

# house Marketing Pack

## Guidance for Artists & Companies

This pack is aimed at artists/companies who have booked a tour or plan to tour their work in the future, to give you an understanding of what to expect when working with venues and to help you create a strong set of marketing materials to help sell your show to their audiences.

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## An introduction to working with venues

By providing a comprehensive marketing pack with plenty of assets and clearly sharing the knowledge that you have about your work, you can support venues to communicate effectively with both their existing audiences and new bookers and deliver the best results.

Many venues will have a high turnover of productions across a wide range of genres with a different show or event every night of the week. Making things as easy as possible will help them work with you to build the strongest campaign for your show.

Within the house network of venues, some of our marketing colleagues are one-person-only teams, or split across several roles, whereas some venues may have a full marketing team. You will find that some venues are resourced to deliver a generic, budgeted campaign that they apply to every show. Some may create a bespoke marketing campaign, particularly if they are reaching out to new audiences. But it is always a collaboration.

We hope that this guidance will help you to identify quick wins when collaborating with time pushed marketers to help promote your work, but you'll need to develop your own relationships with each venue that you are taking your work to.

The more dynamic, high-quality resources and content that you can create, and share with venues, use as part of their campaign the better. It is also important to make direct, regular weekly contact with each venue's marketing contacts to understand and enhance their campaign plan and to ensure they use all your resources to maximum impact.

Don't forget to thoroughly check your contract for any marketing contras and clarify with each venue who is going to be responsible for what.

We've also signposted to other industry leaders for further advice and guidance where you might be looking for more information on a specific area.

## Top Tips for working with a venue's marketing team / lead

When you bring your show to a venue, someone at the venue will be responsible for marketing it. Here are some top tips on creating a successful campaign together:

1. **Remember that the team are on your side.** They will want to sell as many tickets to your show as possible. You're both working towards the same thing and if you can develop a strong relationship, you'll achieve combined results.
2. **Take time to talk and agree expectations and timeframes:** Meet as early as you can to talk about your show with the marketing lead and to explain all the assets that you have available, determine whether they feel there is anything missing and understand how best to sell your show. Agree times-frames and who will be delivering what so that you don't come unstuck with misaligned expectations.
3. **Remember it's a partnership.** The shows which do the best are shows which have marketing action on both sides: venue and company.
4. **Ask their advice and build trust.** Each venue will know their local audience and local communities more deeply. If they advise that activity will work well for you, or that tailoring your copy or use of images might have more impact, listen and be prepared to compromise to take on their professional advice.
5. **Be proactive and meet deadlines.** The sooner a venue has your information, the sooner they can get your show on sale, and messaging out to audiences. You'll find some suggested timescales in this pack.
6. **Remember your show is likely one of many.** Venues are often programming multiple events within a season, and as such marketing teams are typically very stretched. By making it as easy as possible for a venue marketer, by providing lots of content, example social media posts and offering Collab social media opportunities, regular check-ins and listening to their needs and advice, you can help make this juggle easier.

7. **The more assets and background they have, the more effective they can be.** Audiences are content hungry and it's far easier for a venue to help share the word about your show if they have lots of content types to choose from and that they are not having to reuse the same image or quotes over again.
8. **Not everything will sell well everywhere.** If your show isn't selling, marketing is just one of the reasons that may be the case. Try not to take this personally and work with the marketing lead to understand why this might be if tickets are not where you would like them to be and find solutions that might help boost sales, rather than blame the venue.
9. **Keep in touch.** Agree how often you will be in touch. Having a regular check-in whether by phone or email to update what you've been doing or are thinking of doing can be so helpful. This might spark new ideas and will help makes sure you are both on track. Be human and approachable and come to the call with updates and ideas.
10. **Know your budget. Be clear about what resources you will and won't have available so that venues aren't expecting something that isn't coming.**

## Accessibility

As part of creating all your content, you should have accessibility at the forefront.

We highly recommend reading industry leaders Unlimited in partnership with AMA CultureHive Accessible Marketing Guide which sets out best practice to follow.

