



# MARKETING MUST HAVES

## WEBSITE

- You need a website no matter where you are in your career. First, see if YOURNAME.com is available on Godaddy and buy the domain! If you're working on a project see if the name of your show .com is available, and buy that!
- Nowadays creating a website can be easy and affordable. Consider doing it yourself on a website building platform like Wix or Weebly, or hiring a freelancer on Fiverr to do it for you!
- Even if you have nothing else to add to your website, you can always have a blurb about yourself and your contact information.



## KEY ART/LOGO

- If you're actively marketing a show, be sure to create (or hire someone to create) a logo and key art for you. This is the visual messaging your show will use to help audiences understand the experience they are going to have at your theatre.

## BLURB & TAGLINE

- Your blurb and tagline are the verbal messaging your audience will see that will help them understand what your show is about, the tone, setting, etc.

## PRODUCTION STILLS

- When available, production stills are a must-have! These photographs of your production will be used on your website, social media, advertising and even press!

## ACTOR HEADSHOTS AND BIOS

- Once your show is cast, make sure to get their headshots and bios as soon as possible. These assets can be added to the "cast" page of your website, used in postcards, and included in advertising materials.



## SOCIAL MEDIA HANDLES

- As soon as you know the title of your show you need to secure your social media handles. Try to secure the name of your show, or a clever abbreviation for Facebook, Twitter, Instagram and YouTube.

## EMAIL LIST (MAILCHIMP)

- Email is still one of the best ways to drive ticket sales and build awareness for your show. Be sure to include an email capture, such as a newsletter or free cast album download on your website. These emails should then automatically be input into an email marketing system, like Mailchimp. Consider sending newsletters, on sale announcements, press updates, and more!

## POSTCARD

- Postcards are the calling cards for shows. Create a postcard with your key art or logo on the front and information about the show, including where to buy tickets, on the back.

# 10 SIMPLE WAYS YOU CAN HELP PROMOTE YOUR SHOW

**CUSTOMIZE AND SEND THIS CHEAT SHEET TO YOUR CAST, CREW, CREATIVE TEAM, INVESTORS, FRIENDS AND FAMILY!**



**1. LIKE US ON FACEBOOK** Starting simple . . . go to our Facebook page, hit “like” and then “like” and “share” our posts! As an added bonus, you can change your personal Facebook “cover image” to our show cover image.

**2. FOLLOW US ON TWITTER** Another simple one! Follow us on Twitter, and then retweet our tweets!

**3. TELL US ABOUT YOUR GROUP LEADS** Schools and organizations make up a large portion of ticket sales and have a significant impact on our grosses. Your high school, college, HR department or organization leaders might all be interested in sending people to the show. We'll give your contacts the best group ticket rates available and can even arrange talkbacks or a workshop! Email your group leads to (email address for contact at your show).

**4. FRIENDS & FAMILY DISCOUNT** We've created a special Friends & Family discount that can be shared with your own personal email lists. We will send you this email to forward along to your contact list to help spread the word and encourage people to see the show!

**5. POST SOME FLYERS** Does your office have a watercooler where you can leave flyers? Does your gym or church have a bulletin board where you can put up a poster? What about your local dry cleaners? The more times someone sees the name of our show, the more likely they are to buy a ticket!

**6. EMAIL US IF YOU THINK YOU'VE GOT A LEAD ON SOMETHING THAT COULD HELP US** In other words, if you see something, say something.

**7. REVIEW OUR SHOW ON SHOW-SCORE.COM** Leave us a review on Show-Score.com! If our score reaches a certain number we start trending and get additional free publicity!

**8. TELL ONE PERSON YOU DON'T KNOW ABOUT OUR SHOW EACH DAY** It can be in a grocery line, at Starbucks or while you're seeing another show. Tell them about your involvement. And tell them you can get them VIP seats. You'd be amazed at how well this works.

**9. VOLUNTEER TO FLYER AT THE TKTS BOOTH** Looking for a fun Saturday afternoon activity? Spread the word about our show by talking directly to ticket buyers at the TKTS booth. Email us to volunteer to flyer!

**10. WEAR YOUR SHOW ON YOUR SLEEVE** You know what's a great conversation starter? Wearing a show branded hat or shirt or bag or . . . you get the picture. Email us and we can help get you the staff rate for our show merch.

**BONUS! CREATE BUSINESS REFERRAL CARDS FOR CAST** Create a discount code for each member of your cast/crew and then create a business card for each cast/crew members. Every time someone uses their discount code give the referring cast/crew member commission! It's a way for you to sell more tickets and for your cast/crew to make a few extra bucks!

