

Marketing Tips for PumpHouse Hirers

Get To Know Your Marketing Channels

Channel	Cost	Reach	Targeting Capabilities
Content	\$\$	Medium	Targeted
Direct Mail	\$\$\$	Small	Targeted
Email	\$\$	Medium	Targeted
Event Discovery	\$	High	Targeted
Influencer	\$	Medium	Targeted
Out of Home (Billboards, Flyers)	\$\$	High	Broad
PPC – Search / Display / Social / Video	\$\$\$	High	Targeted
Print Media	\$\$	High	Broad
Public Relations	\$	Medium	Targeted
Reviews	\$	Small	Targeted
Social Media	\$	Medium	Targeted
SEO (Long Term)	\$\$\$\$	High	Targeted
TV & Radio	\$\$\$\$	High	Broad
Website	\$	Medium	Targeted
Word of Mouth		Small	Targeted

Marketing Your Event

Below we've put together some advice on getting the most out of these channels. Do note, that they will not all be applicable to you, and you should choose the channels most suitable to your budget and target demographic.

Content

This is one of the most effective places to spend your budget. You need good content to sell your show. This includes hiring a graphic designer for your poster, a photographer for headshots, rehearsals and shows, a writer for engaging content (blogs, articles, press release), a videographer for a promotional video. Your content is your packaging and is worth investing time and money.

Please refer to the Asset Requirements document for a list of useful content. Contact amy@pumphouse.co.nz for a:

Graphic Designer | Photographer | Writer | Videographer

Direct (Mail vs Email)

Certain demographics enjoy a personal approach. Have you thought about sending a customised postcard or email to your previous attendees? How about an exclusive online discount to returning patrons?

The PumpHouse can provide all existing hirers with a list of previous audience members and their email / address. Contact amy@pumphouse.co.nz for more details.

*Postcards tend to work for older demographics that do not use the internet, but many companies have started to move away from direct mail due to its cost and effect of the environment.

Event Discovery

Event listing sites are a great way for new customers to discover your show. Many people search on event sites for what's going on in their area. Most sites will list your event for free, some may charge to include extra promotion with your listing.

- [Eventfinda](#) (all types of events)
- [Our Auckland](#) (all types of events)
- [The Big Idea](#) (all arts/creative events)
- [North Shore Times](#) (all events)
- [Theatre Review](#) (professional only)
- [Urban List](#)
- [Your Events](#)
- [Four Corners](#)
- [Under the Radar](#) (music)

Influencer

Influencer marketing is one of the best ways to quickly build your presence online and raise awareness among your target audience.

It could be an active tactic in your social media marketing to increase brand awareness, get your content in front of fresh eyeballs, and generate new leads for your sales funnel.

Finding influencers: <https://socialmedia.org.nz/2017/04/how-to-find-kiwi-influencers/>

Outdoor

We have several billboard placements around The PumpHouse Theatre. Billboards should have very simple messaging and very clear call to actions. Size min. 1800x1200.

The PumpHouse on-site locations – please discuss with PumpHouse staff first before installing any banners on-site.

- Wall by the main office/stage door
- On the fence between the buttresses
- Front and/or rear of the driveway sign
- Manurere Avenue
- Amphitheatre fence facing into the park

Other North Shore Outdoor Locations:

- Forrest Hill Road – Greville Reserve, Opposite 246 Forrest Hill Road
- T-Intersection at Pupuke Road and Glenfield Road (cemetery fence)
- Corner of Becroft Drive and Tristram Ave, on the fence by the big shop sign
- Corner of Kowhai Road and East Coast Road (frame needed)
- Corner of Esmonde Road and Barry's Point Road (frame needed)
- Corner of Akoranga Drive and The Warehouse Way
- Archers Rd, Glenfield – McFetridge Park fence opposite Chartwell Ave
- Kaipatiki Rd, Glenfield – existing community structures on both sides of the road
- Verran's Corner/Waipā Rd intersection east side
- Mayfield/Glenfield Rd intersection – on the south-side fence above the retaining wall
- Albany Domain fence (intersection Albany Expressway and Albany Highway)
- Greville Road / East Coast Road intersection (on grass verge opposite Number 708)

NB. You must install and remove your own billboards.

The PumpHouse recommends Benefitz for printing banners. They can also install them for an extra cost. You can get a quote from Blake for any corflute banners.

Website: <https://www.benefitz.co.nz/>

Contact: blake@benefitz.co.nz

Flyers

Your event flyer is a key piece of marketing collateral. The flyer should include the same image and information as the poster plus *optionally* some of the following on the back:

A brief synopsis of the show
Name of director/cast/writer
Performance times
Ticket prices

Standard sizes for flyers: A6 – 148 mm x 105 mm or DL – 210 mm x 99 mm.

The PumpHouse recommends Benefitz for printing collateral. You can get a quote from Blake at Benefitz:

Website: <https://www.benefitz.co.nz/>

Contact: blake@benefitz.co.nz

Print Media

The design and placement of your company ads in publications, newspapers and magazines can help you reach your target audience. Consider paying for ad spots and articles in both local and national newspapers.

Big Impact: 1 half page banner (366mm H x 126mm W or 182mm H x 254mm W) for \$726.78

Value for money: \$251.20 for a 3x4 which is almost a quarter page (136mm H x 126mm W)

Website: www.fairfaxmedia.co.nz

Contact: kate.s@stuff.co.nz

Public Relations (PR)

A good media release is a vital part of your show's marketing strategy. The point of a media release is to make journalists aware that your event exists and to make them want to write about it.

What to include:

1. An article between **350 – 400 words** with a hook. The story should relate something unique about the show, such as well-known cast members, important themes, local connections or interesting set designs. It should be something the journalist can use and repurpose.
2. A short **blurb of 100 words** for their event listings and at the bottom of the release. This should describe the show and why someone should attend.
3. Details such as event dates, prices, booking information (incl. URL) and your own personal details and those of the cast.
4. Extras: Cast list, cast bios, rehearsal images, poster images, headshots, Q&A / Interviews

NB: Name your files with relevant show details e.g. *King Lear Cast Rehearsal Mar 18*.

Send your media release to us at The PumpHouse first to revise details. Then, send your release to the Media List (See Appendix). Other hirers of The PumpHouse have had some success with the following publications. Remember, there are no guarantees.

Reviews

The reviews are always the content that people's choice are based on. Get inside Netflix for example, see a film that seems great, but the reviews and the marks are not as you expected. You will swipe on another film. Reviews on a theatre's show are the same. Good review = good show.

The list of the reviewers you could get on contact with is available in the Media Contacts list.

Social Media

Social Media tends to take an all new place in terms of marketing content. Facebook is one of the most known social media, and one of the most used in marketing. There are two ways to advertise on social media:

- Organic advertising:

Organic advertising consists of making an ad that will only reach your fan page and the friends of the people who share your post. It will almost never reach any other target, like people who doesn't know you yet.

- Paid advertising:

Paid advertising is kind of the same thing as the organic advertising, except it will strikes your targets and could reach your potential targets. For this service you'll need to pay

TV & Radio

TV and Radio are well knew in terms of advertising. These are two expansive medias, but with a big media outreach. But sometimes it can be free! Just try to make an arrangement and you could possibly be a guest during an interview where you could promote your show, freely!

Word of Mouth

This really is one of the most effective ways to sell tickets – ask your cast and crew to spread the word – give them a discount code they can give to family and friends of the cast/crew or give them some tickets to sell off to family and friends.