

Doing It Digitally & Doing It Well



Don't Come, Won't Come?

“As we keep an eye on the Digital NewFront sessions in New York City, it immediately became clear, it’s all about **mobile, video** and social.”

Forbes.com 29/4/14

During the 2012-13 year, 14.72% of participants' website visits came from mobile devices.

During the 2013-14 year this had increased to 25%.

More than $\frac{1}{4}$ of visits from mobile.

100%

of participants have
experienced growth
in mobile visits.

We've noticed a change in engagement levels with videos.

Average video view duration has increased from 1.42 minutes last year to 2.31 minutes this year.

Increase in YouTube video views on mobile device - from 22% to 31%

Facebook 'likes' on participant pages grew by 36%.

The average number of likes has gone from 3,290 to 5,040.

Use of Twitter in the sector has increased significantly.

The number of tweets generated by all participants increased by 67.9%.

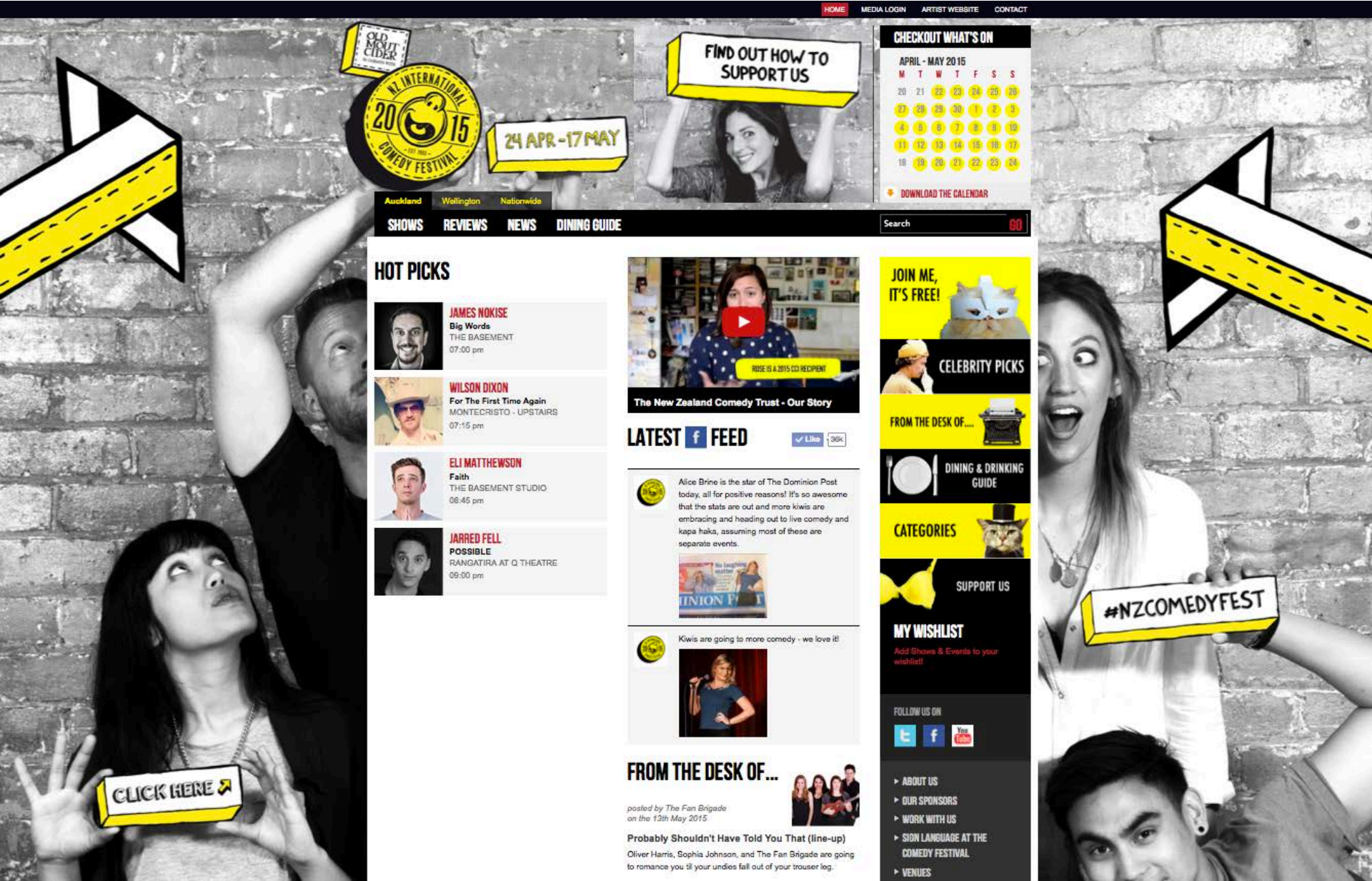
The efforts are paying off.
Twitter followers across all
organisations total 115,364 -
21% more than previous
year.

