

# Marketing on a Micro Budget



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# Micro Budget Reset

- Maybe you don't have ad spend but you do have a loyal audience email list
- Maybe you can't pay for a Publicist but you do have artists with networks
- You might not have time for a daily social campaign but you can commit to showing up once or twice a week.

# Micro Budget Reset

- A micro budget isn't a barrier, it's a framework
- Your most powerful assets: **clarity, consistency, and relationships**
- Rethinking ROI: time saved, trust built, insights gained

# What do you have?

- **Time** – What can you realistically commit to each week?
- **Relationships** – Who can help spread the word?
- **Energy** – What can you sustain, not just start?

# **(Not) Doing All the Things**

**Instead of trying to be everywhere:**

- Choose the right platforms
- Prioritise your time
- Keep the message clear and repeated

**Think Resourcefully, Not Expensively**

- An audience
- A network
- Time and consistency
- Creative content (even if it's DIY)

# **Your Team = Your Marketers**

- Cast
- Crew
- Designers
- Photographers
- Friends & family
- They all have networks
- Ask them to post, reshare, and tag
- The more voices sharing, the wider your reach.

# **Make It Easy For Them**

- Pre-made graphics
- Captions they can copy/paste
- Hashtags, tags, and ticket links
- Reminder messages

# **Create a Simple Social Plan**

- Weekly post suggestions:
- Rehearsal behind-the-scenes
- Throwback from another project
- Audience reaction or testimonial
- Why they're excited to be in the show

# Building Systems

## Why It Matters:

- A checklist is more useful than a marketing plan no one reads
- Weekly rhythms beat big chaotic pushes
- Start now: build templates you can reuse next season

# **Canva** **(Free Version)**

- For Posters, Posts, Press Kits
- Easy-to-use design templates
- Create posts, reels, flyers, media kits
- Save brand colours, fonts, templates

# Linktree

- One Link, Many Doors
- Use in your Instagram bio or digital flyers
- Link to tickets, reviews, trailers, bios
- Free and easy to update
- Add show dates, press quotes, and an email sign-up

# Meta Business Suite

- Free Social Planner (Inside Facebook)
- Plan & schedule FB + Insta post
- Check insights
- Schedule stories & see best times to post
- 100% free, available with any Meta account

# **What to Focus on**

- Clarity first
- One message, many uses
- Consistency over volume
- Start with your warmest audience
- Use the team
- Build assets that last
- Be intentional with your time
- Track what works
- Connection over perfection
- Do less (but do it well)

## **Key ideas:**

- You don't need an expensive CRM to learn from your audience
- Ask: What's performing, what's resonating, and what's converting?
- Use Instagram insights, Google Forms, and Eventbrite data to guide decisions

## Quick Wins

- Add a “How did you hear about us?” field to every form
- Review email open rates and subject lines for patterns
- Use IG polls or Stories to test future messaging

## Quick Wins

- Audiences are not just show-goers they're digital followers, lurkers, and sharers
- They experience your work across time not just in the moment of the show
- You need a narrative they can follow all year round

## **Ideas:**

- Share the process
- Keep lightweight content streams going between productions
- Use pinned posts and highlights to shape first impressions
- Every project is a story. But your organisation or artist is the series

# Key Takeaways:

- Start with what you have
- Be clear and consistent
- Involve your team
- Use time-saving tools
- Focus on connection, not perfection
- Build repeatable systems, not one-off campaigns



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