

Exploring the Role of Digital Marketing in Enhancing Visibility and Audience Engagement for Faith-Based Performing Arts: A Study of Sight & Sound Theatres, USA

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Abstract

Digital marketing has fundamentally reshaped how faith-based performing arts organizations connect with their audiences and convey their mission. Focusing on Sight & Sound Theatres in the United States, this study employs a qualitative content analysis of digital platforms including websites, social media channels, and video promotions, to reveal innovative strategies that merge authentic faith-based storytelling with high-quality visual production. The analysis demonstrates how emotionally charged narratives and behind-the-scenes content work in tandem with dynamic visuals, such as elaborate set designs and intricate costumes, to create immersive, multisensory experiences that resonate with diverse audiences. Grounded in Kotler and Scheff's arts marketing model and Pine and Gilmore's experience economy theory, the findings highlight that tailored social media strategies across platforms like Facebook, Instagram, and YouTube not only facilitate effective audience segmentation and community building but also drive seamless conversion from engagement to ticket sales through clear calls to action and data-driven insights. This study's unique contribution lies in its comprehensive examination of how a faith-based performing arts organization integrates digital marketing with mission-driven content, thereby providing a replicable model for cultural institutions aiming to thrive in a competitive digital landscape. By bridging the gap between traditional theatrical experiences and modern digital engagement, the research offers new insights into the intersection of spirituality, art, and technology, enriching the body of knowledge in both digital marketing and arts management while guiding practitioners toward sustainable and impactful strategies.

Keywords: Digital Marketing, Faith-Based Performing Arts, Audience Engagement, Theatre Visibility, Online Engagement.

Introduction

In today's competitive cultural and entertainment landscape, theater organizations must adopt innovative marketing strategies to maintain visibility and attract diverse audiences. Digital marketing has become a vital tool, enabling theaters to extend their reach and tailor messaging to specific demographic groups. Sight & Sound Theatres, a leading faith-based performing arts organization in the United States, exemplifies the fusion of traditional values with modern marketing approaches. Known for its large-scale biblical productions,

the theater attracts thousands of visitors annually and engages a global audience by integrating spiritual themes with digital innovation.

Recent studies have highlighted the innovative impact of digital marketing in the performing arts sector. For instance, Peters et al. (2013) discuss how social media platforms offer performing arts organizations unprecedented opportunities to engage audiences beyond traditional theater venues. Similarly, Ajina (2019) emphasizes that targeted advertising and content marketing are crucial for driving ticket sales and building long-term audience loyalty.

Despite these advancements, there is a notable gap in the literature regarding the specific challenges and opportunities that faith-based theater organizations encounter when integrating digital marketing with their mission-driven objectives. Price-Rhea (2017) notes that while digital strategies have been widely adopted in various sectors, the unique intersection of spirituality and marketing in faith-based organizations remains underexplored. This study addresses that gap by examining how Sight & Sound Theatres employs digital tools, ranging from social media campaigns and video marketing to search engine optimization and online advertising to promote its productions while preserving its mission-oriented approach.

The primary objective of this research is to analyze the effectiveness of Sight & Sound Theatres' digital marketing strategies in enhancing both visibility and audience engagement. Specifically, the study seeks to:

- Evaluate how platforms such as Facebook, Instagram, and YouTube are utilized to build community and stimulate interactive engagement;
- Investigate the role of storytelling and content marketing in conveying the theater's spiritual mission and fostering emotional connections with audiences;
- Determine the effectiveness of targeted digital advertising campaigns and the use of data analytics in optimizing marketing efforts; and

By addressing these objectives, this research aims to contribute valuable insights into how theater organizations can harness digital platforms to expand their reach, engage diverse audiences, and maintain visibility. As highlighted by Price-Rhea (2017), the convergence of digital innovation with mission-driven management can sustain traditional audience bases and attract new, digitally savvy viewers. In doing so, the study adds to a broader understanding of digital marketing's potential to reshape cultural outreach and operational success within the performing arts.

Problem Statement

In the evolving landscape of cultural and performing arts, theater organizations face increasing challenges in maintaining visibility, audience engagement, and operational sustainability. The rise of digital marketing presents both opportunities and complexities, particularly for faith-based performing arts organizations whose mission-driven objectives may not align seamlessly with conventional marketing tactics. While extensive research has explored the role of digital marketing in commercial and secular arts organizations, there is

a significant gap in scholarly literature addressing how faith-based theaters integrate digital strategies without compromising their spiritual values and storytelling integrity.