Average number of Twitter
followers up 26%.

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Don't Come, Won't Come?



24 APR - 17 MAY

FIND OUT HOW TO SUPPORT US

CHECKOUT WHAT'S ON

APRIL - MAY 2015

M	T	W	T	F	S	S
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24


DOWNLOAD THE CALENDAR

Auckland Wellington Nationwide

SHOWS REVIEWS NEWS DINING GUIDE

Search

HOT PICKS



JAMES NOKISE
Big Words
THE BASEMENT
07:00 pm



WILSON DIXON
For The First Time Again
MONTECRISTO - UPSTAIRS
07:15 pm



ELI MATTHEWSON
Faith
THE BASEMENT STUDIO
08:45 pm



JARRED FELL
POSSIBLE
RANGATIRA AT Q THEATRE
09:00 pm



The New Zealand Comedy Trust - Our Story

LATEST FEED



Alice Brine is the star of The Dominion Post today, all for positive reasons! It's so awesome that the stats are out and more kiwis are embracing and heading out to live comedy and kapa haka, assuming most of these are separate events.




Kiwis are going to more comedy - we love it!



FROM THE DESK OF...

posted by The Fan Brigade on the 13th May 2015

Probably Shouldn't Have Told You That (line-up)
Oliver Harris, Sophia Johnson, and The Fan Brigade are going to romance you til your undies fall out of your trouser leg.



JOIN ME, IT'S FREE!



CELEBRITY PICKS



FROM THE DESK OF...



DINING & DRINKING GUIDE



CATEGORIES



SUPPORT US



MY WISHLIST

Add Shows & Events to your wishlist!

FOLLOW US ON



- ▶ ABOUT US
- ▶ OUR SPONSORS
- ▶ WORK WITH US
- ▶ SIGN LANGUAGE AT THE COMEDY FESTIVAL
- ▶ VENUES



comedyfestival.co.nz



Don't Come, Won't Come?

The Comedy Festival website is now viewed on a mobile device more than on a desktop.

Rapid growth of traffic via mobile to comedyfestival.co.nz

	2010	2011	2012	2013	2014	2015
MOBILE	2%	8%	12%	20%	34%	41%
TABLET	0%	0%	6%	10%	10%	10%
DESKTOP	98%	92%	82%	70%	56%	49%

12% of Comedy Fest tickets were purchased on mobile in 2015, up from 9.5% last year and 6.5% in 2013.



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Mobile users on average spend less time on the website and view slightly less pages, what does this mean for us?

