

AMA resources

AMA Benchmarking Survey 2019
— executive summary

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Welcome to the executive summary of the AMA's first Benchmarking Survey.

Here we share some highlights from the full report, which is available exclusively to AMA members.

Over 500 of our members took part and their responses were broadly representative of AMA membership, which covers the whole of the UK and overseas.

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Summary

The AMA member benchmarking survey looked at key benchmarking factors to help members in their daily activity and planning, including:

- Email open and click-through rates
- Social media trends
- Typical budget splits

We also looked at how our members feel about their roles and organisations.

We broke down this data against geographical location of the organisation, culture/art-form and career stage of respondents.

The responses were broadly representative of AMA membership, and covered the whole of the UK.

Email, social media and website trends

Most respondents indicate positive growth in social media followers, email subscribers and website traffic, but postal mailing subscriber lists are least likely to see an increase.

Across all art forms represented by respondents, the median open rate is 28%-40% for email campaigns.

Social media followers are growing across the board, and priority channels are the same across all artforms, with Facebook highlighted as the leading social media channel, followed by Twitter and Instagram.

How to read 'boxplots' — 'box and whisker' charts

Boxplots show **budget spend** as a **percentage**. Data is sorted into **quartiles** based on ordering the responses from least to greatest. A quartile represents **25% of all responses**.

The **box** represents **Quartiles 2 and 3**, with the **median** indicated by the line bisecting the box.

Quartile 1 is bounded by the **lower whisker** to the lower edge of the box, and **Quartile 4** is bounded by the **upper whisker** to the upper edge of the box.

Outliers are indicated by **dots**, and are excluded from the whiskers due to being significantly outside of the interquartile range of the upper and lower quartiles.

Budget breakdown key:

Advertising in print publications

Direct mail (email only)

Direct mail (excluding email)

External PR agency

Online advertising (excluding social media)

Poster or other 'outdoor' advertising

Print (design, print, distribution)

Social media advertising

Other



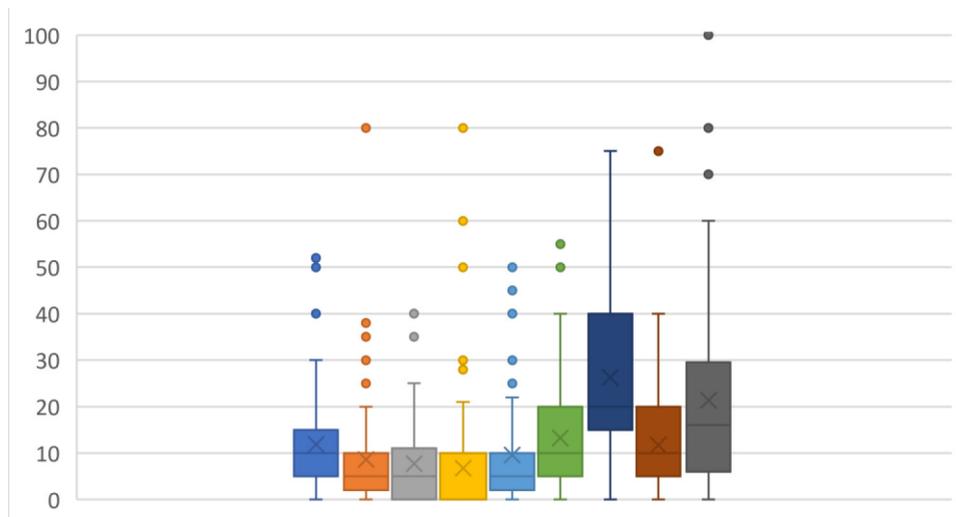
Marketing budgets

— one-size does not fit all

While the boxplot below shows typical distribution based on total responses, there is wide variance within and across art form categories, suggesting that there is no 'one-size fits all' budget strategy.

Across the board **Print (design, print, distribution)** tends to take between a quarter to a third of all respondents' budgets.

66% of respondents outsource work to freelancers.



Working in the sector

Only 55% of respondents from organisations sized between 21-50 employees agree that their organisation has reasonable expectations of them. Across the sector, 81% of respondents agree that they feel valued by their organisation.

