



## Marketing pack

Dear Artist,

Welcome to Camberley Theatre, we can't wait to have your show with us!

This pack is designed to help you spread the word about your show and generate an audience. While CT undertakes a number of marketing activities, with over 300 shows and events coming through the venue each year, we rely on visiting companies to work with us to ensure that information reaches the biggest potential audience.

The sooner you can start spreading the word about your show after it has been announced via CT's channels, the better – we usually recommend beginning your activity between three months and six weeks prior to the show's opening.

We're really happy to offer any support and advice we can during this process, so please feel free to contact us with any queries.

If you are looking for more help, there are lots of great resources online where you can find information on how to market your show, for example:

### [House](#)

We look forward to working with you to make sure your show is a hit!

Jo

Marketing contact: [Jo Bartlett](#) | 01276 707308

### **Here's what we will do for you:**

We print a theatre brochure three times a year. These get distributed to 6k households with a further 4k distributed locally to libraries, cafes and shops. To be included, there is a cost of £100. This will get you 100 words copy plus a photo.

We will add your show details to all our social media platforms – **Facebook** (4,500 followers), **Twitter** (2,800 followers) and **Instagram** (950 followers). There is no charge for this.

Your show will also be included in our month ahead e shots, we have 16k on our e mailing list. Again, no charge for this.

Your show will be included on the theatre website where customers will be able to purchase their tickets.

We offer text marketing to our data base, for a cost of 7p per text. We have approx. 1400 numbers at the moment – let us know if you would like us to send them a text, these do have a 98% open rate.

If you would like a solus e shot (just your show) - please note we only do one e shot per week so get in touch as soon as possible to get your show booked in the calendar. The charge for this is:

5p per e mail for 1,000 = £50

4p for 2,000 = £80

3p for 3,000 = £90

Please can you send me a high res photo with no writing on it. This is essential for us to use if you are to be featured in the local press. We will need this photo a minimum of six weeks prior to your show. We will also need square and banner photos for use on our website.

Sizes:

Banner- 1020px X 350px

Square image – 450px X 450px

Here's our standard print run, it would be great if you could supply please, don't worry if you are unable to send us all these amounts. Contact me and we can talk this through.

5 x A2s

10 x A3s

500 x A5s

1 x 4 sheet

For printing on the posters / fliers – these are our details:

Box office: 01276 707600

[www.camberleytheatre.co.uk](http://www.camberleytheatre.co.uk)

Camberley Theatre, Knoll Road, Camberley, Surrey, GU15 3SY

Can you also include this phrase in all your print:

'Please note all bookings are subject to a £2 transaction fee'

## **Before you start...**

Before you get started with your marketing, it's good to take some time to consider a few key things that will help you set priorities and stay on track through the process:

**Key messages:** Establish the three key ideas that you'd like those who encounter your marketing activity to take away with them about the show. What's your USP? Figure out three pithy phrases/sentences that capture these ideas, and repeat them.

**Audiences:** Are there specific groups for whom your show is relevant, particularly those outside your, & our, typical audiences? If so, it's worth making a note of this now, and working out the ways you can go about connecting with them

**Budget & Resources:** How much money have you got to spend? Are there things at your disposal you can do for free, or can you get any in-kind support? How much time do you have to give? How much time can everyone else in the company give? Work this out, and then work out what your priorities should be.

**Evaluation:** How are you going to judge if you've been successful in your campaign? Of course, everyone wants to their show to sell out, but this might not be realistic if you are a brand new company and haven't performed with us before, so set a realistic target so the whole company is on the same page.

**A Marketing Plan:** Creating a simple marketing plan in Excel, tracking what you need to do, when, and who is going to do it, as well as marking when each action is complete, this can be hugely helpful in keeping you on track during the process

**Photography / Videos:** A selection of 4-6 decent photographs will be a great asset in helping to sell your show: it's worth setting up a photoshoot around 6-8 weeks in advance, and even if you don't have costumes/props as yet, you can create a striking image that captures the spirit of your piece. Short videos, maximum of 3 minutes are also great for social media. A great image should be colourful and well-lit. The eye is naturally drawn to the human face, so images with large faces, especially with strong expressions, are often effective. Intriguing props always bring additional interest to an image, and it's usually a good idea to take photos against a plain black or white backdrop, or alternatively a background that has some relevance to the themes of your work. Please send copies to us as soon as you have them. Once you have your show on stage, it's worth taking some production shots, both to help publicise the show and to support your work in the future. Don't forget to send us the new photos as soon as you have them; we can use them in lots of ways, for example by creating a photo gallery on our Facebook page. Ensure your photos are of a suitable quality to print – around 300dpi/1MB is great. Photographers we like include [Drew Tommons](#) and [Laura Woodrow](#) . Get quotes and ask for examples of their work as they will vary with each photographer, based on their experience.

## Print

For runs of more than one night, or where we are part of a tour, we strongly suggest considering investing in print marketing materials.