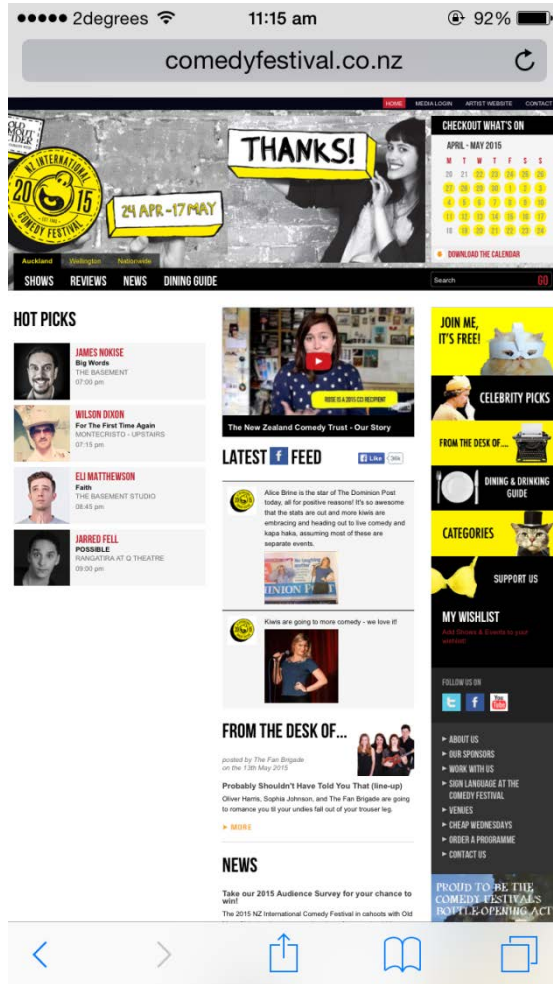
	Sessions	% New Sessions	Bounce Rate	Pages/Session	Ave Session Duration
MOBILE	41%	60.5%	49%	4.5	2:09
TABLET	10%	55%	47%	4.3	3:56
DESKTOP	49%	59.5%	37%	5.1	4:06
MOBILE UP TO FESTIVAL	38%	68%	51%	4.4	1:52
MOBILE DURING FESTIVAL	43%	56%	47%	4.6	2:22



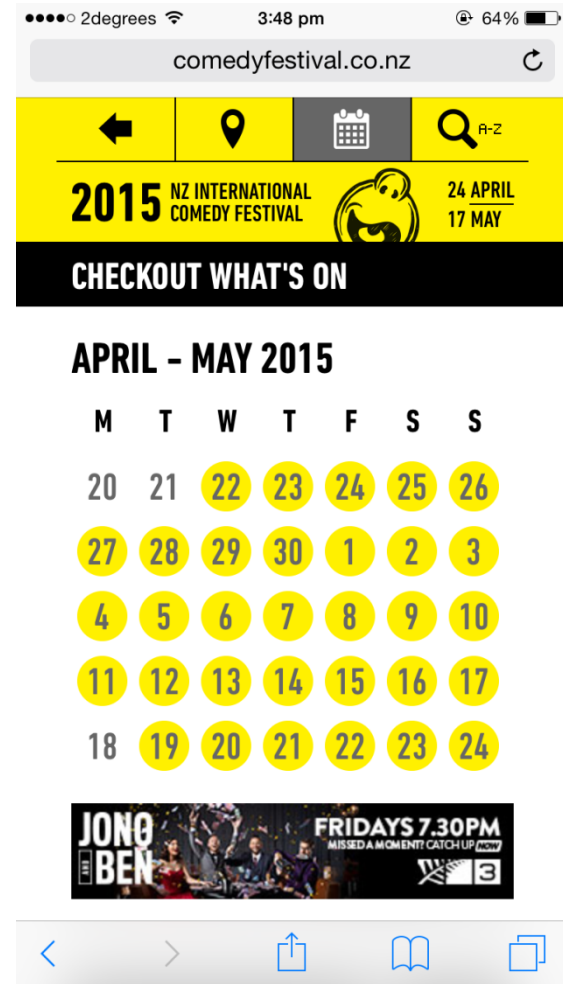
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The desktop website is not the optimal user experience on a smartphone...



Full desktop website



Mobile optimised website



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Don't Come, Won't Come?

The desktop website is crowded to read and harder to navigate on a smartphone...



Full desktop website



DAI HENWOOD
DAIGRESSION
 NOTORIOUS* PROUDLY PRESENTS



A brief tangent from the main subject. The facts of the world and beyond appear very different when syphoned through an individual's brain, particularly Henwood's.

Can you prove a Llama is a bird? What is math? Why? All of these have answers and most of them are boring. Sit down, digress with Dai and see the world through a smile shaped lens.

As seen on 7 Days and the other TV stuff, get involved!

Preview night Tue 12 May, all tickets \$24.

#DaiGression

ncomedy.co.nz



BOOK TICKETS

Showing In:
 Wellington at San Fran
 Thu 30 April – Sat 2 May,
 Tue 5 – Sat 9 May
 8:30pm
 Auckland at Rangatira at Q Theatre
 Tue 12 – Sat 16 May, 7pm

Tickets:
 Adults \$30.00
 Conc. \$26.00
 Groups 4+ \$26.00

Tuesday Preview \$24.00
 * service fees may apply

Bookings:
[09 309 9771](tel:093099771)

Show Duration:
 1 hour

TOP ↑

VIEW FULL WEBSITE ↗

Mobile optimised website



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EMAILS OPENED ON MOBILE	EMAILS OPENED ON DESKTOP
41%	59%



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Don't Come, Won't Come?

