

Central Ohio Classical Music

2024 Marketing and Digital Innovation Report

Authors: Isabella Lo¹, Krish Mawalkar²

Executive Summary

Understanding the digital and marketing challenges faced by the central Ohio classical music sector is vital for fostering sustained growth. This report provides an examination of the current state of central Ohio classical music, identifies marketing and digital challenges and proposes effective solutions to such challenges. This knowledge serves as a foundation for developing the classical music ecosystem in Ohio.

Key Findings and Recommendations

- Limited engagement with the 18-40 demographic requires innovative programs like "Fridays Under 40" and Youth Ambassadors.
- Embracing digital innovations through website improvements, virtual experiences, and online lessons is crucial for audience interaction and outreach.
- Collaborative efforts with local stakeholders like artists, businesses, and colleges are essential for expanding the cultural landscape and attracting diverse audiences.

¹ Ohio State University, Computer and Information Science Student

² Carnegie Mellon University, Statistics and Machine Learning Student

Classical music groups have developed strong marketing strategies for K-12 students, senior audiences, and people involved in the music and arts space.

Private music lessons for K-12 students

These programs have proven successful in engaging young audiences and fostering future talent. $^{\mbox{(1)}}$

Galas for senior audiences

Events tailored to this demographic generate revenue and build relationships with established supporters.^[2]

Art classes

These offerings can attract community members interested in exploring the arts alongside music. $^{\mbox{$[2]$}}$

Additionally, the classical music sector continues to rely on established, traditional marketing channels while missing marketing opportunities with the 18-40 age group.

Marketing Strengths	Marketing Weaknesses	
Established presences in traditional marketing channels like print media and radio ensure targeted outreach to specific demographics. ^[1]	Limited engagement with the 18-40 age group: This crucial demographic for long-term sustainability is currently underrepresented in marketing efforts. ^[1]	
Successful engagement with K-12 students and senior audiences lays the foundation for long-term audience development. ^[1, 2]	Lack of diversity in marketing initiatives: Focusing solely on traditional demographics may overlook potential audience segments. ^[2]	







Insufficient targeting of the 18-40 age group can be solved with a digital marketing strategy.

- Insufficient targeting of the 18-40 demographic leads to a missed opportunity to attract future generations of audience members and musicians.^[1]
- Limited use of digital platforms for outreach hinders the ability to reach tech-savvy audiences who rely on these channels for information and engagement.
- Untapped opportunities for community engagement beyond traditional audiences could broaden the reach and impact of classical music in Central Ohio.

Underutilization of social media platforms like Facebook, Instagram, and TikTok limits effective audience interaction and community building with **younger generations**.^[3]

Adapting to the digital landscape is crucial for remaining relevant and reaching a broader audience. Classical music organizations should continue to invest in website improvements, address display bugs and outdated content, explore virtual collaborations, online lessons, and streaming options to cater to evolving audience preferences.

We developed three marketing strategies classical groups can use to better target the 18-40 age demographic.

1. Fridays Under 40 Initiative:

Introduce "Fridays Under 40" offering discounted tickets for select Friday performances to attract the 18-40 demographic. Host pre-concert events exclusively for this age group, creating a sense of community and engagement.

2. Youth Ambassadors Program:

Leverage ambassadors to share experiences on social media, fostering a sense of community and excitement. Establish a Youth Ambassadors program offering discounted admissions for a season to students aged 18-25.

3. College Outreach:

Implement targeted marketing at local colleges and universities, tapping into the 18-40 age range. Explore partnerships with student organizations for collaborative events and promotions.

Classical groups can innovate on their digital strategy with influencer collaborations and interactive social media campaigns.

Influencer Collaborations:

Collaborate with local influencers and Youth Ambassadors to share content on social media, showcasing the vibrant classical music scene. Implement behind-the-scenes content, artist interviews, and interactive polls to enhance relatability.

Interactive Campaigns:

Launch interactive campaigns on social media platforms to encourage audience participation, such as polls, quizzes, and challenges. Create engaging and shareable content to expand the digital footprint.

