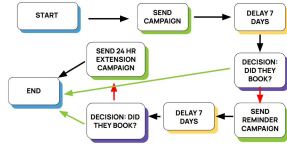


The image features a light green, irregularly shaped background element. To its right, there are three pink brushstroke-like marks. To its left, there are three blue brushstroke-like marks.

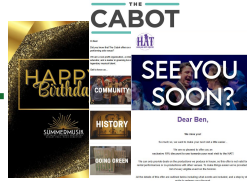
SPEKTRIX 

Marketing Automations

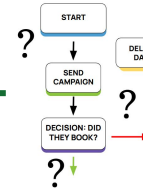
A Dotdigital Programs Workshop



WHAT & WHY?



EXAMPLES



HAVE A GO



FOLLOW UP



Communicate effectively
with audiences in a way that's

timely, personal, compelling & efficient.



What are Programs?

- **Automated** workflows
- **Adapt** based on behavior
- Connecting you with customers at the **right time**

THE CABOT

Hi Ben!

Did you know that The Cabot offers so much more than you'd expect from a regional performing arts venue?

We are a non profit organization, a restored historic gem, a community weaver + educator, and a leader in greening live events—all on top of hosting emerging and legendary musical talent.

Get to know us...



Our community initiatives include free monthly Community Conversations, \$5 tickets for EBT card holders, a student filmmaking program, and an annual film festival to amplify BIPOC voices.

[LEARN MORE](#)



Built as a movie palace in the wake of the Spanish flu pandemic 105 years ago, host to a live magic show for more than 3 decades, and now an inspiring performing arts venue, we have a history like no other.

[OUR STORY](#)



Almost everything we hand you over the concession counter is compostable! We recently eliminated plastic water bottles. We are proud to be a leader in greening live events.

[LEARN MORE](#)

Want to see **THE WELKIN** and **WHAT BECAME OF US**? **RENEW YOUR MEMBERSHIP!**

Dear Ben,

We're so thrilled that you joined us for *Infinite Life* and *Buena Vista Social Club*™!

In fact, we've noticed that you've already used up your allotted tickets in your 4-Flex membership, but we still have two more shows this season.

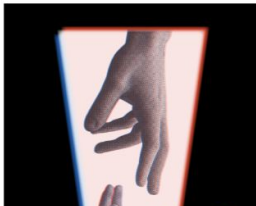
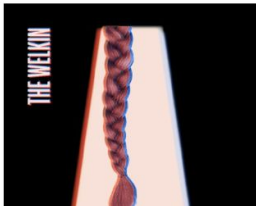
We wanted to let you know that memberships are still on sale. If you'd like to purchase another 4-Flex membership to give you access to *The Welkin* and *What Became of Us*, it's not too late!

How to Renew your 4-Flex Membership for \$240:

1. Online: [CLICK HERE](#) and add to cart

2. Phone: Call our phone room at 646.452.2220. Our hours are 10am-6pm ET Monday-Friday. For any membership questions, email membership@atlantictheater.org or feel free to call Atlantic's exclusive membership hotline at 212.645.1242 to speak with Hannah, our Marketing & Membership Manager.

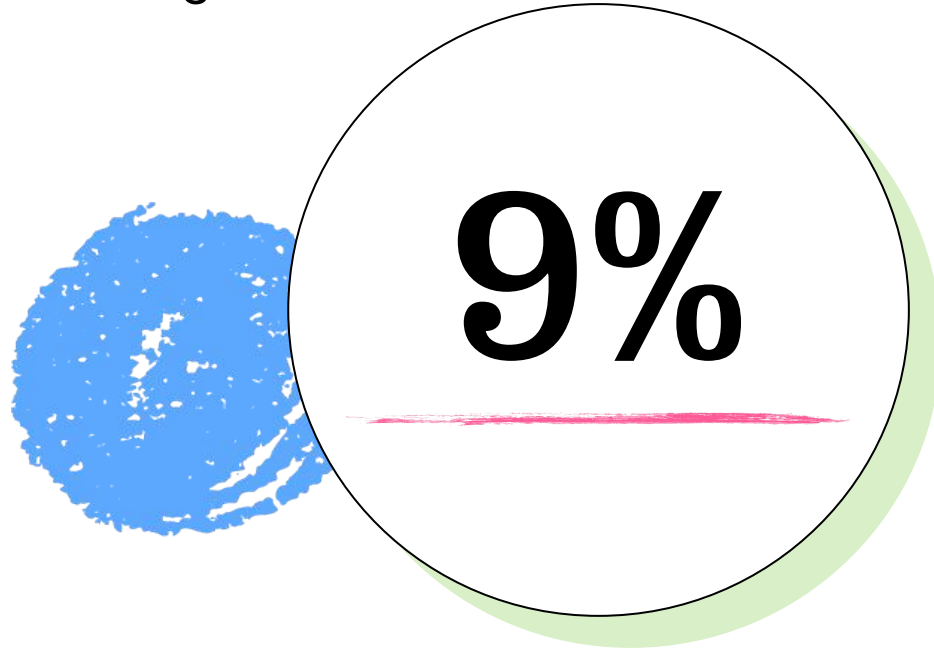
Up Next at Atlantic:



