

(REVIEW ARTICLE)



Customer interaction and engagement: A theoretical exploration of live promotional tactics in the arts

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Magna Scientia Advanced Research and Reviews, 2024, 12(01), 166–175

Publication history: Received on 04 September 2024; revised on 13 October 2024; accepted on 15 October 2024

Article DOI: <https://doi.org/10.30574/msarr.2024.12.1.0170>

Abstract

This paper explores the evolving role of live promotional tactics in enhancing customer interaction and engagement within the arts sector. It begins with an overview of customer engagement theories and their relevance to live events, highlighting the unique opportunities live interaction models present. The paper then examines various live promotional strategies, using case studies to demonstrate how these tactics have been successfully implemented to create immersive and interactive experiences. Challenges such as logistical, financial, and audience-related obstacles are discussed, alongside opportunities offered by digital platforms and tools. The paper concludes by offering recommendations for optimizing live promotional tactics to maximize customer engagement, emphasizing the role of personalization, sustainability, and emerging technologies such as artificial intelligence. These findings underscore the importance of live promotional tactics in fostering deeper audience connections and driving long-term loyalty in the rapidly evolving digital landscape of the arts.

Keywords: Live promotional tactics; Customer engagement; Audience interaction; Digital platforms; Arts promotion; Immersive experiences

1. Introduction

1.1. Overview of the Significance of Customer Interaction and Engagement in the Arts

Customer interaction in the arts refers to the direct involvement of the audience with the artistic work, which can range from passive appreciation to active participation. In the past, traditional art forms, such as theater, visual art exhibitions, and classical music performances, were often considered one-way experiences, where the artist or performer delivered the work, and the audience simply received it (Walmsley, 2021). However, with the advent of modern marketing techniques and the influence of digital technologies, this interaction has transformed into a two-way dialogue. Today, customers are not only consumers but also co-creators of the artistic experience, as their reactions, feedback, and participation actively shape the outcome of the event or piece (Boorsma, 2024).

This shift is particularly significant because the arts are inherently experiential. Unlike many other industries, where the value of a product is often tied to its functionality or utility, artistic endeavors are rooted in emotional and intellectual stimulation (Schaufeli, 2021). Engaging customers in a way that allows them to feel connected to the work enhances the overall experience, making it more memorable and impactful. This can lead to greater customer satisfaction, loyalty, and, ultimately, financial support for artists and arts organizations. Thus, fostering strong interaction and engagement is essential for the long-term viability of the arts (Prentice & Nguyen, 2020).

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Moreover, in an age where people are constantly bombarded with entertainment options, from streaming services to social media, the arts must compete for attention and emotional investment. Interactive promotional tactics enable arts organizations to stand out by offering something unique and immersive, encouraging audiences to engage more deeply. This deeper engagement is key to maintaining relevance and ensuring that the arts remain vital to cultural life (Anaba, Kess-Momoh, & Ayodeji, 2024; N. Oshodi, 2024).

1.2. Introduction to Live Promotional Tactics and Their Evolving Role in Artistic Settings

Live promotional tactics in the arts refer to the various strategies used to engage audiences in real-time, whether in-person or through digital platforms. These tactics can take many forms, including live performances, interactive exhibits, pop-up events, flash mobs, and even live-streamed digital content (Frenneaux & Bennett, 2021). These strategies aim to create a sense of immediacy and exclusivity, drawing audiences into the experience and making them feel like active participants rather than passive observers. This approach enhances customer engagement and drives awareness, attendance, and, potentially, revenue for artists and arts organizations (Thomas, 2020).

Historically, live promotional tactics were limited to physical events such as gallery openings, theater premieres, or musical performances. However, the rapid advancement of technology has dramatically expanded the scope of what is possible (Moulton, 2022). Today, digital platforms such as Instagram, YouTube, and TikTok allow artists to reach global audiences with live content, breaking down geographical barriers and democratizing access to the arts. Artists and organizations can now broadcast performances in real-time, offer virtual tours of exhibitions, or host live Q&A sessions, allowing audiences from around the world to participate in previously unimaginable ways (Stenson, 2021).