Sight & Sound Theatres, a prominent faith-based performing arts organization in the United States, exemplifies this unique intersection of faith, art, and technology. Despite its success in leveraging digital platforms such as Facebook, Instagram, and YouTube to engage audiences, build community, and drive ticket sales, there is limited academic analysis of its strategic approaches and their effectiveness in a highly competitive digital environment.

This gap in research presents a critical problem: without a clear understanding of how faith-based performing arts organizations can successfully navigate digital marketing while preserving their mission, other similar institutions may struggle to adapt and remain relevant in the digital age. Therefore, there is a need to investigate and analyze the specific digital marketing strategies employed by Sight & Sound Theatres to determine how these strategies foster audience engagement, enhance visibility, and support organizational sustainability within a faith-based context.

Literature Review

Digital marketing has significantly transformed the performing arts sector, offering organizations innovative tools to expand their reach, enhance visibility, and foster sustained audience engagement. As consumer behavior increasingly gravitates towards digital platforms, performing arts institutions have adopted strategies such as social media campaigns, email marketing, and search engine optimization (SEO) to remain competitive. Scholars emphasize the potential of these tools to build stronger connections with audiences and maintain prominence in a crowded entertainment marketplace.

Social media platforms, including Facebook, Instagram, and Twitter, have become essential channels for theater marketing. These platforms enable organizations to share production updates, behind-the-scenes content, and interactive campaigns that engage audiences meaningfully. Zhou et al. (2022) highlights that social media fosters a sense of community and loyalty among patrons by creating participatory experiences, such as polls, contests, and user-generated content. Moreover, digital advertisements on these platforms allow organizations to target specific demographics based on geographic location, interests, and previous engagement, thereby maximizing the reach and effectiveness of their campaigns. However, while Zhou et al. (2022) celebrates the community-building aspect of social media, other scholars caution that overreliance on these platforms can lead to superficial engagement if not complemented by authentic, mission-driven content (Shin, 2024). This tension is particularly pronounced in faith-based organizations where audience expectations extend beyond mere entertainment.

In addition to social media, websites and email marketing play critical roles in theater promotion. A user-friendly website optimized for search engines enhances audience accessibility to information about productions, ticket bookings, and special events.

Jongmans et al. (2022) assert that effective website design and functionality are essential for driving online ticket sales and creating a seamless user experience. Email marketing, characterized by personalized and targeted communication, has proven particularly effective in retaining existing patrons and encouraging repeat attendance. It also serves as a cost-effective channel for announcing new productions and exclusive offers. Yet, despite their effectiveness, both website optimization and email marketing are often critiqued for their limited ability to foster emotional engagement compared to more interactive platforms like social media (Nuseir, 2023). This underscores the need for theaters to adopt a multi-channel strategy that balances functionality with emotional resonance.

Audience engagement is central to successful theater marketing, extending beyond ticket purchases to create deeper, more meaningful interactions before, during, and after performances. Hollebeek (2011) argues that engagement is a multidimensional process that enhances the overall audience experience, fostering loyalty and advocacy. By leveraging digital platforms, theaters can gather data on audience demographics, preferences, and behaviors, enabling them to tailor marketing efforts to meet the specific needs and expectations of their patrons. This data-driven approach has been particularly effective in attracting younger, tech-savvy audiences who increasingly rely on digital media for information and entertainment. However, as Kim(2024) contends, an overemphasis on data analytics risks reducing audiences to mere consumer profiles, potentially neglecting the human and emotional aspects of engagement, especially in contexts where spiritual and cultural values are paramount.

Storytelling has also emerged as a powerful element in digital marketing for theaters. Pulizzi (2014) notes that compelling narratives resonate deeply with audiences, creating emotional connections that encourage engagement and loyalty. For theaters, storytelling often involves sharing the creative journey behind productions, from script development to casting and rehearsals. These narratives build anticipation and provide audiences with a richer understanding of the artistic process. Nevertheless, while Pulizzi (2014) emphasizes the universal appeal of storytelling, it is important to recognize that faith-based theaters face additional challenges in ensuring that their narratives align with spiritual values without appearing overtly commercialized (Trivedi, 2025). This delicate balance highlights the complexity of integrating digital storytelling within mission-driven organizations.

Despite its numerous advantages, digital marketing presents unique challenges, particularly for faith-based theaters. These organizations often operate in niche markets and must carefully navigate the balance between promoting their productions and respecting their audience's values and beliefs. McCarthy et al. (2001) emphasize the importance of authenticity in marketing for faith-based organizations, as audiences are more likely to engage with content that reflects their spiritual and cultural identity. However, as Tan (2019) argues, maintaining authenticity in digital spaces requires ongoing strategic reflection to avoid the commodification of faith-based content, which can alienate core audiences rather than attract them. This concern further complicates the digital

marketing efforts of faith-based theaters, setting them apart from their secular counterparts.

