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AAD 617: Media Map/Draft Plan for the Atlanta Shakespeare Tavern

**1.- A New Website via SQUARESPACE**

Benefits: The Tavern’s website is a mess. The homepage is way too busy and crowded and the website is generally disorganized. A Squarespace template will:

1. Cut costs from whatever the current hosting/web management is
2. Several much cleaner templates to start over with
3. Help bring the company’s site higher up on Google searches
4. Allow for easier site management and usage in the future

Pitfalls: New websites are always a tricky process.

1. Moving their domain or having to get a new domain
2. Labor intensive
3. Confusing patrons
4. Staff has to get trained on a new web platform

Usage: The Tavern’s current website is very crowded and difficult to navigate. The text is also very small and crowded. Using a Squarespace template would not only move their web management in house, but would also give them a myriad of templates to pick from that will neaten up their website and give them a more professional and contemporary appearance. They could also consolidate the company blog and their website, make their education materials more engaging, and neaten up the various news and social media feeds.

**2.- INSTAGRAM 101: How to Create an Aesthetic**

Benefits: Why not make the most of what we already have? The Tavern’s Instagram profile has a lot of room for improvement. Posting better photos, more dynamic Boomerangs, better hashtags, and varying the content more will help them get more likes and followers.

1. Make their profile more engaging
2. It’s totally free!
3. A platform they already use
4. No significant extra work
5. Broadening the organization’s appeal

Pitfalls: This is pretty smooth sailing, but if we’re being knit-picky…

1. Boomerang views carry less social capital than likes (kind of)
2. Video clips take more planning than photos
3. New aesthetic may not work for all patrons
4. Hard to quantify ROI

Usage: Right now, a lot of the Tavern’s Boomerang clips are from rehearsals or volunteer days at the organization. The clips tend to be grainy and uninteresting, which is not an effective use of the tool. Boomerang clips are supposed to function more like GIFs, showing a simple reaction or a gesture or a moment. Adding some of these and really improving their Instagram aesthetic could make a huge difference. They should also feature some of their food, highlighting their classic pub experience. Their Instagram page is pretty new (December 2015), and they could use a lot of help with this platform. They only have ~930 followers on Instagram compared to ~18,700 on their Facebook feed. They also need to share their Instagram photos more often on Facebook to drive traffic to their Instagram.

**3.- Making new Friends on NEARIFY**

Benefits: The more places shows and events get advertised, the better. In addition to free advertising, Nearify targets people who are new to a city and looking for friends.

1. Free event advertisement
2. Newer, younger audiences
3. Encourages more single-ticket buyers to come
4. Arts emphasis
5. Beautifully designed

Pitfalls: This is a newer, smaller app and may not get a lot of results.

1. Not as widely used as Meetup or Facebook events
2. Leaves out subscribers/older clientele
3. Builds single-ticket buyers, not necessarily subscribers/regulars
4. Extra profile/ticket seller to manage

Usage: In addition to free event advertising, the main goal of using Nearify would be to attract single ticket buyers and new audience members. They could use the app to better promote deals such as discounted preview performances or concession coupons. You can also post photos, showcasing the organization as well as the event. Additionally, the app is all about making friends and finding new people to attend events with. This would be a great way to help generate a younger supporting community for the theatre. Meetup and FB events, though they have a much bigger reach, are more about organizing gatherings than driving people to events. This is the big advantage of Nearify. There is also a strong emphasis on arts-related even in the app, including a dedicated theatre section on the app.

**4.- SNAPCHAT to Reach the Youngins**

Benefits: Tons of other arts organizations have made use of this odd but very popular platform to better connect with patrons, and the Tavern could join their ranks to great acclaim.

1. Shakespeare and hilarious captions are a perfect match
2. It’s totally free!
3. Newer, younger audience
4. More casual/personal than Instagram
5. Pretty substantial following
6. Other arts orgs have set this example
7. Generally grow their social media presence

Pitfalls: Not the most efficient marketing platform.

1. Will probably not reach of lot of subscribers/long-time patrons
2. Extra profile to manage
3. Not a lot of reach compare to Instagram and Facebook
4. No quantifiable ROI
5. Instagram is slowly making this app obsolete

Usage: The main goal in creating a Snapchat profile would be to engage a younger audience. They could use this as part of their education programming as well, referencing literature and history in their captions. This type of engagement has already been tackled by much larger, well-known organizations. With the right posts, the Tavern could better reflect their strong history on this platform and put themselves along side national icons. Additionally, Snapchat is very much a “young” app and would help them reach a younger, new demographic. The captions are also ideal for highlighting the lighthearted wit characteristic of Elizabethan performance and the Bard himself. This more casual platform also lends itself to the laid-back atmosphere of the Tavern.