The COVID-19 pandemic further accelerated this trend, as many arts organizations were forced to pivot to digital platforms to continue reaching their audiences. This shift highlighted the growing importance of live digital interactions in the arts and underscored the need for innovative promotional strategies that can operate both in physical and virtual spaces. As a result, live promotional tactics are no longer confined to the stage or gallery; they now encompass a wide range of interactive digital experiences that engage audiences on multiple levels (Kidd, Nieto McAvoy, & Ostrowska, 2021).

These evolving tactics also reflect broader changes in consumer behavior. Today's audiences, particularly younger generations, expect more interactive and personalized experiences. They want to feel involved by contributing to the artistic process, sharing their experiences on social media, or participating in discussions with artists. This expectation shift has led to the rise of new promotional models prioritizing engagement and interaction over traditional, one-way communication. Adopting these tactics is not just an opportunity but a necessity for arts organizations to remain competitive and relevant in an increasingly digital world.

1.3. Research Objectives and Scope

This paper aims to explore the theoretical underpinnings of customer interaction and engagement in the arts, with a specific focus on live promotional tactics. By examining how artists and arts organizations are using live, real-time strategies to connect with audiences, this paper aims to shed light on the effectiveness of these approaches and their impact on both the artistic experience and the sustainability of the arts industry. The scope of this research is broad, encompassing a wide range of live promotional tactics across different artistic disciplines, including visual arts, performing arts, and digital media. It will consider traditional forms of live engagement, such as theater performances and gallery exhibitions, and newer, digital-driven tactics such as live-streamed events and interactive online experiences. The paper will also explore the challenges and opportunities associated with implementing these tactics, particularly in an increasingly digital and globalized arts market.

In addition to examining current practices, this paper will also consider future trends in live promotional strategies, particularly as they relate to emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI). These technologies offer exciting new possibilities for customer engagement, enabling artists to create immersive, interactive experiences that push the boundaries of traditional art forms. By exploring these trends, this paper will provide valuable insights for artists, arts organizations, and marketers seeking to enhance their engagement strategies in a rapidly changing landscape. Ultimately, this research seeks to contribute to a deeper understanding of how live promotional tactics can foster meaningful customer interaction and engagement in the arts, ensuring this important cultural sector's continued relevance and vibrancy.

2. Theoretical Framework

2.1. Customer Engagement Theories Relevant to the Arts

Customer engagement theory has its roots in marketing and consumer psychology, focusing on creating meaningful connections between consumers and brands. In the arts, this theory translates into creating emotional and intellectual connections between audiences and artistic works. One prominent theory is the Experiential Value Framework, which suggests that value is co-created through experiences rather than being a static product or service feature. In the arts context, this framework emphasizes that the audience's interaction with the work is not just about the art itself but also about the emotional resonance, participation, and overall experience. This shifts the focus from the artist or artwork as the sole creators of meaning to the audience as co-creators (Kumar, 2021).

Another important concept is Flow Theory, introduced by psychologist Mihaly Csikszentmihalyi, which describes a state of deep immersion and engagement where time seems to disappear, and individuals are fully absorbed in an activity. In the arts, achieving “flow” for audiences—whether through a live theater performance, interactive exhibit, or live-streamed concert—means creating an environment where they can fully engage with the artistic content. Flow theory helps explain why live promotional tactics are particularly effective in engaging audiences, as they often create the immersive, immediate conditions necessary for deep emotional involvement (Nadeem, Tan, Tajvidi, & Hajli, 2021).

A more recent theoretical perspective is Gamification Theory, which has gained traction across various industries, including the arts. Gamification refers to the use of game-like elements, such as rewards, points, and competition, to increase engagement and participation (Barari, Ross, Thaichon, & Surachartkumtonkun, 2021). In the arts, this can manifest through interactive performances where audiences make real-time decisions that influence the outcome, or through online platforms that reward participation in discussions or sharing of content. Gamification enhances engagement and provides measurable feedback on audience involvement, which is critical for assessing the success of live promotional tactics (Santos, Cheung, Coelho, & Rita, 2022).

