

MARCH 2018



CNY ARTS COLLABORATIVE MARKETING  
INFORMATION SYSTEM

2017-2018 UPDATE

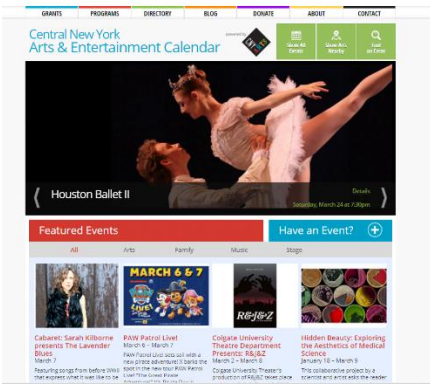
The Collaborative Marketing Information System (CMIS) was developed to promote local CNY arts & events programming, with assistance offered to populators (you) ensuring promotional information is uploaded successfully.

The attached 2017 CMIS report showcases your power of reach among an active audience seeking local artistic programs & events, and provides digital metrics to gain a better understanding of the Events Calendar user engagement.

## 2017 CMIS REPORT TABLE OF CONTENTS

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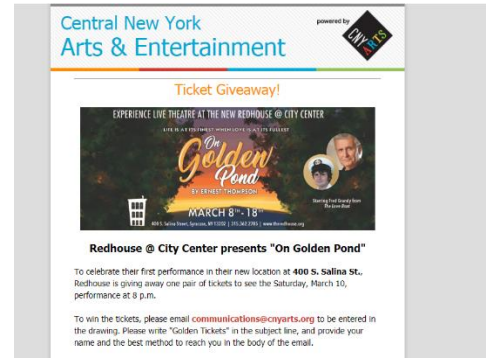
# WHAT THE CMIS INCLUDES



Events Calendar ([cnyarts.org](http://cnyarts.org))



Blog



E-Newsletter



Auditions & Classes Group



Arts Directory



Facebook Page

# HISTORY OF THE CMIS

2013

Calendar expands to cover 6 counties; CMIS is born out of priorities identified in ENGAGE study – to raise awareness of arts programming and provide promotional assistance to artists

CNY Arts launches IDEAS arts and culture calendar, covering events in Onondaga county and sponsored by local funders.

2014

2015

CMIS adds accessibility information and ability to personalize search results based on interest and location

CNY Arts performs upgrades to the CMIS, including adding distance-based search and improving search functionality.

2016

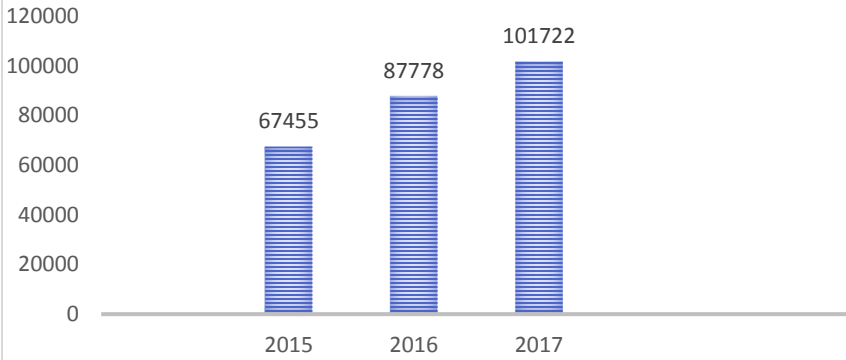
2017

CNY Arts launches 1<sup>st</sup> “lifestyle” advertising campaign to promote the CMIS through NEA funding

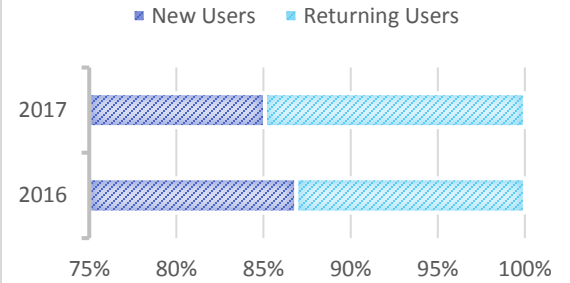
2017

With the launch of our first lifestyle advertising campaign as well as securing funding for management of a Google Grant/Pay-Per-Click campaign, we saw significant increases to our visitation, users, and engagement!

