



# Customer Profiling and Targeting

Who buys tickets?

Brought to you by One Tree Software



# Attendees

The most important person is the attendee. Build up a picture of the typical person/people who will come to your event.

These people exhibit common characteristics and have similar requirements.

Once identified, you can tailor messages and promotions towards appealing to them.



# Create buying personas

Develop portraits of your customers to help make decisions about the event.

Establish one or more personas of the people who will buy your tickets.

Then you can work out what will most appeal in terms of marketing and consider the means to reach them.



## Customer Persona

Typical ticket purchaser for \_\_\_\_\_

Age range:

\_\_\_\_\_

Preferred marketing channels:

\_\_\_\_\_

Favourite TV show:

\_\_\_\_\_

Hobbies & interests:

\_\_\_\_\_

\_\_\_\_\_

Favourite supermarket:

\_\_\_\_\_

Favourite clothes shop:

\_\_\_\_\_

What car do they drive?

\_\_\_\_\_

Where do they live?

\_\_\_\_\_

What type of job do they do?

\_\_\_\_\_

\_\_\_\_\_

Main motivations for buying tickets:

\_\_\_\_\_

\_\_\_\_\_

Name to represent your target group:

\_\_\_\_\_



# Typical potential customers

- Leisure guests
- Corporate guests
- Local market
- Those specifically interested in the topic or type of event – fans
- Tourists in the area at the time of the event
- Those buying for friends/family who would be interested in the event

# Do they buy tickets?

They certainly do! They may:

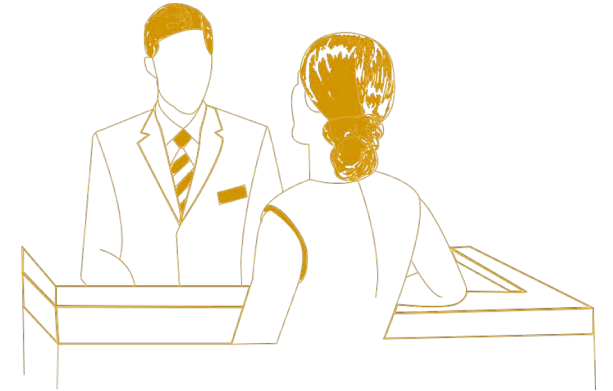
Go on social outings with friends and family or buy tickets as gifts.

Organise work outings or corporate prizes, including tickets.

Have hobbies, interests and likes that match the events that you offer.

But they will not think of attending your events unless they know that they are on!

# Ticket buyers



## What is the target audience?

- What do they like?
- What appeals to them?
- What media do they consume?

## When and why do they buy tickets?

- Where do they shop?
- What kind of thing do they shop for?
- Do they buy things last minute?

## Best forms of communication

- What social media sites do they use?
- How do they search for tickets?
- Whose recommendations do they trust?

# What do we already know?

1

## Customers may know your venue

They are looking out for different events you might offer.

2

## You can market events to a local audience

People are usually willing to buy tickets if an event is nearby.