2.2. Live Interaction Models in Other Industries and Their Applicability to Arts Promotion

Many industries have developed innovative live interaction models that can be applied to the arts to enhance engagement. The retail industry, for example, has embraced live-stream shopping events where brands showcase products in real-time, allowing viewers to ask questions, provide feedback, and make purchases on the spot. This live interaction model has successfully increased customer engagement by fostering a sense of immediacy and personal connection with the brand. For arts organizations, a similar approach could involve live-streamed art auctions, live Q&A sessions with artists, or behind-the-scenes virtual tours of exhibitions. By adopting these live interaction techniques, arts organizations can create a more personal, immersive experience for their audiences, encouraging both participation and emotional investment (Jakobsen).

The gaming industry offers another compelling live interaction model. The rise of platforms like Twitch, where millions of viewers watch live gameplay and interact with players in real-time, has demonstrated the power of audience participation in shaping the experience (Abarbanel & Johnson, 2020). Viewers can communicate directly with players, offer suggestions, and even influence the game's outcome. In the arts, this model could be adapted for live performances where audience members participate in the creative process, offering input or even voting on the direction of the performance in real time. This creates a dynamic, participatory experience that deepens engagement by making audiences feel like active contributors to the artistic work (Nikkanen, 2022).

The sports industry also offers valuable insights. In live sporting events, audience participation plays a crucial role, from cheering in the stadium to engaging on social media platforms during broadcasts. Sports franchises have capitalized on this by offering live, interactive content such as instant replays, behind-the-scenes footage, and real-time polls. Arts organizations can adapt similar tactics to enhance engagement during live performances or exhibitions. For instance, offering live commentary, backstage access, or interactive polls during an event can heighten the sense of involvement and engagement, creating a more personalized experience for the audience (GÜLAY, 2023).

2.3. Key Concepts

Several key concepts are essential for understanding how live promotional tactics can enhance customer engagement in the arts. The first is live promotional tactics, which refer to strategies used to create real-time engagement with an audience. These tactics can range from live-streamed performances and interactive exhibitions to real-time social media interactions and pop-up art installations. The distinguishing feature of live promotional tactics is their immediacy; they create a sense of urgency and exclusivity, encouraging audiences to engage in the moment. In the arts, live tactics help

bridge the gap between the artist and the audience, offering opportunities for more personal and impactful connections (Wongkitrungrueng, Dehouche, & Assarut, 2020).

Audience participation is another crucial concept in live promotional tactics. Traditionally, audiences in the arts have been passive consumers, viewing or listening to the work without directly influencing its outcome. However, live promotional tactics emphasize active participation, inviting the audience to become co-creators of the experience. This can take many forms, from interactive performances where the audience influences the narrative to online platforms that allow real-time feedback and interaction with artists. Audience participation enhances the experience and strengthens emotional connections to the work, as participants feel a greater sense of ownership and involvement (Wongkitrungrueng & Assarut, 2020).

Lastly, engagement metrics are critical for evaluating the success of live promotional tactics. In the digital age, the ability to measure audience engagement has become increasingly sophisticated, allowing arts organizations to track participation, interaction, and emotional responses in real-time. Metrics such as live stream views, comments, shares, likes, and the duration of audience participation provide valuable insights into how effectively an event is engaging its audience. Moreover, surveys and feedback forms can capture qualitative data on emotional responses and overall satisfaction, offering a more holistic understanding of engagement. These metrics are essential for refining live promotional strategies and ensuring they meet audiences' evolving needs and expectations (Blakeman, 2023).

In conclusion, the theoretical framework for customer engagement in the arts highlights the importance of creating immersive, interactive experiences that resonate emotionally with audiences. By drawing on experiential value, flow, and gamification theories and adapting live interaction models from other industries, arts organizations can develop innovative promotional tactics that deepen engagement and foster lasting connections with their audiences.