What are your MOBILE WEBSITE options?

- **Mobile Friendly**
 - Easily readable and easy to navigate on mobile. It is exactly the same as your desktop website but on a smaller screen
 - The cheapest of the options to create, if your desktop design will work on a smaller screen
 - N.b. Google will not prioritise your website in searches if it isn't designed to respond to different screen sizes
- **Mobile Responsive**
 - Dynamically adapts to different screen sizes by resizing and reformatting its fundamental parts from your desktop content.
 - The next cheapest mobile solution to build
 - Google prioritises responsive websites in searches as they have the same url as the desktop
- **Mobile Optimized**
 - Reformats for each mobile device e.g. larger navigation buttons, reformatted contents, differently optimized images
 - Loads more quickly than a Mobile Responsive website
 - But it will load data/images directly from desktop website so only have to load data once
- **Mobile Website**
 - A separate website that is only designed for mobile and runs separately from your desktop website
 - More freedom with design and content
 - More expensive to build
 - Have to load data on both websites
- **Mobile Apps**
 - Can be customised, with more control of experience for users
 - Specifically built features and analytics, like sending notifications straight to their mobile
 - Can be more expensive to build and traditionally they are made for a particular operating system (Apple or Android), however this is changing).
 - Users have to download the app mostly from a specific App store, and install it.
 - A disadvantage can be if you have data that you update regularly, people may not have downloaded the latest version

Hot tips for building websites for mobile users:

- **Have a clear idea of your objectives** – look at what your audience will use the mobile website for, what are they looking for and what is most efficient way to get there? Use that data to inform your brief to a developer.
- **Give your web developer a visual brief, alongside a basic site map.** You know your business intimately, your processes, needs and limitations, so consider that in your planning for your brief.
- **Cost-effectiveness – do the planning and the research**
 - Look at all the different options and what you actually need, do you need a mobile website and an app, or will one do the job for you.
 - Do you have a designer that could help with the design of the site.
 - Do your research... What websites do you like? Which feature? Go wider than just the arts, what other successful websites are doing things you could adapt?
 - What can you update on the website yourself?
 - Look at building your website in a CMS (Content Management System), like *Wordpress* or *Silverstripe*, that you have the ability to manage your content with more flexibility, rather than having to ring your web developer and pay hundreds each time you want to change something. Make sure it is a CMS that other developers also work in so that you aren't tied to one developer
 - What can you future proof? Things change so quickly in the digital space!
 - Get multiple quotes
- **Keep the web developer accountable**
 - You need to be super clear with your expectations, timelines and communication. Don't assume anything! If you have a question ask it!
 - Create an excel spread sheet with every single element and what it needs to do, and cost of that element if applicable.
 - An overall fee is recommended, with maintenance hours built in
 - Testing phase – make sure you make time for this



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Don't Come, Won't Come?

Doing It Digitally & Doing It Well



Don't Come, Won't Come?

Real Life before Digital - a focus on video



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Igniting the creative spark in children and young people



Shared stake in content

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What If Numbers Were Seeds?

In the last 28 days...

- 19,724 estimated minutes watched
- 5,750 views

Lifetime views...

- 162,201

All organic.

