





2023 DIGITAL PRIORITIES

League of America Orchestras

Alana Harper and Jess Isgro

June 2023

-  @Capacity_Interactive
-  /CapacityInteractive
-  CapacityInteractive
-  /capacity-interactive

YOUR TEAM AT CI



Alana Harper (she/her)
Sr. Consultant, SEO



Jess Isgro (she/her)
Sr. Consultant, Digital Marketing

Capacity Interactive



Capacity Interactive Clients



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

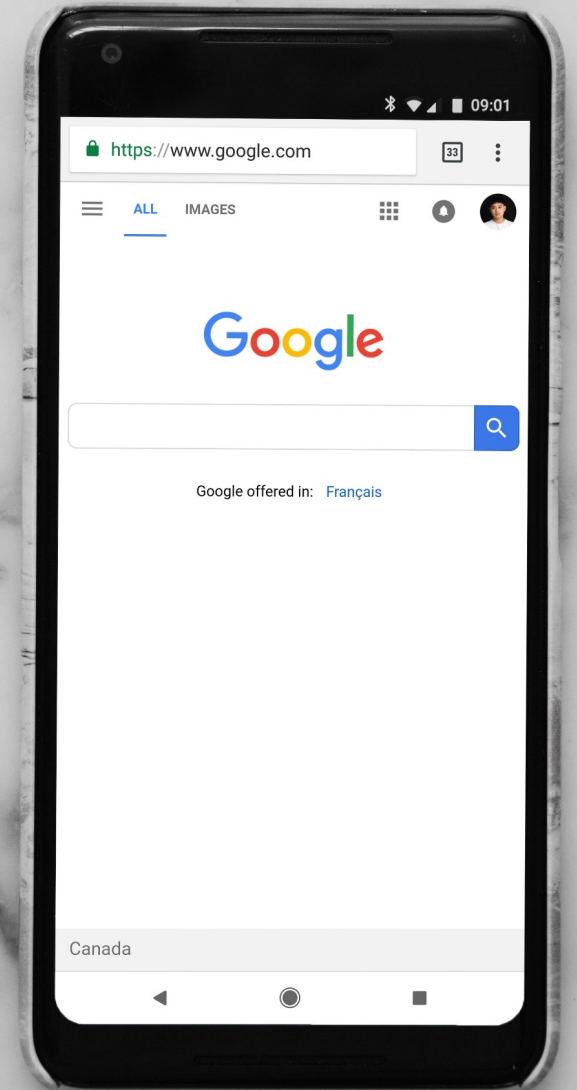
Search Engine Optimization

FOCUS ON CONTENT MARKETING with Search Engine Optimization



80%
of all online activities
start on search engines.

Source: Harris Interactive Poll and Doubleclick Study



SEO

Super Easy Optimizations



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

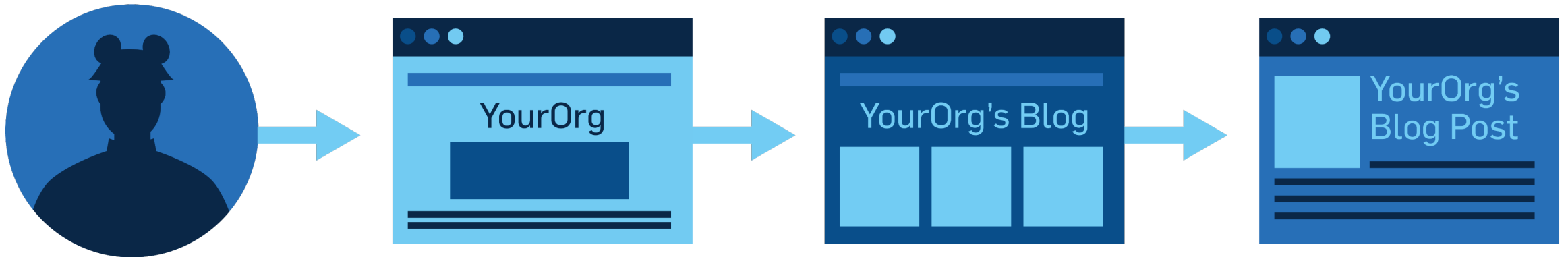
You're missing out on crucial organic traffic if you don't appear on the SERP.

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

More SEO content on your site = more opportunities to rank.

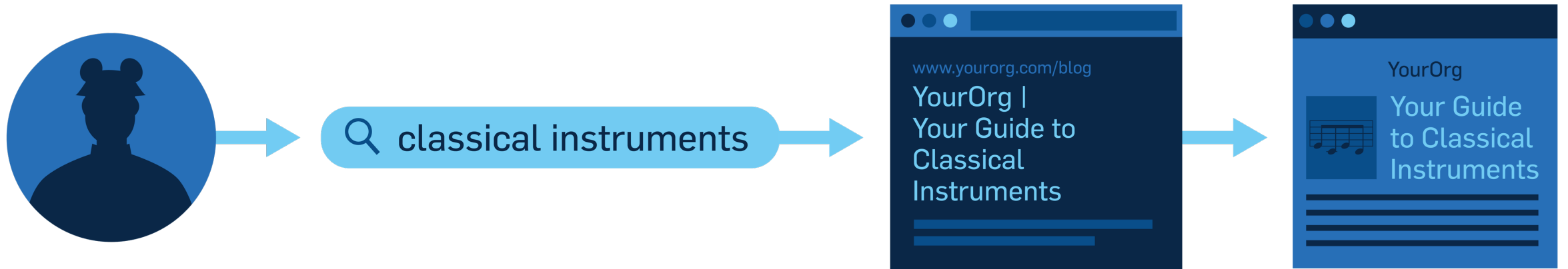
Paths to a Blog Article

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

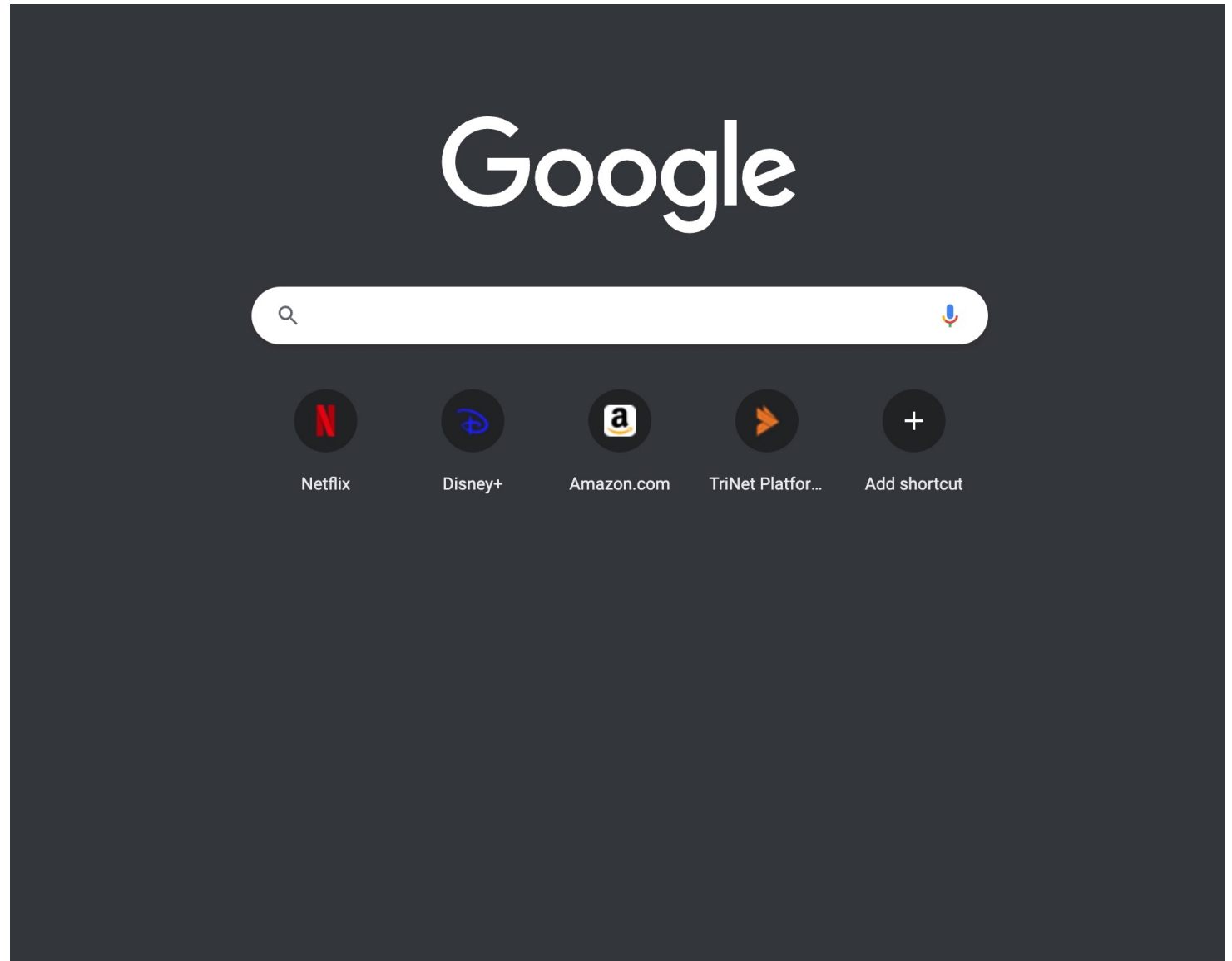
SELECTION

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



All



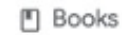
Images



Videos



News



Books



More

Tools

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 19, 2021

<https://www.classicfm.com> › [periods-genres](#) › [film-tv](#) › [ac...](#) ⋮

11 actors who learned to play a musical instrument for films ...