3. Live Promotional Tactics in the Arts

Live promotional tactics in the arts are rapidly evolving, as artists and organizations adopt more innovative strategies to engage and captivate audiences. In today's digital age, where entertainment options are abundant, fostering meaningful interaction and engagement has become essential for the survival and success of arts organizations. Whether delivered in-person or online, live promotional tactics allow for real-time interaction with audiences, creating memorable and impactful experiences. This section will examine various live promotional strategies, present case studies of successful and innovative efforts, and analyze how these tactics enhance customer interaction, ensuring deeper engagement and connection with the arts.

3.1. Examination of Various Live Promotional Strategies

Live promotional strategies in the arts are designed to create immediacy and engagement by interacting directly with the audience in real-time. These strategies can take many forms, ranging from traditional in-person events to innovative digital experiences. A common live tactic is the live performance or exhibition, where artists and performers engage with audiences in a physical space, such as a theater, gallery, or museum. These events provide audiences with a tangible, immersive experience, allowing them to engage with the artwork or performance directly and personally (Salvaggio, 2024).

In addition to traditional live events, digital technology has paved the way for live-streaming as a prominent promotional tactic. With the rise of platforms such as YouTube, Instagram Live, and Twitch, artists and arts organizations can now broadcast performances, exhibitions, and behind-the-scenes content to global audiences in real-time (Trunk, 2024). For instance, many orchestras, dance companies, and visual artists have embraced live-streaming to reach wider audiences who may not have access to in-person events. This strategy democratizes access to the arts, allowing people from different regions and backgrounds to engage with the content meaningfully (Kaushik, 2020).

Another innovative strategy is the pop-up event, where artists or organizations create temporary, often unexpected, art experiences in public or unconventional spaces. Pop-up exhibitions, flash mobs, and impromptu street performances are examples of this approach, which seeks to surprise and delight audiences by bringing the arts to them, rather than requiring audiences to seek out the arts in traditional venues. These events leverage the element of surprise and immediacy, making the audience feel like part of something exclusive and time-sensitive, which encourages higher levels of engagement (Best, 2021).

Interactive installations are also gaining traction as a live promotional tactic, particularly in visual arts and multimedia exhibitions. These installations invite the audience to interact with the artwork itself, either physically or digitally.

Examples include interactive digital art exhibits where participants can manipulate visual elements through touchscreens or motion sensors, or immersive environments where sound, light, and physical structures respond to audience movements. These installations engage the audience and create a sense of participation, as the art is incomplete without the audience's interaction (Kapsová & Spálová, 2021).

In the performing arts, audience participation has become a central live tactic. Interactive theater performances, for example, break the traditional fourth wall, inviting the audience to become part of the performance. Whether through direct interaction with the performers or by influencing the narrative through real-time voting or decision-making, these performances enhance engagement by making the audience feel like active contributors to the experience rather than passive observers (Auslander, 2022).

3.2. Case Studies/Examples of Successful and Innovative Live Promotional Efforts

A prime example of a successful live promotional effort is the Metropolitan Opera's Live in HD series. Through this initiative, the Metropolitan Opera broadcasts live performances to movie theaters worldwide, reaching millions of viewers who would otherwise not be able to attend in person. This strategy has significantly expanded the Met's audience base and allowed people in remote or underserved areas to experience world-class opera. The immediacy of a live broadcast, combined with high-definition video and sound quality, creates an immersive experience that rivals attending the performance in person, fostering a strong emotional connection between the audience and the art form (Wigtil, 2020).

Another innovative example is the Van Gogh Museum's use of virtual reality (VR) and live-streaming technology. In response to the COVID-19 pandemic, the museum developed a VR experience allowing users to explore Van Gogh's works and studio from their homes. This was paired with live-streamed tours and lectures, enabling a global audience to engage with the art in real-time. The combination of live and immersive technology created an interactive experience that allowed users to feel as though they were physically present, deepening their connection to the artist and the museum (Topali, 2024).

In the realm of performing arts, Punchdrunk's immersive theater production, *Sleep No More*, offers a groundbreaking approach to audience participation. The production transforms a multi-story warehouse into an interactive set where audience members are free to wander and explore different scenes at their own pace. Each audience member's experience is unique, as they can choose which characters or storylines to follow, interacting with the environment and, in some cases, the performers. This level of immersion blurs the line between audience and performer, creating a deeply personal and engaging experience that has garnered widespread acclaim and loyal fans (Westling, 2020).