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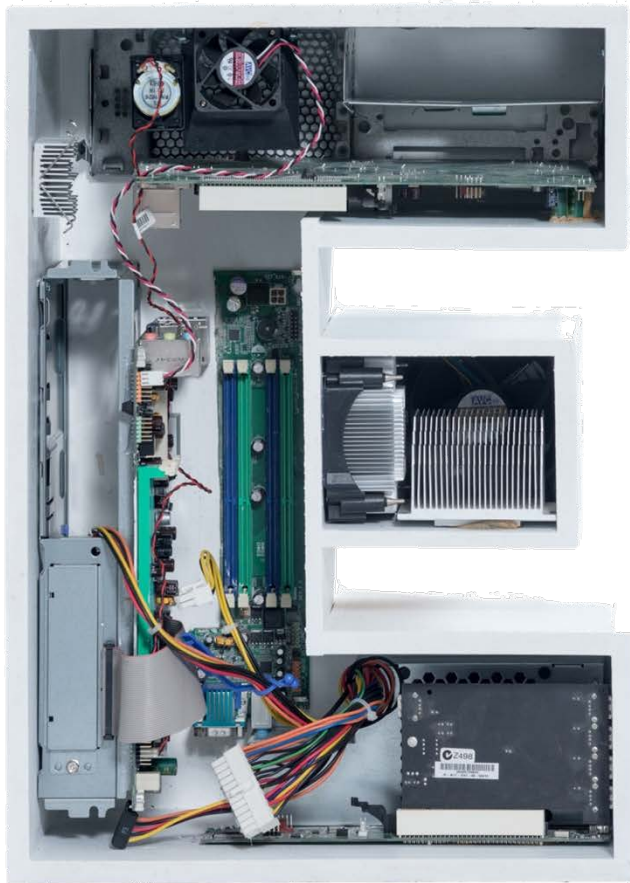
Real life experience before digital experience

- Young people avoid Facebook – it is the domain of their parents
- Capital E must engage first with the children's champions
- Direct engagement with young people can happen once the real life experience has occurred



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And once it has occurred...



- “Im famous!! But I was like terrible.”
- “NICE AND FUNNY”
- “Wow awesome work M2! Thank you so much Capital E for having us! :D”
- “lol i was part of it”

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The next steps...



- Engaging our public audience
- How do we do this best?
- Ensuring our YouTube channel successfully showcases all Capital E offerings

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Remember...

- Young people's behaviours online will inform their online behaviours as adults
- The future will not happen to them, they will shape the future

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Don't Come, Won't Come?

Find Your Voice

(or)