Conclusion

The marketing challenges primarily revolve around limited engagement with the 18-40 age group, a potential disconnect in offerings for younger demographics, and underutilization of social media. The proposed solutions include initiatives like "Fridays Under 40," a Youth Ambassadors program, college outreach, and collaborations with local companies and artists. These strategies aim to enhance engagement, broaden the audience base, and foster a sense of community.

Digital innovations are crucial for staying relevant, but organizations face challenges in adopting new strategies. Recommendations involve website improvements, virtual experiences, online lessons, and streaming options to cater to evolving audience preferences. Embracing these digital avenues will facilitate broader outreach and audience interaction.

Learn how students can help with marketing and digital strategy.

Our student team has past experience working with organizations in the nonprofit, classical music, industrial arts, and web development space. We have helped nonprofits on marketing, branding, SEO, market expansion, executive director search, and more.

We have also played classical music, engaged with the classical music community in Columbus, and enjoy supporting the local community!



About Us

Arlington Consulting Group & Associates LLC is a student-run group based in Columbus, Ohio.

<u>Website</u>

Appendix

Table 1 – Overview of Major Organizations

Organization	Programs	Significance in Columbus
The Columbus Symphony	Diverse range of programs, including Young People's Concerts, Open Rehearsals, and CSO in the Classroom Curriculum.	Established cornerstone of Central Ohio's classical music scene
Ohio State University School of Music	Youth Summer Music Programs, covering music theory, composition, and performance	Integral part of academic music education in Central Ohio
Columbus Music and Art Academy	Private music lessons, choir programs, art classes, and more. Additional programs include summer camps and workshops.	Nurtures diverse artistic talents with comprehensive offerings
Jefferson Academy of Music	Private music lessons, summer camps, workshops, and performances.	Engages students through diverse programs and performances
Ohio Music Teachers Association	Supports music teachers in Ohio with programs, resources, and student competitions.	Promotes excellence in music education and provides teacher support
ProMusica	Chamber orchestra with innovative programming, community engagement, and educational initiatives.	Enriches classical music culture with innovative performances
Chamber Music Columbus	Promotes chamber music in Central Ohio, showcasing world-class ensembles.	Contributes to cultural richness by highlighting chamber music

Table 2 – Highlights of Programs, Initiatives, and Outreach Efforts in Central Ohio

Organization	Programs	Initiatives and Outreach Efforts
The Columbus Symphony	Diverse range of programs, including Young People's Concerts, Open Rehearsals, and CSO in the Classroom Curriculum.	Youth-centric programs, In-School Concerts, CSYO School Tours, Community outreach initiatives
Ohio State University School of Music	Youth Summer Music Programs, covering music theory, composition, and performance	Outreach programs, including Youth Summer Music Programs (YSMP) for grades 6-12.
Columbus Music and Art Academy	Private music lessons, choir programs, art classes, and more. Additional programs include summer camps and workshops.	Choir programs, art classes, private lessons, master classes. Diverse offerings to cater to various artistic interests. Additional programs, including summer camps and workshops.
Jefferson Academy of Music	Private music lessons, summer camps, workshops, and performances.	Private music lessons tailored to diverse age groups. Engaging programs such as summer camps and workshops.
Ohio Music Teachers Association	Supports music teachers in Ohio with programs, resources, and student competitions.	Professional development opportunities for music teachers. Student competitions and other resources for music educators.
ProMusica	Chamber orchestra with innovative programming, community engagement, and educational initiatives.	Focus on innovative and diverse programming, including master classes. Community engagement and educational initiatives to foster a love for classical music.
Chamber Music Columbus	Promotes chamber music in Central Ohio, showcasing world-class ensembles.	Showcases world-class chamber music ensembles. Contributes to the cultural richness of Central Ohio through performances, outreach, and master classes.

References

[1] National Endowment for the Arts. (2019). 2019 Survey of Public Participation in the Arts. <u>https://www.arts.gov/publications</u>

[2] Culture Hive. (2023, January 10). A guide to developing audiences for classical music. https://www.culturehive.co.uk/resources/a-guide-to-developing-audiences-for-classical-music/

[3] Millmedia.co. (2023, October 26). Marketing for classical musicians. https://millmedia.co/marketing-for-classical-musicians/