About featured snippets • Feedback

Write articles that answer those queries.



The World's Greatest Music
CLASSIC fm
Digital Radio | 100-102FM

Now Playing
Henry V Suite (4)
William Walton

Playlist


Home Radio News Discover Music Composers Artists Lifestyle Win Charity Podcasts

Discover Music

Discover Music Home Periods & Genres Occasions Mood Instruments Music Theory Learning Humour

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

19 February 2021, 12:14 | Updated: 19 February 2021, 12:28



Adrien Brody and Nicholas Cage playing musical instruments in films. Picture: Focus Features/StudioCanal/Universal Pictures

Phase 2: Research

INSPIRATION



RESEARCH

SELECTION



Volume

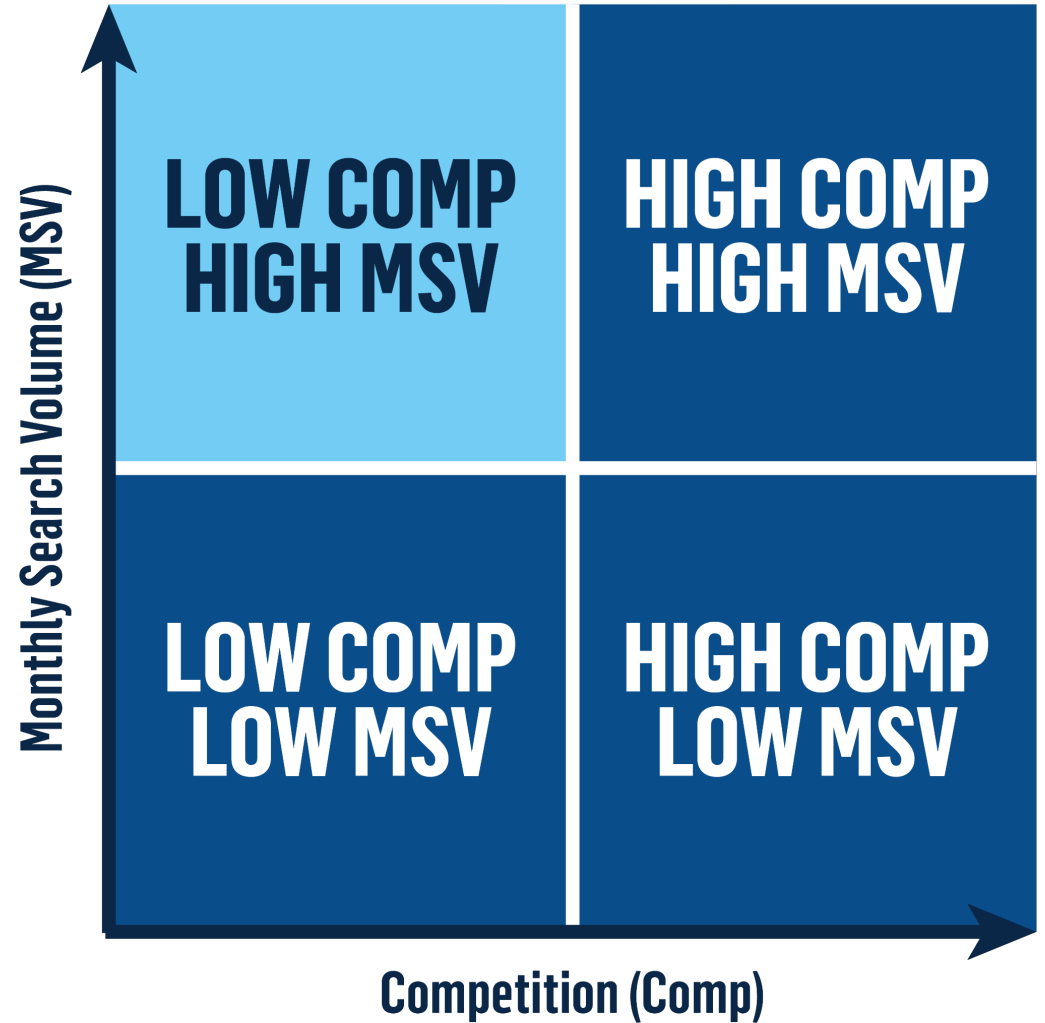
How many people are searching for the term.



Competition

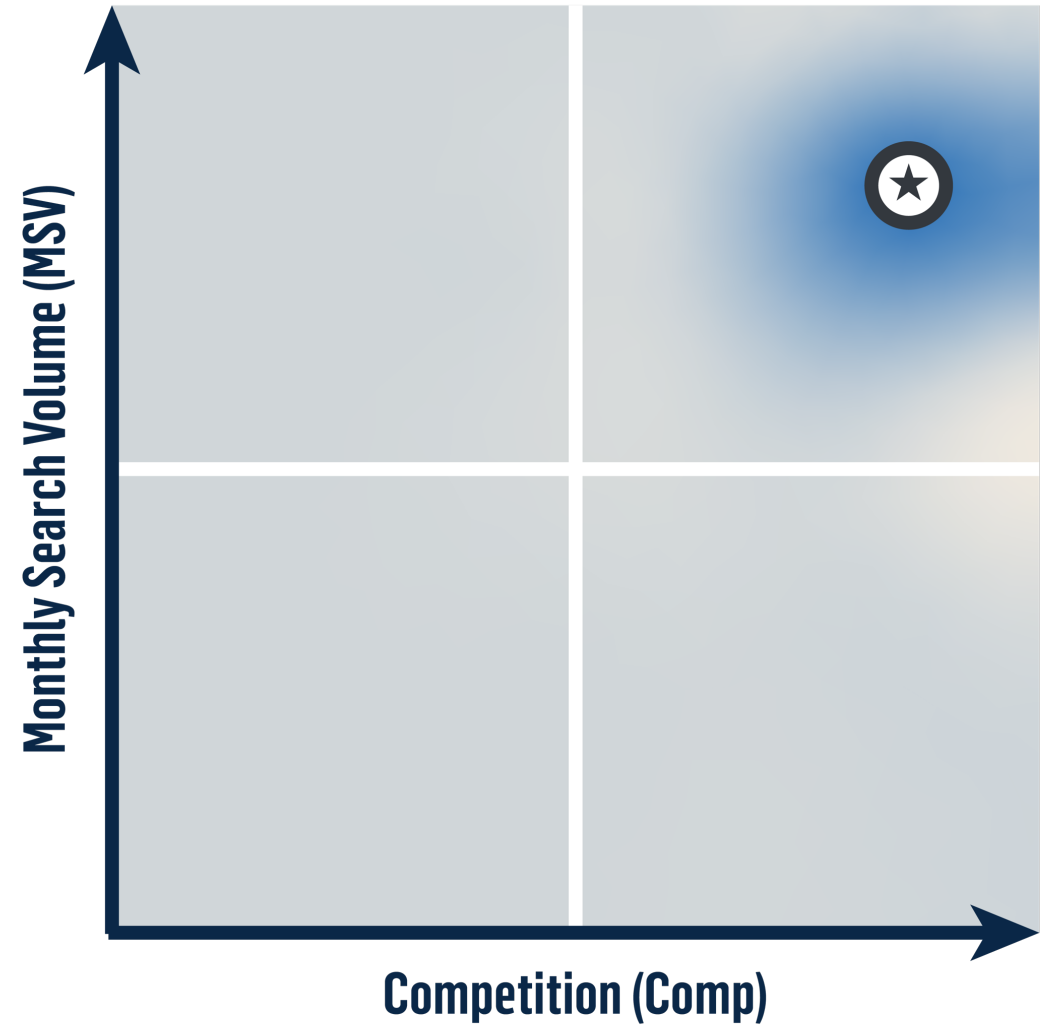
How hard it is to appear on the SERP for the term.

