

PUBLICITY/MARKETING REPORT – July 1 thru June 30, 2014

- The Advertising budget for the three Mainstage productions was set at \$4200 and actual money spent was \$3213.69 - \$986.31 below budget. Ads were purchased on EZ Rock 91.5fm, Salmon Arm Observer, Shuswap Market, Lakeshore News and Friday AM/Friday All Month, and new for 2013/14 the Board approved the purchase of 15 second ads to run at the Salmar Grand Theatre for each of the Mainstage Productions.
- The advertising budget of the Mainstage productions accounts for approximately 20% of the total budget of the three productions.
- All three Black Press publications (Salmon Arm Observer, Shuswap Market & Lakeshore News) as well as EZ Rock had rate increases this year.
- We now have 23 media contacts that press releases and Calendar of events updates are emailed to on a regular basis. Most are mainstream media and some are organizations that post events on their website.
- Our social media presence continues to grow, especially on Facebook – our ‘likers’ (fans) have grown from 463 to 599 in the past fiscal year – an increase of 29%. Our social media audience consists of 74% women and 26% males. The largest demographic (24%) is between the ages of 45-54, second largest (21%) between ages of 35-44 and third largest (18%) between ages 25-34.
- 434 of our fans (72%) are from the Shuswap area (Salmon Arm, Sicamous, Sorrento, Enderby and Tappen).
- The website continues to be a popular resource for members, volunteers and patrons – in the past fiscal year, the site had 18, 170 page views, which included 7769 sessions. 56.4% were new visitors and 43.6% returning visitors.
- Top three browsers being used to access the theatre’s website were; 30.2% using Safari, 23.76% using Chrome and 22.36% using Internet Explorer. 71% access our website from a desktop computer, 17% access our website from a mobile phone and 12% access our website from a tablet.
- Of those accessing the website 51% did an organic search (thru a search engine to find us), 18.7% typed our website address in directly and another 18.7% accessed our website thru links on social media (Facebook and Twitter) and 9.1% were referred thru sites such as our new online membership registration, Powerhouse Theatre, Theatre Kelowna, Theatre BC and Downtown Salmon Arm.
- The most accessed Pages last year from top to fifth were: the home page, ‘In Memory of Shane Gorner’, ‘2013/14 Season/current events’, ‘Improv’ and ‘In Memory of Allan Marchand’.
- 93% of the websites users are from Canada and of those 6655 (91%) of the users were from BC. Top five users were from the following cities #1 – Salmon Arm, #2 – Kamloops, #3 – Vancouver, #4 – Revelstoke and #5 – Vernon.
- At this year’s Theatre BC Mainstage Awards Ceremony, Shuswap Theatre tied for First Place for the ‘Little Shop of Horrors’ Programme.

Respectfully submitted – Monica Kriese