



# 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 way 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.