

The Pocket Guide to **Performing Arts Marketing**



THE BASIC STEPS OF A MARKETING CAMPAIGN

Whether you're selling tickets to a performance, promoting a specific program or event, raising money, or simply getting your name out there, you're going to follow a few basic steps. Here's a rundown of each one.

1

Establish the Basics

What's the point of this campaign? Do you want to sell tickets? Are you raising money?

The first step is to identify the one thing you're doing (like selling tickets) and who your audience is going to be. Selling tickets for your summer matinee series is going to require a different approach than raising money to purchase a new projector.

2

Set Your Goals

How many tickets do you want to sell? How much do you want to raise? How many new patrons do you want to reach? Be specific! You'll use these goals to both guide your approach and evaluate your performance at the end of your campaign.

3

Create a Timeline

Set an end date for your campaign, then build a rough timeline for what you'll do between now and then to reach your goals. This doesn't necessarily need to be set in stone—you can always tweak dates later—but this will help you figure out what's reasonable for you and your team.

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4

Choose Your Channels

Posting flyers at local venues is a tried-and-true way of spreading the word about your programs and shows. Where else does your audience hang out? Are they on Facebook? Instagram? Can you reach them on TikTok or YouTube? Do they visit your website or read your emails? Deciding where you're going to talk to them will get you ready for the next step.

5

Build Assets & Plan Content

This is the step where you'll build the form you'll use for ticket sales, put together posters and other graphics, plan what you'll say, and create a rough schedule for when, where, and how you'll talk to your audience.

6

Track Progress & Adjust As Needed

Is something working really well? Keep it up! Is something not getting the results you wanted? Tweak your tactics! This will be your primary focus between when you launch your campaign and when you wrap it up.

7

Review & Make Notes

Once your campaign ends, review your results and take notes. Knowing that your emails performed well but Facebook promos fell flat, for example, will be useful knowledge you can use in your next campaign.

PERFORMING ARTS MARKETING CAMPAIGN PLANNING WORKSHEET

Knowing the basic steps is one thing, but putting those steps into practice is something else entirely. Use this worksheet to guide you—we'll even get you started with some examples.

Establish the Basics

What are we promoting?

Example: We're promoting our upcoming production of Waiting for Godot

Who are we trying to reach?

Example: Theatre buffs, college students

Goal Setting

What are our goals?

Example: Sell 300 tickets across all three performances, get 75 new attendees.

Create a Timeline

When will this campaign conclude?

Example: The last performance is November 15

What needs to happen between now and the conclusion in order for us to achieve our goals?

Communication	Start Date	Due Date	Owner
Example: Begin twice-weekly posting to FB and IG	10/1	11/15	Abby

Choose Your Channels

Where will we go to share our message with our audience?

Example: Facebook, Instagram, TikTok, local vendors, email list, website

Build Assets & Plan Content

What do we need to create?

Asset Description	Due Date	Owner
Example: Poster design	11/15	Abby

When and where will we share our content?

Post/Activity	Due Date	Owner
Example: TikTok/Reel: Behind the scenes at a rehearsal	10/03	Ted

Track Progress & Adjust as Needed

When will you meet to review how things are going? What will you talk about? Make sure you make notes!

Date	Notes	Next Steps
10/10	We've sold plenty of tickets to existing patrons, but we haven't reached many new ones.	Experiment with boosting Facebook posts next week

Review & Make Notes

Did we reach our goal?

- ☐ Yes
- ☐ No

What worked well?

Example: Using short videos got tons of engagement and resulted in spikes in ticket sales.

What can we do differently in the future?

Example: Promote future shows in our newsletter earlier.

What do we not want to do again?

Example: Matinees for this kind of show weren't popular at all.

Other notes:

Example: Some patrons had a hard time buying tickets; look into finding something easier.

LOOKING FOR A PLATFORM THAT MAKES MARKETING EASIER?

Neon One includes tons of tools and features you can use to simplify these steps, like:

- Ticketing options
- Patron management tools
- Automated receipts
- Communications tools
- Website management platform

Want to see the system that other performing arts organizations use to manage their shows and engage their community? Check out this self-guided tour to get a feel of what you can achieve.

[TAKE A TOUR](#)