Unlimited – Here’s Why it Matters:

- **23% of the working-age population is disabled.** Accessibility helps you reach a significant portion of your audience.
- **Accessibility expands your reach.** If disabled people can’t access your information, they won’t engage with your organisation.
- **It’s good for everyone.** Designing with accessibility in mind leads to a better experience for all audiences.
- **It’s easier than you think.** Just a few key changes can have a big impact.
- **It’s required by law.** Accessibility isn’t just a best practice – it’s mandatory (heard of “reasonable adjustments”?).”

[Accessible Marketing Guide - Unlimited](#)

## Getting your marketing assets venue ready

### Developing your marketing pack / online Shared Drive

Venues will need content for a variety of platforms including social media, their website and offline marketing materials.

The next few pages outline the key content you will need to put together a comprehensive suite of assets to support the venues to promote your production.

Traditional PDF marketing packs are less commonly used by venues who need a rich breadth of material. Whilst a marketing pack can still be useful, if you don't yet have one, we'd recommend investing your time and energy into creating content on a Shared Drive, that can be accessed by all the venues, over a pack.

An online Shared Drive allows you to have a live space where you can add and update content as needed. Here at house, we find Google to be the most easily accessible option for our venues as some venues may find accessing Dropbox or other similar file storage complicated with Firewalls.

### [Setting up a G Drive](#)

Your online drive / marketing pack should be user-friendly and only include genuinely useful content. You can find examples of strong online marketing Shared Drives below:

[Lost Dog, Paradise Lost Marketing Folder – Dropbox](#)

[TBC Productions In Other Words – Google Drive](#)

[Mrs Armitage on Wheels - Marketing Assets - Google Drive](#)

## Creating your marketing assets / pack

A rich marketing pack / shared drive will include the following:

Content	Notes
<p><b>Tour Print</b></p>	<p>We would recommend providing at least A5 flyers and A3, A4 poster designs.</p> <p>Not sure where to start? Take a look at <a href="#">Everything Theatre's guidance on creating print</a></p> <p>Depending on the number of venues on your tour, and budget, you may need to create one flyer with all the show listings on, plus posters with a blank area for venues to overprint their specific details at the bottom (leave clear space of 4.5cm depth for A4 and 5.5cm for A3)</p> <p>Aim to have print arriving with each venue at least three months ahead of your show to give them plenty of time to</p>

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	display this in their foyers, spaces and local area.
<b>Company logos, headshots and biogs</b>	<p>A summary or biography of the artists involved and the history of the company, making sure to mention any awards or recent projects which may be recognisable to audiences.</p> <p>Also note any connections the artists may have with any local towns or cities on tour. Include high-res and website (300dpi) resolution headshots images plus your company biogs in a folder along with any company logos and guidance to venues for using these.</p>
<b>Show copy</b>	<p>Once your show is programmed into venues, many will want to get shows on sale through their websites and email marketing quickly.</p> <p>We've included a marketing copy template on page 12 as venues will find it useful to have long, medium and short copy, plus key information e.g. running time, age guidance and content warnings in one place.</p> <p><b>Checklist:</b></p> <ul style="list-style-type: none"> <li>- The average reading age in the UK for adults is between 9 and 11 years old. This means that a significant portion of the population struggles to understand information written at a level expected of older children and young adults. Use short and simple sentences, avoid jargon and abbreviations.</li> </ul>
<b>Show lead image</b>	<p>Provide your lead image in a range of sizes and clearly label your image with any credits. Digital: file sizes under 200kb.</p> <p>Make sure you have image options that don't have overlaid text, as assistive technology e.g. screen readers, can't interpret text within images. This makes the text inaccessible to users with visual impairments. Venues will also have a range of platforms and text can often get cropped off when added to websites / email marketing templates.</p> <p><b>Checklist:</b></p> <ul style="list-style-type: none"> <li>- Make sure you have image options that don't have overlaid text, as assistive technology e.g. screen readers, can't interpret text within images. This makes the text</li> </ul>