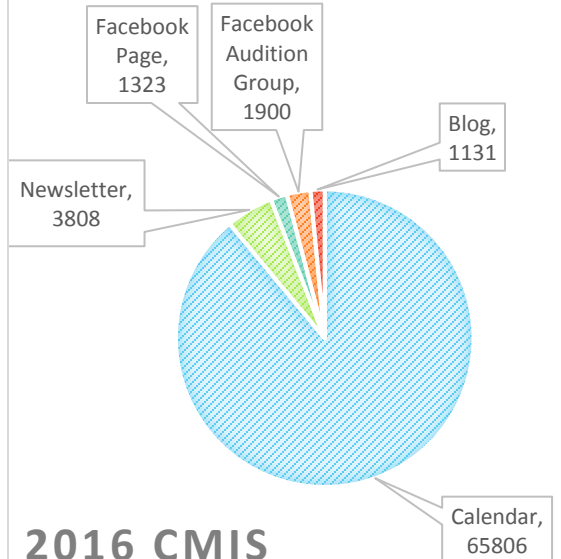
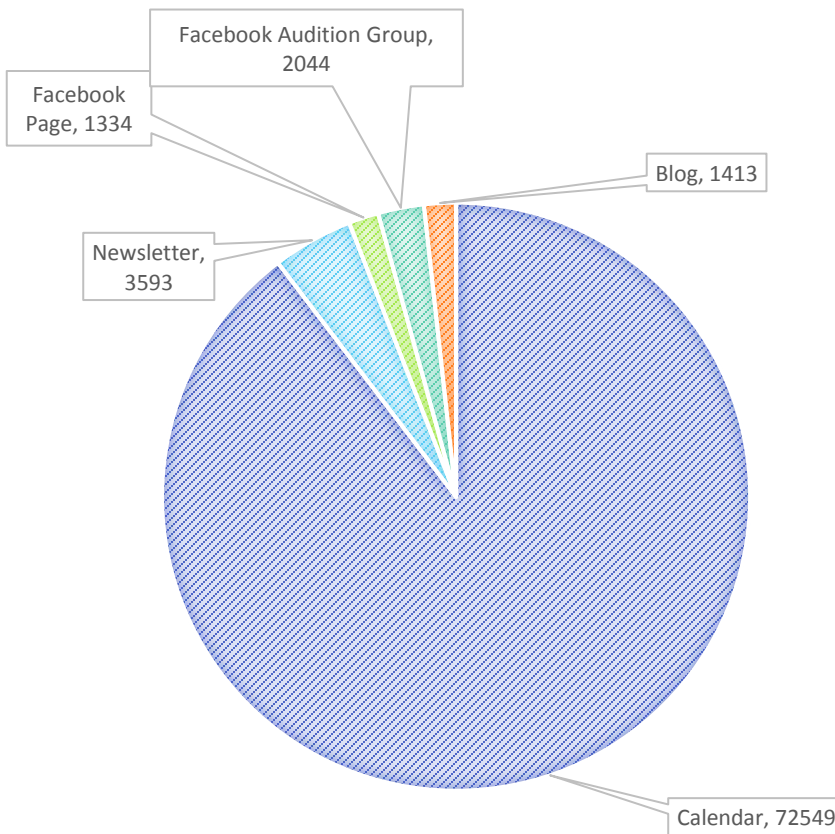
### CMIS VISITORS



