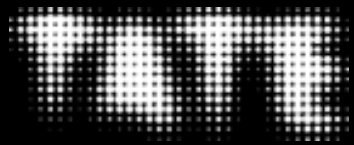
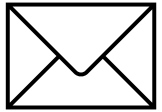


Lockdown to reopening

Email marketing at Tate



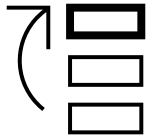
What I'll be covering



What is email marketing at Tate?



What's changed since lockdown?



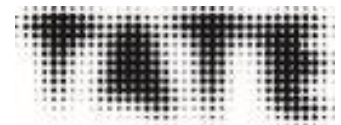
What are our priorities with reopening comms?

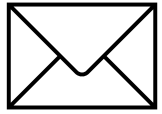


What have we learnt so far?



Recommendations





What is email marketing at Tate?

- 500,000+ email subscribers
- Weekly emails to our engaged audience of 200,000+
- Lifecycle communications – welcome, pre-purchase, pre-visit, post-visit, lapsing re-engagement
- Targeted comms to North West & Cornwall audiences
- Close collaboration with Membership, Marketing, eCommerce, Public Programmes and Visitor Information teams

IT'S GREAT TO MEET YOU



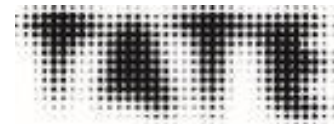
Thanks for signing up to emails from Tate.

While we can't come together in person, art can help us to stay feeling connected, creative and calm.

So while our doors are closed, we'll be sharing some of our favourite ideas to help you discover art you love, spark a new hobby or enjoy a quiet moment away from the headlines.

Did you know you can delve into our [national collection](#) online? That's 78,000 works by over 4,000 artists from Britain and around the world!

[Start exploring](#)





What's changed since lockdown?

CONTENT

- Social and email became the only communication channels to reach our audiences
- Switch to editorial approach – focus on our collection stories, brand and values
- Online shop as key revenue priority, in contrast to Membership acquisition and ticketing in pre-lockdown world

CREATIVE WAYS TO UNWIND



It's been a rollercoaster few weeks – we hope you're doing okay. Who else is looking for a dose of positive inspiration?

Here's a few creative ways to relax, embrace the slow life and show ourselves a little love.

[Start exploring](#)



Quiz: how are you feeling?
Take a moment to reflect and discover a tale artwork to match your mood.

A uplifting alternative to the news
Explore our online gallery of feel-good drawings by kids across the world.




Where does inspiration come from?
Hear how artists, musicians and writers have embraced creativity in challenging times.

Discover the art of slow looking
See what happens when we spend time getting to know a single artwork in detail.

CREATE LIKE AN ARTIST

Learn how to paint, draw or cast like your favourite artists with some surprisingly simple techniques.



Create a pot for Grayson Perry | Draw with pastels like Paula Rego




Paint like Frank Bowling | Cast like Rachel Whiteread



Get making as a family with our [step-by-step activities](#) inspired by Pablo Picasso, Bridget Riley and many more.

[Explore the kids](#)










A SPLASH OF COLOUR



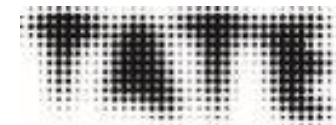
Looking for something special to brighten your day? Our shop is back online, so now's the time to treat yourself to colourful prints, jigsaws and art supplies!

Each and every purchase supports Tate.