	<p>inaccessible to users with visual impairments. Venues will also have a range of platforms and text can often get cropped off when added to websites / email marketing templates.</p> <ul style="list-style-type: none"> <li>- Venues will need a choice of portrait and landscape as they will use these across their websites, brochures and other channels.</li> </ul>
<p><b>Additional production images</b></p>	<p>Ideally provide these as high-res for print and website ready files, clearly labelled with photographer and actor credits</p> <p>Ensure you provide a mix of landscape and portrait images.</p>
<p><b>Trailer</b></p>	<p>Ensure you have a trailer ready for your show.</p> <p>You will need this in traditional landscape format for YouTube and Embedding on venue websites PLUS social media vertical ready format.</p> <p>Make sure to subtitle all video content.</p>
<p><b>Example marketing campaign (and see below, target audience)</b></p>	<p>Developing an outline example marketing campaign can be hugely beneficial to venues.</p> <p>You can find an example that we've prepared along with a template in our sample shared drives:</p> <p><a href="#">TBC Productions In Other Words – Google Drive</a></p> <p><a href="#">Mrs Armitage on Wheels - Marketing Assets - Google Drive</a></p> <p><b>Selling your show</b></p> <p>As part of this process, think about how you would recommend selling the show to audiences? Our example template will walk you through sections.</p> <ul style="list-style-type: none"> <li>- Companies or shows that your work is like e.g. “Our work is physical theatre and is similar in style to Gecko, Complicite</li> </ul>

	<p>and Frantic Assembly”, this can really help venues to think about which of their audiences your work will appeal to.</p> <ul style="list-style-type: none"> <li>- Unique Selling Point. How would you describe your show’s USP in one sentence if asked?</li> <li>- A summary of the content of the show e.g. it brings together dance and circus, or opera and puppetry.</li> <li>- A mention of any interesting or unique collaborations which may attract audiences, e.g.</li> <li>- An RSC director working with an exciting new choreographer.</li> <li>- A scientist working closely with an artist.</li> <li>- What connections do you have the venue/area? If you’ve performed here before, let the venue know as they’ll contact previous attendees. Is someone from the company or creatives local? Let the venue know as that’s a great approach for press on the show.</li> </ul>
<p><b>Target audience (include this in your example marketing campaign)</b></p>	<p>As part of your example marketing campaign (above), think of your show as a product. This will really help venue marketers have a sense of who best to market your show to. Include as much insight as you have into who has previously attended your work and identify any groups or segments you feel your work will connect with.</p> <p><b>Prompt questions:</b></p> <ul style="list-style-type: none"> <li>- Who do you think will enjoy your production? Being specific is important, as general recommendations like ‘people who like music’ are far less helpful than identifying a specific genre of music, or music artist.</li> <li>- What kind of an evening out will audiences experience e.g. is your show a great night out for socialising with friends and having fun, or is it a show that will provoke conversation or challenge audiences politically or emotionally?</li> <li>- Are there any themes or content in the production that could interest audiences who don’t attend the theatre on a regular basis e.g. the environment / current affairs / a sport?</li> </ul>
<p><b>Social media content</b></p>	<p>Plan to create a range of content for social media that venues can use. This could include:</p> <ul style="list-style-type: none"> <li>- Video blogs.</li> <li>- Images of rehearsal and production shots.</li> <li>- Behind the scenes content and sneak peeks into the</li> </ul>

