



**DIGITAL
STRATEGY
DEVELOPMENT**

**Katie Newman
Mary Bradshaw
Yukon Arts Centre**



Help



New



Save



Duplicate



Revert



Delete



Print...



Spell



Patron



Gifted To ...



Order



Package



Ticket Detail | **N/A** | **Transactions** | **Order Notes**

- Ticket Handling
- Hold For Pickup/Taken
 - Mail To Patron
 - Hold For Willcall
 - Hold @ Door For Coupon

Purchase Order#

Why Bought

Ticket Comment

Order Notes



Develop a Digital Strategy for Yukon Arts Centre that:

- Removes physical barriers and reaches more people in remote communities
- Improves the user experience, especially those using mobile devices
- Increases existing revenue streams and identifies new opportunities for growth
- Delivers richer content across more touch points
- Captures more information about customers to inform future programming

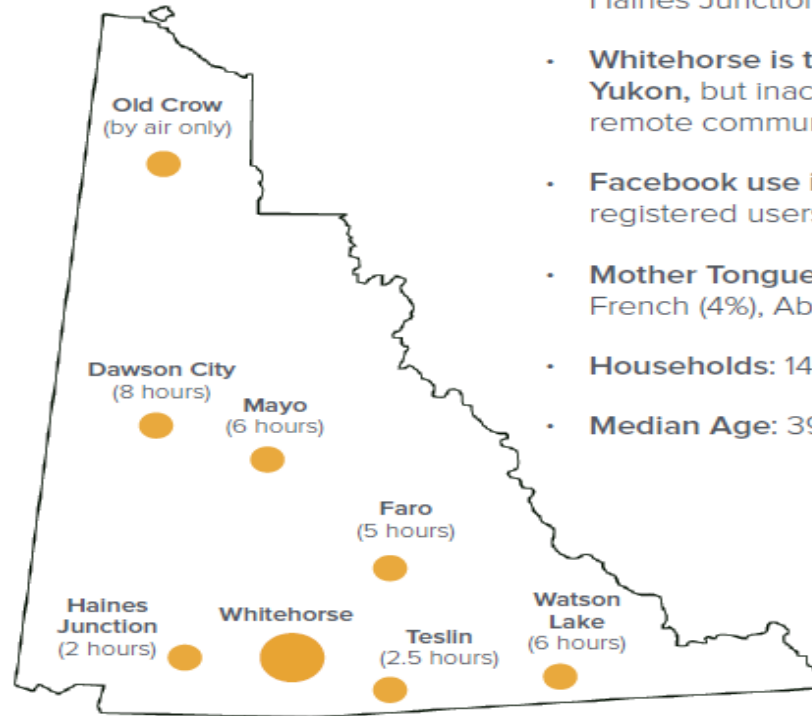
Arts and People of The Yukon

33,900
people in Yukon*

67%
in Whitehorse

50
events per week

50,000
tickets sold by
YAC in 2013



- **Whitehorse (23,000) is largest community**, followed by Dawson City (1,300), Watson Lake (800) and Haines Junction (600)
- **Whitehorse is the hub of Arts in the Yukon**, but inaccessible to many remote communities
- **Facebook use is high** (22,000+ registered users 18-65)
- **Mother Tongue:** English (83%), French (4%), Aboriginal (2.5%)
- **Households:** 14,000
- **Median Age:** 39

Key Challenges

Content

- Art collection is not accessible online
- Programming content is lost

Ticketing

- System not reliable for purchasers, many forced to buy offline at Box Office
- Losing valuable data from poor reporting engine
- Software is cumbersome which makes training difficult

Marketing

- Website design is not responsive for mobile devices
- Majority of marketing budget is spent on print (media and posters)
- No formal marketing or analytics plan in place
- Reaching tourists and new residents

Resources

- Current staff are working very hard to maintain current activities
- Annual funding is limited
- Sponsorship and donations are minimal
- Revenue from rental bookings is not fully realized
- Majority of shows not selling out

Physical Location

- Reaching people in communities outside of Whitehorse, including First Nations
- Access to the Centre via public transit is limited during performances

Other

- Showing funding bodies measurable results
- Public perception that YAC is a government organization

It's all about the ENDS

YUKON ARTS CENTRE

is a place for:



Cultural Understanding

Cultural understanding, development, promotion and preservation

Creativity

Engage our creative and innovative spirits

Inclusive Dialogue

Meaningful and inclusive dialogue among people of diverse cultures and backgrounds

Transformative Experiences

Experiences that awaken, educate, challenge and transform in welcoming venues and settings

Artistic Potential

Expression of artistic potential for artists of all ages

Vibrant Cultural Sector

Development and sustenance of a vibrant cultural and creative sector

Our Vision

Short Term

- **Responsive design** to optimize website for desktop, tablet and smartphones
- **Online art collection** that can be browsed by artist, medium, location and more
- **Improved ticketing system** that integrates seamlessly into website
- **Robust venue rentals section** that includes photos, specifications and booking engine
- **More videos, photos, articles and other media** to enrich all sections of the website
- **Analytics strategy** to capture user data and map ENDS to those metrics

Long Term

- **Hub for all arts in the Yukon**, not just the Yukon Arts Centre
- **Dedicated microsite for visual arts** to give more visibility to exhibitions and collections
- **Handling venue booking and ticketing** for all arts events in the Yukon
- **Marketing automation** (surveys, email, social media) to optimize event sales and gather data
- **Search Engine Optimization** to make website destination for locals, new residents and tourists

Phase One (*redesign Yukon Arts Centre website*)

- **Responsive design** to optimize website for desktop, tablet and smartphones
- **Robust venue rentals section** that includes photos, specifications and booking engine
- **More videos, photos, articles and other media** to enrich all sections of the website
- **Consistent marketing** to boost ticket sales and expand reach of arts content
- **Analytics plan** to measure performance and prove success

Phase Two (*new microsite for Visual Arts*)

- **Online art collection** that can be browsed by artist, medium, location and more

Phase Three (*dedicated portal for all arts in the Yukon*)

- **Improved ticketing system** that integrates seamlessly into website
- **Artist directory** to give artists a space online and an opportunity to gain exposure
- **Event planning engine to handle booking and ticketing** for all arts events in the Yukon
- **Email marketing** to optimize event sales and gather data

Search Engine Optimization: Room For Improvement

KEYWORD	MONTHLY SEARCHES	CURRENT PAGE RANK
Yukon Attractions	140	> 5
Things To Do In Whitehorse	20	> 5
Whitehorse Theatre	720	> 5
Whitehorse Concerts	40	> 5
Whitehorse Events	140	4
Events In Whitehorse	20	3
Yukon Events	90	2
Whitehorse Art	10	1
Whitehorse Art Gallery	20	1
Yukon Artists	50	1

- People are searching for Whitehorse more than Yukon
- What's Up Yukon has first page rank for many of these keywords

Search Engine Optimization: Improving Your Rank

Key tactics for optimization:

- Give each page title and description a unique keyword phrase (i.e. whitehorse events)
- Categorize blog by discipline instead of by venue and give each post unique keywords
- Create a separate listing page for each event
- Maintain an archive of past event pages
- Develop an artist directory to take advantage of searches of artists' names
- Establish link backs from reputable websites (Kwanlin Dün Centre, Travel Websites, Sponsors, etc.)
- Ensure that all images and video has keyword optimized ALT text
- Establish a framework of internal links
- Incorporate keywords into URLs (i.e. yukonartscentre.com/whitehorse-events)

Thanks!

Any questions?

You can find us at:

[@yukonartscentre](#)

katie.newman@yac.ca

mary.bradshaw@yac.ca