Methodology

This study employs a qualitative methodology, utilizing content analysis to examine the digital marketing strategies implemented by Sight & Sound Theatres. Content analysis is a systematic technique for analyzing textual, visual, and multimedia data to identify patterns, themes, and strategies (Krippendorff, 2018). By focusing on publicly available materials, this approach enables an in-depth exploration of the organization's marketing practices without necessitating direct interaction or comparative analysis.

Data collection encompasses materials from Sight & Sound Theatres' official website, social media accounts, video advertisements, and other online promotional content. These sources are analyzed to identify strategies employed to enhance visibility, engage audiences, and align with the theater's faith-based mission. Additionally, publicly available user-generated content, such as comments, reviews, and testimonials on social media platforms and third-party review sites, is examined to assess audience responses to the theater's digital marketing efforts. This data provides insights into the effectiveness of the marketing strategies and their reception by the target audience.

The analysis focuses on identifying recurring themes, strategies, and techniques, such as storytelling, audience segmentation, and the integration of faith-based values in marketing materials. To ensure a rigorous analysis, a coding process will be employed, where key themes and patterns within the data will be systematically categorized. This will involve both deductive coding, based on the pre-identified themes of engagement, segmentation, and storytelling, and inductive coding, allowing for the emergence of new, unanticipated themes as the analysis progresses. The coding process will involve multiple rounds of review to ensure consistency and reliability in theme identification.

Ethical considerations are particularly relevant when analyzing publicly available content. While the data used in this study is accessible to the public, care will be taken to respect the privacy of individuals whose content is analyzed. User-generated content, such as comments and reviews, will be anonymized to avoid any identification of individual users. Additionally, the study will ensure that the analysis does not exploit the content for purposes outside of academic research.

This approach allows for a detailed understanding of how Sight & Sound Theatres utilizes digital marketing to achieve its objectives while maintaining its mission-driven identity.

Theoretical Framework

This study is guided by two complementary theoretical frameworks: Kotler and Scheff's arts marketing model and Pine and Gilmore's experience economy theory.

The arts marketing model, as discussed by Kotler and Scheff (1997), emphasizes the unique characteristics of arts products and their experiential nature, highlighting the importance

of marketing strategies that address both the functional and emotional needs of audiences. It provides a framework for examining how Sight & Sound Theatres communicates its value proposition, differentiates itself from competitors, and connects with its target audience. This model informs the analysis of promotional content, audience segmentation, and messaging strategies used to balance artistic integrity with commercial objectives.

Pine and Gilmore's experience economy theory posits that businesses succeed by delivering memorable experiences that engage customers on multiple levels (Pine & Gilmore, 1999). This framework is particularly relevant to the performing arts, where audience satisfaction is derived not only from the performance itself but also from the overall experience, including pre- and post-show engagement. Applying this theory, the study examines how Sight & Sound Theatres uses digital marketing to create immersive experiences that extend beyond the physical performance. Examples include storytelling through social media, video previews, and engaging audience interactions online. These efforts contribute to building long-lasting relationships with audiences and reinforcing the theater's mission-driven identity.

By integrating the arts marketing model and the experience economy theory, the study provides a nuanced understanding of how Sight & Sound Theatres leverages digital marketing to align its organizational goals with audience expectations. The arts marketing model focuses on the strategic aspects of promoting productions, while the experience economy theory offers insights into how marketing efforts enhance audience engagement and create lasting emotional connections. Together, these frameworks support a comprehensive analysis of the theater's digital marketing strategies within the broader context of arts management and audience engagement.

Findings and Discussions

The findings of this study reveal that Sight & Sound Theatres employs a multifaceted digital marketing strategy to enhance visibility, engage audiences, and uphold its faith-based mission. The discussion is organized around several interrelated themes that emerged from the qualitative data analysis: faith-based storytelling as a marketing tool, visual excellence and aesthetic appeal, strategic use of social media platforms, audience engagement and relationship building, promotion of Sight & Sound as a destination experience, integration of call-to-action and conversion strategies, and sustaining brand authenticity through faith-based messaging. These themes are interpreted using Kotler and Scheff's arts marketing model (Kotler & Scheff, 1997) and Pine and Gilmore's experience economy theory (Pine & Gilmore, 1999).