Why Automate?

- Build loyalty
- Strong return on investment
- Runs automatically
- Frees your team's time

The average click-through rate of
Spektrix Welcome Program
emails are:

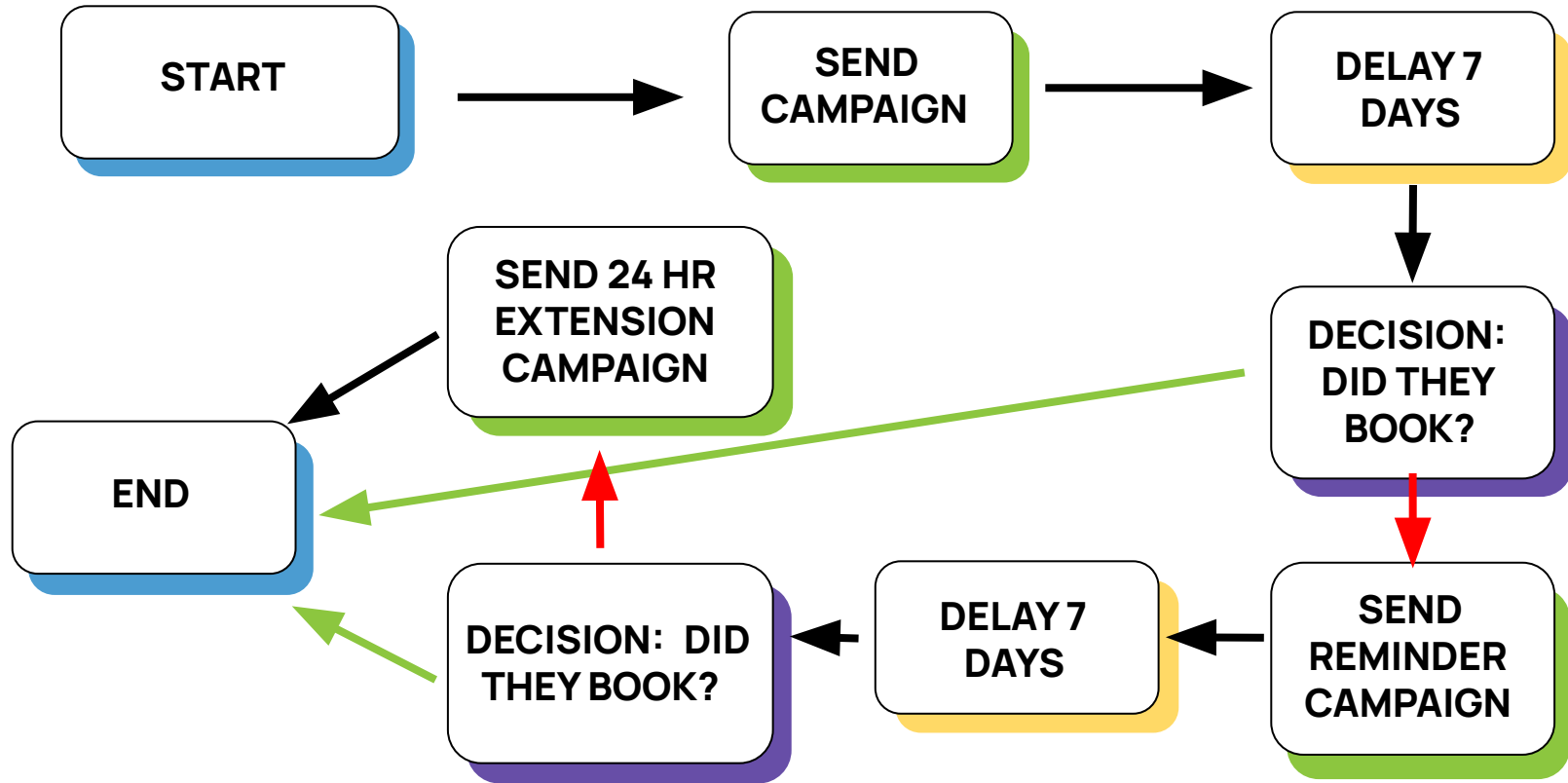


That's 7 times more engagement
than one-off marketing emails.

WEEKS SINCE LAST VISIT



TAG_LAPSED_BOOKER



Welcome program

Our Welcome Program template is designed to help you welcome new customers when they sign up to your mailing list.

Contacts will join this program the day after they join your mailing list. You can then send these new sign ups different emails based on if they have or haven't purchased tickets.

START HERE

Before starting you will need:

- A synced address book
- The calculated metric contact data fields
- Set the Spektrix Sync Exit Condition

This set up is required for all of our Dotdigital Program templates, you can find step by step guidance on the Support Centre by searching for the article Dotdigital Program Templates.

Remember: Regularly click Save to save your progress.

Start Condition:

Enrolment Scheduling

Click **Set Schedule**. Choose **daily**. Set the time of day you want contacts to enrol.

Enrolment Rule

Click **Set Rule**. Choose **Contact date field**, then click **Select Date Field**. With **Trigger from contact date field** selected, choose the on option next to **Add contacts**. From the Date dropdown, choose **Email Created**.

Enrolment Limit

Click **Set Limit**. Choose **Enrol contacts in program only the first time they meet the start criteria**.

Create a start condition

Click on **Select Condition**. Choose **Present in the selected segment**. Click **Create New**. Drag the **Data Fields** metric into **Include contacts that match any of the rules in this group** section. Select **[Click to select data field]**. Choose **NEVERBOOKED** from the list. Make sure the dropdown says **Is yes**.

