

THINK OUTSIDE THE BOX

When marketing an event, this is essential.

In addition to flyers, posters, and banners, here are some other "non-traditional" ideas.

- Use e-mail blasts on your campus and to your peers at other schools.
- Contact local organizations that work with your target audiences, such as youth sports clubs, community organizations, the chamber of commerce, etc.
- Contact local businesses that might want to be associated with the event, such as clubs, record stores, bookstores, etc.
- Put yourself in the shoes of your audience. Where do they go to hang out? Where do they get their information? Figure this out, and then advertise there.
- Look for fan websites, blogs, online journals, etc.

Ultimately, you should do everything in your power to make sure that everyone who would potentially be interested in your show knows about your show.

Furthermore, do not think that one round of advertising will get the job done. Start marketing 4-6 weeks from your event, and adjust your marketing based on ticket sales. If you sell $\frac{3}{4}$ of your tickets in the first 48 hours, obviously you do not need to increase your publicity. But if you sell 34 tickets in the first 48 hours, you need to rethink your plans.

IF PEOPLE DON'T KNOW ABOUT THE SHOW, THEY WON'T COME!

©2005 Concert Ideas, Inc.

800-836-2000 • www.concertideas.com • info@concertideas.com