #inspiration
- #entertainment
- #theatrenerd
- #theatrical
- #theatrelove
- #theatrecompany
- #musicaltheatre
- #theatreeducation
- #theatrelife



MEASUREMENT

CHOOSE WHAT METRICS TO MONITOR

Social media can be broken into four key customer journey stages.



AWARENESS

These metrics illuminate your current and potential audience.

This is the attention your brand gets across social media during a certain reporting period. Will look at things such as audience growth rate, post reach, potential reach, etc.

- @mentions
- links
- shares
- impressions



ENGAGEMENT

These metrics show how audiences are interacting with your content.

This shows the percentage of your audience that finds value in the things you post and should inform content moving forward. Will look at things like applause rate (likes, favorites), average engagement rate, amplification rate (shares), etc.



CONVERSION

These metrics demonstrate the effectiveness of your social engagement.

This is the amount of people who take action. A high conversion rate means your content is valuable and compelling to your audience. We'll look at things such as the post click-through rate (CTR), bounce rate, cost-per-click (CPC), cost per thousand impressions (CPM), social media conversion rate, conversion rate, etc.



CONSUMER

These metrics demonstrate the effectiveness of your social engagement.

We'll look at things like testimonials, customer satisfaction score, net promoter score, etc.

Overall, followers are less important than engagement—although we want more of both! To start, we'll evaluate post reach and engagement so we can see what posts are working well and duplicate that type of post going forward.



Q&A SESSION

THANK YOU