

The 30 minute marketing plan



What and for how long	Potential strategies	Ideas	Your ideas	Final notes
<p>Situation analysis - 5 minutes</p>	<p><u>What does the team know – right now – that will impact the outcome of this event?</u></p> <p><i>Why am I doing this?</i></p> <p>The venue team should be aware of everything that will impact marketing and sales</p>	<p>Typical questions</p> <ol style="list-style-type: none"> 1. What is the performance precisely? You should be able to describe it if someone stopped you in the street and asked. What was the reason this performance was programmed? What are the 2-3 things about this performance that will attract people? 2. Why does the producer think will draw people to the performance? 3. How has this type of performance has performed in the past? Who attended? Can you identify them in your data? 4. What external events are happening at that time that will conflict/complement with this performance? (something as small as a televised football game can have a huge impact) 5. What promotional material is the producer providing? 6. Are there any community connections that can help with filling the room, (e.g. dance schools, senior citizens, businesses, clubs)? 7. What experiences have other like venues had with marketing this or similar performances? Have you asked them? 8. Has the performance got any digital presence that can be used? 9. Did marketing provide the results you wanted for similar performances in the past? 10. How much time and money have you got to invest in marketing? 		

<p>SWOT - 5 minutes</p>	<p>Venues sometimes conduct a SWOT analysis of the performance– strengths, weakness, opportunities, threats</p> <p>Why am I doing this?</p> <p>The SWOT will make you think how to find opportunities from your strengths and consider how to counter weakness.</p> <p>This is an example of how this works for an imaginary performance:</p> <p>Strengths</p> <ul style="list-style-type: none"> o Performance has good reputation and reviews for youth audiences o Low priced tickets available for children with adults o There is a digital and social media platform to engage with audiences o There are year 11 and 12 drama classes in region o Local media keen on imagery from producer <p>Opportunities</p> <ul style="list-style-type: none"> o Good partnerships and marketing support from arts centre staff and other businesses o Some limited free tickets available to bring back lapsed theatre goers o Young audiences reachable with boosted social media o Project ties in with other community development projects o Artists in town morning of first performance for engagement o Marketing experiences from two other venues getting the performance in advance 	<p>Based on this SWOT analysis, these are typical actions you might consider;</p> <ul style="list-style-type: none"> • Develop youth pricing in yield • Provide ticket comps to school • Contact theatres where the performance had good ticket sales and ask about their marketing • Look at a community engagement with the performers and drama students at school • Look to market those who don't like sport • Consider adding Instagram to engage teen markets <p>Target market</p>		
<p>Target market - 5 minutes</p>	<p>What is this?</p> <p>Who might go to this performance?</p> <p>Why am I doing this?</p> <p>Getting a mental picture of the audiences helps with many decisions. Performance audiences often vary from region to region.</p> <p>A mistake is often made to believe performances target a general group. This can be true, but venues need to make choices to help focus marketing and messaging.</p> <p>It's a popular myth that if you don't know the market for an arts and culture production – target a middle aged woman with a university education. Whilst this is unlikely to be based on anything but anecdotal evidence, it is worthy of consideration because its causes one to visualise where this audience might be targeted, where do they go, what do they do in their spare time, what influences their actions.</p> <p>The obvious target is those who are already engaged in such performances. If these targets can be identified within data is it important to communicate directly and in advance of other communications where possible.</p>	<p>However, overall consider these as your starting point</p> <ul style="list-style-type: none"> • Gender • Child, youth, adult, senior • Pastimes – where will this person be where a communication could reach them? • Lifestyle - what is the general lifestyle group. create some for your region you can target - pub crowd, home with kids, retiree 		

Objectives/tactics - 10 minutes

What do you want your marketing to achieve?

Why am I doing this?

Most venues have a sales/yield objective with be along the lines of to fill x% of seats at an average of \$x.

To meet this yield, an organisation needs specific marketing objectives for what marketing actions it should take, beginning with the objectives that will to provide the best return on time/money invested.

Begin with the question – how long have we got to market this performance and how much time will we spend marketing a performance? As a rule of thumb - for every dollar you send on targeting regular goers spend 50 cents trying to bring new targets.

The less time you have the more you need objectives you are confident are likely to work because they have worked for you, they have worked for another venue or they are a logical way to access customers.

Objectives will help you develop provide tactics you will action to deliver the objective. If the objective is reach 5,000 on Facebook then the tactics will be actions like boosting, posting and engaging. Under each strategy there will be at least one tactic to be actioned.

Repeat previous objectives only if you are confident they have worked. Look to add something you have never done before each time you create a plan.

This are typical objectives and example tactics:

1. Reach 5,000 people in Facebook to promote the performance

Tactics

- Create compelling Facebook post linking to digital performance promotion with 10 different posts each to different video or images
- Research market to surmise best time/day to post
- Boost the post to 5,000 people
- Link the digital content to the bookings offer

2. Ensure promotional point of sale is seen in 10 major traffic locations in region

Tactics

- Assess point of sale material and ensure it will have enough impact and is clear in its messaging - otherwise upgrade to regional focus
- Create reciprocal partner agreement with benefits to major traffic locations carrying point of sale - like creche/supermarket/ sports clubs
- Approach major regional traffic sites starting with busiest and try and negotiate a two way link deal

3. Ensure previous patrons to performance type are directly aware of the performance

Tactics

- Analyse data to extract those who attended dates of previous like performances
- Create a personal invitation from the venue management to attend the performance
- Mail or email with performance artwork

*List partners that will/might assist. It is important to list and contact these regularly and, where possible, have partnership agreements. Businesses that are recognised for their support work harder for your objectives. Create a partnership agreement and consider rewards like recognition, promotion of offers, free tickets etc.

<p>Unique Selling Proposition - 5 minutes</p>	<p><u>What is this?</u></p> <p>A USP refers to the unique benefit exhibited by type of performance that enables it to stand out from competitors. The unique selling proposition must be a feature that highlights product benefits that are meaningful to ticket buyers.</p> <p>Why am I doing this?</p> <p>Most marketing communications need artwork and messaging that markets a performance to ticket buyers, especially to attract new customers.</p> <p>Often, the imagery has come from the producer. Assess the marketing material – does it have a USP?</p> <p>Arts and culture performances are marketed on amazing imagery. Imagery is critical to getting attention. Can the potential audience clearly understand why they would attend? It's also important to ensure the words are persuasive enough for the local region and market.</p> <p>Developing a unique selling proposition is essential to ticket sales whether it is used as poster copy, social media posts, media headlines or direct mail subject lines.</p> <p>Most marketing will provide you with a feature/ benefit that makes you want to take another step.</p>	<p>Below is an example of an excellent performance poster with great use of imagery but very little other information.</p> <p>Potentially, it might have been more effective if it had text that provided the rest of the story to the potential market.</p> <p>By adding this sample USP, the poster is far more complete</p> <p><i>An hilarious performance for kids -based on the much-loved Wizard of Oz</i></p> <p>Adding a unique selling proposition like this can complement great imagery and cause people to act once imagery has their attention</p>		
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Action Time Line	Date marketing kit expected	Key new marketing you want to achieve	Key stakeholders you want to engage
Date completed			
Notes			

Other venues you want to involve	Date action lists will be completed	Date presell begins