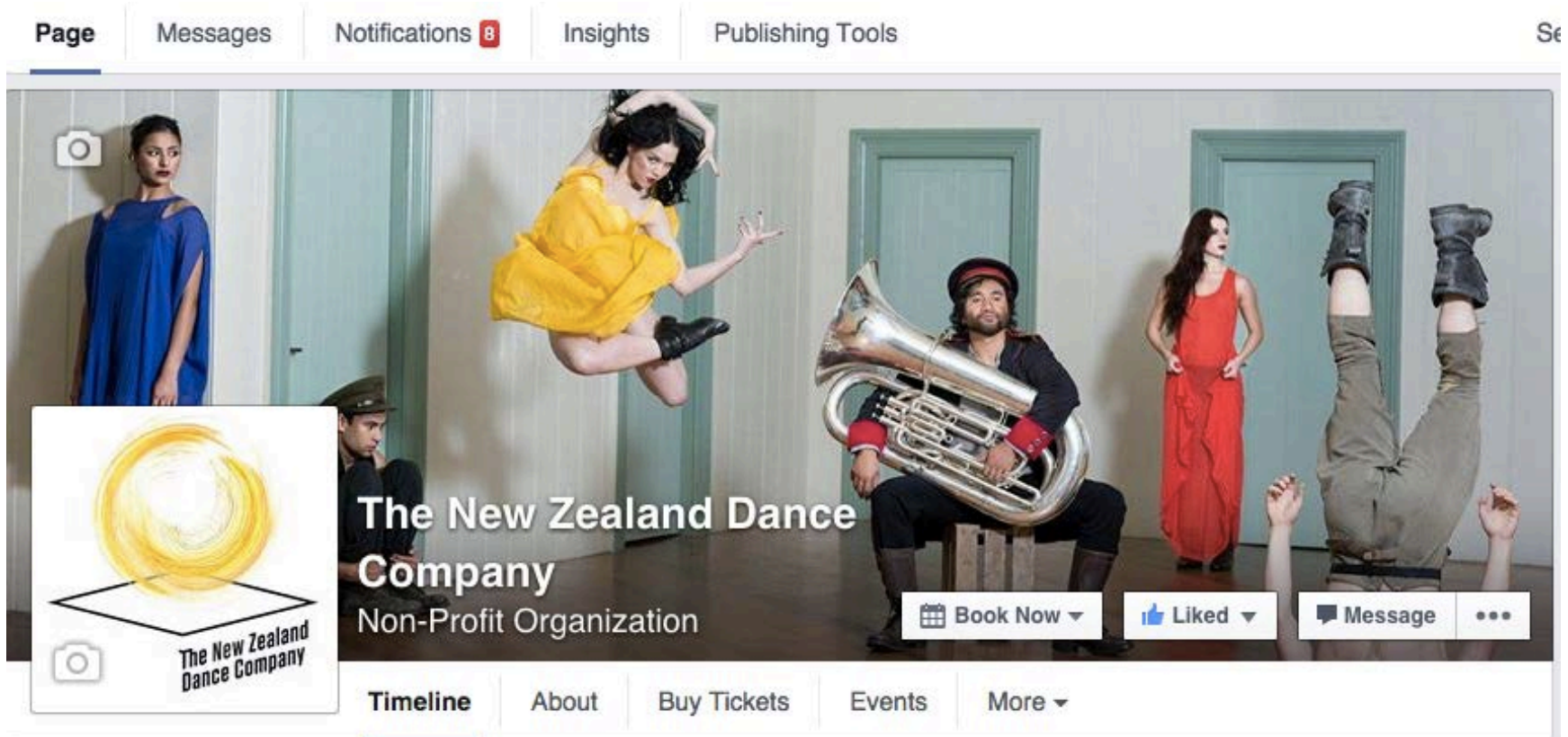
How To Not Be Boring

- A little about me
(I've got 15 mins to fill...)

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What is the point? (Creating a community)

Page Messages Notifications **8** Insights Publishing Tools



The New Zealand Dance Company
Non-Profit Organization

Book Now Liked Message

Timeline About Buy Tickets Events More

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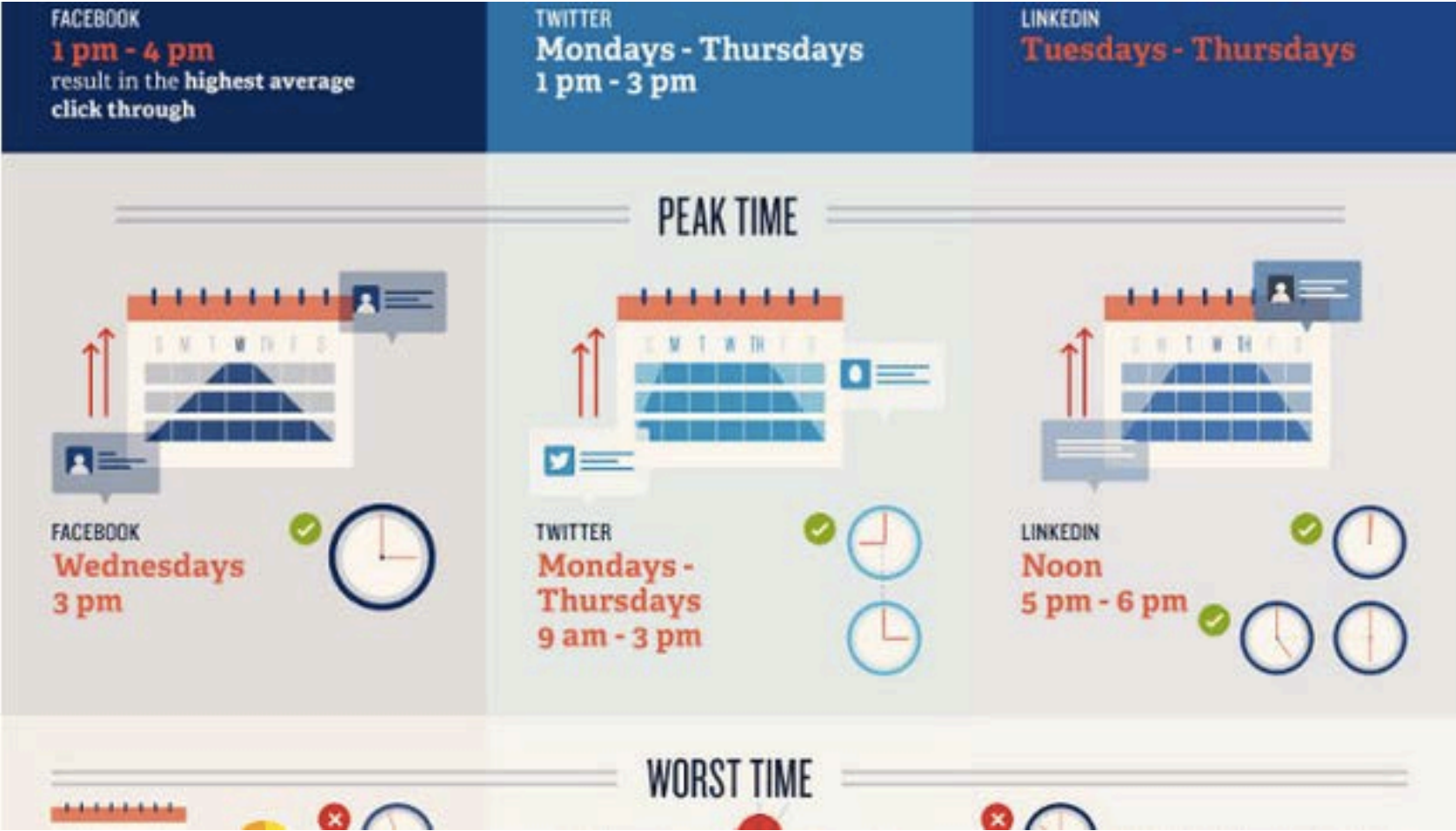
Don't Come, Won't Come?

