THE TOP 50 TWEETS
THE 2015 NATIONAL ARTS MARKETING PROJECT CONFERENCE, SALT LAKE CITY, UTAH
On November 6-9, in Salt Lake City, Utah, over 500 arts marketers gathered together from across the nation for the 2015 National Arts Marketing Project (NAMP) Conference. We learned strategies for digital marketing success, the latest social media tools for engaging our audiences online, and discussed the future impact of wearable technology.

Over 6,500 tweets were captured using #NAMPC. We sifted through each teaching moment, practical lesson, actionable takeaway, kernel of wisdom, and shared best practices to present you with the top 50 Tweets from #NAMPC 2015. We hope you will enjoy (and share among colleagues) the latest tweet book from #NAMPC:

THE TOP 50 TWEETS

FROM THE 2015 NAMP CONFERENCE
@lataylor13
Close the gap - all of the work you're doing will be as good as your ambitions. #killertaste #nampc
@RaeWard93

@samread: "Stop letting the urgent get in the way of the important." Best takeaway thus far! #nampc
@MogoARTS
Brands are more than just your logo, your brand is your tone, your audience, your "why." #LookRight #nampc
@TRGArts
You need moments when you're open to crazy ideas, and you need moments when you realize that the idea isn't good enough yet. -@JadAbumrad nampc
@Dtreco13

"People trust people more than brands" - @kanter

#closingkeynote #nampc
@ASC_CathyB
Don't be afraid to fail. Every failure means growth and something learned. #innovative #nampc
@deekshagaur
Celebrate your core audiences. Bring them along to help engage new audiences. Add more chairs to the table. @KuhneDonna nampc
@LACountyArts
Experiential marketing engages all the senses with your brand and generates word-of-mouth buzz.

#nampc
@wallecewords
80% of messages to companies on social media go unanswered.

#SocialPower
#thatmakesthehearthurt
#nampc
@philaculture
6 D's of #Gamification Define, Delineate, Describe, Devise, Don't forget FUN, and Deploy. #GameOn #nampc
@Mari_Holman
It's not a marketer's job to create a need... It's a marketer's task to stimulate DESIRE. #nampc
#newaudiences
@BeeKnightly
Consider the idea that patrons would buy a subscription based on your season rather than a show.
#nampc
@ArtfulSam

"We take our own fears and place it on the audience."

@missionparadox
#breakingbarriers #nampc
@LWYLStudio
What influences your ability to connect converse convert?
Asking 4 contact info.
@CapacityInt nampc
@groupofminds
@AlliHouseworth reminding us that each arts patron is not just a data point. He/she is a human who is impressionable. #nampc
@h_amna
Members of a community are the experts on the issues of their own community. #measuringdiversity #nampc
@JCAArts
RT @timmymetzner: Acquisition is 5x more expensive than retention. #bringthemback #nampc
@KennyDavidAllen
Key takeaway from #clickclickdone? Google analytics is one of your most powerful tools, IF you learn to use it! #nampc
@gracekelmer
"Price differentiation: meet people where their value proposition is." - @JCAArtsMark nampc
@spektrix

There's a before and after to every marketing campaign. We need to think about the customer during all points. #nampc
@NAMT
Engagement isn’t just an item on a checklist. It’s integral to the impact your work has on your audience.

@lisa_mallette @citylights
nampc
@chadsirois
You don't have to oversell if the product / experience is strong enough. Have faith in your brand/message.

#experientialm #nampc
@SWolferErika
"It's not about cutting, it's about OPTIMIZING."
#newandtrue #nampc
@Mari_Holman
diversity isn't just a difference in a way of being, it's a way of knowing. #buildingbridges #nampc
@LoyaltyMatch
philaculture: If engagement is the funnel #loyalty is the vehicle to move patrons through it.
#GAMEON #nampc
@ArtsandMuseums
People aren't loyal to your organization, they are loyal to the experience. #nampignite nampc
@DDombrosky
Assumption: Older audiences aren't as adventurous. @ShowScore data found that older people are more omnivorous. nampc
@CeciDadisman
"You don't have to be a person of influence to be influential."

#nampc
@LaceyLuce
OH: We're like Mad Men with jazz hands. #nampc
@kamitch12
Innovation empowers people. Come from unexpected places. Fail quickly and move on. @jonmiles
#newandtrue #nampc
@ABCNashville
Every arts org should have a culture of diversity - staff understands the initiative and has sensitivity/awareness. #nampc #buildingbridges
@ddpaa
How do you get more engagement on social media? Need something that elicits human emotion.
#CapacityInt #nampc
@LaraGoetsch

"What are you carrying into a conversation? Make sure it's not a suit of armor! Allow others to teach you." #measuringdiversity #nampc
@shelby_elise
Are you shouting in an empty room? Likes are out. Sharing is the holy grail of Facebook marketing.

#socialpower #nampc
@Dtreco13
"Technology facilitates context; empathy drives engagement."
#contextmarketing nampc
@focusonmktg
@kanter: It's not about number of followers, it's about being socially present and inspiring action. #nampc
@txculturaltrust
Culture is a pyramid to which each of us brings a stone. #nampc
@haatx
What is the purpose of engagement? Lengthen, strengthen and deepen the IMPACT of your organization's work. #AudienceEngagement #nampc
@morphwithus
RT @AudienceDevSpec: Collecting data can make the difference between utter failure and informed failure. #Contextmarketing #nampc
@timmymetzner
The customer experience begins long before the art and ends long after. #EXPeconomy #nampc
@joshjenks
Can we use wearable technology to gauge audience reaction as they enter a space, making a purchase, etc? #readytowear nampc
@letyrhi
Don't patronize a community by programming for "them" and not for "us." #measuringdiversity @LACountyArts nampc
@Marsalarchery

"People are not loyal to the institution, they're loyal to the experience." #ignite #nampc
@LindsayElizS
First step of design thinking: empathize with your audience.
#nampc #nampignite
@LACountyArts
Best practices for digital brands: be conversational, be authentic, be data-driven, be discoverable, be relevant, be consistent. #nampc
@briehines
Artists and Entrepreneurs both are dreamers. Let's share our skills to help each other achieve our dreams
#collabwithbizz #nampc
@stylecontext
The best PR strategy is a proactive one. Build personal, offline connections with media. #nampc
@KerryLagan
Segmenting is about developing a relationship with your audience through speaking their language.
#contextmarketing #nampc
@JodyLeshinsky
We have to be cultural warriors. When we hear no we have to make it a yes. #nampc
Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

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