

Memo

To: Dr. Landreth Grau, CEO & Founder

From: Andrea Arias

Date: April 16, 2018

Re: Strategic Marketing Recommendations for the Ballet Frontier Company

As humans, we have a desire and need to speak about our experiences, thoughts, and opinions to the people around us. Creating unique experiences will lead us to fulfill our two main goals, which are increasing ticket sales and donations from art patrons. We know that by giving people a remarkable experience, they are more likely to speak about Ballet Frontier with people they meet or know, which makes word of mouth an effective way of being recognized in the Fort Worth area. Below are two recommendations to help us achieve said goals.

Recommendations:

1. Pop-up performances in several locations throughout Fort Worth
2. “After Dark” art patrons event with live performances

The first recommendation will be to have pop-up dance performances at specific locations in Fort Worth such as the Botanic Gardens, Sundance Square, Trinity Park, or the Fort Worth Stockyards. The experience gives people something worth mentioning, a story to tell that is both interesting and surprising. It breaks the pattern of a usual day in Fort Worth and leads to great recognition of Ballet Frontier. A volunteer could pass around handouts of the Ballet Frontier logo and information about the next performance. The logo will allow these bystanders to associate the beautiful performance with the company. Since the performances will be scarce, it also gives people a sense of exclusivity when witnessing the pop-up performances of the best ballet dancers in the Fort Worth Area.

The second recommendation I have that will specifically focus on increasing donations from art patrons would be to host an “After Dark” exclusive event/performance. Invitations would be sent out to current and prospective art patrons with the logo of Ballet Frontier to act as a trigger. The invitation will direct them to a specific location in Fort Worth and time of the event., Art patrons will feel like insiders and high in status, which would lead to an increasing amount of donations as current art patrons would want to maintain their status and prospective art patrons would do anything to obtain social approval and be part of the group of people who donate to Ballet Frontier.