	<p>creative process (set and costumes / rehearsals, or lighting or music). This can be shot on a decent mobile phone and have a rough and ready feel to it suitable for Instagram or other social platforms.</p> <ul style="list-style-type: none"> <li>- Syndicated written interviews and/or video interviews.</li> <li>- Audience comments, press reviews or star boards overlaid on images.</li> <li>- Vox Pops</li> <li>- ‘Coming to your venue soon’ videos (a simple talking head from one of the company saying how excited they are to get to XXX venue).</li> </ul> <p>We’d recommend providing venues with example or template posts for Instagram and Facebook.</p> <p>Creating 5 sample Facebook posts, 5 sample Instagram posts, 5 X BlueSky posts will give venue marketers a strong idea of how to use the content.</p> <p>NB You can draft content on the platform to help you see what it will look like and find relevant @ handles and hashtags.</p> <p>In addition to providing venues with online marketing content, it is useful to summarise the digital activity that you plan to deliver as a company for the tour, e.g. tour video diary posts, new production shots, along with relevant timescales. Make sure to include your social media handles and provide details of any listing sites that you will you be using for the tour.</p> <ul style="list-style-type: none"> <li>- Make it clear how often you plan to post content</li> <li>- Share a plan of key dates when you will be delivering online campaign activity and provide details of any competitions or social media advertising that you plan to run, and dates for any specific content that you will run as part of the campaign, e.g. if you plan to run an Instagram Q&amp;A / when you’ll be sharing rehearsal content / coming to your venue soon posts</li> <li>- Highlight any useful calendar dates that fall within campaign / touring that could come in handy for amplifying social media content about your show.</li> </ul> <p><a href="#">Awareness Days UK &amp; Ireland   Plan Content For The Year Ahead</a></p>
<p><b>Rehearsal shots</b></p>	<p>When you’re in rehearsals, adding some photos to your Shared Drive with some information about who is in them, and what’s happening</p>

	<p>can be useful for venues to use on social media for a ‘sneak behind the curtains’ post.</p> <p>NB: Only add content that you are happy for venues to share and give them the right context / example wording for any social media posts.</p>
<p><b>Press release &amp; syndicated interviews</b></p>	<p>Venues will find it useful if you can provide syndicated written interviews with cast/company and/or video interviews alongside a press release that they can tailor for their specific date and venue. We have provided an example template release as part of our resources. You’ll find a template in each of the below shared drives:</p> <p><a href="#">TBC Productions In Other Words – Google Drive</a></p> <p><a href="#">Mrs Armitage on Wheels - Marketing Assets - Google Drive</a></p> <p>Consider whether there are any specific local links to the venues e.g. are any of the creatives / cast from the area / do any of the themes in the work have any local links.</p> <p>We recommend emailing your release with a clear subject title and following some simple rules to help make it as easy as possible for titles to run your story, particularly as many now have an AI assisted reporter meaning editors may rely more heavily on your content being clear and free from errors.</p> <ul style="list-style-type: none"> <li>• Make sure your email has a clear subject line</li> <li>• Name your press lead and include their contact details</li> <li>• Attach images separately (don’t embed them in your release). Images should be ideally 3MB (ish) and the DPI is important (375 x 500 DPI for online titles)</li> <li>• Keep your press release no more than 450 words and attach as a Word document so that it can easily be edited (you can also paste into the body of the email)</li> </ul>
<p><b>Press reviews</b></p>	<p>Provide any previous reviews as “quotes” stating the publication. If these are available online, provide the url to the full review and date published.</p> <p>Be sure to also mention any stars or awards. If you have awards that</p>

	have logos you'd like venues to use, include the files on the Shared Drive.
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## Timescales and key milestones

When (minimum)	Key milestones	Complete?
<b>As early as possible</b>	Agree on your show copy and lead image and start work on your print (flyer and poster designs).	
	Set up a venue ready G Drive for all your marketing assets and contents that venues can use	
	Plan your marketing budget to take into consideration any content creation, freelancer fees, staff time, subscriptions or payments for any Software. Typically, you will need to set aside budget for the main elements: Photography, Trailer creation, Vox Pops, Production photography, rehearsal photography, but many other elements can be developed in-house. You'll find a list of useful online tools later in this document.	
<b>Four months in advance</b>	Contact venues with your on-sale copy, image and ask their print requirements	

	Organise print for each venue to land 3 months in advance of your show date	
	Ensure you have a trailer ready for your show. You will need this in traditional landscape format for YouTube and Embedding on venue websites PLUS social media vertical ready format. Make sure to subtitle all video content.	
	Continue to develop your key marketing assets and start your example campaign plan.	
<b>Three months in advance</b>	<p>We'd recommend arranging an online Zoom call with each of the venue marketing teams that your show will be touring to (if you have a tour, you could arrange to meet everyone together). This is a great opportunity to meet all the venues, rather than just emailing them and for you to start getting a sense of each venue's campaign plans and can share brilliant marketing ideas across the tour. You can also give a much more rounded idea of the show, what audiences can expect and any previous marketing ideas that have worked elsewhere.</p> <p>Walk them through your show, your target audiences, who else your work is similar too / may appeal to. The marketing assets you'll be providing and how you will be sharing the word through your company channels. Set some expectations as to how you will work together e.g. how often and how (phone / email) you will be in touch with them.</p>	
	Develop your example marketing campaign to share with venues.	
<b>8 weeks in advance</b>	Ask venues to start sharing sales reports with you around 6 to 8 weeks prior to your first	