Keyword Sweet Spot



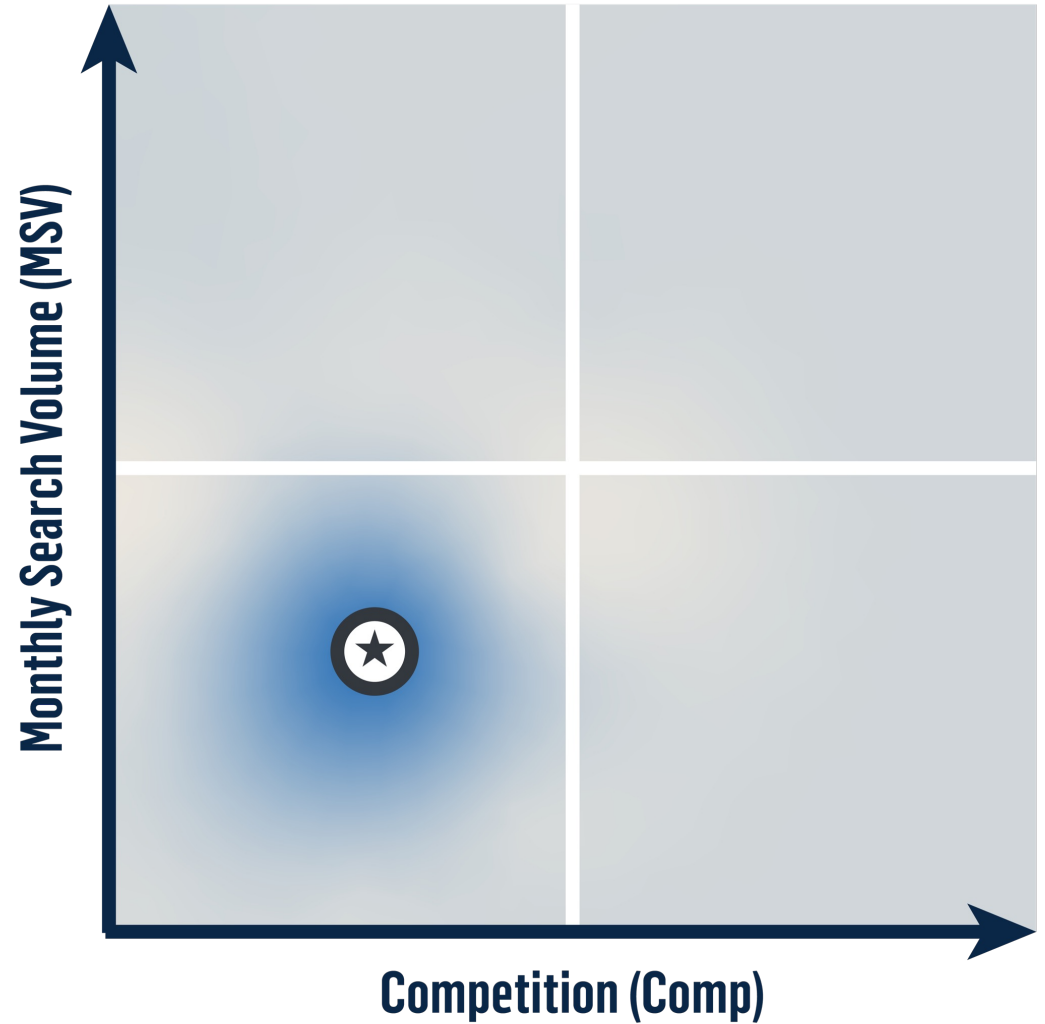
Volume vs. Competition

“musicians”



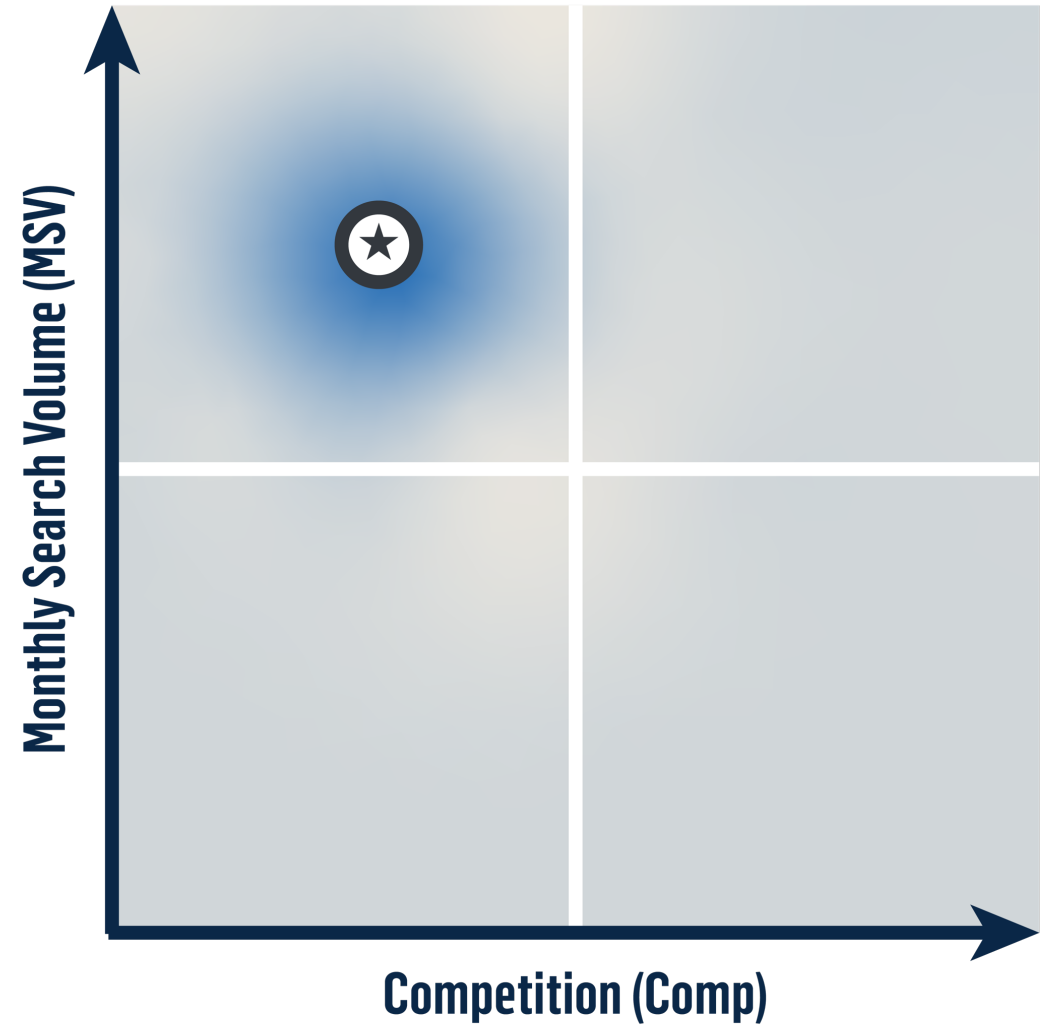
Volume vs. Competition

“Russian pianist and composer born in 1991”



Volume vs. Competition

“daniil trifonov”



