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
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
What's changed since lockdown?

PERFORMANCE

- Highest engagement we've seen to date
- Highest performing period for eCommerce revenue
What's changed since lockdown?

**PROCESS**

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