Maximum wait time

Choose **Immediately**.

Create a rule

Select or create the **triggered** email campaign you want to send to welcome customers who have signed up and have purchased tickets.

Select a campaign

Select or create the **triggered** email campaign you want to send to welcome customers who have signed up and have not yet purchased tickets.

Select a campaign

Exit program



Program Templates

Improving Retention Program Template



Rachael Norris
Updated 1 month ago

Follow

The Improving Retention Program Template lets you automate a number of emails aimed at getting first time visitors to return.

Before you start, you should be familiar with:



Dotdigital Program Templates

Why build an Improving Retention Program?

First-time bookers make up more than half of overall audiences and of all audience members who first bought tickets in 2022, **19.5% returned in 2023**.

This shows that first time bookers represent a real opportunity to drive **retention**.

How does it work?

The Improving Retention Program works by identifying **first time attendees** and sending an email inviting them to return.

You can use the following metrics



BOOKEDONCE: This **calculated metric** lets you find Customers that have only purchased Tickets for one Event.



Program Templates

- ☐ BIRTHDAY PROGRAM
- ☐ WELCOME PROGRAM
- ☐ LAPSED BOOKER
- ☐ IMPROVING RETENTION
- ☐ CREDIT REMINDER
- ☐ MAILING LIST RE-ENGAGEMENT
- ☐ HIGH VALUE FACEBOOK LOOKALIKE AUDIENCE



Welcome Program

- First impressions count
- Share your story
- Sets the tone for what's to come

DACAMERA



**Thanks and
Welcome!**

Dear Ben: Thanks for signing up for DACAMERA's email newsletter. Welcome!

