



# Crafting Your Marketing Plan

# Monica Hammond

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Broadway: *Once On This Island* (Circle in the Square) and  
*Gettin' The Band Back Together* (Belasco Theatre, 2018),  
*Spring Awakening* (Brooks Atkinson Theatre).

Off-Broadway: *Daddy Long Legs*, *Shear Madness*, *That Bachelorette Show*, as well as the  
North American Tour of *A Night With Janis Joplin*.

Monica also manages Ken Davenport's members-only community for theatre  
professionals, [TheProducersPerspectivePRO](#).



# Agenda For Tonight



Define what marketing is.



Conduct a SWOT analysis for your show/project.



Learn how to find your audience.



Learn how to craft your message.



Start to come up with a marketing plan for your show.



# Who Are You?



Please introduce yourself and  
share the tagline for your show.



# What is Marketing?



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# What is Marketing?

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## DICTIONARY:

“The action or business of promoting and selling products or services, including market research and advertising.”

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## MY DEFINITION OF MARKETING FOR THEATRE IS:

“Speaking to the right people with the right message at the right time, with the goal of getting butts in seats.”



# Crafting Your Marketing Plan

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	Helpful	Harmful
Internal	<b>S</b> Strengths	<b>W</b> Weaknesses
External	<b>O</b> Opportunities	<b>T</b> Threats

## FIRST CONDUCT A SWOT ANALYSIS

A SWOT analysis is a strategic planning technique used to help a organization identify the *Strengths*, *Weaknesses*, *Opportunities*, and *Threats* related to business competition or project planning.

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Strengths and weaknesses are internal to your project, while opportunities and threats are external.



# SWOT Analysis - Strengths

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## *Gettin' the Band Back Together*

- Brand new original musical
- Marilu Henner
- Funny “night out” show launching in the summer
- Created from improvisation
- Tony Award Winning Director and Producer

What are the strengths of your show or project?

List 3-4 on your worksheet.





# SWOT Analysis - Weaknesses

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## *Gettin' the Band Back Together*

- Cast is largely unknown
- No pre-existing fan base from source material popularity (education hurdle)
- Humor is more relevant to locals than tourists, dude humor
- Geared more toward men in their 30s-40s
- We need to educate consumers b/c this is a new show and no one knows what it's about yet (especially before reviews).
- Not a great show for student groups, which cuts out a large portion of group business

What are the weaknesses of your show or project?  
List 3-4 on your worksheet.



# SWOT Analysis - Opportunities

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## *Gettin' the Band Back Together*

- Set in Sayreville; we can work with the town to help them “own” the musical
- We can work with local bands
- Material lends itself to fun stunts and promotions
- Use Marilu Henner’s existing fan base
- Not a lot of new shows launch in summer, so it’s easier to make a splash than in other seasons

What are the opportunities of your show or project?

List 3-4 on your worksheet.



# SWOT Analysis - Threats



## *Gettin' the Band Back Together*

- There are 3 shows on Broadway with the word “band” in the title
- Summer is notoriously slow for Broadway
- Group business is better in the fall and winter
- Tony’s just announced, so we’re competing with shows that just won the Tony’s and that noise

What are the threats of your show or project?  
List 3-4 on your worksheet.



# SWOT Analysis

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The SWOT is going to be the platform that your marketing campaign stands on. You can always refer back to it and update it as the market changes.

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Be aware of competitors, which often change with shows opening and closing.

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Focus on leveraging your strengths (offense) and strategically handling your weaknesses (defense).



# Finding Your Audience



Now that you have a well rounded view of your show and the competition it's time to start identifying your audience.



If your show is on Broadway it's not enough to say “everyone who loves Broadway will love my show.” The same is true for Off-Broadway. “Avids” are a demographic, but they is very heavy competition for their attention through traditional media, so let's get more specific about who your audience really is.

“If you try to be for everyone, you're for no one.”



# Finding Your Niche

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Who are all the people that could possibly want to see your show and what do they have in common?

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How do we figure this out?

## The Marketing Scrum!





# Marketing Scrum

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Step 1:

Brainstorm all the possible groups of people who could be interested in your show. There are no wrong answers!





# Marketing Scrum



Step 2:

Vote for the top 10 ideas  
that will be the easiest and  
fastest to find and go after.







# Marketing Scrum

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## Step 3:

Research each of those top 10 demographics  
and find where they hang out,  
where you can find them and how you can  
reach them with your marketing.  
Come up with 3-4 actionable ways to reach  
each of your 10 target groups!