[Explore the shop](#)



[Explore the shop](#)





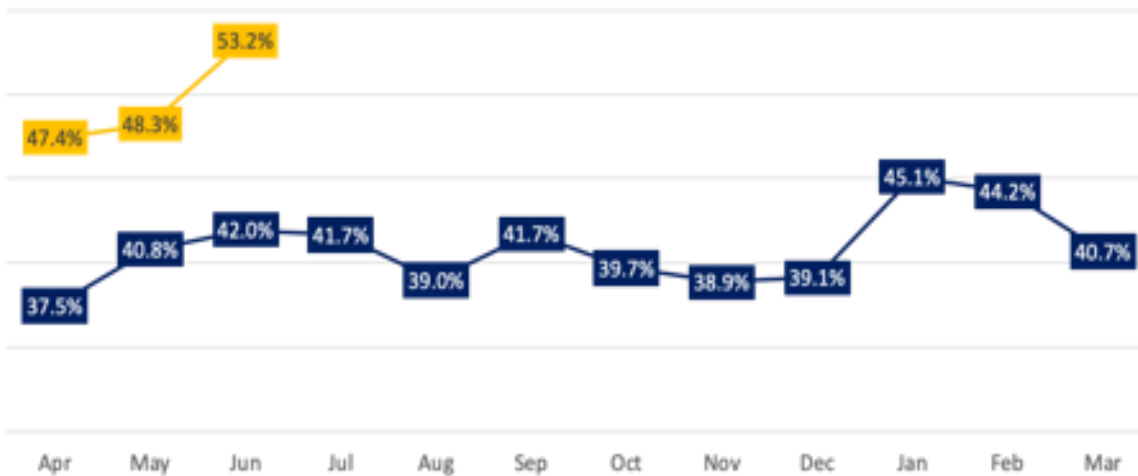
What's changed since lockdown?

PERFORMANCE

- Highest engagement we've seen to date
- Highest performing period for eCommerce revenue

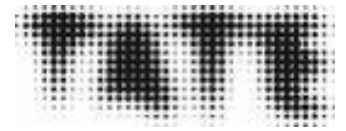
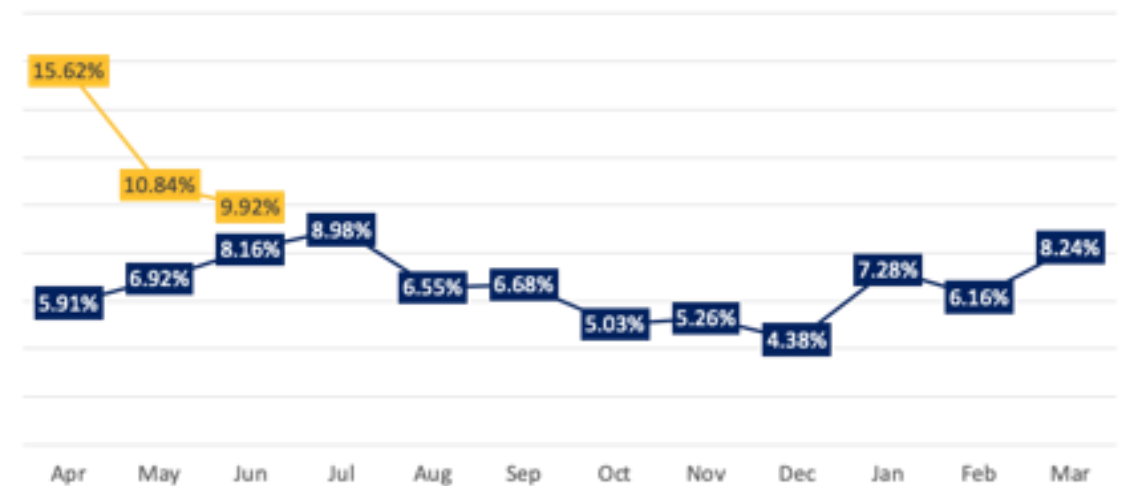
Open rate

—2019 —2020



Click-to-open rate

—2019 —2020





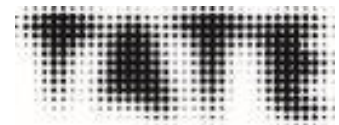
What's changed since lockdown?