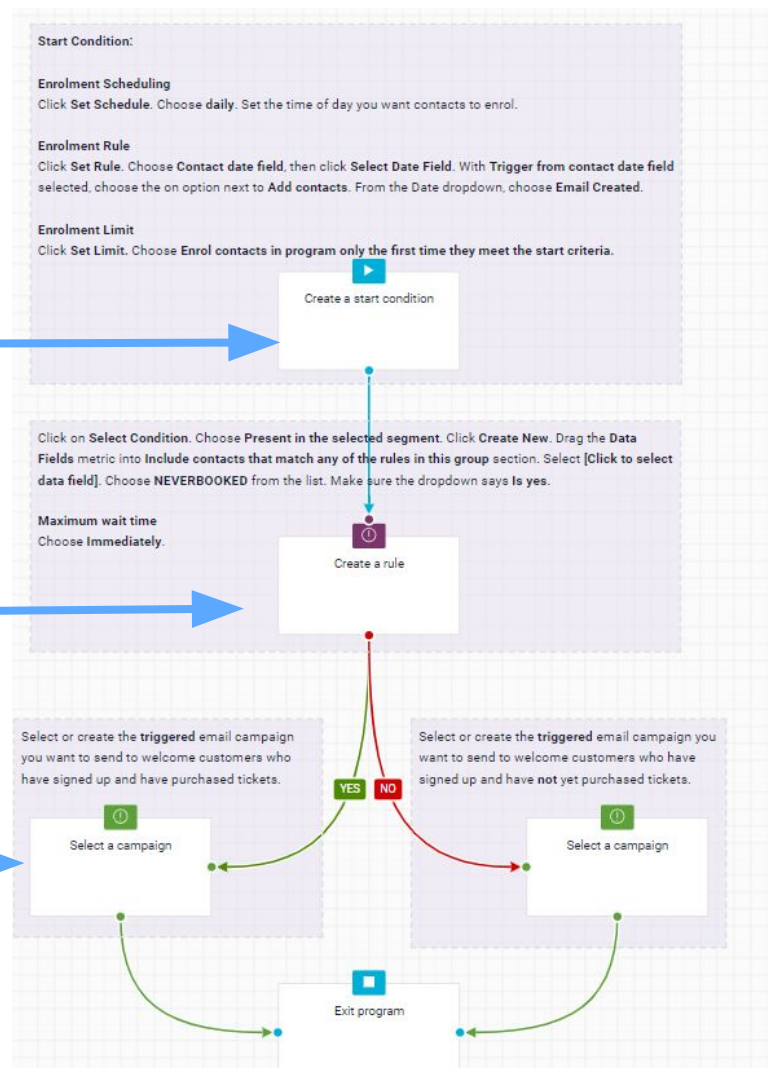
Our mission is to inspire individuals and enrich communities through diverse and inventive musical experiences. We believe in connection, exploration and excellence.

Visit our web site to learn more about our history, our extensive education and community initiatives including numerous free events, and our remarkable DACAMERA Young Artist Program.

Email Created Today

Have they booked?

Engage





Arizona Theatre Company

Welcome Program has a
click through rate of

13%

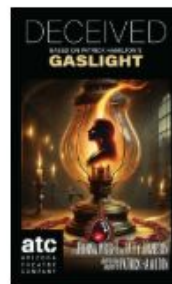


You're on the list – and we're thrilled to have you.

Thanks for signing up for our emails! You're now part of the Arizona Theatre Company community — a group of curious, creative, and passionate theatre fans who believe in the power of the performing arts.

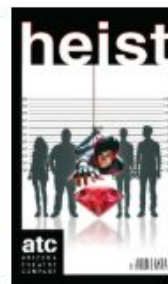
We'll keep you in the loop with upcoming productions, behind-the-scenes stories, exclusive content, and special offers. Whether you're a longtime theatregoer or brand new to the world of live performance, we've got something for you.

Our Fabulous 2025/2026 Season Lineup!



Deceived
Manipulation. Paranoia.
Power.

9/28/25 - 10/18/25



Heist
Thriller. Twists. Intrigue.

11/30/25 - 12/20/25



Ain't Misbehavin'
Energetic. Swinging.
Nostalgic.

1/25/26 - 2/14/26



Birthday Program

- Delivers a personalized “happy birthday” email
- Include exclusive rewards or discounts
- Build repeat attendance and loyalty

HAPPY
Birthday!