# Marketing Message

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Now that you know WHO you're talking to, you need to start crafting your message, and try to make it relevant to your audience.

(Remember right people, right message, right time!)

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You speak to people differently based on where they are in your marketing funnel.(top of funnel awareness, middle funnel consideration, lower funnel conversion.)

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Your messaging should give the audience a strong idea of the experience they are going to have when they attend your show.

Is your show funny? Make your messaging funny.



# Examples Of Clear Messaging

**ABOUT THE  
SHOW**



**THE NEW MUSICAL COMEDY FOR ANYONE WHO  
DREAMS OF A SECOND SHOT AT THEIR FIRST LOVE.**

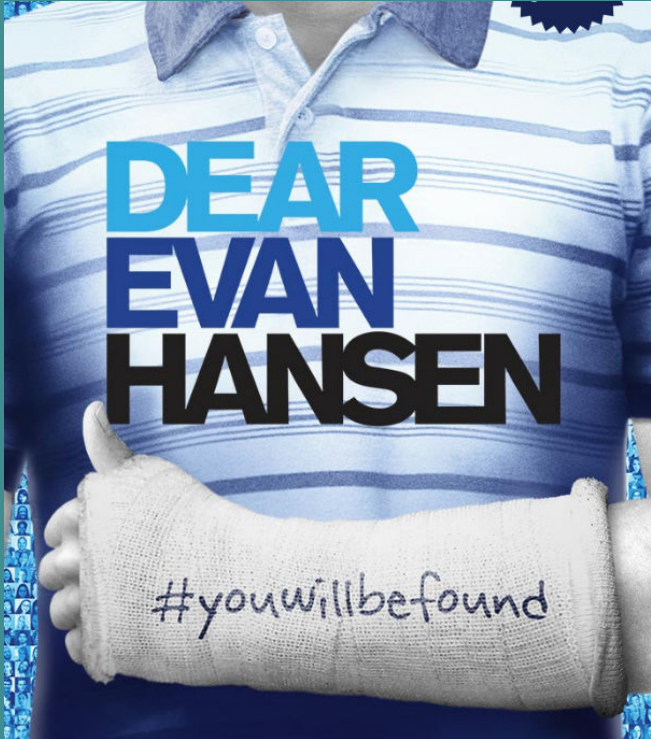
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**BOOK YOUR SEATS AND  
WATCH YOUR BACK.**

**YOU CAN'T SIT WITH THEM.  
BUT YOU CAN SIT IN THE AUDIENCE.**

**Before She Was Carole King, Superstar-She Was Carol Klein, Teenage Songwriter.**



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# Marketing Messaging



## THE CREATIVE POSITIONING STATEMENT

The creative positioning statement is an internal document designed to guide your marketing and to be used as a litmus test to whether decisions are “on-brand.”

It describes the essence and tone of your show.

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# Marketing Messaging



ONCE ON THIS ISLAND CREATIVE POSITIONING

A JOYOUS CELEBRATION. EXUDE THE JOY OF LIFE. FEATURE THE FLAVORS OF THE CARIBBEAN. CELEBRATE THEATRICAL ARTISTRY.

ALWAYS BE MASTERS OF STORYTELLING

*Once On This Island* celebrates the distinctly human powers to tell stories to understand our world, and how stories unite us despite our differences. Storytellers pass mythology down to the little girl. Artists perform a musical for the audience. All the collected elements of advertising will add up to this promise with theatrical ingenuity, an acclaimed score and boundless passion, we are going to tell you a story.