Phase 3: Selection

INSPIRATION

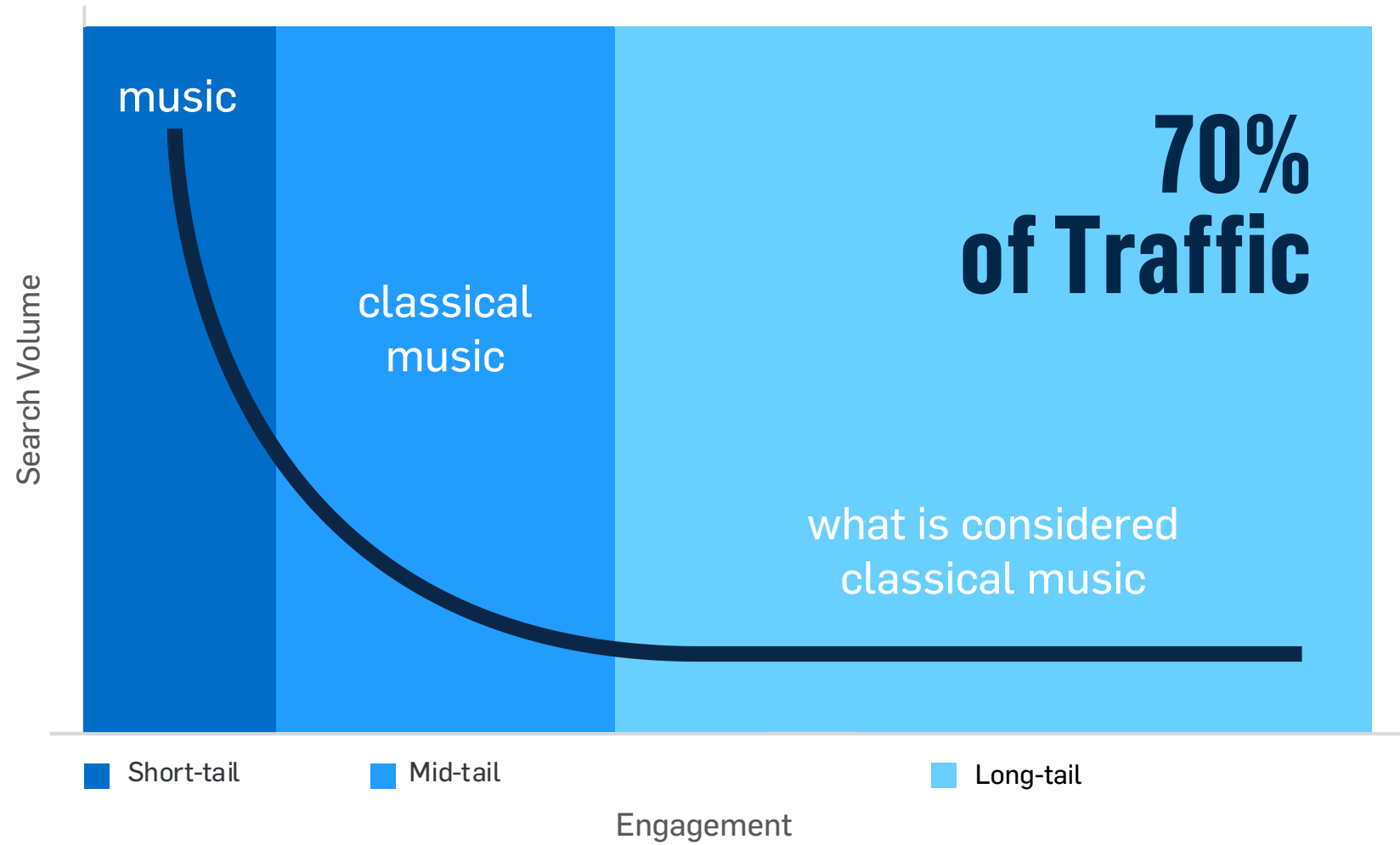


RESEARCH



SELECTION

The “long tail” of content.





Don't overthink it!



Encyclopedia vs. Magazine Content

Encyclopedia

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

Encyclopedia Example

Carnegie Hall: Period Instruments: A Short Guide

The image shows a Google search interface for the query "period instruments". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, navigation tabs for "All", "Images", "Videos", "Shopping", "News", and "More" are visible. The search results show "About 470,000,000 results (0.47 seconds)".

The featured snippet is from Carnegie Hall, dated June 6, 2022. It defines period instruments as musical instruments that were built in a past historical era, or that were built in the 20th or 21st centuries but replicate the designs of Renaissance and Baroque instruments. To the right of the text is a photograph of a period instrument ensemble performing on stage.

Below the snippet is a link to the full article: <https://www.carnegiehall.org/Articles/2022/06/06/Pe...> with the title "Period Instruments: A Short Guide | Carnegie Hall".

Underneath is a "People also ask" section with four questions, each with a dropdown arrow:

- How many periods of instruments are there?
- What are the instrument in classical period?
- What 5 instruments were invented during the Baroque period?
- What are the instruments of Renaissance period?

At the bottom, there is a link to a Wikipedia page: https://en.wikipedia.org/wiki/List_of_period_instru... with the title "List of period instruments - Wikipedia".

Magazine Example

Carnegie Hall:

Five Things to Know About
Messiaen's Quartet
for the End of Time

The image shows a Google search interface for the query "messiaen end of time". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are tabs for "All", "Images", "Shopping", "Videos", "News", and "More". The search results show "About 339,000 results (0.81 seconds)". A featured snippet is displayed, providing a brief overview of the music. To the right of the snippet is a "See results about" box with a dropdown menu showing "Quartet for the End of Time Album". Below the snippet is a link to a Carnegie Hall article. The "People also ask" section contains four questions related to the quartet. At the bottom, there is a "Videos" section with a single video result.

Google

messiaen end of time

All Images Shopping Videos News More Tools

About 339,000 results (0.81 seconds)

In a prisoner-of-war camp during the early days of World War II, French composer Olivier Messiaen (1908–1992) created his chamber music masterpiece **Quatuor pour la fin du temps** (Quartet for the End of Time). Rooted in his deeply Christian faith, it is inspired by the New Testament Book of Revelation. Mar 11, 2021

See results about

Quartet for the End of Time Album

https://www.carnegiehall.org › Articles › 2021/03/11 › FI...
Five Things to Know About Messiaen's "Quartet for the End of ...

About featured snippets · Feedback

People also ask

Where did Messiaen write Quartet for the End of Time?

Why is it called Quartet for the End of Time?

How long is the Quartet for the End of Time?

What is Olivier Messiaen known for?

Feedback

Videos

Messiaen: Quartet for the End of Time

Another Magazine Example

Where is the best seat at Carnegie Hall?



Where is the best seat at Carnegie Hall?

Jump to section:

[Stern Auditorium / Perelman Stage](#)

[Zankel Hall](#)

[Weill Recital Hall](#)

Another Magazine Example

Where is the best seat at Carnegie Hall?



best seat at carnegie hall



All Images Shopping Videos News More

Tools

About 2,090,000 results (0.43 seconds)

Ad · <https://www.vividseats.com/>

Carnegie Hall - Isaac Stern Auditorium Seating Chart

Buy your live event tickets online today on Vivid **Seats**®! 100% Buyer Guarantee. All tickets are valid, on-time, and backed by our 100% Buyer Guarantee. Email Delivery. Redesigned App. Secure Checkout. Loyalty Rewards Program. Unmatched Service. Instant Download.

100% Buyer Guarantee

Every ticket is 100% Guaranteed Valid, Authentic & On-Time.

Experience Vivid Seats

Sports, concerts, theatre? Find your tickets at Vivid Seats.

<https://www.carnegiehall.org> › Articles › 2022/04/04

Where is the best seat at Carnegie Hall?

Apr 4, 2022 — Jump to section: · Stern Auditorium / Perelman Stage (2,804 Seats) · Zankel Hall (599 seats) · Weill Recital Hall (268 seats) · Explore More ...
[Dress Circle \(4th Level\)](#) · [Zankel Hall \(599 Seats\)](#) · [Weill Recital Hall \(268...](#)

People also ask

What are the best seats in Carnegie Hall?



Is it impressive to play at Carnegie Hall?



What is the dress code for Carnegie Hall?



Is parquet good in Carnegie Hall?



Feedback

<https://www.tickpick.com> › blog › carnegie-hall-seating...

Carnegie Hall Detailed Seating Chart & Review | TickPick

Another Magazine Example

Where is the best seat at Carnegie Hall?



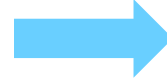
best seat at carnegie hall



All Images Shopping Videos News More

Tools

About 2,090,000 results (0.43 seconds)



Ad · <https://www.vividseats.com/>

Carnegie Hall - Isaac Stern Auditorium Seating Chart

Buy your live event tickets online today on Vivid **Seats**! 100% Buyer Guarantee. All tickets are valid, on-time, and backed by our 100% Buyer Guarantee. Email Delivery. Redesigned App. Secure Checkout. Loyalty Rewards Program. Unmatched Service. Instant Download.

100% Buyer Guarantee

Every ticket is 100% Guaranteed Valid, Authentic & On-Time.

Experience Vivid Seats

Sports, concerts, theatre? Find your tickets at Vivid Seats.

<https://www.carnegiehall.org> › Articles › 2022/04/04

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[Dress Circle \(4th Level\)](#) · [Zankel Hall \(599 Seats\)](#) · [Weill Recital Hall \(268...](#)

People also ask

What are the best seats in Carnegie Hall?



Is it impressive to play at Carnegie Hall?



What is the dress code for Carnegie Hall?



Is parquet good in Carnegie Hall?



