



Marketing for Cultural Organizations: New Strategies for Attracting Audiences - third edition

Bonita M. Kolb

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Marketing for Cultural Organizations presents traditional marketing theory with a focus on the aspects most relevant to arts or cultural organizations. The book explains how to overcome the division between the concepts of high art and popular culture by targeting the new tech savvy cultural consumer.

As arts patronage has declined, and given new technological advances, arts organizations have had to adapt to a new environment and compete for an audience. This edition emphasizes visitor or audience participation, as well as the use of social media in attracting and maintaining an audience. Learning to harness social media and technology in order to encourage a dialogue with its audience is of primary importance for arts organizations. This book covers:

- Cost effective methods of researching the audience using technology
- Developing a consistent, branded online message
- Using social media to increase audience engagement, and involve them in the creative process

With an approach that is jargon-free and focused on practical application, this book is designed for both undergraduate and graduate students of arts marketing and cultural management.

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