### NEW VS. RETURNING USERS



## WHERE ARE VISITORS GOING TO FIND OUT INFORMATION?



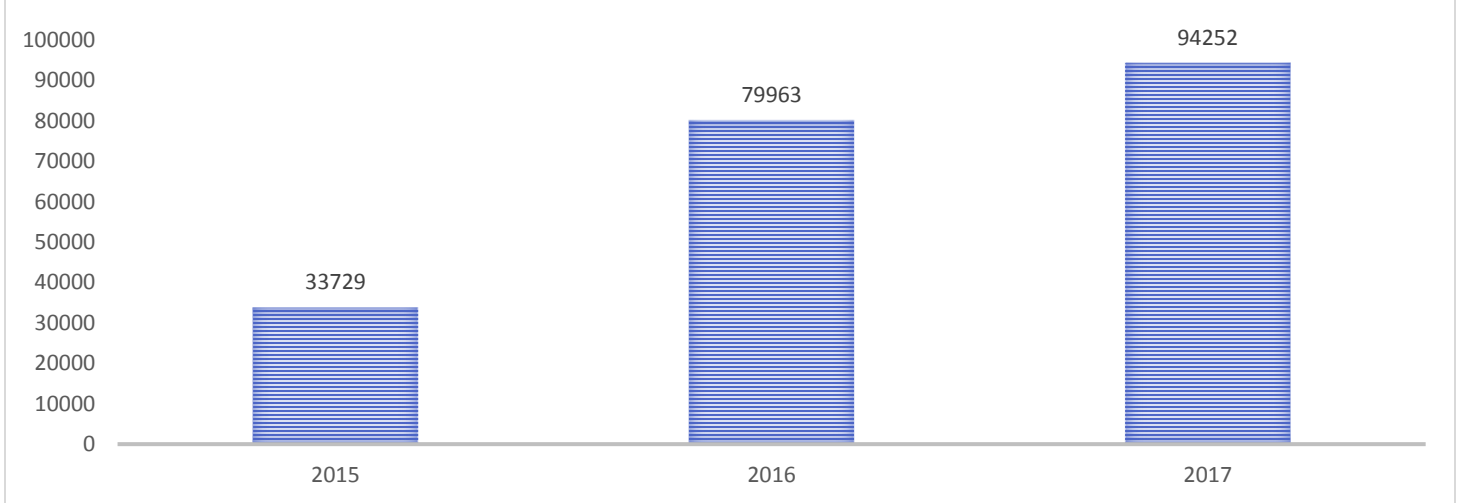
### 2016 CMIS VISITORS

Management of our Google Grant in conjunction with our television and digital campaign promoting [cnyarts.org](http://cnyarts.org) significantly increased traffic to our events calendar in 2017. We also continue to see increased engagement

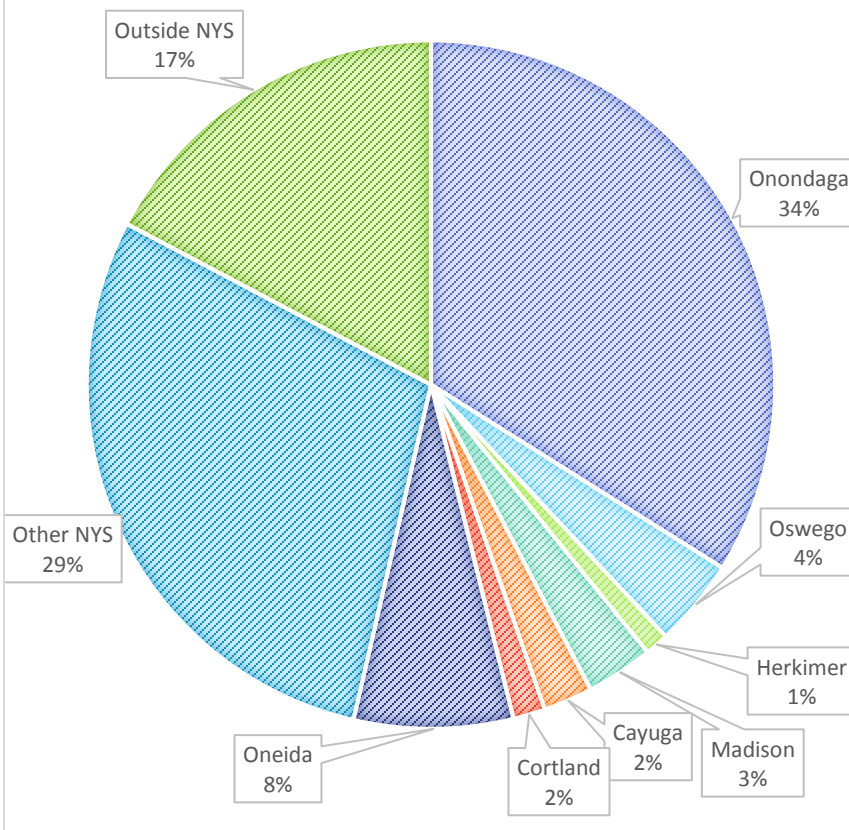
### 2017 CMIS VISITORS

# WHERE ARE VISITORS FROM?

## SESSIONS



## 2017 SESSION LOCATIONS



“Sessions” refers to each time a user visits and engages with [cnyarts.org](http://cnyarts.org).

For example, if you visit [cnyarts.org](http://cnyarts.org) at 10 AM, at 6 PM, and again tomorrow, you’ve completed 3 sessions (though you are still counted as 1 visitor).