Across all respondents, 78% agree their organisation is making progress. Only one in two early career stage members agree that their organisation is open to change, compared to nine in 10 leadership level members.

Work with audiences

Over 80% of respondents agree that their role in the organisation is audience-focused, this compares to 65% of respondents who agree that their organisation is audience-focused.

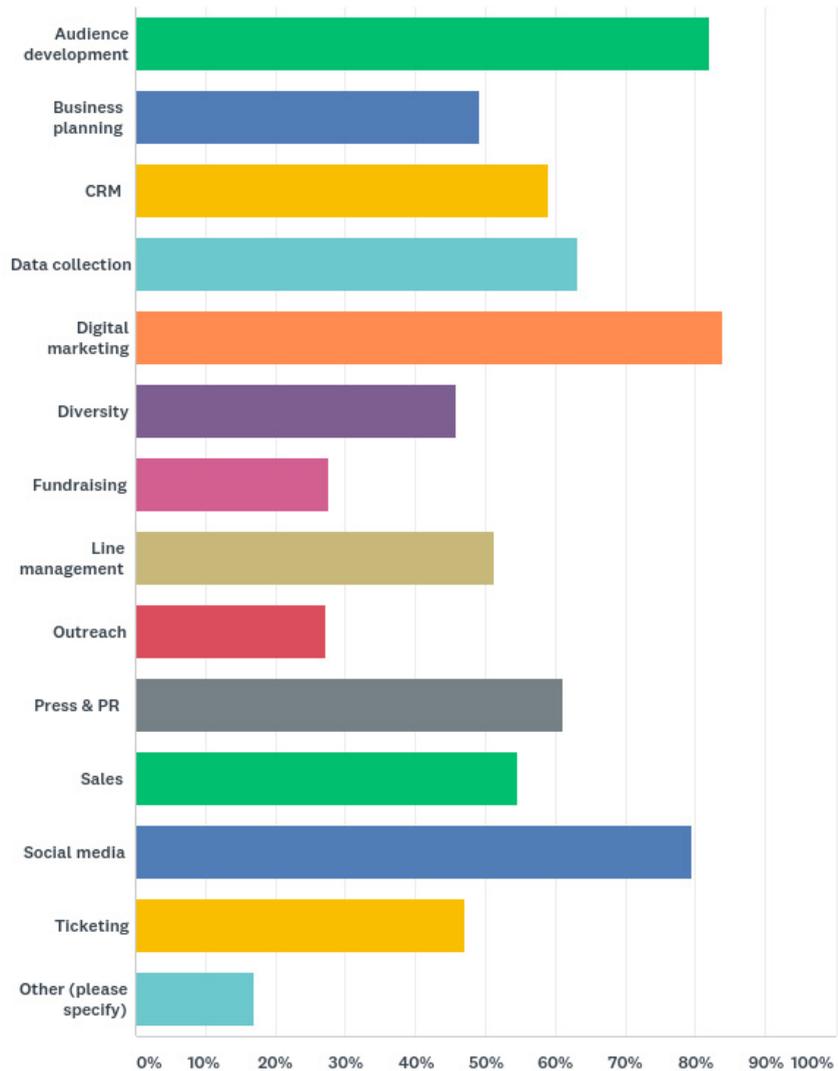
Across all art forms, **young audience** is the most challenging audience to engage. The definition that organisations use to define young audience varies from secondary age children, to 18-25 years olds, through to 25-40 year olds.

Scope of role

The broad profile of role scope is the same across art form, with **digital marketing, audience development** and **social media** featuring strongly in respondents' roles. However profiles differ depending upon the career stage of respondents.

82% of respondents indicate that **audience development** is a key part of their role.

Which areas from the following list are included in the scope of your role?



About the AMA

AMA has a history of helping people working in arts and cultural organisations reach more, and more diverse audiences. Over the past 25 years we've welcomed thousands of members, and trained thousands more.

People come to us to make better connections, drive engagement and achieve more impact in their work with audiences. Whether those audiences are visitors, participants, donors, customers or communities, we can help.

In 2018 we became an **Arts Council England Sector Support Organisation**, but we work across the UK and beyond.

