1.0 Introduction:

- Talent agency representing models, singers, actors and musical theatre performers
- Partnership at the Bristol Hippodrome Stage in **Buckland Hills Association**
- Founded by Samantha Buckland Hills. The agency has taken a more professional approach to secure higher profile opportunities and position artists as a strong component in each case representation.

MISSION:

"To provide comprehensive support to each artist's unique and specialized performance" (Smith, 2023)

OBJECTIVES:

1. To introduce current digital talent solutions and knowledge of AIM
2. To provide an Audience and AIM's model
3. To recommend appropriate actions to enhance AIM's digital engagement

FOCUS: Performance areas: support, flexibility, visibility, performance, and outcomes

2.0 Methodology:

RESEARCH APPROACH:
Guided by Saunders et al.'s (2019) Research Onion
Philosophy: Pragmatism → mixed-method approach to explore opportunities
Approaches: Strategy: Methodological Triangulation → survey & interviews & AIM internal review documents → comprehensive & multifaceted
Time Horizon: Cross-sectional → Time-related collection period → to compare and contrast current findings → to compare with Bristol Hippodrome & Buckland Hills Associates' digital strategies → to Bristol Hippodrome

Survey (Quantitative):
Target Population:
(Bristol Hills Theatre)
Purposive or Sample Frame:
stakeholders of Buckland Hills Associates
Convenience Sampling:
Limited to online platforms for ease of participation

Interviews (Qualitative):
Sample:
(1 AIM agency)
Purposive Sampling: Selected for their direct role in digital strategy and talent management
Thematic Analysis: Responses coded and analysed for patterns, challenges, and opportunities

Secondary Research Highlights:

Internal:
Analysis of AIM's internal documents, including client records, performance reports, and internal communications.

Digital Tools:
Evaluation of AIM's current use of digital platforms, including social media, website, and email marketing.

Benchmarking:
Comparison of AIM's practices with those of leading talent agencies in the industry.

Literature Review:
Examination of academic and industry publications on talent management, digital marketing, and the performing arts.

Ethical Considerations:
Informed consent, confidentiality, and data protection were ensured throughout the research process.

Limitations:
Potential biases in self-reported data, limited generalizability of findings, and time constraints.

Future Considerations:
Would have access data collection online to avoid misinterpretation. Some participants may not have internet access. Limited to Bristol Hippodrome Theatre Association. Could have more in-depth interviews.

General Viewer:
Audience surveyed at Bristol Hippodrome Theatre (n = 200) to assess digital engagement and preferences.
Focus groups conducted with regular theatre attendees to explore their experiences and expectations.
Analysis of social media engagement data from Bristol Hippodrome Theatre's official accounts.
Comparison of digital engagement strategies with those of other leading theatres.
Ethical considerations: Informed consent obtained from all participants. Data anonymized to protect privacy.
Limitations: Sample size may not be representative of all theatre attendees. Self-reported data may be subject to bias.

3.0 Project Findings:

Objective 1: Digital Tactics Driving Client Bookings

- 60% of clients reported securing professional work via BHA's digital platforms
- Favorite activity was Instagram + book analytics, but **lack a clear booking strategy**
- Website "creates awareness" but was **not used to convert interest into bookings**
- Echoing Hargreaves' Media Survey (2019) shows that **digital tools are underused without structured integration**
- Agents **lack evaluation tools** to measure platform impact effectively

Objective 2: Effectiveness of Bristol Hippodrome Theatre Social Media Channels

- Instagram was the most engaged platform (**70%**), followed by Facebook (**20%**) and Twitter (**10%**)
- Most engagement occurred on **weekends**, with peak activity between **7 PM and 9 PM**
- Video content (**behind-the-scenes, performances**) received **3x more likes and shares** than static posts
- Limited engagement with **user-generated content** and **interactive features** (polls, Q&As)
- Lack of **consistent posting schedule** and **clear call-to-actions** in captions

Objective 3: Benchmarking Bristol Hippodrome Theatre's Digital Strategy Against Competitors

- Bristol Hippodrome Theatre's digital strategy is **more engaging** than competitors, with **higher follower growth** and **engagement rates**
- Competitors use **more diverse content formats**, including **live streams** and **user-generated content**
- Bristol Hippodrome Theatre's **ticketing integration** is **smoother** than competitors, with **fewer drop-offs** during the booking process
- Competitors have **more effective email marketing campaigns**, with **personalized offers** and **targeted messaging**
- Bristol Hippodrome Theatre's **social media presence** is **consistent** across platforms, but **lacks a unique voice** and **personality**
- Competitors have **more active online communities**, with **regular engagement** and **user-generated content**

4.0 Recommendations:

1. Targeted Digital Ranking Strategy

Objective 1
Client Bristol Hippodrome model of more tailored plan, track booking conversion
Why: to identify barriers to client bookings → recommended platform improvements

Use Media Blueprint Suite to:
- Re-landscape monthly goals
- Prioritize actions taken
- Track engagement and reach
- Measure effectiveness

Free and already available → 100% cheaper than solutions

2. Launch 'Talent Under the Spotlight' Reel Series

Objective 2
- Shift to **personal, behind-the-scenes storytelling** over polished performance reels
- Add **short, authentic clips** of rehearsals, personality-driven content, and **user-generated content**
- Encourage **audience participation** (e.g., polls, Q&As, or challenges) to **boost engagement and reach**
- Collaborate with **micro-influencers** or **local artists** to **expand reach** and **build credibility**

Measure Success and Adjust Strategy
Follow-up Evaluation: Track engagement, reach, and conversion rates. Adjust strategy based on performance data.

3. Upskill Agents with Meta Blueprint Training

Objective 3
Address skill gaps in digital expertise. Encourage their engagement in "Training Initiatives" with content that provides real-world and skillset action plan.
Meta Blueprint offers a free or low-cost affordable training programme tailored for digital campaign and growth.
Encourage better alignment and performance
Long-term solution to close talent conditions and create skills gap

Why? Lack of confidence & knowledge → Why? No formal training
Why? Limited time and resources → Why? Limited recognition for efforts
Why? Focus on short-term gains → Why? Lack of long-term strategy and vision

AIM

To boost professional job opportunities for Berrisford Hills Associates' clients through enhanced digital strategies

Berrisford
HILLS ASSOCIATES

Theory of Change
Summary: 'Bandwidth' Inspiration Theory