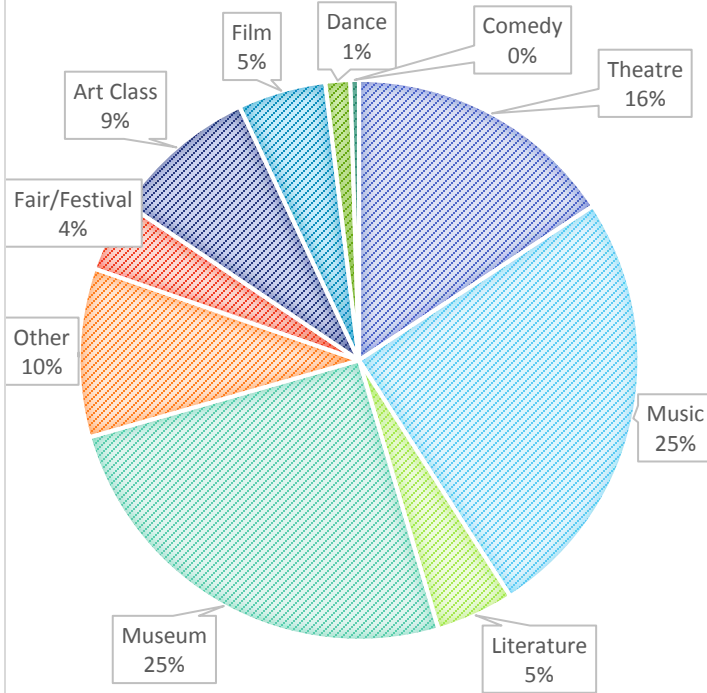
Most visitors are accessing the calendar from within Onondaga county, followed closely by visitors (29%) who live in counties outside our service region.

17% of sessions take place outside New York State.