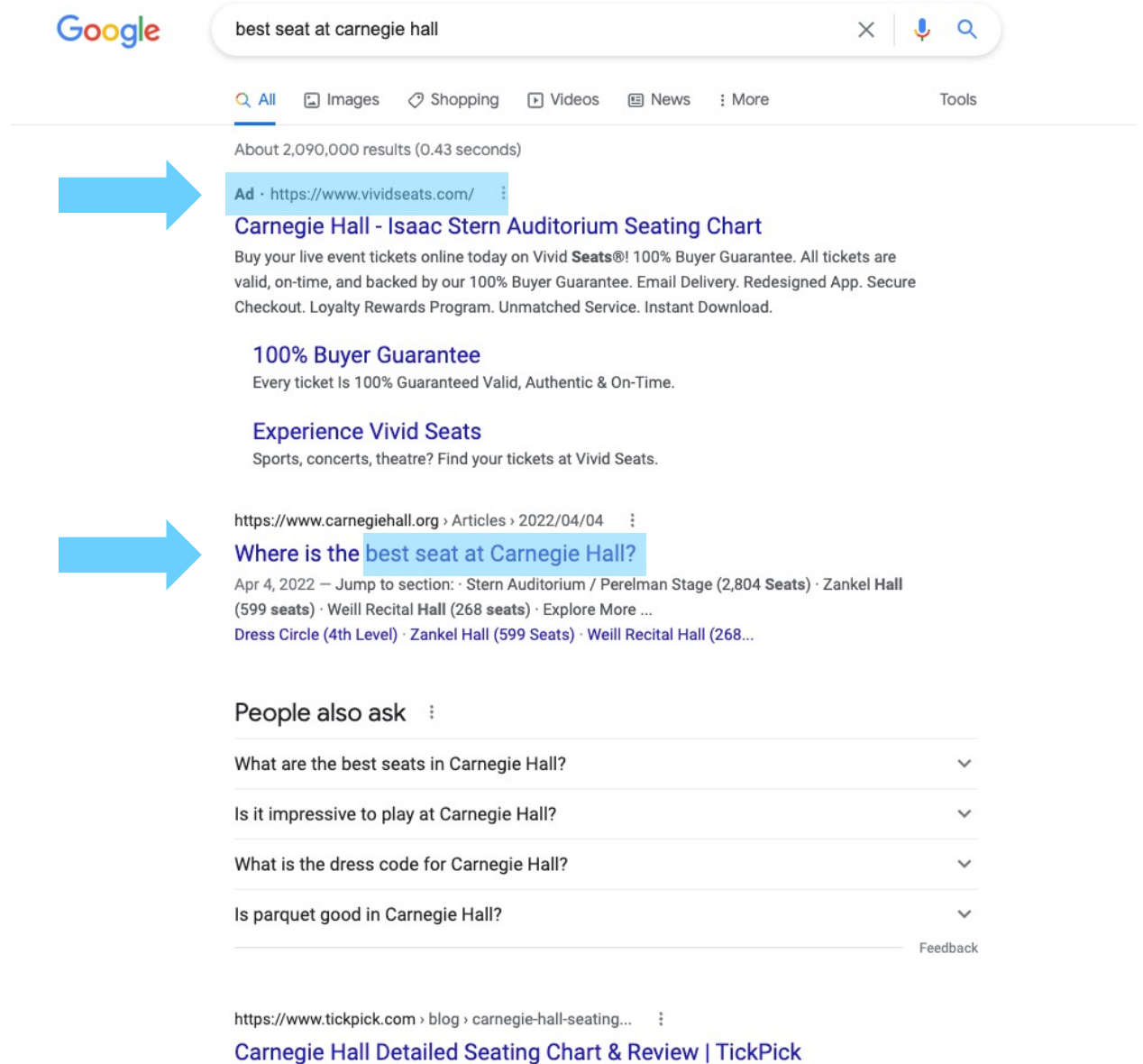
Feedback

<https://www.tickpick.com> › blog › carnegie-hall-seating...

Carnegie Hall Detailed Seating Chart & Review | TickPick

Another Magazine Example

Where is the best seat at Carnegie Hall?



Google search results for "best seat at carnegie hall". The search bar shows the query and the Google logo. Below the search bar are navigation options: All, Images, Shopping, Videos, News, and More. The search results show approximately 2,090,000 results in 0.43 seconds.

The first result is an advertisement from Vivid Seats, titled "Carnegie Hall - Isaac Stern Auditorium Seating Chart". It includes a blue arrow pointing to the ad. The ad text reads: "Buy your live event tickets online today on Vivid Seats®! 100% Buyer Guarantee. All tickets are valid, on-time, and backed by our 100% Buyer Guarantee. Email Delivery. Redesigned App. Secure Checkout. Loyalty Rewards Program. Unmatched Service. Instant Download." Below the ad are sections for "100% Buyer Guarantee" and "Experience Vivid Seats".

The second result is from Carnegie Hall's website, titled "Where is the best seat at Carnegie Hall?". It includes a blue arrow pointing to the title. The result text reads: "Apr 4, 2022 — Jump to section: · Stern Auditorium / Perelman Stage (2,804 Seats) · Zankel Hall (599 seats) · Weill Recital Hall (268 seats) · Explore More ... Dress Circle (4th Level) · Zankel Hall (599 Seats) · Weill Recital Hall (268...)".

Below the search results is a "People also ask" section with four questions:

- What are the best seats in Carnegie Hall?
- Is it impressive to play at Carnegie Hall?
- What is the dress code for Carnegie Hall?
- Is parquet good in Carnegie Hall?

The "People also ask" section includes a "Feedback" link at the bottom right.

The third result is from TickPick, titled "Carnegie Hall Detailed Seating Chart & Review | TickPick". It includes a blue arrow pointing to the title. The result text reads: "https://www.tickpick.com > blog > carnegie-hall-seating...".

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

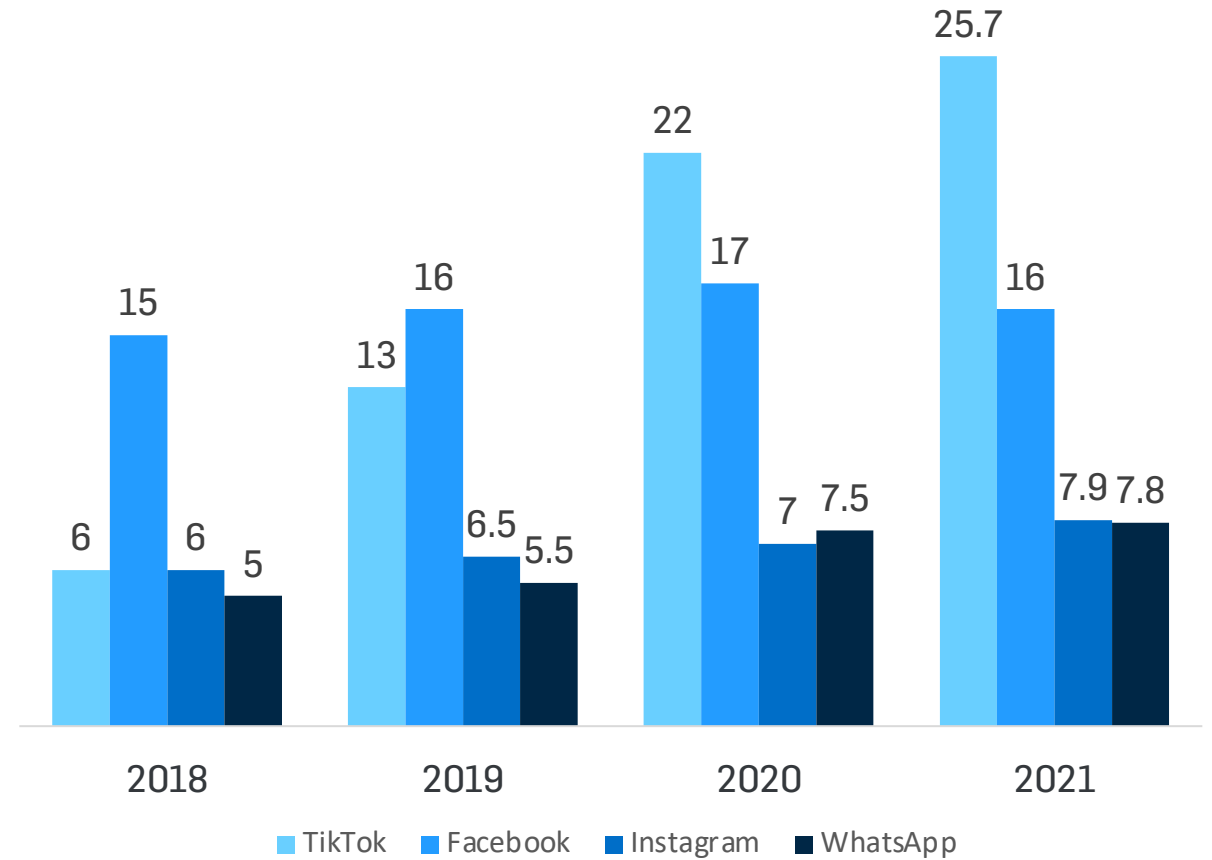
SHIFT IN SOCIAL MEDIA PLATFORMS AND FORMATS