on the anniversary of
DATEOFBIRTH at 10:00 daily



Select a campaign

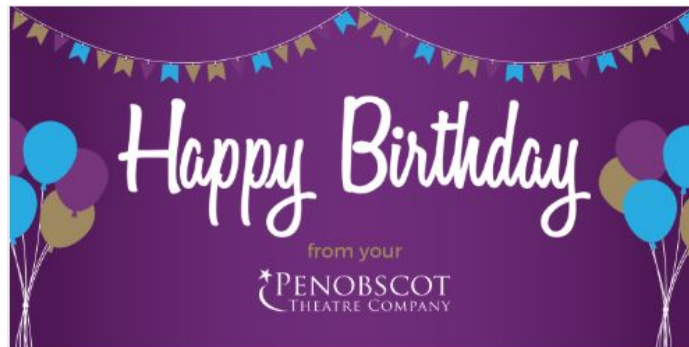


Exit program



Penobscot Theatre Company

\$57 for every
\$1 spent



🎉 Curtain Up, Light the Lights, Happy Birthday! 🎉

Ben,

On this special day, we hope you're ready to take center stage because it's your moment to shine! 🌟 From all of us at Penobscot Theatre Company, we're sending you a *standing ovation* of birthday wishes! 🎂 🎁

We know your life is full of *dramatic entrances* and *grand finales*, but today, it's all about *you*—the true star of the show. May your day be filled with *scene-stealing moments*, *laugh lines* that last all year, and maybe even a little *plot twist* of fun! 🥳

What kind of friends would we be if we didn't get you something to celebrate? We want to celebrate your special day with an exclusive offer:

Get 50% off One Ticket*

To redeem:

- ✅ Log into your PTC account
- ✅ Select your ticket(s)
- ✅ Apply the discount code: **HappyBDay**

*Not applicable to special events like New Year's Eve or PTC Gala.

Remember, life's a stage, and you're playing the leading role in your own incredible story. Here's to many more *encore performances* ahead!

With all our love and applause,
Your Friends at PTC 🎭

[Get Tickets→](#)



Adapt over time

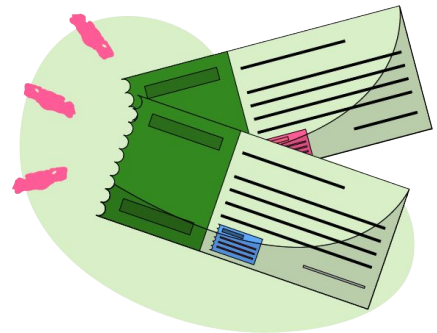
- Start with a solid foundation .
- Test & tweak content, subject lines, send times, offers, and copy based on engagement data
- Spot gaps in your communications or where customers are dropping off
- Add new emails, delays and decision splits as you needs evolve

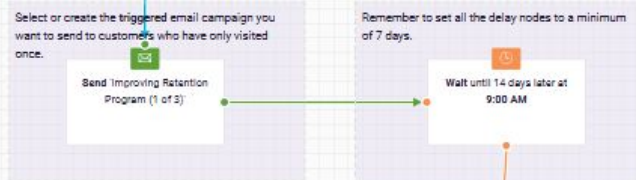




The Highland Arts Theatre

- Set up both a **Lapsed Booker Program** and an **Improving Retention Program** in late June 2025
- The programs have been adapted to add in additional delays and reminder emails.





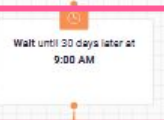
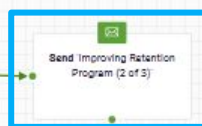
Condition
Click on Select Condition. Choose Contact has opened an email campaign. Select the email campaign you added in above.

Maximum wait time
Choose Immediately.



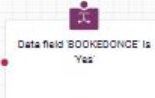
NO

YES



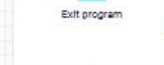
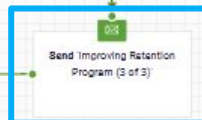
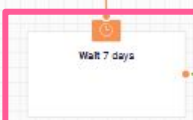
NO

YES



YES

NO





Dear Ben,

We miss you!

So much so, we want to make your next visit a little easier...

We are so pleased to offer you an
exclusive 10% discount to use towards your next visit to the HAT!

We can only provide deals on the productions we produce in house, so this offer is not valid for rental performances or co-productions with other venues. To make things easier we've provided a list of every eligible event on the horizon.