# WHAT EVENTS ARE VISITORS INTERESTED IN?

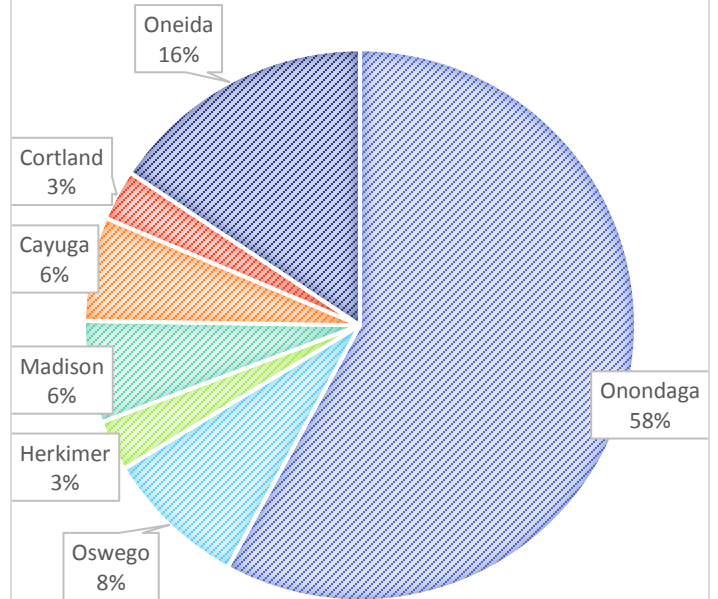
## 2017 EVENTS VIEWED

BY CATEGORY



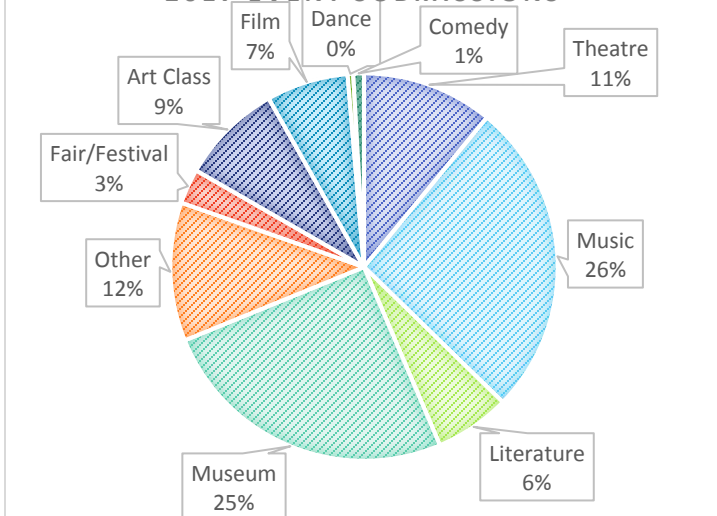
## 2017 EVENTS VIEWED

BY COUNTY

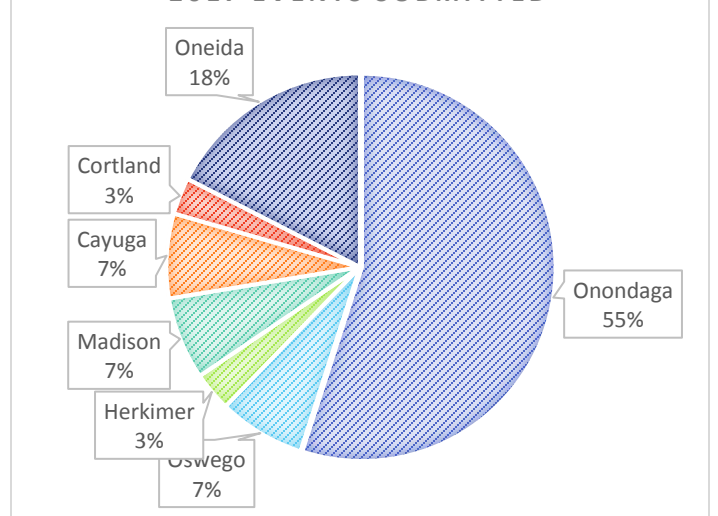


Views correspond closely to number of events submitted: In 2017, counties and categories that submitted more events got proportionally more views.

## 2017 EVENT SUBMISSIONS



## 2017 EVENTS SUBMITTED



## TOP EVENTS OF 2017

### **Disney's "The Lion King"**

Landmark Theatre

Views: 888 | Click Through: 80

### **NYS Chinese Lantern Festival**

Views: 1547 | Click Through: 149

### **Dasher's Magical Gift**

CNY Arts

Views: 1422 | Click Through: 33

### **Music in the Park Series**

Town of Schroepel

Views: 1567 | Click Through: 15

### **Wizard of Oz**

Syracuse Stage

Views: 673 | Click Through: 79

### **All That Jazz: 35 Years of Syracuse Jazz Fest**

Onondaga Historical Association

Views: 1155 | Click Through: 13

## WHAT GETS AN EVENT NOTICED?

- A 600x450 pixel image
- A brief, clear (3-5 sentence) description
- Links to your website, social media, and/or online box office\*
- A short, clear title

### What do the Top 10 viewed events have in common?

They were submitted at least 60 days ahead of the event date!

\*In 2017, Click-Throughs (people who found an event on cnyarts.org and then followed a link to an organization's website) increased

**43%**

# WHAT'S NEXT?

## FOR CNY ARTS

- We've secured \$150,000 from Empire State Development/Market NY for our 2018 promotional campaign. We'll be advertising outside the region and state to bring tourists into CNY and to your arts, culture, and heritage events!
- We continue to partner with Cowley Associates to manage our Google Grant, which means our website appears prominently in Google search results.
- We are working with Syracuse Design and Visit Syracuse to create a unified event submission experience – submit your events to one site and see them appear on Visit Syracuse, Downtown Committee, Auburn Arts, and more.
- Through New York State Council on the Arts/Regional Economic Development Council, we will be bringing a Marketing and Communications fellow to join the CNY Arts team.
- Over the spring and summer, CNY Arts staff will be assembling a marketing task force across the region to provide insight and feedback into the continued development of the CMIS.

## FOR YOU

- Submit your events to [cnyarts.org](http://cnyarts.org) early to take advantage of the 2018 promotional campaign.
- Submit your performing arts auditions and job opportunities to our Auditions & Classes group on Facebook.
- Email calls for artists and job/volunteer opportunities to [communications@cnyarts.org](mailto:communications@cnyarts.org) to be included on the Resources page of our website.
- Want to be featured in the carousel or newsletter? Email Lizz at [callers@cnyarts.org](mailto:callers@cnyarts.org) to discuss trade opportunities.



# QUESTIONS?

*Email Lizz at [eallers@cnyarts.org](mailto:eallers@cnyarts.org) or visit [cnyarts.org](http://cnyarts.org)*