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SHOWCASE VICTORIA 2020 | 12 – 14 May 2020 | Ulumbarra Theatre, Bendigo.

## HOW TO CREATE EFFECTIVE MARKETING MESSAGES

So your show is ready to tour! Its a great show, you have awesome reviews and now you have to help venues get bums on seats!

Your marketing messages consist of your tagline, blurb, press release, photos, images and even the way you verbally pitch your show to venues and to the media. Assuming you have a killer show that is worth seeing, if you create clear and engaging marketing messages it will be way to easier to get those numbers in. Think about the key aspects of your show that can “sell” it to an audience.

### What are the key aspects of a show?

These are the main points. You know your show so well and it is sometimes tempting to go into massive amounts detail about all the aspects of it. Don't do this! It will only confuse people who are trying to figure out what your show is about.

To outline the main points it will help if you create your 30 second elevator pitch. An elevator pitch is a 20 or 30 second, persuasive pitch that you use to spark interest in your show. It should be interesting, memorable and succinct. And yes, it's ONLY 30 seconds max. You will use this pitch when talking about your show to venue managers, tour co-ordinations and audiences. It is vital to have this pitch planned and ready to go. Your elevator pitch will come in handy for press interviews. So work it out!

### What are the hooks?

Your elevator pitch needs to include what makes your show unique and highlight the hook! A hook is the intriguing thing that makes someone want to find out more about your show. A compelling hook will leave something up to the imagination. And as a bonus, leaving something up to the imagination is a great way to sell a show, as it leaves people wanting to know more... and how do they find out more? They buy a ticket and come and see your show. Bingo!

### Push the team

Have your creatives been in something of note recently? Have they worked extensively with a professional theatre company? Are their names attached to other projects with prestige? People follow writers, directors and actors, even in the independent scene. Using the CVs of those involved in your show can be a good way to get people interested to see your show. Quips such as “As seen in....” or “From the same director who brought you...” are good lines to include on your posters or social media presence.

### Trailer

The rise of social media has seen the rise of the short video. This is an easy and smart way to promote your show. Your trailer should be simple, introduce the characters, and leave people wanting to know what’s next. Sometimes more serious dramas opt for a stylised interview with a director or writer, for example. These work too, but they can’t be too long or too boring. Make sure your trailer is short and sharp! This will mean leaving out some of your favorite scenes. Given that Instagram videos have a limit of sixty seconds, make sure your video is underneath a minute so that you can use the same one across most platforms.

## 5 WAYS TO HELP A VENUE MARKET YOUR SHOW:

*It is vitally important to have excellent marketing materials to sell your show. Selling your show is about convincing a person to buy a ticket to come and see your show, so keep this in mind when developing your marketing messages.*

1. Clearly define what the show is about and give a prospective audience member enough information to spark their interest, so they want to find out more.
2. Use techniques used to grab attention including reviews, quotes, and an intriguing tagline.
3. Write a tagline then read it to people and see if it makes sense to them. Ask them what they think the show is about based on the tagline. If they are unsure, you don't have a good tagline!
4. Invest in a perfect photo for your poster. A picture tells a thousand words!
5. Communicate what THEY will get if they come to see your show. Think about it from the audience perspective and assume they know absolutely nothing about the show.

## **Key Dates**

**25 November 19** - Showcase Victoria applications open 1pm (EST)

**9 January 20** - Showcase Victoria applications close 1pm (EST)

**19 February 20** - Applicants notified of outcomes

**30 March 30** - Registrations open

**10 April 20** - Orientation webinar

**12 – 14 May 20 - Showcase Victoria 2020**

**1 June 20** - Program participants sent survey results

**17 June 20** - Post Showcase Victoria workshop for tour planning

### **For further information, please contact**

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