Whom Do We Engage?



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When do We Engage?



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Good Post?

- Relevance
- Humour
- Referencing/Including Others
 - Interactivity

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NZDC Auditions

The New Zealand Dance Company is seeking a female dancer with strong technique, partnering and improvisational skills with a minimum of three years professional experience.

2,687 people reached

[Boost Post](#)

[Like](#) · [Comment](#) · [Share](#)



Carl Angeloque Tolentino, Katrina Todd, Hannah King and 32 others like this.

20 shares

Announcement: we have successfully exported our organic, NZ made, free range, gluten free dance company to Australia. (Warning: may contain nuts).

We're in the Melbourne papers.



5,570 people reached

Boost Post

Like · Comment · Share



👍 Vicki Allpress Hill, Sharon van Gulik, Hannah King and 211 others like this.

Top Comments ▾

🔄 13 shares

"At the end of the performance of Rotunda in Tauranga on Friday 13th March I turned to my friend and said I don't think I've ever seen anything more beautiful in my whole life.... The story these incredibly talented and passionate dancers portrayed resonated and moved me to tears of joy and sorrow." Suzy Sampson, Rotunda audience member
Christchurch, we are in you. Get your ticket now.
nzdc.org.nz/rotunda



5,972 people reached

✓ View Results



The New Zealand Dance Company

Published by Melanie Esplin [?] · May 21 at 8:54am · 🌐

You know our team have mad skills on the stage...but check out how they warm up - they throw down proper in the studio.