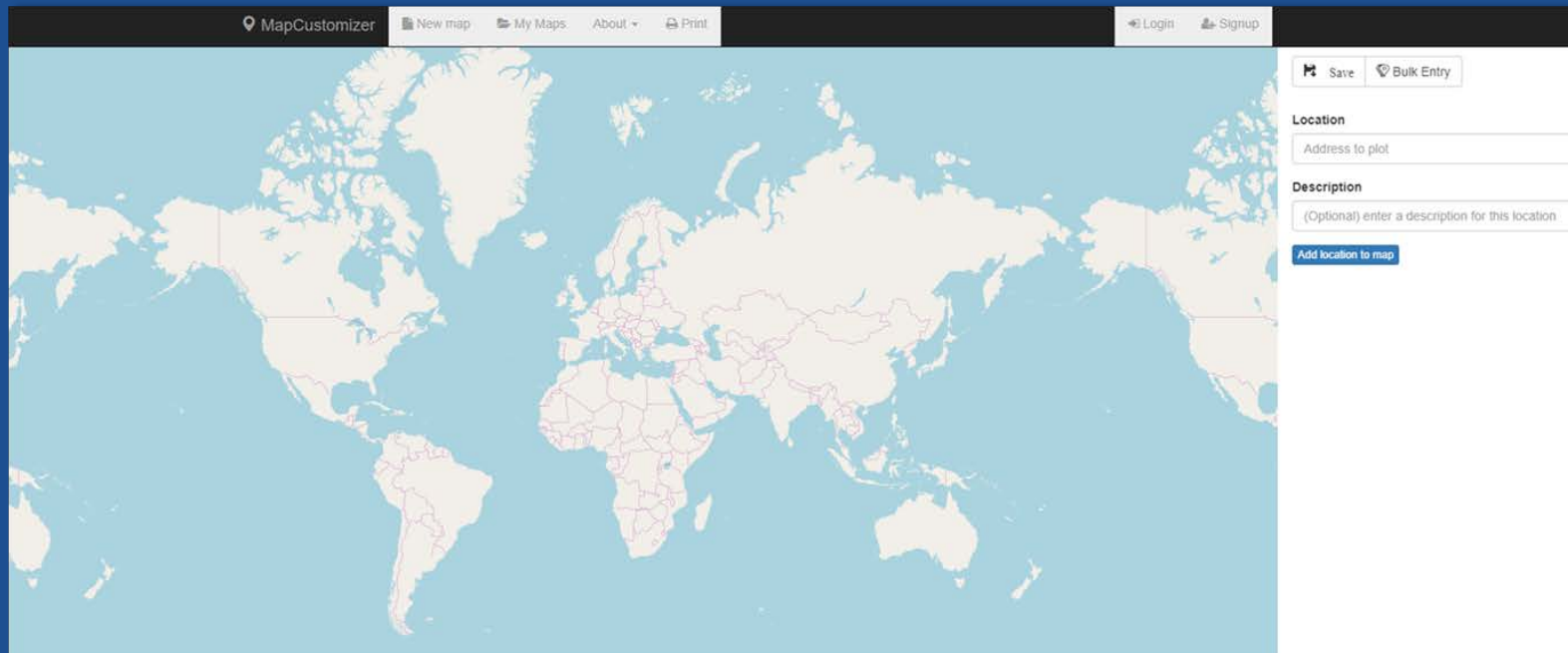
3

## Events sell well throughout the year

Not just during holidays. In fact, people look out for fun, social ways to spend a day or evening all year round.

# Where do your buyers live?

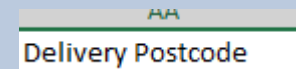
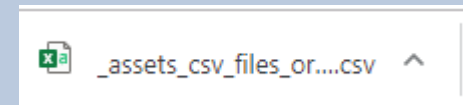
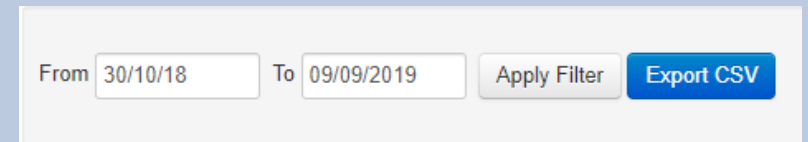
Use a free online tool such as mapcustomizer.com. Extract postcodes of different buyers from your One Tree account or mailing lists. Use a sample of 200 attendees, or a period of twelve months. Bulk upload them to the mapcustomizer website and view a map of where your previous customers come from. Target these geographical areas with your marketing campaigns.





# Extracting data from the One Tree system

- Click on Sales
- Select date range
- Export data
- Copy delivery post codes to Mapping software
- View your target area on a map



# When to promote

1

## Prior to high days and holidays

People are looking for entertainment and treats.

2

## As soon as you add a new event

This might be the event they are waiting for. Get the word out straight away!

3

## Key countdown moments

When your event is a month, a week and a few days away to catch the early birds and last-minute buyers.

4

## After an event

Post photos and mention how great the last event was. Encourage potential customers to come to the next one.

# Where to promote

Try to touch your prospects at many points.



Your website

Email shots and  
e-newsletters

All social media  
channels

Via complementary  
businesses

Posters/flyers in  
house and in the  
local area



# More information

Please refer to the [Promotional Resources Library](#) for a selection of social media graphics, email banners, posters and other helpful materials.

Contact us on 01761 472911 or email [support@one-tree](mailto:support@one-tree) if you have any questions or comments.

