

20/21

Marketing Annual Report



MARCUS CHAPMAN

Organizational Changes

For starters, me!

Hello, my name is Marcus Chapman, and I joined CTAM's Marketing Committee in February 2020, and slowly as things have come up with other people, I have slowly assumed the leading role and working closely with Mary Jo DeNolf, Rhonda Lehan, Jamie Peterson, and Michael Wilson we have discussed generating a paid marketing position. This position I would step into, and set the standards for the organizations marketing presence and when I am ready to move on having this position would allow for an easy transition to a new marketing professional to take over.

My main objective from this past year since coming into the organization was to increase visibility on social media and generate a cohesive presence throughout all of our events, messaging, and programs. Some of the ways I have done this is through generating a common aesthetic with graphics, maintaining a consistent font and color combination, and through branding almost all of our outgoing material.

For example, in this document, the blue you see is hex #030452 which is our official blue from our logo, and the font you're reading is "Poppins Light" which is our official body text font. Little changes like these are the way that I hope we will continue to generate a recognizable look.

The Year in Numbers

38.1K
TOTAL REACHED

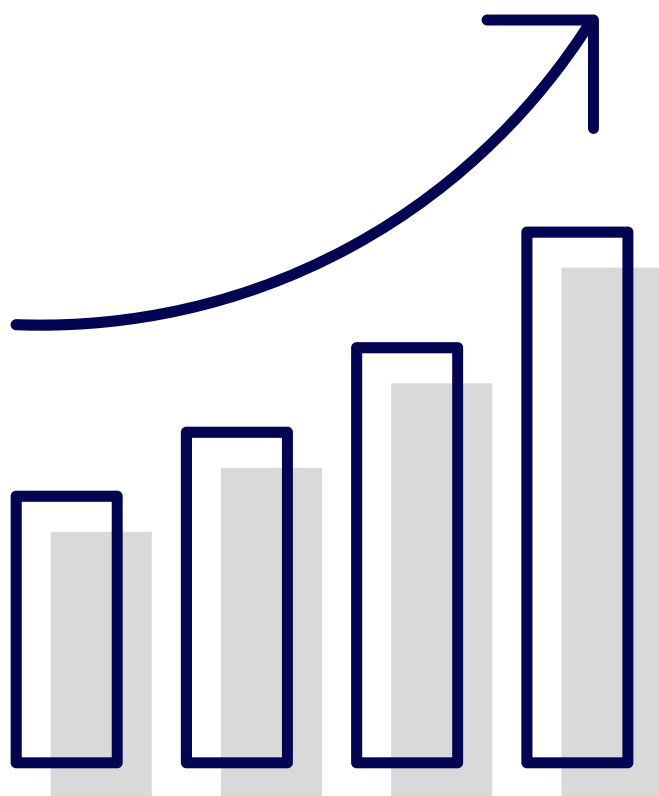
A 27.8% Increase from the past year

128
NEW FOLLOWERS

Creating a total of 1,712 followers on Facebook

5.6K
ENGAGED

A 35.1% Increase from the past year



All statistics are from October 1st, 2020 – September 23rd, 2021.

Going Forward

Marketing Goals

- In the next year, we hope to reach a total of 40,000 people via social media.
- In the next year, we hope to increase our follower count to at least 12,000, with hopes of more.
- In the next year, we hope to see engagement go up by another 20%
- We hope to increase our promotional video usage
- We hope to increase promotion of member theatres and their productions
- By the end of the 2021 calendar year, we hope to have our branding kit solidified and board approved for all future marketing



Here's to a great year!