● Faith-Based Storytelling as a Marketing Tool

At the core of Sight & Sound Theatres' digital marketing strategy is faith-based storytelling. The organization's productions such as *David* and *Jesus*, are presented as immersive narratives that convey life-changing biblical stories. The promotional materials, including emotionally charged trailers and behind-the-scenes content, are carefully designed to

illustrate themes of redemption, faith, and transformation. For instance, the promotional trailer for *David* follows his journey from a humble shepherd to a warrior king, emphasizing his personal struggles and ultimate redemption. The trailer incorporates dynamic visuals, large-scale sets, live animals, and original music inspired by the Psalms, creating a multisensory narrative that resonates with families and church groups alike.



Fig. 1: David with the Harp



Fig. 2: David as King

Similarly, the trailer for *Jesus* utilizes vivid special effects and a “love that rescues” theme to evoke the miracles and teachings of Christ. Such emotionally immersive content does more than entertain; it invites audiences to explore deeper spiritual messages embedded in the productions. This narrative approach is consistent with Kotler and Scheff’s arts marketing model, which posits that successful arts marketing must satisfy both the functional and emotional needs of audiences (Kotler & Scheff, 1997). By transforming live performances into profound spiritual experiences, Sight & Sound Theatres not only deepens audience loyalty but also broadens its appeal to viewers seeking both inspiration and entertainment. Moreover, this focus on narrative aligns with Pine and Gilmore’s experience economy theory. According to Pine and Gilmore (1999), memorable experiences that engage consumers on emotional and sensory levels can drive long-term engagement and create a competitive advantage. By weaving faith-based narratives into its digital content, the theater creates a unique emotional connection with its audience that extends beyond the traditional theater experience. The integration of storytelling in digital promotions has proven effective, with one production expected to reach nearly 880,000 attendees in a single year—an outcome bolstered by live-streaming options and a robust digital presence (Sight & Sound Theatres, 2024).

- **Visual Excellence and Aesthetic Appeal**

A second key theme identified in the analysis is the theater’s commitment to visual excellence. Sight & Sound Theatres leverages high-quality visual storytelling across its digital platforms to emphasize its production values. The organization’s Instagram feed and promotional trailers showcase high-resolution images and videos that capture the intricate details of elaborate costumes, grand set pieces, and dynamic stage lighting. For example, in the production of *Daniel and Moses*, the costumes are designed with attention to

historical and cultural authenticity; close-up images highlight the rich embroidery, carefully selected color schemes, and authentic textures that bring biblical characters to life.



Fig. 3: *Daniel* Production



Fig. 4: *Moses* Production

This commitment to visual storytelling is not limited to costumes. The set designs are equally significant, with expansive backdrops and state-of-the-art stage technology creating immersive environments. Productions such as *Jesus* and *Noah* feature large-scale, moving sets, including life-sized replicas and three-dimensional water effects. These visual elements are critical in building an atmosphere that draws audiences into the narrative, providing them with a preview of the sensory experience that awaits at the live performance.



Fig. 5: *Jesus* Production



Fig. 6: *Noah* Production

The emphasis on aesthetics aligns closely with Pine and Gilmore's experience economy theory, which argues that creating multisensory and memorable experiences is essential for customer engagement (Pine & Gilmore, 1999). By integrating superior visual elements into its productions, Sight & Sound not only reinforces its brand as a provider of premium theatrical experiences but also differentiates itself from other entertainment options. The visual appeal is further enhanced by the theater's digital strategy of sharing high-quality content across platforms such as Facebook and Instagram, thereby reaching a global audience that values both artistic innovation and technical excellence.

- **Strategic Use of Social Media Platforms**

On Facebook, the theater focuses on community building by sharing event updates, inspirational posts, and engaging questions that invite audience interactions. This platform serves as a virtual meeting place where viewers can discuss their experiences and share personal reflections related to the theater's productions. Instagram, with its strong visual focus, is used to highlight the aesthetic excellence of the productions. The theater's Instagram account features high-definition photos of costumes, detailed shots of set designs, and behind-the-scenes footage that capture rehearsal processes and creative insights. For example, vibrant posts promoting the production *Daniel* combine striking visuals with inspirational quotes from the script, effectively encapsulating the show's grandeur and thematic depth.