10,744 people reached

Boost Post

3,987 Views

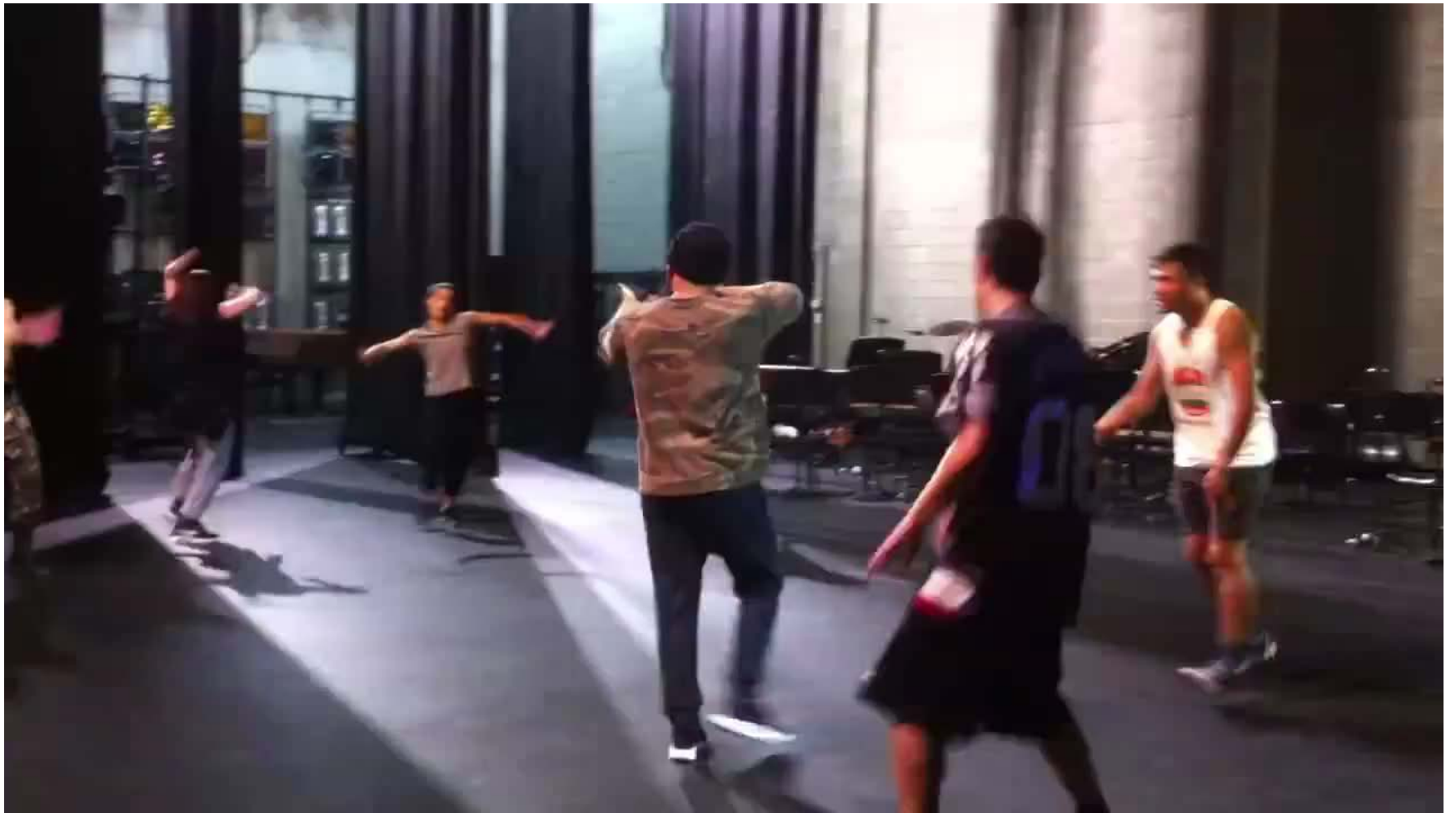


Like · Comment · Share

👍 Vicki Allpress Hill, Hadleigh Pouesi, Joseph Wycoff and 181 others like this.

Top Comments ▾

🔗 26 shares



NZDC Has Mad Skills
(True Story)

Pitfalls

(or) What I Tried Once and Will Never Do Again...

Getting warmed up for What Now this morning...



491 people reached

Boost Post

Marketing vs Social Media

- If you are not targeting, you are not marketing – social media provides a distinct target
- Jab, jab, jab...hook
- Don't waste airspace
- Post only once a day
- No repeats (I posted yesterday...you did not buy a ticket...what can I post today that will change your mind).

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That's all folks

Page | Messages | Notifications 1 | Insights | Publishing Tools



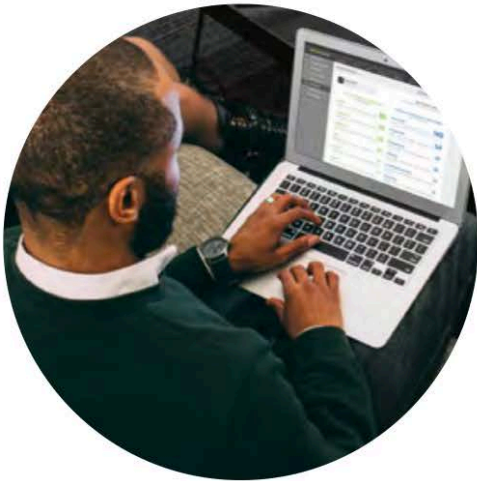
The New Zealand Dance Company
ROTUNDA
2015 AUSTRALASIAN TOUR

The New Zealand Dance Company
Non-Profit Organization

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