



Marketing support for Spot On promoters

After you decide to take a **Spot On** show, we will support you with marketing for your event. Here's what we'll do:

- 1) Upload the show and event details to the Spot On **website** and include them in the physical and digital copies of our season brochure.
- 2) Upload the show to the **Visit Lancashire** website.
- 3) Promote the show across **social media** platforms Twitter and Facebook. The frequency of this will increase as the date of the show approaches.
- 4) Request companies directly send you the printed publicity such as **flyers** and **posters**. You need to check with the artists if you are concerned about a delay in sending this print. (We will provide labels, brochures, tickets and paperwork including feedback forms)
- 5) Send out a **press release** to local and regional press (print, online and broadcast), approximately one month before the date of the event.

Here are a few tips for you as **promoters** to help boost your ticket sales too:

- 1) Where possible, **distribute** your posters and flyers far and wide. As a local you know all the best places to catch people's eyes so take advantage of them!
- 2) Add your Spot On event to your **village/venue website** - we can provide digital copies of the show information - you just need to ask.
- 3) Add or link your Spot On event to your own **Facebook** profile or if you administrate a group or page don't forget to promote here too.
- 4) Target suitable **local groups**, societies, schools etc. that you think may be interested in the show. You might want to email them or send a letter with a small batch of flyers.
- 5) **Word of mouth!** Don't be afraid to spread the word and plug the show to friends and family at every opportunity. This is still the most effective way of getting people to come along.
- 6) If you have **local press** contacts or know other organisations that you think we should be targeting please do let us know.

If you have any questions with regards to marketing your event please contact our Communications Coordinator, Jack, on **01254 660360** or email jack@culturapedia.co.