



# 8 Tips for MARKETING YOUR Music Venue

There's a lot of competition out there, so how do you establish your venue as THE place to see live music? Fans are there. Will they be fans of your venue?

# FIRST,



# KEY

### by the Numbers:

**2020** 52% of the U.S. population said they would attend live music concerts at least once a year

**2022** 96% of people planned to attend a live concert

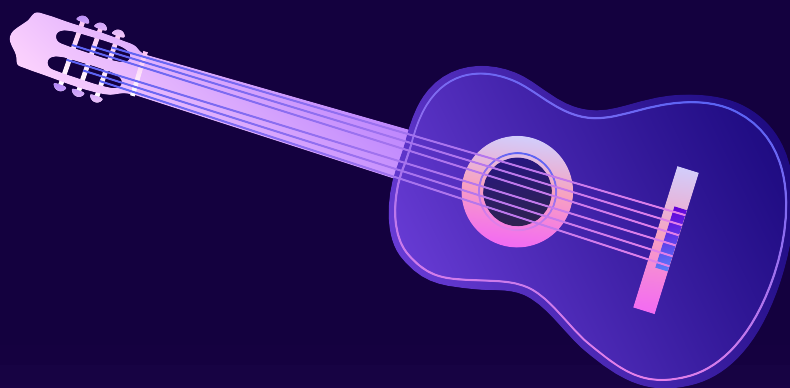
**2023** more than 145,000 fans attended more than 50,000 events

Concert attendance increased **20% in 2023** from previous year

*"Our digital world empowers artists to develop global followings, while inspiring fans to crave in-person experiences more than ever."*  
- Live Nation

### Takeaways:

- Live music is having a rebirth, with record numbers of attendees
- In-person concerts deliver a powerful experience people crave
- Now is the time to capitalize on the live music fervor



## REACHING FANS

Your venue is like any other business—you have to market it to make it. And building your own brand that attracts a fan base is critical for sustainable success.



**95% of people** follow at least one brand

Over **345 million people** will use social media by 2029

**64% of women and 64% of men** say they have an emotional connection with a brand

**78% of concert fans** want to forge connections with bands and venues

# 8 Tips for Marketing Your Music Venue

Where do you start with building brand awareness and creating a destination venue for locals and visitors alike?

**TIP 1**

### Look at Your Marketing Budget

13.6% of a company's total budget goes to marketing

**TIP 2**

### Define Objectives

87% of people believe the S.M.A.R.T framework helps them reach their goals

### Outline Your Strategy

Marketers with a strategy are 674% more likely to be successful

**TIP 3**

### Determine Your Audience

82% of marketers say high-quality customer data is critical to success

**TIP 4**

**TIP 5**

### Set Goals

What are the short, near, and long-term goals you want to achieve?

**TIP 6**

### Create Success Metrics

How will you measure goal achievement?

### Embrace Social Media

Learn what works, e.g. videos achieve 66% higher engagement

**TIP 7**

### Assign Responsibility

Delegate and monitor productivity

**TIP 8**



### Sources:

- edm
- The Guardian
- Oneal Schaffer
- Walker Sands
- Hubspot
- Deloitte
- Adobe Experience Cloud Blog
- Harvard Business School
- Forbes