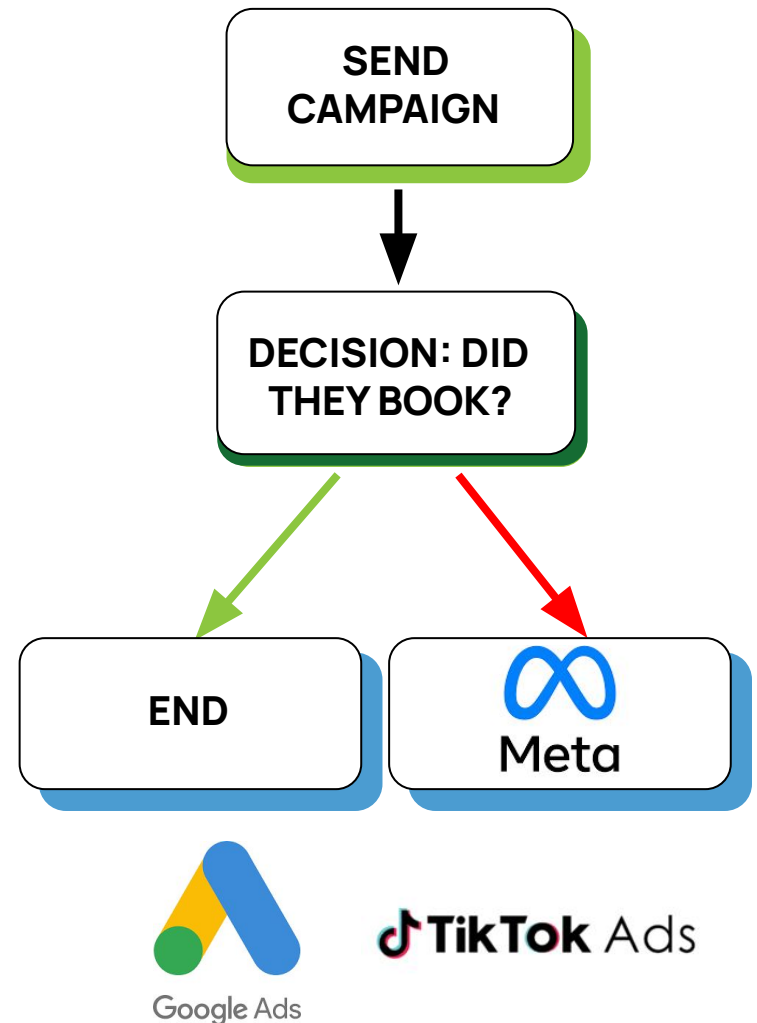
All the details of this offer are outlined below including what events are included, and a step by step guide to redeem your discount.





Connect To Social Ads

- Retarget disengaged customers through other channels.
- Live Data that can be used for targeting and Lookalikes
- High Value Facebook Lookalike Audience



New at Spektrix

Recent releases and upcoming improvements for Spektrix users



Digital marketing: Abandoned cart emails



Digital marketing: Add ticket details to emails



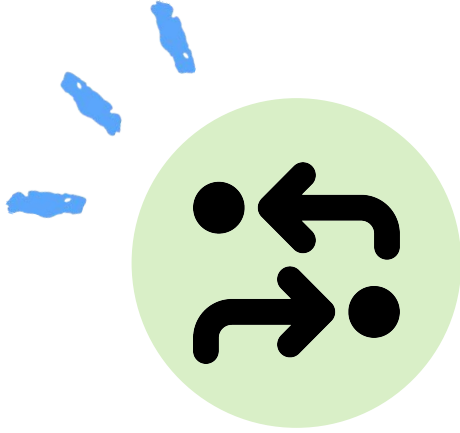
Digital marketing: Automatically pull event information into emails



Digital marketing: Personalized event recommendations in emails



Digital marketing: Target communications based on website viewing patterns



Marketing Automations:

Workshop



Workshop



BIRTHDAY PROGRAM



WELCOME PROGRAM



IMPROVING RETENTION



LAPSED BOOKER

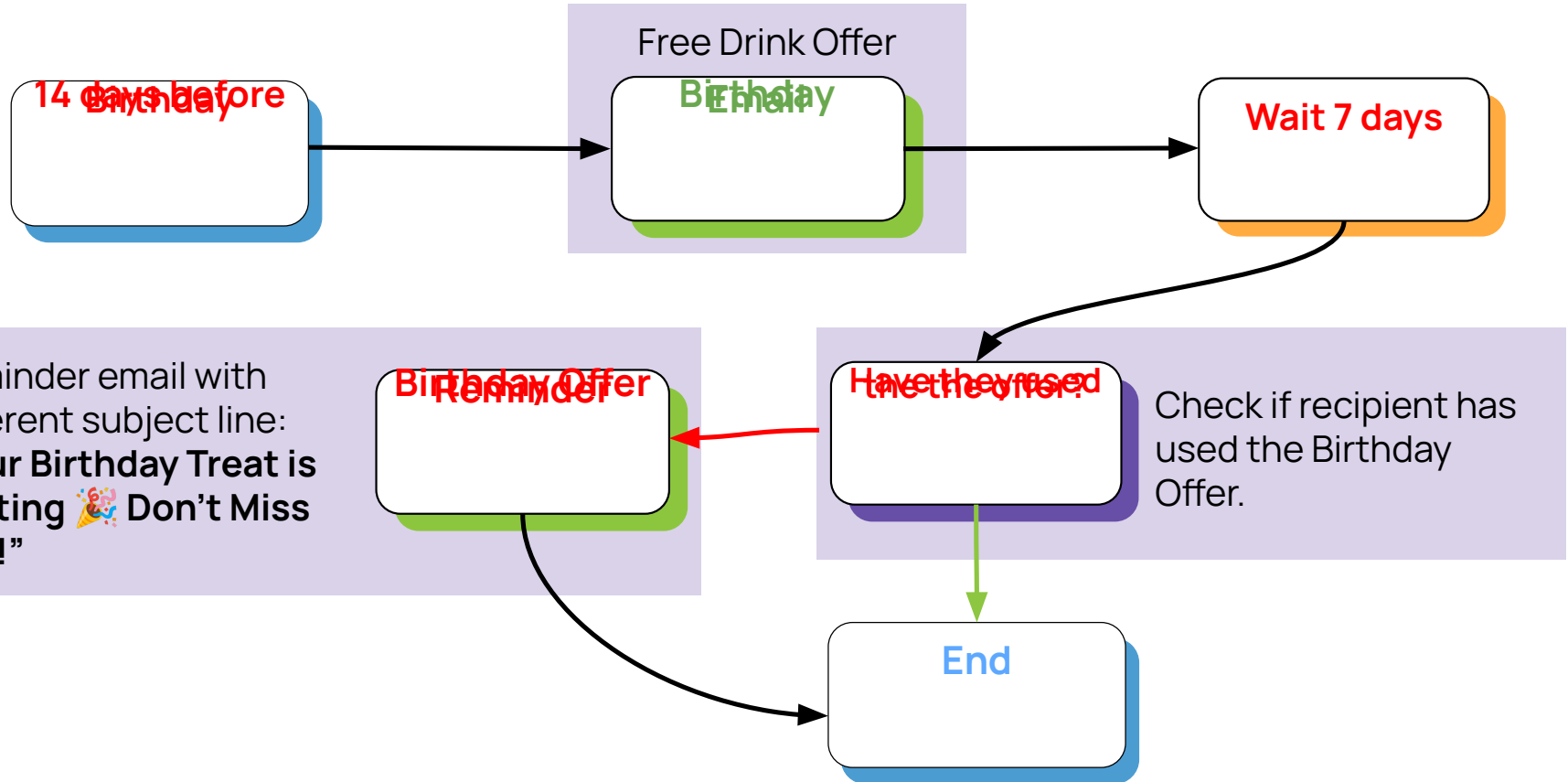


Pages 12 & 13 in the Workbook

Goal:Encourage Repeat Visits & Strengthen Customer Relationships



Goal: Encourage Repeat Visits & Strengthen Customer Relationships





WHAT IS THE GOAL

- Encourage Repeat Attendance
- Upsell packages
- Improve Lifetime Value
- Turn Audiences into Advocates

ADAPT THE JOURNEY

- Refine Start Criteria
- Add delays and decisions
- Additional emails
- Add Meta, Google or TikTok Nodes

WHAT IS THE EMAIL CONTENT

- What is your message?
- Offers or priority booking
- Personalization
- Subject lines



Workshop - Complete!

But, there's more!

- ☐ Your adapted template is complete
- ☐ The Spektrix team will build them out & add to your system
- ☐ Look for an email in 1 week with next steps!

SPEKTRIX

HUBS 2025



Dotdigital Template Activation Workshop

Put your work into action with this follow up session. Rejoin your group members to but your adapted template you created at Hubs into action on your organization's system.

bethany.nothstein@spektrix.com [Switch account](#)



Not shared

* Indicates required question

First Name *

Your answer

Last Name *

Your answer



Steps to Activation



- ☐ Review your template on your system
- ☐ Build out prerequisites detailed in email
- ☐ Join your activation workshop and push your template live!