TikTok Engagement

Source: TheNetworkEC y 4puntoCero

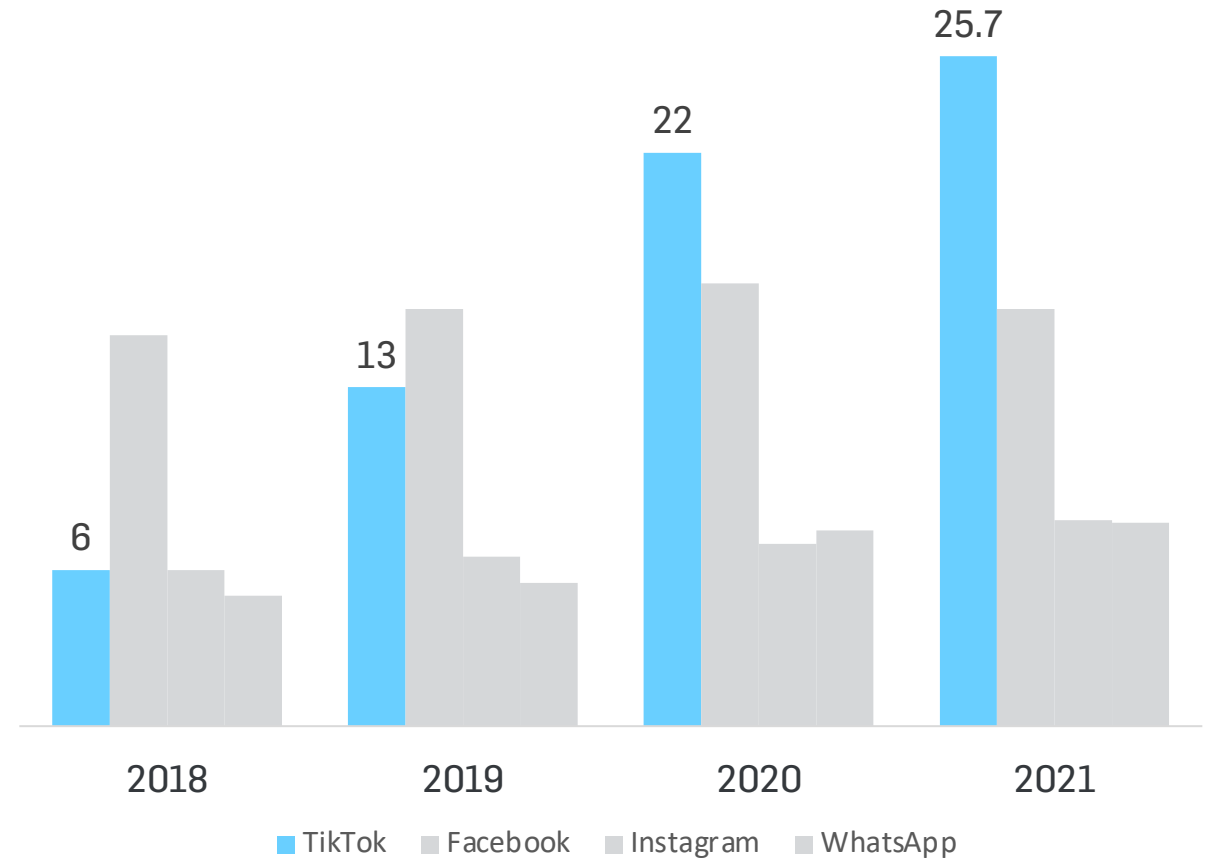
Global Monthly Usership (hours per month)



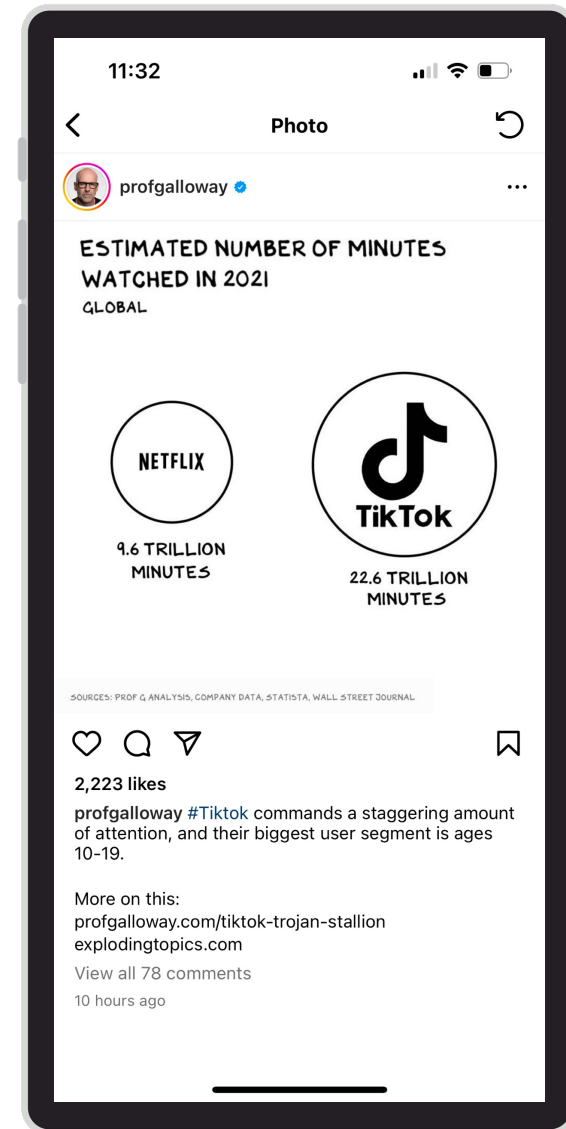
TikTok Engagement

Source: TheNetworkEC y 4puntoCero

Global Monthly Usership (hours per month)



TikTok Engagement



**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

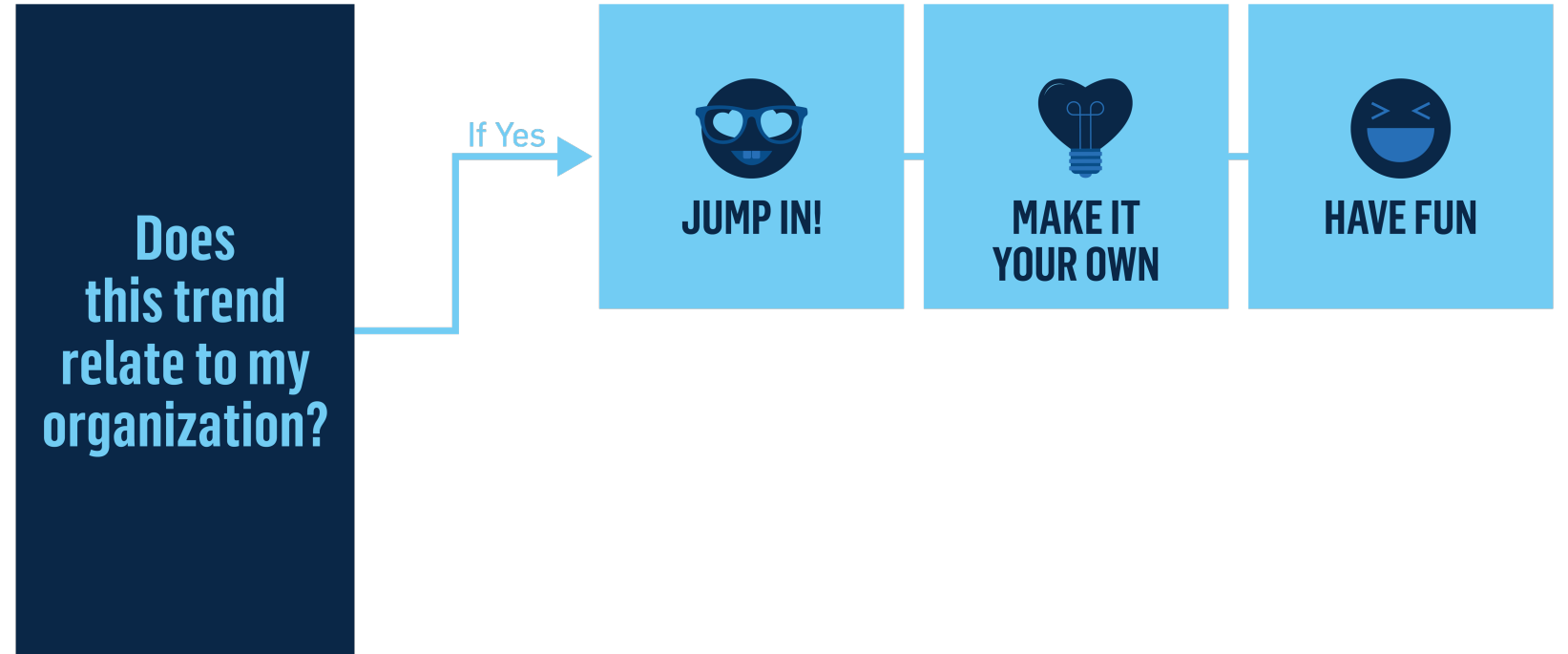
-  **NARS Cosmetics** ✓
That shade match tho 🔥🔥🔥
4-15 ❤️ 880 Reply
-  🐔 • **Creator**
hi this is me asking for a full size 🙄😂
4-15 ❤️ 537 Reply
-  **NARS Cosmetics** ✓
Sliding into your DMs rn ✨✨
4-15 ❤️ 262 Reply
-  **Paris Jay**
Omg I love this !
4-15 ❤️ 44 Reply
-  **unhinged.**
PERIOD !!!!
4-16 ❤️ 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 omgg

