

## Different Tools for different Target Markets

Not all people respond to the same marketing tools. In fact, different people in different communities will respond differently. Survey your audience at the event to gather information for next time, or ask another group to share their findings of a previous similar event.

Audience	Potential Needs/ Desires	Marketing Tools	Distribution
Artists and Artswokers	To promote their practice To share their skills and learn new skills	Flyers Posters	<ul style="list-style-type: none"> <li>Other local arts organisations</li> <li>Performance venues/ theatres/ galleries</li> <li>Restaurants and cafés</li> </ul>
Art supporters/ patrons/ ticket buyers	To have more social interaction within the arts To encourage more arts activity in the community in which they can participate	Flyers Posters	<ul style="list-style-type: none"> <li>Performance venues/ theatres/ galleries</li> <li>Restaurants and cafés</li> <li>Community development organisations</li> </ul>
Silent Generation	To utilise/ share their skills To learn new skills Social interaction	Flyers Posters Sponsored ads in newspaper and on radio Community notices	<ul style="list-style-type: none"> <li>Senior citizens groups</li> <li>Retirement villages</li> <li>Performance venues/ theatres/ galleries</li> <li>Local newspapers, Radio</li> </ul>
Baby Boomers	To utilise/share their skills To learn new skills Social activities Follow their desire to become an artist where work and family have previously taken their time Fill the void if retiring	Flyers Posters Sponsored ads in newspaper and on radio Community Notices	<ul style="list-style-type: none"> <li>Performance venues/ theatres/ galleries</li> <li>Restaurants and cafés</li> <li>Local newspapers</li> <li>Radio</li> </ul>
Generation X	To utilise/ build their skills Work experience Social activities	Flyers Posters Sponsored ads in newspaper	<ul style="list-style-type: none"> <li>Restaurants and cafés</li> <li>Performance venues/ theatres/ galleries</li> <li>Childcare centres</li> <li>Local newspapers</li> </ul>
Generation Y	To build their skills Work experience	Flyers Posters Text messages (would involve building a contacts list with approval for marketing materials to be sent)	<ul style="list-style-type: none"> <li>Performance venues/ theatres/ galleries</li> <li>Restaurants and cafés</li> <li>University/ TAFE campuses</li> <li>Secondary schools *</li> </ul>