

THE GUIDE

MARKETING

1

Word of mouth is your secret show-selling weapon! Tell people early, remind them often & get a buzz going about the show.

2

As soon as your show is confirmed, make sure you list it in the **village events calendar**, on the **village hall website** and set up a **Facebook event**.

3

People need to see a poster or flyer at least **3 times** to register the event. Make sure you have **plenty of print** material around the community & use everything we send you!

4

Some places to put print: Venue/community notice boards Through letter boxes. Shops. Cafes. At other events (your own & neighbouring). In village magazine. School book bags.

5

Contact local groups to promote the event e.g. Music societies. Folk clubs. U3A. Historical groups. Book Clubs. Dance groups/classes.

6

Start a mailing list. Ask people for their email addresses at your event. Then you can email them about the next event.

7

Use Social Media

See our separate social media guide for 10 top tips about ways to use social media to promote your events.

8

Make a nuisance of yourself!
Never underestimate '**pester** power'. Keep nagging people to book their tickets and ask your committee to do the same.

9

Talk to your neighbours! Use the contact details we give you to talk to neighbouring promoters & support each other. Cross promote your events - a win win for everyone!

10

Write a press release. A great way to tell local magazines, newspapers and radio about your show. Check out our template and guide in the promoter area of the website.