Trends FAQs

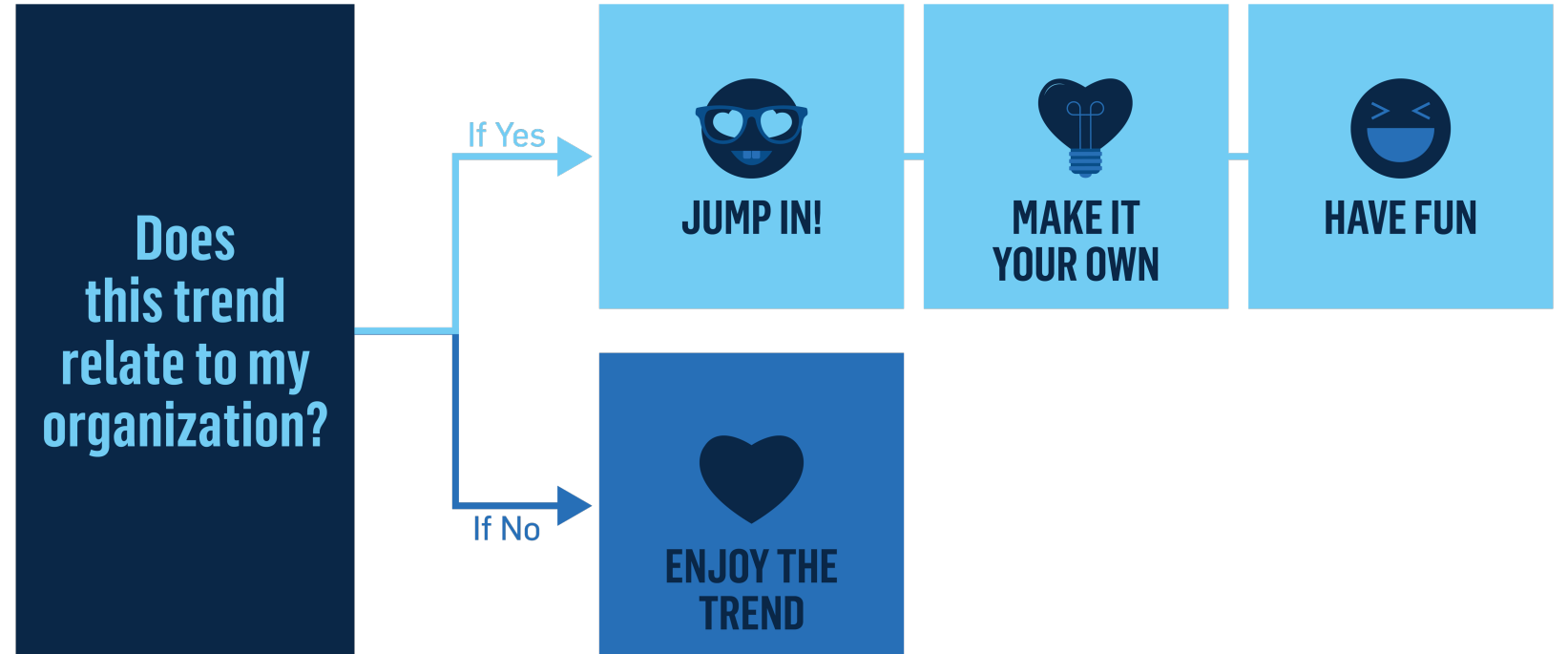
Stay on top of trending sounds, hashtags, and concepts.



A ✨ Flow Chart ✨



A ✨ Flow Chart ✨



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.

