2023 DIGITAL PRIORITIES

League of America Orchestras

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YOUR TEAM AT CI

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Capacity Interactive
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2023 Digital Priorities

Google Analytics 4
Institutional Branding
First-Party Data Strategy + Privacy-Focused Measurement
Search Engine Optimization
Vertical Video
Google Machine Learning
Today’s Focus
Search Engine Optimization
Vertical Video
Institutional Branding
SEARCH ENGINE OPTIMIZATION
Change in the Digital Landscape

Search Engine Optimization

FOCUS ON CONTENT MARKETING with Search Engine Optimization
80% of all online activities start on search engines.

Source: Harris Interactive Poll and Doubleclick Study
Super Easy Optimizations

Increases your organization’s discoverability and ranking on the search engine results page (SERP).

You’re missing out on crucial organic traffic if you don’t appear on the SERP.

Every article you create is a permanent addition to your site.

More SEO content on your site = more opportunities to rank.
Paths to a Blog Article
The Classic Way
Paths to a Blog Article
A Search-First Perspective
Write articles that answer queries users are searching for.

AKA be a mind reader.

Just kidding.
Conduct Keyword Research

- Inspiration
- Research
- Selection
Phase 1: Inspiration

Brainstorm topics based on Google Autocomplete.
Google Autocomplete
Create avatars.
Write articles that answer those queries.

Search Query

actors that actually learned the instruments their characters play

About 91,200,000 results (0.57 seconds)

11 actors who learned to play a musical instrument for films (and one who definitely didn't)

- Ryan Gosling – La La Land. ...
- Rami Malek – Bohemian Rhapsody. ...
- Bradley Cooper – A Star Is Born. ...
- Joaquin Phoenix and Reese Witherspoon – Walk the Line. ...
- Adrien Brody – The Pianist. ...
- Matt Damon and Jude Law – The Talented Mr Ripley.

More items... * Feb 18, 2021

https://www.classicfm.com > periods-genres > film-tv > act...
Write articles that answer those queries.
Phase 2: Research

- Inspiration
- Research
- Selection
Volume

How many people are searching for the term.
Competition

How hard it is to appear on the SERP for the term.
Keyword Sweet Spot
Volume vs. Competition

“musicians”
Volume vs. Competition

“Russian pianist and composer born in 1991”
Volume vs. Competition

“daniil trifonov”
Phase 3: Selection

- Inspiration
- Research
- Selection
The “long tail” of content.

70% of Traffic

Music

Classical music

What is considered classical music

Search Volume

Engagement

Short-tail

Mid-tail

Long-tail
Don’t overthink it!
Encyclopedia vs. Magazine Content
Encyclopedia vs. Magazine Content

Encyclopedia
Longer
Encyclopedia vs. Magazine Content

Encyclopedia
- Longer
- Formal
Encyclopedia vs. Magazine Content

Encyclopedia
- Longer
- Formal
- More specific
Encyclopedia vs. Magazine Content

Encyclopedia
Longer
Formal
More specific
In-depth
Ex: Guides, explanations, histories, definitions
Encyclopedia vs. Magazine Content

Encyclopedia
- Longer
- Formal
- More specific
- In-depth
  - Ex: Guides, explanations, histories, definitions

Magazine
Encyclopedia vs. Magazine Content

Encyclopedia
- Longer
- Formal
- More specific
- In-depth
  - Ex: Guides, explanations, histories, definitions

Magazine
- Shorter
Encyclopedia vs. Magazine Content

**Encyclopedia**
- Longer
- Formal
- More specific
- In-depth
  - Ex: Guides, explanations, histories, definitions

**Magazine**
- Shorter
- Casual
  - Ex: Listicles, think-pieces, opinions
Carnegie Hall: Period Instruments: A Short Guide
Carnegie Hall:
Five Things to Know About Messiaen’s Quartet for the End of Time
Where is the best seat at Carnegie Hall?
Another Magazine Example

Where is the best seat at Carnegie Hall?
Another Magazine Example

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Another Magazine Example

Where is the best seat at Carnegie Hall?
Get Technical

- Create and optimize title tags.
- Create and optimize meta descriptions.
- Tag image alt attributes.
- Publish!
VERTICAL VIDEO
Change in the Digital Landscape

Vertical Video

SHIFT IN SOCIAL MEDIA PLATFORMS AND FORMATS
TikTok Engagement

Global Monthly Usership (hours per month)

Source: TheNetworkEC y 4puntoCero
TikTok Engagement

Global Monthly Usership
(hours per month)

Source: TheNetworkEC y 4puntoCero
TikTok Engagement

TikTok commands a staggering amount of attention, and their biggest user segment is ages 10-19.

