



Alliance for the Arts Paints a Complete Integrated Marketing Picture with Lyris HQ

ABOUT:

The Alliance for the Arts serves the entire New York cultural community through research and advocacy and serves the public through cultural guides and calendars. It publishes information on the arts and cultural events in New York City, as well as studies highlighting the importance of the arts to the economy and education. Alliance for the Arts serves numerous diverse audiences throughout the New York area, including parents, teachers, the general public, visitors to New York, New York's cultural community, government and civic leaders, researchers, artists, curators, and historians served by the Estate Project for Artists with AIDS.

BUSINESS CHALLENGE:

To serve its expansive community, Alliance for the Arts operates multiple Web sites, including NYC-ARTS.org, NYCkidsARTS.org and AllianceforArts.org. To help keep its audiences informed, Alliance for the Arts needed an email marketing engine that would allow it to easily segment and maintain multiple email lists and send regular email newsletters to followers of each Web site. Additionally, the organization wanted to better track customer interaction across its newsletters and Web sites in order to send its audiences more targeted, relevant information about upcoming cultural events and arts-related news in New York City.

SOLUTION:

Alliance for the Arts views email communication as a powerful extension of its Web sites. With limited resources spread across the management of three separate online properties, Alliance for the Arts needed a solution that could maximize reach and effectiveness of each, without a lot of time or money investment. Lyris HQ provided the right solution for Alliance for the Arts to manage, send and track email communications across all of its diverse audiences.

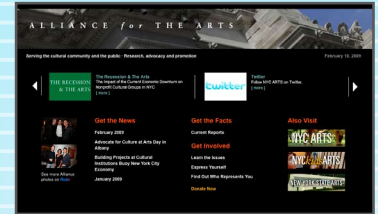
LYRIS HQ BENEFITS:

Lyris HQ has enabled Alliance for the Arts to:

- Better manage and cleanse [email lists](#);
- Send multiple [weekly](#) targeted updates to its core audiences;
- Better connect with the NYC arts community and build awareness and attention for research and cultural events throughout the city.

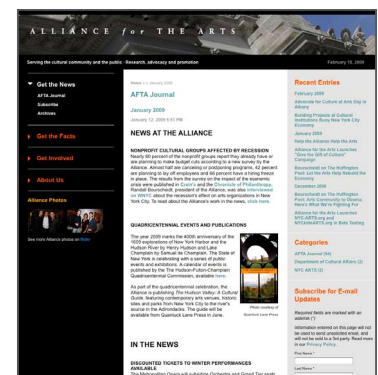
LYRIS HQ OPPORTUNITIES:

Alliance for the Arts has only begun to paint a complete integrated marketing program with Lyris HQ. Future plans could include using Lyris HQ to send [mobile](#) updates; increasing the frequency of email newsletters; using the [content creation](#) features to create landing pages; and using the [social media enhancer](#) features in Lyris HQ to share and track communication across social networks.



Transitioning to Lyris HQ has enabled us to expand beyond just emailing our newsletters, to allow us to better segment our diverse audiences and track interaction – providing our community with a personalized and more relevant tool.

Randall Bourscheidt
President
Alliance for the Arts



Example of email program