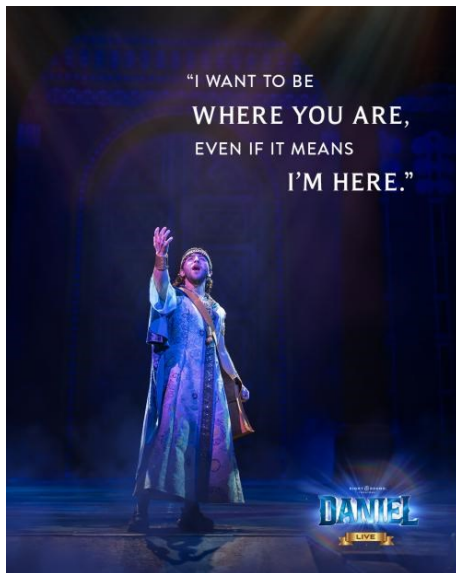


Fig. 7: *Daniel* Production



Fig. 8: *Daniel* Production

YouTube plays a crucial role as a repository for long-form content. Extended trailers, in-depth documentaries, and interviews with creative teams are uploaded to provide audiences with a comprehensive look into the production process. Videos such as "The Heart of the Story" for productions like *Daniel* and *Moses* offer viewers an intimate glimpse into the creative process and the spiritual messages that underpin the shows. This long-form content not only reinforces the theater's brand identity but also caters to audiences who seek more detailed narratives and behind-the-scenes insights.



Fig. 9: Kristen Brewer -
Lead Show Producer for *Daniel*



Fig. 10: Chris Wert -
Director for Moses Production

This tailored approach to content creation and distribution is consistent with Kotler and Scheff's audience segmentation principles. By adapting its digital content to the strengths and user demographics of each social media platform, Sight & Sound effectively reaches a diverse audience, from faith-driven families engaging on Facebook to visually oriented younger viewers on Instagram and in-depth content seekers on YouTube. Research by Ashley and Tuten (2015) supports the notion that creative, platform-specific social media strategies can significantly enhance consumer engagement and brand loyalty (Ashley & Tuten, 2015). Furthermore, Lovejoy & Saxton, (2012) emphasize that understanding the unique affordances of each social media channel is essential for developing effective digital marketing strategies, a concept clearly demonstrated in the theater's approach.

- **Audience Engagement and Relationship Building**

Audience engagement and relationship building are central to the digital marketing success of Sight & Sound Theatres. The theater employs a variety of interactive strategies designed to cultivate a sense of community and long-term loyalty among its audiences. One key tactic is the active solicitation of user-generated content (UGC). On platforms like Facebook and Instagram, the theater encourages audiences to share their own photos, videos, and testimonials from their experiences at the shows. Hashtags such as #SightAndSoundTheatres are promoted to facilitate community sharing and to create a digital repository of personal experiences that serve as social proof for prospective visitors. The interactive nature of the theater's social media content extends beyond visual sharing. Posts that invite reflection on biblical themes, personal stories of faith, or interpretations of production narratives foster a deeper engagement by inviting audiences to participate in a dialogue. This participatory approach enhances the emotional connection between the theater and its audience. Sohaib & Han (2023). note that digital content marketing plays a vital role in building consumer trust and fostering engagement by encouraging co-creation and active participation (Sohaib & Han, 2023).

Beyond social media, Sight & Sound Theatres also employs targeted email marketing campaigns that are personalized based on previous audience interactions. Email newsletters often include exclusive behind-the-scenes content, early bird ticket offers, and devotional reflections tied to upcoming productions. These personalized communications not only inform but also create a sense of exclusivity and belonging among subscribers. The

integration of these digital touchpoints ensures that the theater remains top-of-mind for its core audience and continually nurtures long-term relationships.

This strategic focus on audience engagement is underpinned by both Kotler and Scheff's arts marketing model and Pine and Gilmore's experience economy theory. The arts marketing model highlights the importance of building relationships through consistent and meaningful interactions, while the experience economy theory suggests that creating memorable, and participatory experiences enhances consumer loyalty (Pine & Gilmore, 1999). Through a combination of interactive social media campaigns, user-generated content, and personalized email marketing, Sight & Sound Theatres successfully cultivates a vibrant community that is deeply invested in its faith-based narrative and theatrical experiences.

- **Promotion of Sight & Sound as a Destination Experience**

In addition to its digital content strategies, Sight & Sound Theatres promotes itself as a destination that offers a comprehensive experiential package. The theaters in Lancaster, Pennsylvania, and Branson, Missouri, are not merely venues for live performances but are positioned as complete destination experiences that integrate regional tourism with cultural and spiritual enrichment. Digital marketing campaigns emphasize the state-of-the-art facilities, expansive stages, and unique production elements such as live animals and immersive set designs—that distinguish the theaters as attractions in their own right.