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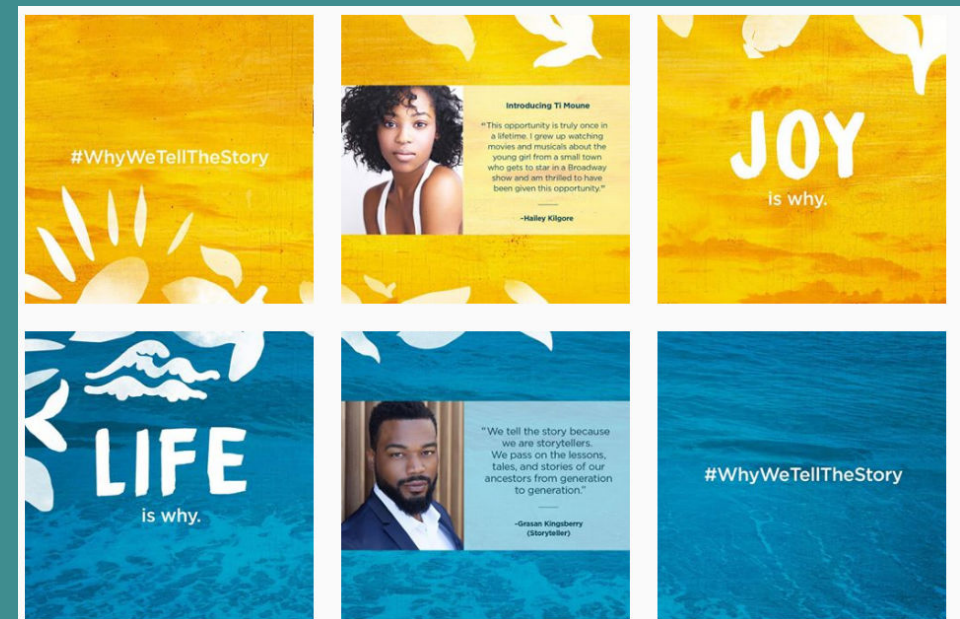
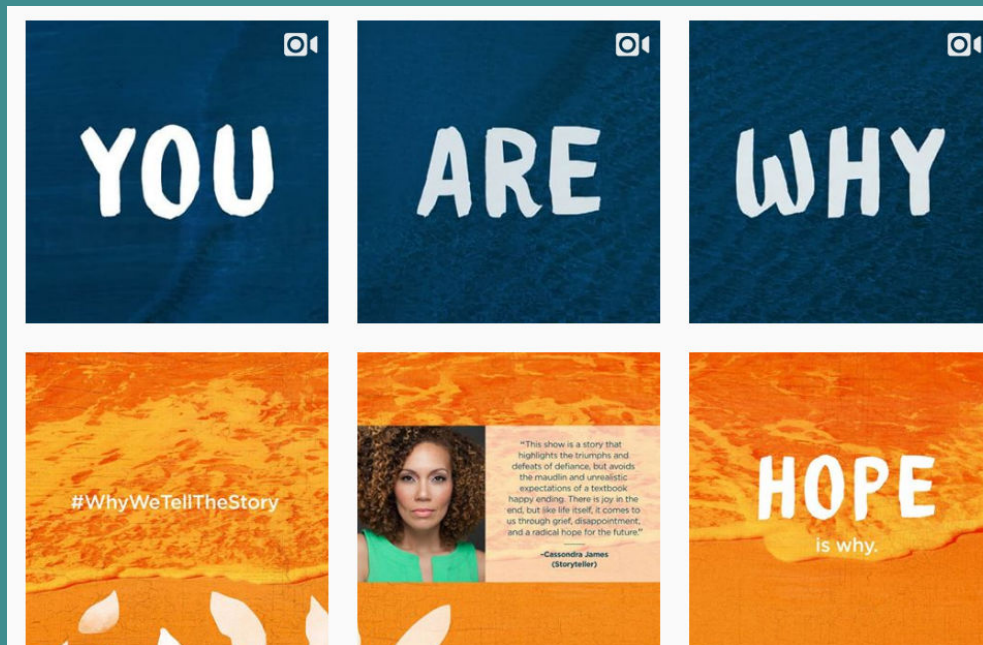
# Marketing Messaging



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# Marketing Messaging



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# Marketing Messaging

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WRITE A CREATIVE POSITIONING STATEMENT FOR YOUR SHOW

Thinking about your shows strengths, write a 3-5 sentence creative positioning statement for your show.

A few things to consider:

What should you ALWAYS be? (We are always...)

What should you NEVER be? (We are never...)



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# Marketing Messaging



Would anyone like to share their creative positioning statements?



Just like a costume or scenic designer would create a collage of inspirational images, this is a great activity for marketers to do as well when creating the branding of your show.



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# Test Your Messaging

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Once you've settled on your messaging it's time to test it. **Let's bring those taglines back!**

## SEE WHAT FRIENDS AND FAMILY THINK

What are they getting from your copy? Is what they say to you what *you* think of your show? If they are way off, chances are your messaging is way off.

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## TEST USING FACEBOOK ADS

Choose an audience on Facebook (theatre fans in your location is easy) and then run 3 different ads. If you're testing the copy then use the same image in all ads and test only the copy.

If you're testing images do the reverse. Whichever ad get the most clicks at the end of your test (5 days should give you a good idea) wins!



