

# MARKET ANALYSIS AND MARKETING PLAN

## PART 4



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NON PROFIT ORG ~ JACOBS PILLOW DANCE

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# Market Analysis and Marketing Plan

## Unique Qualifications

Jacob’s Pillow is considered a premiere organization focusing on dance and dance arts. It has the longest running festival in the US. Jacob’s Pillow provides classes, year-round programing, and unique opportunities to interact with premier choreographers and dance arts opportunities. It has a research library that is focused on dance arts that is unique and provides a huge archive of information for students and researchers. The competition is other dance art areas such as New York City and areas that focus on entertainment arts. The community Jacob’s Pillow is situated between Connecticut and Boston which allows people from larger communities to come Jacob’s Pillow easily.

(About Jacob’s Pillow, [www.jacobspillow.org/about/](http://www.jacobspillow.org/about/))



### Dancers

**Demographics:** Jacob’s Pillow provides dance classes from K-12 and development of residencies for aspiring and established choreographers.

- Age ranges are 5 years of age to 30-40s.
- The interns are in their late teens or early 20’s as they are in college.

**Psychodemographics:** Dancers typically are very expressive, emotionally sensitive, and usually focused on their craft. Depending on their developmental level, the needs will change for basic dance needs to more refined dance needs.

### Parents

**Demographics:** Most parents are in their 20-40s.

**Income:** Would be likely moderate to high depending on the commitment of the dancer.

**Psychodemographics:** They have expectations that Jacob’s Pillow will provide a safe, structured, and positive environment for their dancers to grow.

- Parents are invested in providing opportunities for their children to grow in dance.

### Audience Members

**Demographics:** The audience members vary from families to individuals who are interested in watching and enjoying dance opportunities.

**Income:** They likely have moderate to high income depending on their investment in the programs at Jacob’s Pillow.

**Psychodemographics:** They believe in supporting dance, might be a family member of the dancer, and appreciate the art of dance.

### Donors

**Demographics:** Likely older adults or those who are highly invested in dance arts. They may be former dancers, producers, directors, or family of those involved in the arts.

**Income:** They will likely have moderate to high income that allows them to donate to fine arts organizations.

**Psychodemographics:** They have a strong belief in supporting the arts and specifically dance opportunities.

- They have to have enough disposable income to provide funding to the arts.
- They may be looking for tax breaks for large incomes.

## Customers



## Expectations

According to CauseIQ.com, the audience level was 74,500 in 2023. This included summer attendees, artist/companies from all over the world. Additionally, it states it reached 3,000 local people through workshops and dance classes and hosted 118 students at the school. (Jacob's Pillow Dance Festival, [www.causeiq.com/organizations/jacob's-pillow-dance-festival,046002993](http://www.causeiq.com/organizations/jacob's-pillow-dance-festival,046002993)) Jacob's Pillow provides tickets to performances through their website, by phone and on site for the festival and events. They offer different levels of membership from Carter Circle 50-90, Carter Circle: Friend and above 125-1,999, and Ted Shawn Circle 2,000-9,999 and Visionary Leaders 10,000 and above. Finally, they provide opportunities for planned to give and Pillow Partnership Packets and group ticketing. (Membership, [www.jacobspillow.org/support/membership/](http://www.jacobspillow.org/support/membership/))

## Advertisement

Advertising will occur through a variety of means such as the website, newsletters, and engagement with the community. They use social media and online resources to provide the greatest detail about the events and other activities at Jacob's Pillow. They also have a whole team associated with marketing and patron services and philanthropy. Jacob's Pillow has a lot of free marketing opportunities by posting about the various events on social media, but the website is professionally developed with complex links which has a cost. Additional cost items include newsletters, flyers, and other print or digital marketing items to promote the festival and other programming.

## Development of Audience

Development of the audience will require Jacob's Pillow to maintain their strong audience base by reaching out via the traditional methods. But to develop new audiences, Jacob's Pillow will need to continuously reach out to community leaders, look for opportunities with philanthropic organizations, and reach out to various artists, choreographers, and students throughout the world. They will need to make sure the programming is evolving to meet the needs of the audience such as contemporary forms of dance or new dance styles and leverage these to reach the broad audience. The festival is a great source of development of their audience to allow them to showcase the types of things that are going on at Jacob's Pillow. Additionally, it allows them to provide donors and others special experiences based on their membership level.

## How the Marketing Mix fits within Jacob's Pillow

Jacob's Pillow's is a product service organization. They provide live performing arts with pricing anywhere from free to multiple-tier pricing and group discounts. Distribution of marketing is at the venue and through a variety of online, email, and placements throughout the community. Promotion includes multiple media platforms such as Facebook, Tiktok, Instagram and YouTube. They have a podcast and a blog related to the events at Jacob's Pillow. Additionally, Jacob's Pillow provides live streams which include free registration, encore streams of summer performances, and exclusive live presentations to reach a broader audience. Another key component is the Annual Festival, which provides a lot of opportunities to interact and provide services to the community of interest. Finally, they have Jacob's Pillow Online. This allows audiences to see virtual commissions, recent short films of in-process works, archival clips, essays, and games. (Watch & Discover, Jacob's Pillow Online, [www.jacobspillow.org/digital-events/](http://www.jacobspillow.org/digital-events/)) Each of these provides an interactive experience which allows them to market and grow their audience through a variety of in-person and online platforms.

**Product**

**Pricing**

**Distribution**

**Marketing**

Performances  
Annual Festivals  
Classes  
Archives

Ticketing for Events  
Annual Donors/ Special Priv.  
Cost of Classes

Festival - In Person Performances and Classes  
Online Events

Website  
Social Media  
Guidebook and Newsletter  
Solicitation and maintenance of donor relations

