HOW TO CONCERTS

MARKETING MAJOR EVENTS

What was the last large concert/show you went to? How did you hear about it?

It is important to ask about past behavior rather than projected future behavior. Think about it – if you heard about an event via the venue's email newsletter, you're going to pay attention to the next newsletter – right?

TEAMWORK

- It is important to include your entire committee in your marketing plan.
- Students participating in the marketing will be invested in the outcome of the event!
- It is important to involve your middle agent and the artist's team in your marketing efforts.
- They can help you get resources, add to your marketing, and give useful feedback.

ARTIST APPROVAL

- Artists images change, their band members change, tour creative changes, new albums come out.
- Outdated materials can hurt your marketing. The artist's team knows what is working for the artist.
- You don't have the legal rights to random photos online.

GETTING THE ARTIST TO HELP

- If part of tour, use the pre-approved tour creative if you can.
- Send them a list of website links, hashtags, Twitter handle, Facebook page, event pages.
- Send them your TICKET LINK.
- Ask for videos but don't expect them. Best bet - send an example script. MAKE IT SIMPLE.
- Tag them on every single social media post and hope they retweet, share, re-post, etc.
- Send them the date specific ad-mat or ads so they can post.
- Make sure you are listed on their sites.

WHY THE ONSALE IS IMPORTANT

- Tickets sell tickets.
- It infuses energy early-on.
- Get creative – produce an onsale party, announce at another large event.
- A coordinated announcement (artist & your team) could cause more early ticket sales.

KEEP THE MOMENTUM GOING

- Have a strong announce and onsale.
- Focus on free, viral marketing in the middle of your marketing plan.
- BRAINSTORM as a team – generate tons of ideas.
- If it's free, use it. Why not?
- Post on social media regularly.
- Set up Google alerts so any news about the artist can be posted.
- Make it an EVENT that people want to go to, regardless of artist.
- Examples include - costume party, balloon drop at the end, prizes, contests, foam pit, etc.

RANDOM TIPS

- If it's election season, don't make your ads blue and red. They will get lost.
- Use recognizable people's faces. Use comedian's faces – not just their names.
- Overly-stylized artsy stuff rarely gets approved. It messes with the artist's image/branding.
- Google search for your event – if it does not show up, that is a problem.
- Have your social media team active on the day of the show.
- Sell tickets at the show, until at least 10-15 min into the headliner set.