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# Creating Your Plan



Marketing is like a buffet.  
You have tons of options, but you may not  
be able to put everything on your plate.  
You may have to pace yourself.



The smaller your marketing budget  
the harder you have to work, but it's still possible  
to create a splash with no cash!



# Media Planning

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When creating your media plan find as many ways as you can to reach your audience. It takes on average 3 times of seeing your show to remember it, and 7 times to make a purchasing decision.

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Layer all the media plan options together so that people are always hearing about your show.

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It's all about staying top of mind and differentiating yourself from the competition.



# Media Planning



Create your media plan accounting for 3 stages of promotion:  
pre-opening, opening and post-opening



The strategy is different for every show and depends on many factors (largely budget), but you should have a plan for all 3 phases.





# Media Planning – Pre-opening

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During pre-opening you have different challenges than down the road. You don't have reviews, you likely have few photos, videos, etc.

With limited assets your marketing has to work harder and the messaging have to do the heavy lifting. This is the time to TEST!

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Do you want to make a big splash and spend money building awareness of your show pre-opening? Would you prefer to wait and rely more on word of mouth and reviews?



# Media Planning – Pre-opening



Planning that happens pre-opening:

- Creative positioning and key art
  - Direct mail campaign (lands 3-4 weeks before opening)
  - Front of House (as soon as this is available jump on it!)
- Awareness building initiatives (e-blasts, digital media, social media, press events, street fairs)
  - Start thinking about and building you “in theatre” experience
  - Promotions and partnerships to get the word out and stay in the news!
    - Out of home – billboards, subway/LIRR/NJ Transit
  - Start building your personal email list – giveaways, contests, etc.
    - Print and radio
- Papering strategy – fill the house with bodies during previews to build word of mouth!



# Media Planning –Opening



During the opening phase you finally have assets  
and (hopefully) reviews!

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Use your reviews to your advantage and their fullest potential.

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Be sure to save money for this phase so that you can  
“fan the flame” if things are hot!



# Media Planning –Opening



Planning that happens for opening:

- *New York Times* print or online ads (OOTI Double Truck)
  - Playbill ABCs or ads
- Online takeovers of major industry websites (playbill, Theater Mania, Broadway.com)
  - Additional e-blasts featuring reviews
  - Updating website with review pull quotes and photos
- Updating all advertising assets with pull quotes and photos (choose quotes that you think will resonate best with your specific audiences)



# Media Planning – Post Opening

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The post-opening phase can be open ended depending on the length of your run. If you have a short run then hopefully your reviews and word of mouth will keep you going and you can spend less money during this phase to keep the show open.

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What worked in the other phases and how can you replicate/grow that success?

How can you continue to make a splash in the news?

What promotions can you run and at what times to attract attention?

How can you build more awareness and word of mouth?



# Media Planning – Some Options

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Every show is different, thus the media plan for every show is different. The options are limitless, so you need to be strategic about what you choose and when you choose to do them.

Direct Response: This includes email blasts (Telecharge, Theatermania, Playbill, etc.) as well as Direct Mail campaigns.

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Digital: This includes Facebook ads, Google search, Google display, REMARKETING. Who has heard of remarketing?

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Social: This includes organic social like Facebook, Twitter, Instagram, Snapchat, Youtube, etc.



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# Media Planning – More Options

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Promotions: How can you make a splash? Is there a theme to your show that lends itself to a special event/stunt/promotion? (*My First Time*)

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Press: Press is earned media and wanted attention for your show that is NOT paid for. Work with your press rep to find ways to stay on the onlines (BroadwayWorld, Playbill, etc.) to keep the attention of the avids. Find the media outlets that your audience reads or watches and pitch your show to them!







**BONUS POINTS!** Give your cast extra incentive to fill the audience by creating a discount code for each cast member and offer them commission on each ticket sale!



# Free Ways To Market Your Show



## BUILD AND ENCOURAGE WORD OF MOUTH

Social media is great for gauging word of mouth. Create a show hashtag and encourage people to share on social, then see how many people are posting about you and what they are saying.

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Create a “sharable” in theatre experience. Have signs or props for people to take photos with, have you cast stay and take photos with the audience, etc.

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Ask people to review your show on [Show-Score.com](http://Show-Score.com)!

If your score is above (I believe) 85 then you can get an extra free promotion.

Show-Score is also a great place to get feedback about your show from the audience.

People are honest and use 5 adjectives to describe your show.

See what they think and it may just help you improve moving forward!



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