

Introduction

Digital Works is our programme of events which brings people from across the arts, cultural, heritage and creative sectors to share best practice around digital. We hear stories of success, lessons learned from failure and discuss and debate new and emerging techniques, services and products.

We held Digital Works #4 at the Bridge Theatre in December 2017.

Speakers from the Royal Albert Hall, Barbican Centre, English National Opera and Shakespeare's Globe covered 'getting stuff done'.

Each of the speakers kindly agreed to answer additional questions after the event.

This document includes the answers from the English National Opera's Digital Engagement Manager, Aoife Breen.

Questions are in bold and Aoife's response follows each.

Find out more about Digital Works here: substrakt.com/digital-works

Aoife Breen, ENO

Customer service twitter - how do customers know it exists?

When customers tweet ENO our customer service account replies instead, or DMs as appropriate. This has been primarily implemented as part of our overall strategy to separate ENO from the London Coliseum – i.e. the latter being a West End venue that hosts many diverse performing arts. Previously, the ENO account had to respond to queries about ENB, ballet and other visiting companies which was confusing for customers.

Data & analytics - what and how are you measuring?

We have created a template in Google's Data Studio examining top line monthly web performance, which is then distributed with a one-page analysis accounting for any YOY and MOM changes. We measure sessions, revenue, conversion rate, traffic source, and products. I have created segments for more in-depth analysis for particular sessions e.g. sessions only including our production pages to examine behaviour relating to those pages as well as using custom reports and dashboards for easier access to the metrics that are most important rather than having to constantly wade through GA's many reports. I'd say custom reports and dashboards are the easiest and quickest way of accessing info and recommend setting up these.

Data & analytics - any advice/recommendations on learning/training in this area

Google have (free) online learning: <https://analytics.google.com/analytics/academy/> which is a fantastic place to start and where I've pointed people new to GA / GTM to start with.

Digital ads - do you manage these in-house? If with an agency, how did you find it worked to brief? was it successful?

Our marketing managers/Head of marketing work with an agency to manage digital ads based on media plans negotiated at the start of the season. Please email Ant ajarvis@eno.org for more indepth info on how this works for us.

Match campaign - who created video content? How much of the content was non-digital?

Mixture – we have a Harewood Artist video created by our video production agency externally, this is more of an evergreen piece of content introducing ENO's talent development programme that sits on the site all year round and is utilised in context with appropriate copy. Other pieces specific for the campaign were created by the artists on their phones and edited in-house where necessary. As this is a fundraising campaign that is curated by our Development team, the majority of funds come from careful cultivation of donors throughout the year which is predominantly face-to-face relationship-building, as well as direct mailings, and flyers at select performances. The notable increase this year was in the <£100 donations through online channels.

Aoife Breen, ENO

Social media training for talent - can you provide examples, how is this done and by who?

Our Digital Comms Officer manages this and is offered as a service to any talent to anyone who wants it at the beginning of the production. The structure depends on who it is and their current level of engagement with social media, but can include everything from profile creation to takeovers, Q&As and advice on best engagement. If you want more info please feel to contact the Digital Comms Officer, Angelica Bomford: abomford@eno.org.