

MARKETING 101

Introduction	3
What marketing comes included in my booking?	3
What we need from you	4
When should I start marketing?	5
Managing expectations	5
Marketing Tips	5

Introduction

Welcome to the Lowther Pavilion Theatre. We look forward to you bringing your show to our venue.

This pack is designed to offer advice on getting the word out about your show and provide information on precisely what free marketing you can expect to get from us.

Here at Lowther, we undertake various marketing activities to publicise our whole programme; however, due to the nature of split deals and the number of shows we have on, we require you as the promoter, agent or user group take the lead on the marketing with support from us.

In this pack, you will find information on a range of topics which, depending on your marketing experience, we hope you will find helpful. You can expect:

- What marketing comes included in my booking?
- What we need from you
- When should you start marketing?
- Managing your expectations
- Advice on marketing your show

What marketing comes included in my booking?

Now that you are bringing your show to our venue, we wanted to provide you with a detailed list of what you get included in your booking and an idea of what paid opportunities we offer.

What you will get:

- **Website listing** - your event will be listed on our What's On page at lowtherpavilion.co.uk
- **Brochure listing** - mention in our quarterly What's On brochure (subject to your contract being signed and assets provided before the print deadline)
- **1x social media mention** - although we don't want our social media just to be crammed full of upcoming shows (the content needs to be engaging and promote a conversation), we will make sure your show is mentioned at least twice across our social media channels (in particular Facebook)
- **External listings** - we will list your show on Visit Lancashire, discover Fylde and TheatresOnline. We are a paid partners of Visit Lancashire and TheatresOnline.
- **Newsletters** - we send a newsletter every month that goes out to our entire email database (21k+ email addresses) and highlights a variety of upcoming shows. We will aim to include your show as a text listing at least one month before your performance date.
- **Image listing on foyer screen** - using our own template, we will add your show to our screens in the foyer (this is dependant on the quality of the artwork)
- **Print on display** - we will display your print on-site and in external frames, however, please remember we only have a limited number of poster sites and print will have to be moved around a lot.

Optional extras (re-charged during the final settlement):

For more information, please see our marketing pack which you can download online or by emailing marketing@lowtherpavilion.co.uk.

What we need from you

One key thing we need from you is strong artwork, particularly artwork in various different sizes.

Digital - we need the following sizes from you:

- Website - 1080px x 1920px (landscape)
- Social Media - 1080px x 1080px

Print - we need you to send us

- 500x A5 flyers
- 10x A1 posters (portrait)

For print, we recommend using [PNG Digital](#), a print company based in St Annes, Lancashire. It is also worth highlighting that when ordering print, please consider the environment and consider printing either on recycled paper stock or use a Carbon Capture Programme.

It's also worth highlighting that the quality of your artwork and print has an incredible impact on people buying tickets. If your print or assets are low quality, for many people that might be the first time they're seeing one of your shows. First impressions are important, especially in the Cost of Living Crisis.

Please note: we are unable to deliver flyers to external venues and businesses on your behalf. We can recommend [Northern Print Distribution](#) as a company that can help with this.

When should I start marketing?

According to a report conducted by Cultural Participation Monitor in April 2022, two-thirds of previous live event attendees (65%) have no plans for attending live events in the immediate future. This is evidence that audiences are slow to return to live events.

If you'd like more information on the report, you can view it [here](#).

The members of the audience who are returning, many of them are booking last minute.

So, with this in mind, it's becoming much harder to answer the question, "when should I start marketing?" However, the rule of thumb should be that you need to start marketing your show at least 2 months before the first performance.

Managing expectations

As some of the statements above might suggest, we live in a completely different world than the pre-pandemic one. If your show or previous shows sold out before, it doesn't mean it will as quickly this time. The methods we used to market before no longer necessarily apply as we are fighting against many different factors beyond our control in the world.

Marketing Tips

Below, you will find a selection of basic marketing tips that will help you get the word out about your show.

- **Audiences** - who do you want to see your show. What you need to consider is what age group are you targeting? One key area is not to be too broad. Saying "everyone" isn't measurable and sets you up for failure.

If you need help figuring out who your audience is, a great resource to use in the [Audience Agency's Audience Spectrum](#). This segments the UK population based on data provided by arts and culture venues awarded National Portfolio Status.