A good flyer may include:

A striking image that captures the spirit of the show

The title, location, dates, times, prices and box office info in large, clear writing

A website address

Logos of the company and CT (please contact us for a high res version of our logo)

A hashtag & social media details

A description of the show: avoid anything too esoteric, and instead aim to capture what the experience of the show will be like for the audience member

A brief description of the company, particularly if you've had any past work with which audiences may be familiar

Any quotes or star ratings that help to convey what's special about the show, particularly from high profile media titles or industry professionals

We recommend [David Andrews](#) as a designer we like to work with, and [The Best Print](#) for getting your flyers and posters printed.

While professionally designed, colour print is generally preferable, plenty of artists have designed and printed attractive flyers and posters on their own computers/by hand if this approach fits with the aesthetic of your work, it is worth considering.

We cannot guarantee that we will display print materials if we haven't seen them for sign off in advance – please send them as soon as you can. Flyers must be provided with overprinting details for the venue completed.

## Distribution

Please send us some of your print marketing materials as soon as possible. We can display these around our building. We also have a distribution team that go out regularly to local cafes, car parks and shops with fliers and posters.

Additionally, it is worth considering distributing print yourselves in some of the following locations:

It's worth trying shops, schools, restaurants, pubs, community centres etc. in the area – occasionally it can be helpful to offer a ticket or two in exchange for displaying posters, please let us know if you plan to do this in advance

You can undertake exit flyering at other Camberley Theatre shows, check our website for details [www.camberleytheatre.co.uk](http://www.camberleytheatre.co.uk) or other venues with a similar programme to CT – box offices can let you know what time shows finish. It's worth checking the various Surrey What's On websites – [Essential Surrey](#), [Get Surrey Muddy Stilettoes](#) for shows with a potential crossover.

Door-to-door flyering in the vicinity of CT is another option, particularly if your show has a strong local or community angle.

Remember to ensure that all members of your company have a good stock of print with them at all times, to share with anyone and everyone they come across!

## **Networks**

A large portion of our audiences say they heard about the show they attend either because they are friends with the artist or via word-of-mouth, illustrating the importance of activating 'buzz' in your networks as early as possible.

Your personal networks are absolutely key in generating an audience for your show. Get them on board early, sharing information via email and social media channels, making it clear why the project is so important to you, personally, and encouraging them to share info with their own networks. An Early Bird discount on tickets can be a good way of getting friends & family on board as champions for your work – we can arrange this for you.

There may be other networks for whom your work is relevant, eg specific university and college courses, community interest groups etc. – contact them by social media, email or phone and ask them to help you spread the word. A special ticket offer can be a good incentive to motivate these groups to share your information – again, we can set this up for you.

## **Reciprocal**

If you have good networks of your own, such as a strong social media presence or a good mailing list, it's worth approaching like-minded theatre companies to see how they can help you spread the word. You can offer to help them promote one of their shows in return.

## **Social Media/Digital**

Social media is as much about conversation as it is about interaction: it works best when you engage in dialogue with groups and individuals for whom your work is relevant. This can be a time consuming process, and needs updating/monitoring daily (several times a day for Twitter), so we recommend prioritising a couple of networks and looking after them properly, before trying out new platforms. The most relevant platforms are likely to be Facebook, Twitter, Instagram and Youtube.

Remember to connect with Camberley Theatre:

**Twitter:** @CamboTheatre

**Facebook:** /CamberleyTheatre.Surrey

**Instagram:** camberleytheatre

If you have a website, please ensure it is up-to-date with information about the show: the more interesting content you have to share, the better. If you don't have a website it is possible to create one very cheaply or even for free: [Wordpress](#) has an excellent 'freemium' model that enables you to build your site as your company grows.

CT will include information about your show in an e-bulletin to 16k contacts, but you may wish to create an eflyer to send to your own networks, with a link through to your page on the CT website.

Your show will be featured on our website and social media channels, so please ensure we have any multimedia assets from you – the more you send us, the more profile we can give you. We also regularly update our blog, and would love to have any ideas you may have for content – for example you could send us an interview with one of your company members, or an opinion piece about a theme that's relevant to your show. Please check with us before you create a full blog post to ensure we are able to publish it.

## **Press**

If you are planning to contact the press regarding the show, it's a good idea to send a press release six weeks in advance.

A good press release should be contained in 1 A4 Page, and includes the following elements:

Clear information on the name of the show, dates, times, and where tickets can be purchased

The first paragraph should summarise the story: what makes this story interesting for journalists and their readers?

A brief description of the show

Information on any notable individuals involved with the company, or past work you have undertaken

A quote from a key creative (eg the director) that summarises the story in a sentence or two

Let them know if images and/or interviews are available

You can add a 'Notes to Editors' section that includes any information that you don't have room for in the main body of the release, eg artist biographies, 'About the Company' info etc

If you feel you genuinely have a story that will capture the interest of a journalist, follow up your press release with an email or call explaining the story's relevance. You should clearly express:

Your USP/Key messages

How you envisage them covering the story: is there a specific column they run that the story would be right for?

What you can offer: an exclusive interview? The chance to do a photoshoot of the show?

**Key local press titles:** We have an extensive list – please let me know if you would like me to send it to you.

Good luck! See you soon.