Similarly, live-streamed concerts have become a popular promotional tactic for musicians looking to engage with a broader audience. During the pandemic, artists such as Billie Eilish and BTS leveraged live-streaming platforms to reach millions of fans worldwide, offering virtual concerts with interactive elements like real-time chats, live polls, and fan shout-outs. These events allowed fans to feel connected to the performers despite physical distance, fostering a sense of community and enhancing emotional engagement. The success of these virtual concerts has demonstrated that live promotional tactics can create meaningful connections even in digital spaces (Jesus, 2021).

3.3. Analysis of How These Tactics Enhance Customer Interaction

Live promotional tactics enhance customer interaction by creating real-time engagement, personalization, and emotional involvement opportunities. In traditional, passive forms of arts consumption, such as attending a play or visiting a museum, the interaction between the audience and the artwork is limited to observation. On the other hand, live promotional tactics invite the audience to participate actively, whether through direct interaction with the artwork, the performers, or other audience members.

Immediacy and exclusivity are key factors in enhancing interaction. Whether in-person or online, live events create a sense of urgency, as audiences must engage in the moment or risk missing out. This fosters a sense of involvement and connection as the audience becomes part of a unique and unrepeatable experience. Additionally, live interactions allow for personalized engagement, where artists and arts organizations can tailor the experience based on audience feedback or participation. For example, in live-streamed events, artists can respond to real-time comments, answer questions, or give shout-outs to individual viewers, creating a more intimate and personalized connection with the audience (A. N. Oshodi, 2024; Udo, Kwakye, Ekechukwu, & Ogundipe, 2023).

Another way these tactics enhance interaction is through emotional engagement. By breaking down barriers between artist and audience, live promotional tactics make the experience more personal and emotionally resonant. Interactive

performances and installations, in particular, allow the audience to influence or co-create the artistic experience, leading to a deeper emotional investment in the outcome. When audiences feel that their participation matters, they are more likely to form lasting connections with the artwork or organization, resulting in greater loyalty and long-term support.

Finally, live promotional tactics also facilitate community building, as they often encourage audiences to engage with each other as well as with the artwork. Whether through social media interactions during a live-streamed concert or through shared experiences in immersive theater productions, these tactics create a sense of belonging and shared experience among audience members. This sense of community enhances the individual's experience and strengthens the overall connection between the audience and the arts organization (Awonuga et al., 2024).

4. Challenges and Opportunities

4.1. Identification of Challenges in Executing Live Promotional Tactics in the Arts

One of the primary challenges in executing live promotional tactics in the arts is the logistical complexity involved. Organizing a live event, whether in-person or online, requires meticulous planning and coordination. Physical venues need to be secured, staging and technical equipment must be in place, and performers or artists must be prepared for live interaction with the audience. For in-person events, factors like location, capacity, safety regulations, and accessibility all play significant roles in determining the success of the event. Additionally, unforeseen disruptions—such as weather for outdoor events or technical failures for live-streamed performances—can pose significant risks. These logistical challenges require skilled event management and contingency plans to ensure smooth execution (Urdea & Constantin, 2021).

Financial constraints also present a considerable barrier. Hosting live events, particularly in physical venues, often involves significant costs related to venue rental, staffing, technical setup, marketing, and security. These costs can be prohibitive for smaller arts organizations or independent artists who may not have the same level of funding as larger institutions. Even for larger organizations, securing adequate financial resources to support innovative live promotional tactics can be a challenge, particularly in an industry where budgetary pressures and funding cuts are common. Additionally, in cases where live events are free to the public, it can be difficult to generate sufficient revenue or donations to cover production costs. Thus, balancing the financial investment required for live promotions with the potential return on engagement and revenue is a delicate task (Pan et al., 2021).