More on this:
- profgalloway.com/tiktok-trojan-stallion
- explodingtopics.com

View all 78 comments
10 hours ago
TikTok users spend 5% of their waking hours watching TikTok videos.

Source: Hootsuite
Meta’s algorithm favors Reels.
Vertical short-form video isn’t a trend.
Vertical Video Priorities

- Use a 9:16 ratio
- Create short-form video
Tone

NARS Cosmetics
That shade match tho 😎😎
4-15 880 Reply

Creator
hi this is me asking for a full size 😼
4-15 537 Reply

NARS Cosmetics
Sliding into your DMs rn 😍❤️
4-15 262 Reply

Paris Jay
Omg I love this!
4-15 44 Reply

unhinged.
PERIOD !!!
4-16 14 Reply

Amygdala Rani
Holy moly... you've been acknowledged. It this the day you're gonna look back on in ten years, like this was the day his life changed
4-16 5 Reply

Creator
hope so omg
Trends FAQs

Stay on top of trending sounds, hashtags, and concepts.
A Flow Chart

Does this trend relate to my organization?

If Yes

- JUMP IN!
- MAKE IT YOUR OWN
- HAVE FUN
Does this trend relate to my organization?

If Yes:
- JUMP IN!
- MAKE IT YOUR OWN

If No:
- ENJOY THE TREND

HAVE FUN
90% of TikTok users say that sound is vital to their experience.
Over 80% of Reels are viewed with the sound on.
Use native features.

- Helps ensure your content looks native to the platform.
- Visibly recycled content from other apps is actively suppressed.

Text and Sounds
Use native features.
When repurposing the same content to Reels and TikTok...

- You can edit the video outside of the respective platform.
- Leave out the sound & text components for when you upload that content to the respective platform.
- Add those text & sound components natively.
- Avoid re-posting content with logos, watermarks, or platform-specific text to a different channel.
Vertical Video Priorities

- **Use a 9:16 Ratio**
- **Create short-form video**
- **Download the app**
- **Remove layers of approval**
Cincinnati Symphony Orchestra
Cincinnati Pops

Common
- Engagement Rate: 5% engagement rate
- ROI: 648% ROI
- Revenue: $13,000
- Website Views: 8,000
Carnegie Hall
INSTITUTIONAL BRANDING
Change in the Digital Landscape
Institutional Branding

FOCUS ON EXPERIENCE
(Not Just Programming!)
Organizations that recovered attendance the fastest upon reopening generally sustained their marketing investments during the pandemic—even ones that were physically closed.

Source: IMPACTS Experience, Here’s What Organizations That Recovered Fastest Post-Pandemic Have in Common (DATA)
Why should you invest in your brand?

Not investing in your brand = potential revenue and audience loss.

It’s a strategic investment in future audiences.

It’s a great way to diversify your marketing strategy.

Show audiences who you are, what you offer, and why they should visit.

Stay top of mind for audiences.
Tell your organization’s story that you wish the media was sharing on your behalf.
Run institutional branding campaigns across platforms.

Use what you already have.
Run institutional branding campaigns across platforms.

Use what you already have.

Share the feeling of your organization’s experiences and the benefits of being part of your community.
Run institutional branding campaigns across platforms.

Use what you already have.

Share the feeling of your organization’s experiences and the benefits of being part of your community.

Tell one story at a time.
Test your messaging, then optimize based on what resonates with your audience.
Chicago Symphony Orchestra
Tourism Campaign
Featured: Language Focused on the City
ROI: 590%
Revenue: $17,000
Website Views: 18,000
Chicago Symphony Orchestra

Year-Long Branding Campaign

Featured: Community Language and Program Overviews

ROI: 495%
Revenue: Over $750,000
Website Views: 725,000

Local Audience
Houston Symphony

Evergreen Paid Search Campaign

ROI: 4,000%
Revenue: $1.7 million

Focus on Bottom-of-Funnel Branded Keywords
Dallas Symphony Orchestra

Season-Long Institutional Branding Campaign
Tiered strategy to move audiences through the marketing funnel.
Dallas Symphony Orchestra

In February 2023, top tier drove:

- 56% ROI
- 37 Purchases
- $4,210 in Revenue
- $0.48 Cost per Page View
- 5,664 Page Views
Dallas Symphony Orchestra
New YouTube campaign in Feb 2023:

- 864% ROI
- 108 Purchases
- $17,344 in Revenue
- 10,268 Page Views at an Avg. Cost of $0.18
Thanks!

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