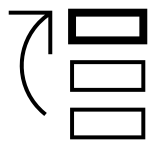
PROCESS

- Forced into new flexible ways of working
- Prioritising testing
- Time for reflection on previous processes and decisions

	w/c	13-Apr		20-Apr	27-Apr	4-May	11-May
	Send day	Mon 13	Fri 17	Thurs 23	Thurs 30	Thurs 7	Mon 11
Theme	Wellbeing	Aubrey Beardsley	Walks of art podcasts	Staff Stories	BMW Live Video	TM20	
Panel 1	Wellbeing & Art	Beardsley exhibition video	Grace Dent on the YBAs and Shoreditch	Rudi: Bandle Ajetunmobi [B]	BMW Live Video	Instagram post	
Panel 2	Quiz: how are you feeling?		Emma Gannon on Barbara Hepworth and St Ives	Amy: David Hockney		Kusama	
Panel 3	Tate Kids gallery [F]		Dolly Alderton on Monet and the Thames	Phoebe: Wolfgang Tillmans		Salcedo	
Panel 4	Where does inspiration come from?		Scottee on Francis Bacon and Soho	Shop: custom prints		Bourgeois	
Panel 5	Art of slow looking podcast		Bonnie Greer on Virginia Woolf and the Bloomsbury Group			Weiwei	
Panel 6						SUPERFLEX	
Panel 7						Carsten Höller	
Panel 8							

CRM:
ENGAGED AUDIENCE






What are our priorities with reopening comms?

- Clarity for audiences around new processes
- Localised targeting
- Drive revenue – Membership acquisition, ticketing, donations
- Acknowledge that everyone is in a different position
- Safety info pre-visit

EXHIBITIONS MEMBERSHIP SHOP

DISCOVER SOMETHING NEW



We can't wait to reopen our gallery doors next week.


An exciting world of art awaits, from Andy Warhol's iconic pop art to Kara Walker's powerful exploration of identity, history and race.

Remember, you'll need to book online before you visit - [take a look at what's coming up!](#)

[See what's on](#)

ANYTIME, ANYWHERE

Can't join us in the galleries just yet? Here's a few ways you can explore the collection at home.



Dancing to art in Tate Britain with Corali Solange Knowles Ferguson on Black identity Discover how to draw like Paula Rego



Help us keep you safe

We recommend you wear a face covering to protect you and those around you. Hand sanitiser is also available in key areas.

Please travel light

All cloakrooms and lockers are currently closed, so please avoid bringing any bulky coats or bags with you.



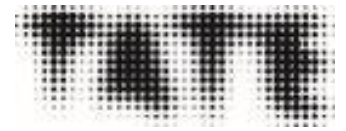
Pay with card

We're only accepting card or contactless payments in our galleries to minimise touchpoints.

Follow one-way routes

Please keep your distance from others. All routes include toilets and a chance to visit our shops and cafes.

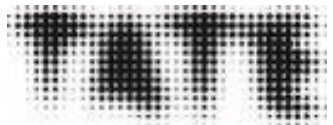
[See all visiting info](#)

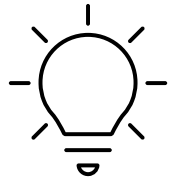




What have we learnt so far?

- Survey gave us insights on audience sentiments around returning to galleries – transport as a key hurdle to overcome
- Announcing reopening without tickets on sale had its challenges
- Bookings haven't been that fast and people don't seem to be booking far ahead
- Our first comms didn't highlight limited ticket capacity, which may have helped bolster early sales
- Internal sign-off processes were much longer





Recommendations

- Use insights from your audience to guide comms, rather than assumptions
- Have FAQs on your website – highlight these in all reopening comms
- Use positive language around safety and visiting guidelines e.g. Good to know, useful info, how to make the most of your visit
- Breakdown visiting information into digestible chunks and connect this to your onsite experience
- Have a clear next step for audiences with each piece of comms
- Keep a focus on editorial / online experiences too