Another challenge lies in audience-related factors, particularly when it comes to digital or virtual live events. While live-streaming has made the arts more accessible to global audiences, it also presents difficulties in terms of audience engagement. The ability to maintain viewers' attention in an online format is often more difficult than in a traditional venue, where the environment is controlled, and distractions are minimized (Podara, Giomelakis, Nicolaou, Matsiola, & Kotsakis, 2021). Online viewers can easily lose interest, especially if the live event lacks the immediacy and sensory engagement of an in-person experience. Additionally, technical issues such as poor video quality, audio lag, or connectivity problems can disrupt the event flow and diminish audience satisfaction. In a world where digital content is abundant and attention spans are short, the challenge for arts organizations is to create live experiences compelling enough to captivate and retain their audiences (Kaiblinger & Woschank, 2022).

4.2. Opportunities Presented by Digital Tools and Platforms for Live Engagement

While the challenges of executing live promotional tactics are considerable, the rise of digital tools and platforms offers unprecedented opportunities for innovation and expansion. Live-streaming platforms such as YouTube Live, Twitch, Instagram Live, and Facebook Live have revolutionized how arts organizations engage with their audiences. These platforms enable artists and organizations to reach global audiences in real-time, breaking down geographical barriers and democratizing access to the arts. For instance, a museum in New York can live-stream a tour of its latest exhibition to viewers in Tokyo, London, or Johannesburg, allowing people who would otherwise never have the chance to visit in person to experience the art (Giertz, Weiger, Törhönen, & Hamari, 2022).

The interactivity of digital platforms also enhances engagement opportunities. Live-streamed events often incorporate features such as live chats, real-time polls, and audience feedback, allowing for a two-way dialogue between the artist and the audience. This level of interaction fosters a more personal connection, making viewers feel like active participants rather than passive observers. Additionally, digital platforms offer opportunities for cross-platform promotion, where live events can be streamed on multiple channels simultaneously, reaching diverse audience segments and maximizing visibility. Social media platforms also allow for live events to go viral, as audiences can share and promote the event in real-time, generating buzz and amplifying its reach (Troise & Camilleri, 2021).

Another key opportunity lies in the integration of immersive technologies such as virtual reality and augmented reality. These technologies allow for more immersive live promotional experiences that engage multiple senses and create deeper emotional connections. For example, VR technology can create virtual art galleries or live performances that audience members can experience from their homes, fully immersing themselves in the artwork as if they were physically present. Similarly, AR can be used to overlay digital content onto physical environments, such as a live art installation that viewers can interact with through their smartphones. These technologies offer a new frontier for live promotional tactics, creating experiences that transcend physical space and time limitations (Kang, Lu, Guo, & Li, 2021).

Data analytics also offer significant opportunities for enhancing live engagement. Digital platforms provide a wealth of data on audience behavior, preferences, and engagement levels, allowing arts organizations to tailor their promotional tactics to better meet their audience's needs. For example, metrics such as live stream views, watch times, engagement rates, and audience demographics can provide valuable insights into what types of content resonate most with viewers. This data can be used to refine future live promotional strategies, ensuring they are more targeted and effective. Moreover, digital platforms allow for real-time feedback, enabling organizations to make adjustments during the event itself, enhancing the overall experience for the audience (Gutta, Bammidi, Batchu, & Kanchepu, 2024).

4.3. Long-Term Trends Influencing Future Promotional Tactics

Several long-term trends are likely to influence the future of live promotional tactics in the arts. One of the most significant trends is the continued integration of digital and physical experiences. As the lines between the physical and digital worlds blur, we will likely see more hybrid events combining in-person and online elements. For example, a live theater performance might be attended by a physical audience in the venue, while simultaneously being live-streamed to a global audience online. This hybrid model allows for greater flexibility in audience engagement, catering to those who prefer the traditional in-person experience while also reaching those who are unable to attend physically. Hybrid events also allow for creative experimentation, where digital enhancements such as real-time social media interactions or virtual reality elements can be integrated into the live performance itself.