Fig. 11: Sight & Sound Theatres



Fig. 12: Animal Cast

Marketing materials often highlight the synergy between the theater experience and the local tourist offerings. For example, in Lancaster, the theater is promoted alongside attractions like the Amish countryside, family-friendly activities, and local dining experiences. Similarly, the Branson location leverages its scenic setting in the Ozark Mountains, promoting outdoor activities and local entertainment in tandem with its live productions. This approach not only broadens the appeal of the theater to include general tourists but also reinforces its identity as a cultural landmark.

Research on destination marketing supports this integrative approach. Gartner (2021) notes that cultural institutions that align their offerings with local tourism initiatives can significantly enhance their market reach and create a more compelling visitor experience (Gartner, 2021). By positioning its theaters as integral components of a broader travel experience, Sight & Sound effectively attracts a diverse audience that includes both devout faith-based visitors and general tourists seeking unique entertainment experiences. This dual appeal reinforces the theater's competitive edge in the entertainment and tourism sectors, contributing to higher visitor numbers and increased revenue streams.

- **Integration of Call-to-Action and Conversion Strategies**

An important aspect of Sight & Sound Theatres' digital marketing strategy is the integration of clear and engaging calls-to-action (CTAs) designed to drive ticket sales and further audience engagement. The theater's website and digital platforms prominently feature intuitive CTAs such as "Get Tickets," "Learn More," and countdown timers for limited-time offers. These CTAs are strategically placed on uncluttered, visually appealing pages optimized for both desktop and mobile viewing.

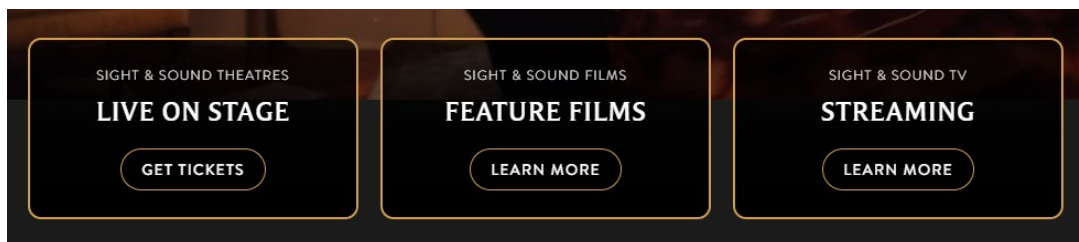


Fig. 13: Call-to-Action

The ticketing interface itself is a critical component of the user journey. Features such as real-time seat selection, group booking options, and a streamlined checkout process are incorporated to minimize friction and enhance the overall customer experience. For example, during the ticket selection process, users are provided with detailed views of seating arrangements and personalized recommendations, which not only facilitate a smoother transaction but also encourage higher-value purchases. This seamless integration of e-commerce best practices reflects broader research findings on the importance of well-designed CTAs in boosting conversion rates. Eisenberg et al.(2006) found that strategic placement and design of CTAs, using contrasting colors, ample whitespace, and clear messaging, can significantly enhance user engagement and conversion (Eisenberg et al., 2006)

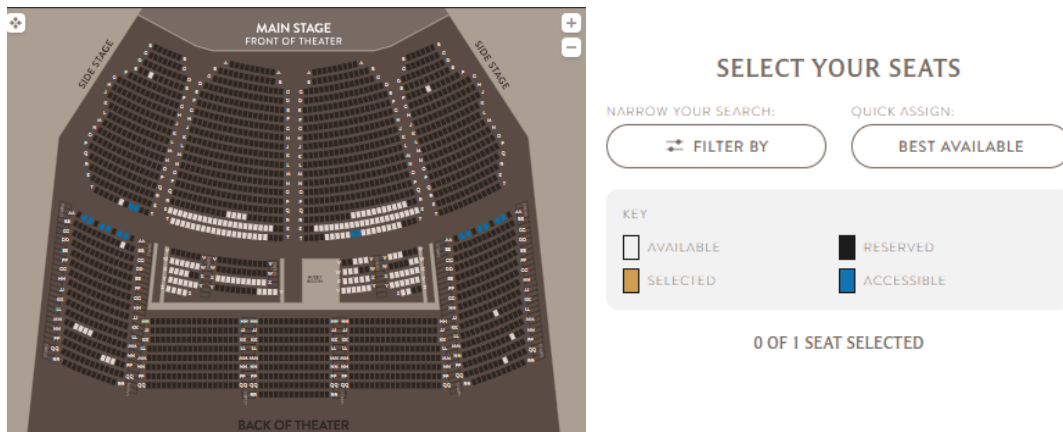


Fig. 14: Lancaster, PA Theatre Seat selection

The integration of these conversion strategies is indicative of a broader digital marketing philosophy that emphasizes both user experience and transactional efficiency. By removing barriers to purchase and providing clear pathways for engagement, Sight & Sound Theatres not only drives immediate ticket sales but also fosters long-term brand loyalty. This dual focus on conversion and retention is supported by both Kotler and Scheff's framework—emphasizing a balance between functional and emotional appeals—and Pine and Gilmore's notion of creating memorable, frictionless experiences (Pine & Gilmore, 1999).

