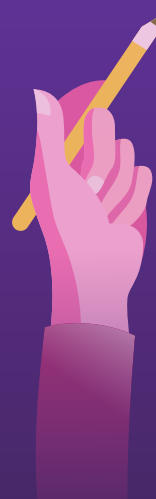


# 5 TIPS TO MARKET A CONCERT Successfully



You've booked the artists, now it's time to market the heck out of it. Where do you start? We've got your shortlist of to-dos.

## FIRST,



### by the Numbers:

- \$5** the amount of sales generated by every \$1 spent on an "efficient" marketing campaign
- \$10** the amount of sales generated by every 1\$ spent on an "excellent marketing campaign"
- 53%** of total web traffic comes from mobile users
- 5,000** the number of ads the average person is exposed to daily



## KEY

### Takeaways:

- The ROI of concert marketing is well worth the investment
- Concert promoters must ensure their ads are mobile-responsive
- Promoters must be creative to get the attention of their target audience

*"Artists need to leverage trends, creating a dynamic environment where artists need a fluid strategy to stay constantly connected with audiences and identify micro-opportunities to capitalize on."*  
- Rolling Stone

# 5 CONCERT MARKETING TIPS

## START AS SOON AS SHOW IS CONFIRMED

Marketing needs a long-game approach. Start early.

- Get artist artwork in different formats
- Gather video show content from artist assets or raw footage
- Ask artist to create a short "shout out" video about upcoming show
- Prepare flyers and posters

## GET THE WORD OUT

With assets in hand, advertising can begin.

- Announce 8 weeks before show, generally between 10 am and 3 pm on a weekday
- Post show on social media and website using artist assets you collected
- Ask artist to post show details on social media and website
- Post show info on concert listing sites
- Send out a press release to local radio stations and publications
- Send out email blast

## START MOVING TICKETS

The goal is to get people buying tickets and telling friends to do the same. Start early.

- Feature the show in email blasts after tickets go on sale and days leading up to show
- Include ticket link in every social post
- Post on social daily using those artist assets!
- Invest in Facebook ads that include Instagram
- Target artist fans and fans of similar artists
- Host a "like and share" contest
- Post as many flyers as possible in areas target audience frequent
- \*Connect your financial app to your ticketing platform for real-time updates

## USE THE SHOW AS MARKETING GOLD

The show is your opportunity to capture behind-the-scenes videos and photos.

- Record "stories" for Facebook and Instagram
- Hire photographer to take artist and crowd pics
- Get artists to approve video/photo usage

## BUILD A LOYAL FOLLOWING

How you treat your guests after the show is as important as before the show.

- Thank fans post-show on social media using clips/photos to remind them of the fun
- Post approved show media on Facebook page as recap
- Ask attendees to tag themselves
- Track social media likes, comments, reposts and tags to build contact list

Sources:

Oracle  
Research.com  
USC Dornsife  
Rolling Stone