Another trend is the growing importance of personalized engagement. As digital platforms collect more data on individual users, arts organizations will be able to create more personalized live experiences that cater to their audience members' specific preferences and behaviors. This could include personalized invitations to live events based on past engagement history, customized content recommendations, or even interactive features that allow viewers to shape the direction of the live event in real-time. Personalization enhances engagement and fosters deeper emotional connections with the audience, increasing the likelihood of long-term loyalty and support.

Sustainability is also emerging as a critical trend in the arts, influencing how live promotional tactics are designed and executed. As concerns about climate change and environmental impact grow, arts organizations are increasingly looking for ways to reduce the carbon footprint of their live events. This includes shifting to virtual or hybrid events to minimize travel and resource consumption and adopting sustainable production practices for in-person events. In the long run, sustainability will likely become a key consideration in the planning and execution of live promotional tactics, as audiences and artists alike demand more environmentally responsible practices. Finally, the future of live promotional tactics will be shaped by the increasing use of artificial intelligence (AI) and machine learning. AI technologies are already being used to enhance customer engagement in other industries, and their application in the arts is just beginning. AI can be used to analyze audience behavior and preferences, create personalized recommendations, or even generate live content based on real-time audience input. As AI continues to develop, it will offer new possibilities for creating more interactive, responsive, and engaging live promotional experiences in the arts.

5. Conclusion

Live promotional tactics in the arts have proven to be powerful tools for enhancing customer interaction and engagement. The analysis in this paper reveals that these tactics, whether in traditional in-person formats or through innovative digital platforms, create dynamic, real-time opportunities for audiences to connect with art and artists. Live promotional strategies, such as interactive installations, live-streaming, pop-up events, and audience participation in performances, foster a more intimate, immersive experience than passive engagement forms. By breaking the barriers between performer and audience, these tactics deepen emotional connections, drive loyalty, and build long-term relationships between the arts organizations and their audiences.

However, executing these strategies is not without its challenges. Logistical complexities, financial constraints, and maintaining audience engagement—especially in digital spaces—present ongoing difficulties. At the same time, digital tools, platforms, and emerging technologies such as virtual reality and augmented reality offer significant opportunities

for overcoming these challenges and expanding the reach of live promotional tactics. These technologies democratize access to the arts, allowing global audiences to engage in previously impossible ways.

Additionally, long-term trends suggest that hybrid events, personalized engagement, sustainability, and artificial intelligence will play increasingly important roles in shaping future live promotional efforts. These trends are not only responding to current audience demands but are also helping to redefine how the arts are experienced, ensuring that organizations remain adaptable in a rapidly changing digital landscape.

Recommendations for Optimizing Live Promotional Tactics

To maximize customer engagement through live promotional tactics, arts organizations must take a strategic and holistic approach. First, they should embrace digital tools and platforms as essential components of their engagement strategies. Live-streaming platforms, social media, and immersive technologies such as VR and AR provide new ways to engage diverse, global audiences in real-time. Organizations should invest in these technologies and experiment with hybrid models that combine in-person and digital experiences, ensuring they reach local and international audiences.

Second, personalization should be a core focus. Using data analytics from digital platforms, arts organizations can gain insights into audience preferences, behaviors, and engagement patterns. By offering personalized invitations, content recommendations, and interactive experiences, they can enhance the emotional connection between the audience and the art. Tailoring live events to individual tastes will increase engagement and foster long-term audience loyalty.

Another key recommendation is the focus on sustainability in live promotional efforts. With growing environmental concerns, arts organizations must seek ways to minimize the carbon footprint of their events. This can be achieved through virtual or hybrid events that reduce travel and resource consumption and adopt environmentally responsible production practices. Sustainability is becoming a critical factor in how audiences perceive organizations, and aligning promotional strategies with these values will resonate strongly with environmentally conscious customers. Finally, arts organizations should explore the potential of artificial intelligence (AI) and machine learning to enhance live promotional tactics. AI can be used to analyze real-time audience interactions and adjust live content accordingly, creating more engaging and responsive experiences. As AI technology develops, it will offer more opportunities for creating personalized and interactive promotional efforts, allowing organizations to remain at the cutting edge of customer engagement.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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