● Sustaining Brand Authenticity through Faith-Based Messaging

The final theme emerging from the study is the critical importance of sustaining brand authenticity through consistent faith-based messaging. For Sight & Sound Theatres, every aspect of digital marketing from social media posts to email newsletters and video content, reflects its core mission to “bring the Bible to life.” This unwavering commitment to authenticity is essential in establishing credibility and fostering trust among its target audience, who expect alignment between the theater's promotional content and its underlying values.

For instance, promotional posts often incorporate scripture references or devotional insights that are tied to the themes of upcoming productions. This not only differentiates the theater from secular entertainment options but also reinforces its identity as a mission-driven organization. Testimonials and user reviews shared across digital platforms further underscore the authenticity of the experience, with many audience members citing the profound spiritual impact of the productions as a key reason for their loyalty. Research by Morhart et al. (2015) supports the notion that brand authenticity is a critical driver of consumer trust and long-term engagement, particularly in sectors where values and identity play a central role (Morhart et al., 2015).

The alignment between faith-based messaging and digital marketing efforts is also evident in the tone and style of content produced by Sight & Sound. The narrative is consistently positive, inspirational, and rooted in biblical tradition, ensuring that all communications

resonate with the target demographic. This sustained authenticity not only enhances audience trust but also builds a strong emotional connection that translates into long-term patronage and advocacy.

Synthesis and Theoretical Implications

The integrated findings from this study illustrate that Sight & Sound Theatres' digital marketing strategy is a comprehensive, multidimensional approach that successfully merges narrative, aesthetics, technology, and engagement tactics. Faith-based storytelling and visual excellence serve as foundational elements that transform theatrical productions into immersive, spiritually significant experiences. The strategic use of social media platforms enables the theater to segment its audience effectively, catering to varied interests and consumption habits across different digital channels. Furthermore, active audience engagement and relationship-building efforts foster a vibrant community that remains loyal to the theater's mission and brand.

In addition, the promotion of Sight & Sound as a destination experience and the integration of effective call-to-action and conversion strategies highlight the theater's ability to bridge the gap between digital engagement and real-world attendance. The application of digital analytics further refines these strategies, ensuring that the theater continually adapts to audience feedback and evolving market trends.

The theoretical frameworks of Kotler and Scheff's arts marketing model and Pine and Gilmore's experience economy theory provide a robust lens through which to interpret these findings. Kotler and Scheff (1997) assert that successful marketing in the performing arts must address both the functional and emotional needs of audiences, which is a principle clearly reflected in the theater's digital narrative and aesthetic approach. Similarly, Pine and Gilmore's (1999) emphasis on creating memorable, multisensory experiences as echoed in the theater's use of high-quality visuals, immersive storytelling, and frictionless digital interactions.

Conclusion

The findings and discussions presented in this study underscore the innovative power of digital marketing for faith-based performing arts organizations. Sight & Sound Theatres' innovative use of storytelling, visual excellence, social media engagement, and targeted conversion strategies has enabled it to build a loyal audience base while also attracting new, diverse viewers. The integration of digital analytics and continuous audience feedback further refines its approach, ensuring that the theater remains agile in a rapidly evolving digital landscape. Drawing on established theoretical frameworks, this study demonstrates that the convergence of arts marketing principles with experience economy theory can yield a robust, multifaceted strategy that enhances both cultural impact and commercial success.

As cultural institutions increasingly adopt digital marketing, the insights gained from the case of Sight & Sound Theatres offer valuable lessons for other organizations seeking to

navigate the complexities of modern audience engagement. By staying true to its mission while embracing innovative marketing practices, Sight & Sound Theatres not only elevates its own brand but also sets a benchmark for how the performing arts can thrive in a digital age.

Study Limitations and Future Research Directions

While this study provides valuable insights, its findings are based on a single case study of Sight & Sound Theatres, which may limit the generalizability of the conclusions to other types of performing arts organizations, particularly those operating in different cultural, religious, or geographic contexts. Additionally, the research relied heavily on publicly available digital content and secondary data, which may not fully capture internal marketing strategies or audience perceptions beyond online engagement.