Text and Sounds

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

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

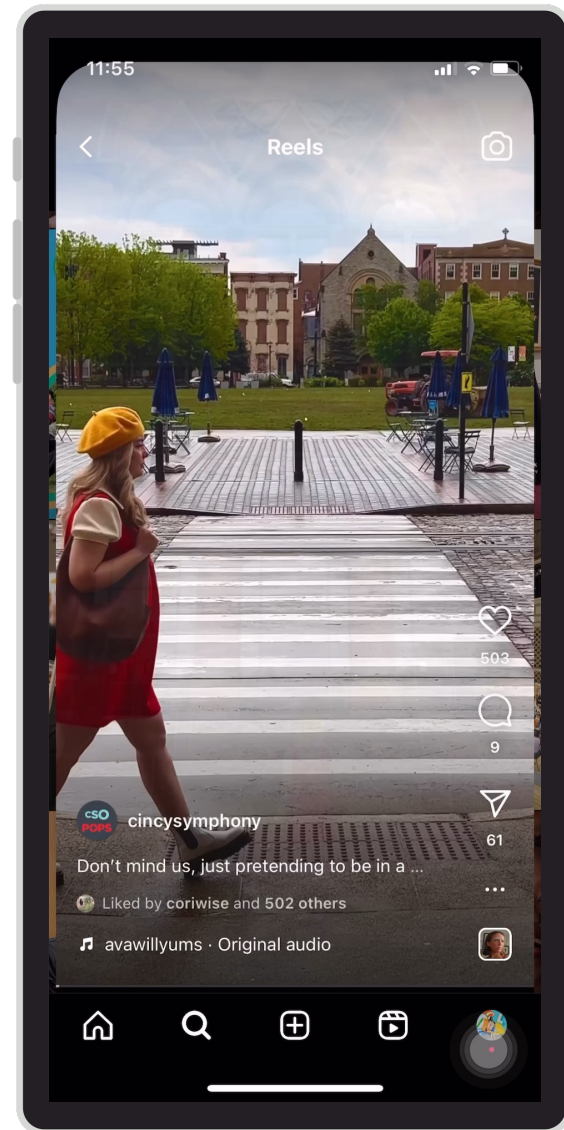
USE A 9:16 RATIO

CREATE SHORT-FORM VIDEO

DOWNLOAD THE APP

REMOVE LAYERS OF APPROVAL

Cincinnati Symphony Orchestra



Cincinnati Pops

Common

Engagement Rate: 5% engagement rate

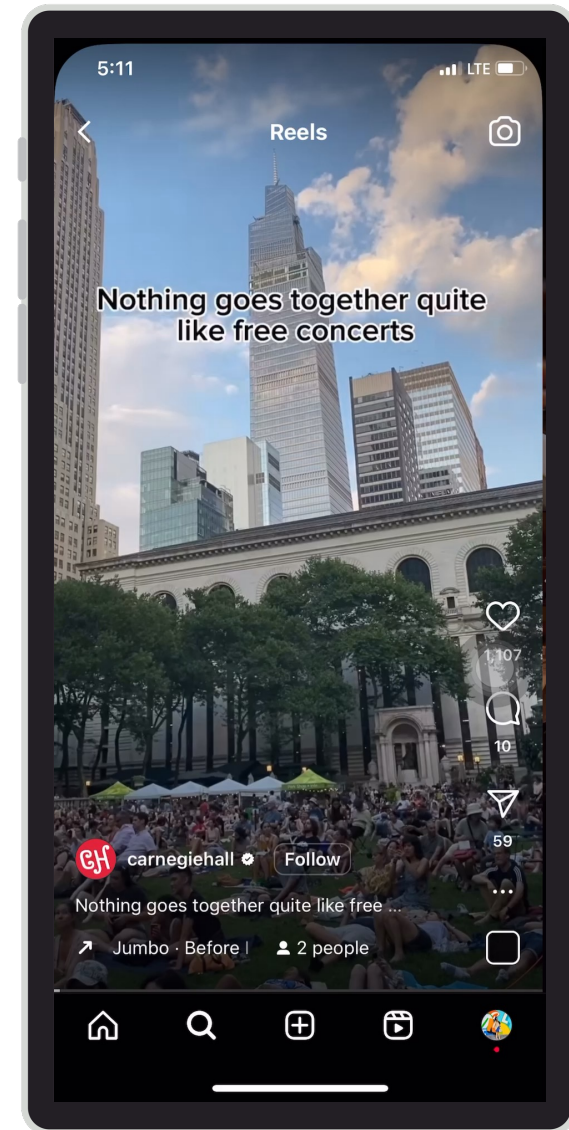
ROI: 648% ROI

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

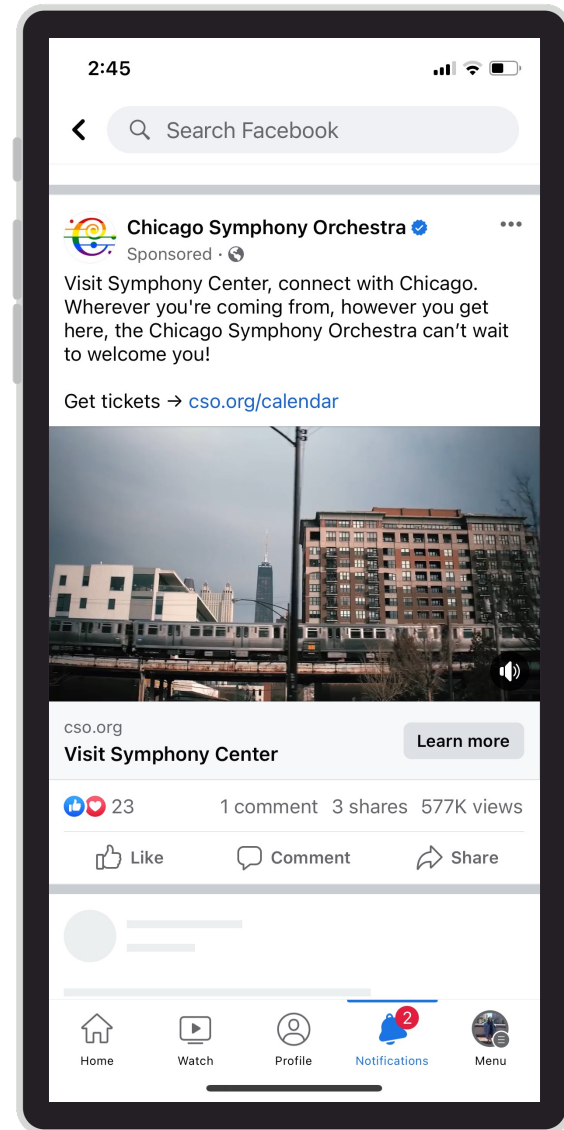
Tourism Campaign

Featured: Language Focused on the City

ROI: 590%

Revenue: \$17,000

Website Views: 18,000



Regional Audience

Chicago Symphony Orchestra

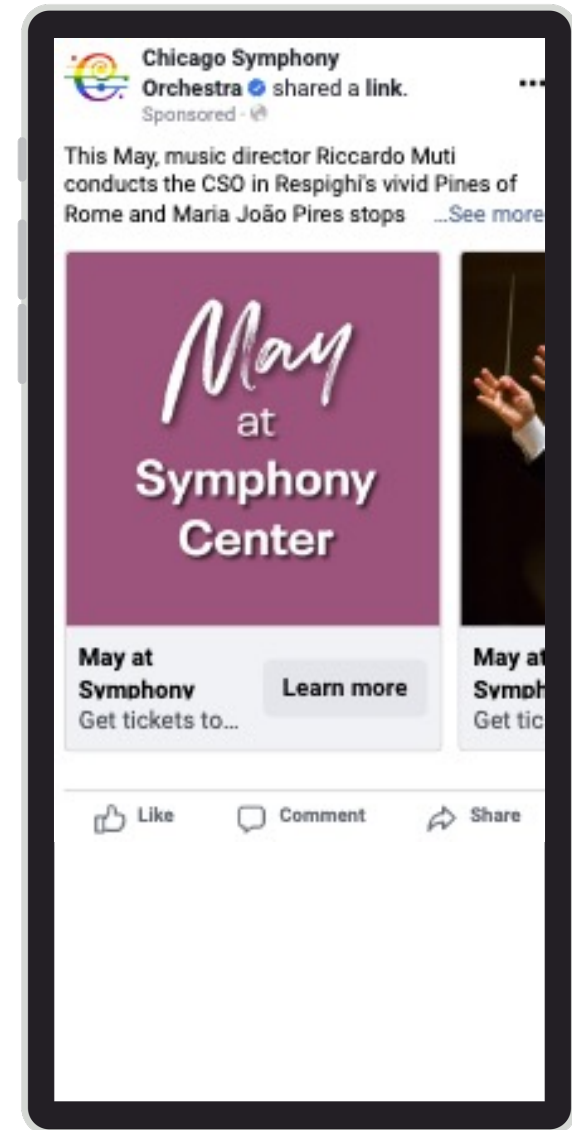
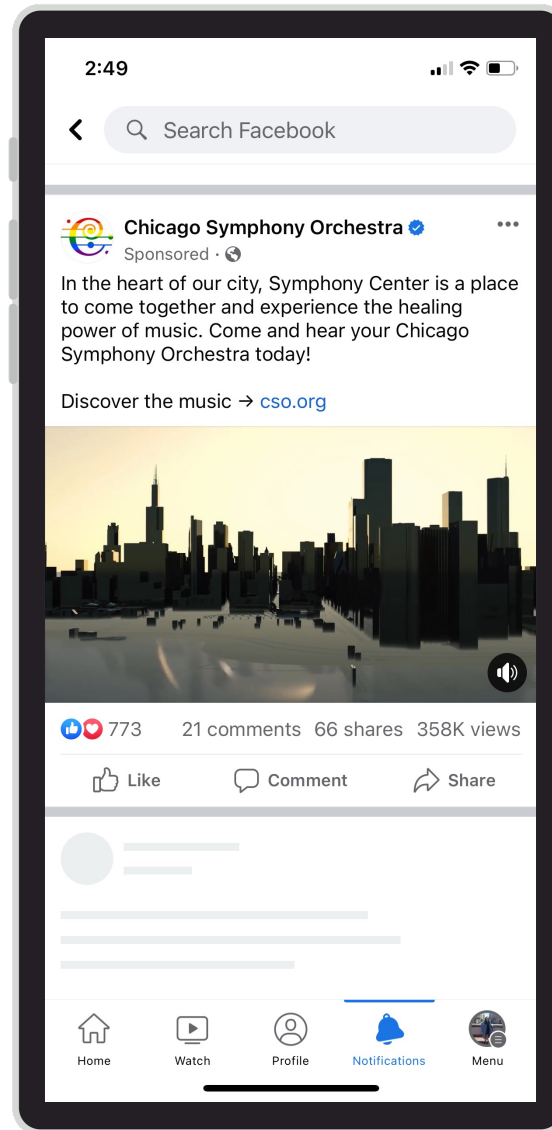
Year-Long Branding Campaign

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

Headline

The Houston Symphony | Houston
Symphony Box Office

Description

One of America's Leading Orchestras
With Concerts, Education Programs, &
Community Events. | Enjoy Classics &
New Commissions From Brilliant
Musicians, Artists, & Conductors.

Headline

The Houston Symphony | Explore Our
2022-23 Season

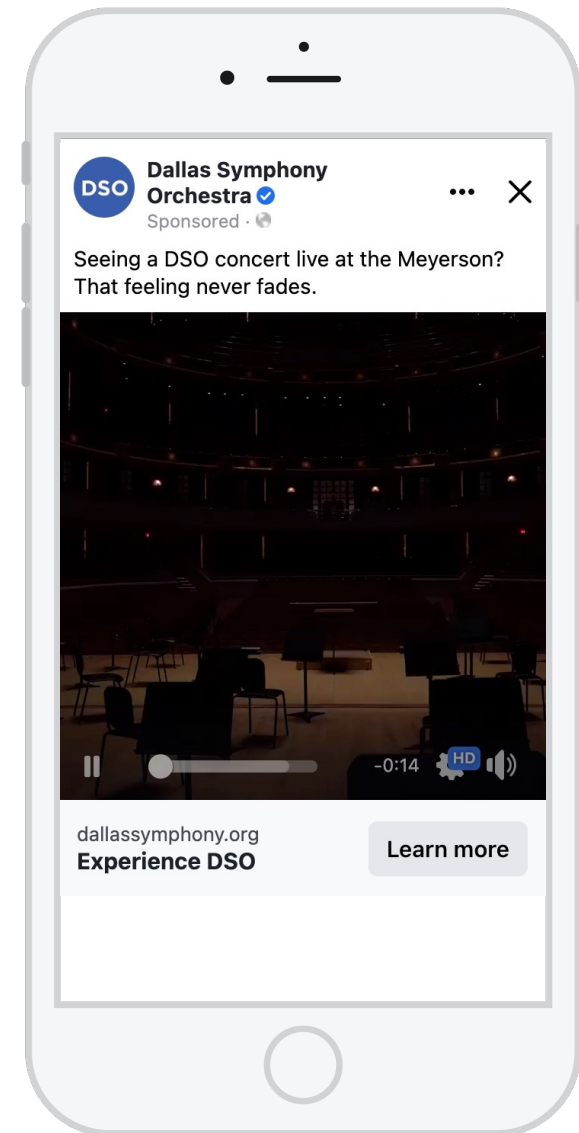
Description

One of America's Leading Orchestras
With Concerts, Education Programs, &
Community Events. | Enjoy Classics &
New Commissions From Brilliant
Musicians, Artists, & Conductors.

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!

Alana Harper


alana@capacityinteractive.com

Jess Isgro

jessisgro@capacityinteractive.com

 @Capacity_Interactive

 /CapacityInteractive

 CapacityInteractive

 /capacity-interactive