- **Key messages** - establish the three key messages you would like to communicate with potential audiences. What's your USP? Write down your three and work out what type of people might be interested in them and where you might find them. Once you've got your three key messages, make sure you repeat them throughout your marketing activity. Does the

show have a plot or subplot that might tie in well with a bigger campaign such as National Book Week?

- Key messages and audience are crucial across all aspects. Don't just design a poster because it looks nice, really consider what colours, graphics and wording work for your target audience.
- **Budget** - it's easy to fall into the trap of relying on social media because it's free, and most of the population uses it. However, from our own research and analytics, free posts on Facebook aren't selling tickets. It's a competitive world, and to compete with all the noise, you need to pay, whether that's £30 or £100,000.
 - If you need support with this, please contact marketing@lowtherpavilion.co.uk as we can set this up and manage it for you. There's no cost for us doing so, but we do re-charge the full cost of the advert.

Photography

A selection of images (3 - 4) will be a great marketing asset for your show. We recommend setting up a photoshoot around one month before your show to take a selection of photos that can be used on social media. Rehearsal photos make great content for social media.

Trailer/Teaser

Much like photography, having a 15 to 30 second trailer or teaser edited together can be a great way to get the vibe of your show across. Don't worry if you don't have costumes or anything set in stone as you can use it as a chance to be creative and have fun with it.

We also suggest that you subtitle all videos with spoken sections. Not only is this inclusive of audiences who might be hard of hearing, but most users online will listen to videos without sound, particularly if they are in a public space and don't have headphones.

Copy

When you read copy for events, it's often unclear as to what it actually is. We suggest keeping the copy short and to the point. Your copy should make audiences intrigued enough to either find out more or go ahead and book a ticket.

You can find some [free resources](#) online to help you out if you're struggling.

Social media

There's an argument that social media has made marketing somewhat lazy. Why do you need a budget when you can just shout on Facebook for free? The problem with this approach is you won't get much engagement, especially if all your content is "come and watch our show". If you're using social media, it needs to promote a discussion - just think about times when you use social media. You can endlessly scroll, so what makes you stop and really take notice or interact with a post?

We have found through our own channels that social media doesn't sell tickets. Sure, it raises awareness, but unless we're putting money behind to boost posts as part of a campaign, the reach might be a decent number, but the engagement on the other hand may not be.

For example, Facebook and all the other social media platforms want to keep people on their website and not really send them off to buy tickets on an external site. Sticking up endless posts with links to other websites will not be favoured or picked up by the algorithm.

Our key social media channel is Facebook. Last year, we organically reached 870,182 (148.8% increase) people via our Facebook page. The demographic of those reached is 78.3% female, with the core age group being 35 - 44 (women) and 45 - 54 (men).

We are developing our presence on TikTok as the demographics of the platform range from ages 10 - 25. With this in mind, we won't be using the platform to post about events, it's here that we intend create engaging content to change the formal atmosphere often associated with our venue.

It's also worth noting, that copying and pasting content across social media platforms is not good or best practice. For example, Instagram was designed to showcase the best of images and not posters crammed full of text.

Press

If you're looking to send out a press release, our advice is you do this around six weeks in advance. The best days to send a press release are between Tuesday and Thursday.

A great press release should be contained to 1 page, occasionally 2 if the story is quite complex, but it should also contain the following:

- A story - why would a newspaper be interested? Maybe it's a play to commemorate a specific anniversary? Or perhaps there's a specific community angle that is involved?
- Use an exciting title
- Language - press releases should make a journalist's or editor's job easier. Write about yourself in the third person - the idea is if they want to publish your story, the newspaper can copy and paste it
- Use a clear format that explains the name of the show, dates, times and how to book tickets
- The first paragraph should summarise the story: what makes it interesting for journalists and readers?
- A brief summary of the show
- Information on any notable people involved with the company or past work you've done
- A quote from a key creative (for example, a director) that summaries or compliments the story

- Let them know if images or interviews are available.
- Add a 'Note for Editor' section at the end of your press release. Use this section to list your contact details, and if they need additional information such as artist biographies.

Please contact us if you want to see an example of a press release.

External Listings

Lastly, it's essential to place your show's information on as many culture and event sites as possible. Some key examples are:

The List	Evvnt	Discover Fylde
Families Online	Where Can We Go?	Choose Your Event
Visit Lancashire		