

Wake Up and Smell the Coffee: Arts Patrons Prefer Online Marketing

A survey of arts patrons shows that many prefer web-based marketing to traditional offline media. Of those arts patrons who responded to the survey, 52% said they spend more time on average on the internet and less time with radio, television, newspapers and magazines, stating they would rather receive marketing emails directly from arts venues or visit a production's web site.

New York, New York (PRWEB) October 17, 2007 -- A survey of arts patrons shows that many prefer web-based marketing to traditional offline media. The finding was revealed in an interview on the podcast In the Box: the Business of Live Entertainment with Patron Technology CEO, Eugene Carr.

In an effort to better understand arts patrons' preferences, Carr's company surveyed 50,000 customers of their PatronMail email service. Of those arts patrons who responded to the survey, 52% said they spend more time on average on the internet and less time with radio, television, newspapers and magazines, stating they would rather receive marketing emails directly from arts venues or visit a production's web site.

"An organization that has been doing direct mail and print could continue to do it, but I would say that it's time to wake up and smell the coffee. We are now living in a world where their customers are taking in information on the web and by email and our research shows that a large portion of those people actually prefer web-based marketing to offline marketing," Carr said in the interview.

The finding is in keeping with the growing trend of consumers spending more time on the internet and less time with traditional media like television. A fact not lost on marketers who, according to Forrester Research, will increase online marketing spending to over \$61 billion by 2012.

"Is direct mail and radio and print enough? Not anymore. Today, if you want to have a marketing program, email and web marketing must be a part of it if you want to be effective and, most importantly, if you want to develop a newer and potentially younger audience for your arts organization," Carr said.

For additional information on the subject of this release, contact Keith Monaghan or visit www.intheboxpodcast.com or www.patronmail.com.

About In the Box-the Business of Live Entertainment:

In the Box: the Business of Live Entertainment is a podcast about managing arts venues, featuring interviews with industry insiders and experts. The show is available at www.intheboxpodcast.com and on iTunes.

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