About your email campaign

Things we'll need to know to launch your campaign.

1) The success of your campaign depends on getting your message in front of the people who are most inclined to attend events like the one you're promoting. To build an email list of most likely patrons, we'll need information from you about your ideal audience, including…

- Where they live.
    - If you're targeting an area other than the whole Portland DMA, note the specific area, neighborhoods and/or zip codes.
    - If you'd like your emails distributed unevenly across multiple locations, specify the locations and the percentage for each (e.g., 30% SW Portland, 30% NW Portland, 20% NE Portland, 20% SE Portland).
- Their professional and personal interests (e.g., hobbies, reading habits, apps frequently used, other kinds of arts events patronized)
- Their age group(s), household income, education level and any other demographic information

2) Look-alike list
If you have a current list of patrons and prospects, we can also use it as a model for the new email list. Provide us your list or a representative sample of it, and our data team will analyze your audience's demo- and psychographics, geography and interests, then generate a list of new prospective patrons who "look like" your current ones. (Note that only our data team sees your list, and confidentiality is guaranteed.)

3) Before launching, we will also need these specifics:
- Destination URL. Will patrons go to your tickets page, the show's page, another landing page?
- Subject line. Short, succinct and pithy is the key. (If that just gave you writer's block, we can help!)
- "From" line. Specify, if not the name of your organization.
- Emails to be excluded, if any (attach spreadsheet)
- Names and emails of a few people in your organization who should receive a test email

4) Are you ordering a "matchback" list?
This list will include the names and mailing addresses of everyone who was sent your email. It's a great tool for cross-checking against the list of people who ultimately purchased tickets. And you can add the names and addresses to your existing list for future use!

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