**Example Marketing Campaign Schedule**

This example schedule lists common tasks by weeks out from the performance date

**Weeks out Task**

**Up to 52 or more** Include events in your package offers or subscription season

**12** Organise print materials (poster, flyers); negotiate displays for posters.

**12** Research marketing/promotional partnerships (eg bookshops, local cinema) and identify partners with appropriate customer bases. If targeting their e-news or hard copy newsletter, check timing with your dates.

**11** Research local and regional media opportunities; if planning radio or TV ads, organise production of advertisements; cooperate with other venues on the tour to save money.

**10** Write copy for direct mail and email, your e-news, etc; design email and direct mail campaigns.

**8** Contact other tour venues to plan collaborative social media.

**6** Send first email and direct mail (letter and flyer) campaign, with early bird offers if using. Monitor response.

**6** Distribute posters for display. If using, distribute flyers for display. Remember to check with flyer display venues and top-up regularly.

**4** Write media release. Contact local/regional media re editorial coverage.

**4** Activate social media: post links to YouTube video teasers, artists, blogs, other tour venues Facebook pages, etc. Monitor response.

**3** Reminder email/direct mail campaign to non-respondents.

**3** Check posters are in place, replace if required. Top up flyer displays.

**2** Check in with media contacts re what they plan to publish. Organise interviews with artists.

**2** Post regular social media updates, links to interviews with artists, tour crew blogs, audience quotes and vox pops from other tour venues, etc

**2** Monitor sales daily. Prepare to activate special offers via email and/or social media to specific groups if required; but remember many sales will come within the last 2 weeks. Hold your nerve if you already have a strong sales trend.

**1** Activate special offers to specific groups if required to boost sales.

**Performance night** Sit back and enjoy the show; have a drink at interval, you’ve earned it.

**Analyse/report** Gather your response and sales tracking data and analyse which aspects of your marketing worked best, and note for the future.