Future research could expand on this work by incorporating audience-centered perspectives through interviews, surveys, or ethnographic studies to gain deeper insight into how digital marketing strategies shape audience experiences and perceptions. Comparative studies involving multiple performing arts organizations, both faith-based and secular, could also provide a broader understanding of digital marketing practices across the industry. Moreover, longitudinal research tracking the evolution of digital strategies over time could yield important insights into the sustainability and long-term impact of such efforts in the performing arts sector.

Recommendations for Practitioners

Below are several recommendations for practitioners seeking to enhance digital marketing strategies in faith-based performing arts organizations, drawing on the insights from the study and supported by current academic literature.

1. **Leverage Authentic Faith-Based Storytelling:** Develop and integrate narratives that resonate deeply with your target audience. Faith-based storytelling should be central to your digital content strategy. Use emotionally engaging trailers, behind-the-scenes content, and testimonials that highlight core spiritual themes such as redemption, hope, and transformation. This approach not only fulfills your mission but also builds a strong emotional connection with audiences, echoing Kotler and Scheff's emphasis on addressing both functional and emotional needs (Kotler & Scheff, 1997). Authentic storytelling can differentiate your organization from secular competitors and foster long-term loyalty.
2. **Invest in Visual Excellence:** High-quality visual content is crucial for capturing audience attention and conveying the production's grandeur. Invest in professional photography and videography to showcase elaborate costumes, set designs, and immersive stage technology. Platforms like Instagram and YouTube thrive on visual appeal, so ensure that your content is polished and visually consistent with your

brand. Pine and Gilmore's experience economy theory (Pine & Gilmore, 1999) reinforces that multisensory, memorable experiences significantly enhance audience satisfaction. Regularly update your digital assets to reflect the quality and authenticity of your productions.

3. **Tailor Content for Each Digital Platform:** Recognize the unique strengths and user demographics of various social media channels. For instance, use Facebook for community building and event updates, Instagram for sharing high-definition visuals and behind-the-scenes snapshots, and YouTube for long-form content like extended trailers and in-depth documentaries. By customizing your content to fit each platform's format, you can maximize engagement and reach different segments of your audience. Research by Ashley and Tuten (2015) suggests that platform-specific strategies can significantly improve consumer engagement and brand loyalty.
4. **Enhance Audience Engagement Through Interactivity:** Encourage active participation by inviting audiences to share their experiences, photos, and reflections using branded hashtags. Develop user-generated content (UGC) campaigns that allow your audience to become part of the storytelling process. Interactive elements such as polls, Q&A sessions, and live streaming events can foster a sense of community and deepen the emotional connection with your brand. This participatory approach not only builds trust but also serves as a valuable source of social proof, reinforcing the credibility of your productions.
5. **Utilize Data-Driven Insights to Refine Strategies:** Leverage digital analytics to monitor engagement metrics such as click-through rates, view counts, and audience sentiment. Use these insights to refine your content strategy, adjust posting schedules, and tailor messages to the preferences of your audience. Data-driven decision-making can help you identify which content types resonate best and allow you to optimize digital marketing efforts continuously. Integrating digital analytics aligns with best practices recommended in current literature and ensures that your marketing remains agile in a dynamic digital landscape.
6. **Streamline the User Journey with Clear CTAs:** Ensure that your digital platforms, including websites and mobile applications, feature clear, compelling calls-to-action (CTAs) that guide the audience toward desired outcomes such as ticket purchases or newsletter sign-ups. Design CTAs that are visually prominent, utilize contrasting colors, and are supported by intuitive navigation to reduce friction in the user experience.
7. **Position Your Organization as a Destination Experience:** Beyond promoting individual performances, highlight the broader experiential value of visiting your organization. Emphasize the unique aspects of your venues such as state-of-the-art facilities, immersive staging, and additional attractions (e.g., guided tours or local cultural experiences), in your digital campaigns. Integrating destination marketing with your digital strategy can broaden your audience base by appealing to both

faith-driven visitors and general tourists, thereby reinforcing your status as a cultural landmark.

8. **Maintain Consistency and Authenticity in Messaging:** Consistency in messaging across all digital channels is essential for building trust and maintaining brand integrity. Ensure that every piece of content, from social media posts to email newsletters, reflects your organization's mission and core values. Authenticity is particularly critical in the faith-based sector, where the alignment between message and mission influences audience perceptions and loyalty. As supported by Morhart et al. (2015), authenticity in branding is a key driver of long-term consumer engagement.

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