	<p>performance.</p> <p>A good plan is to request that venues set up automated weekly sales reports to come to you on email each Monday before 9am. You can then see where you might need to provide more support.</p>	
	<p>Provide venues with your press release template and details on who is available for any press interviews.</p>	
<b>6 weeks in advance</b>	<p>Make time each week to have a regular check-in with venue marketing leads.</p>	
	<p>Start to ramp up social media presence on your own social media channels and @ mention venues, join in the conversation, start collabs on Instagram etc</p> <p><a href="#">Create collaborative posts on Instagram   Meta Business Help Centre</a></p>	
	<p>Continue to develop social media / digital ready content e.g. Videos: Trailer, Teasers, Interviews, Animations, Infographics, rehearsal diaries, tour diaries etc.</p>	
<b>4 weeks in advance</b>	<p>Continue weekly check-ins with venues and ask what they need to support their marketing campaigns and respond to need. Notify venue teams as soon as you add new content to your Shared G Drive.</p>	
	<p>Create short portrait 'We can't wait to be at XX venue on XX date' style tailored social media videos for each venue you are presenting your work at.</p>	
	<p>Continue to share content and ask venues to collab on all your social media posts</p>	
<b>1-2 Weeks in advance</b>	<p>Social media presence on your own socials</p>	
	<p>Make sure venues know if you have a freesheet / any requirements for audience feedback or surveys following the show.</p>	

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## Resources and templates

### Marketing copy and Box Office & Front of house key information - Template form

Alongside your show copy, a briefing document aimed at both marketing and venue box office and front of house teams will enable box office and duty manager staff to better understand and promote your production.

Remember, box office staff regularly speak directly to customers and are frequently asked for their recommendations, so it helps them to be able to pitch your show effortlessly.

<b>Company / Credit</b> (make sure to credit any co-producers)	
<b>Show title</b>	
<b>Tag line</b>	
<b>Long copy (c. 150 words)</b>	
<b>Medium copy (c. 100 words)</b>	

<b>Short copy (c. 50 words)</b>	
<b>Photography / image credit/s</b>	
<b>Age suitability</b>	
<b>Content warnings / advice</b>	
<b>Are there any lighting or strobe effects?</b>	
<b>Accessibility information</b>	
<b>Running time (plus any interval information)</b>	
<b>Company links (website, social media handles etc)</b>	
<b>If your show has a specific target audience, think about supporting BO and FOH to understand what they can put in place for audiences to have the most enjoyable experience e.g. for parents with young families, clarity about buggies, carry cots, temperature control, noise levels and changing</b>	

facilities.	
<p>Any other useful information e.g. How many performers are there?</p> <p>If you like [example of similar artist], or [example of similar type of show] then you'll love this show.</p>	

## External resources

### Creating online marketing content, some online tools:

- [Home - Canva](#) – free to use / paid for visual suite with social media and other design templates
- [Photo Editor: BeFunky - Free Online Photo Editing Tools](#)
- [Home | Clipchamp](#) – Free video editing tool
- [Making Your Videos for Different Social Platforms - Video](#)
- [PicResize - Crop, Resize, Edit images online for free](#) - Has a batch resizing tool, handy if you are looking to resize lots of images at once
- [28 Social Media Tools Every Content Creator Needs | Digital Marketing Institute](#)

### Accessible marketing

- [Accessible Marketing Guide - Unlimited](#)

## Webinars

- [Arts Audiences Now 24/25: Webinar | Indigo](#)
- [Indigo Share: Hot Topic Tomorrow's Audience](#)