

GETTING INTO THE MARKET

Without beating around the bush, the live music market is highly competitive so to be a cut above the rest, you should consider at minimum getting the following things correct. Look at marketing as an investment rather than an expense and if well planned and executed, should get more punters through your doors.

Free Opportunities:

- **Gig Guides** – here's list of guides that will list your event for free. It's a start. You may need to sign up as a user or contact an editor in some instances:

Music SA

<http://bit.ly/MusicSAGigs>

Send your up-and-coming gig details to gigguide@themusic.com.au

My247

<http://bit.ly/1NtybWj>

Live At Your Local

<http://bit.ly/1NO8m7Y>

Bands InTown

<http://bit.ly/1MqBUUU>

Songkick

<http://bit.ly/1HKZ06o>

Eventfinda

<http://bit.ly/1NtyeBu>

Around You (AdelaideNow Website)

<http://bit.ly/1NtyIYq>

- **Social Media** – Choose one or two platforms (Facebook, Instagram) and be very good at it. Post regularly with interesting articles, song and video links of bands playing in your venue and give-aways. Consider small \$ for advertising to boost Facebook posts.
- **Your Website** – if you've got a website,

include your entertainment listings in a prominent position. Ensure they're always up to date.

- **Ask Bands To Help Promote Their Shows** – obviously it's a good idea to have the artist tell their fans they're playing at your venue (creating a Facebook event should be a minimum requirement).

But a word of warning – by no means make this your only strategy and put it all on the band to bring a crowd. Work together.

- **Start A Mailing List** – collecting emails of people who are interested in knowing what's on at your venue might take you a bit of time to administer, but there is a host of online tools that can help you manage a mailing list. That way you can keep them informed of what is coming up and when their favourite act is coming through. Ensure you maintain a regular consistency of mailing (once a month is fine). Templates can be downloaded for free for most mailing list programs.

- **Band Bios and Photos** – be sure to ask your artist to send you a digital version of their brief bio and a decent band photo (colour, high res 800W pixels x 800H pixels, .eps and .jpeg formats, or whatever specs you require)

Low Cost Marketing Options:

- **Posters and Flyers** – whether they're put up in-house or distributed around the neighbourhood, posters remain a relatively low cost means of promotion. Don't use Microsoft Word to design a poster ever! Get a designer to help you set up a professional template that looks good, catches the eye, is easy to edit that will reflect well on your brand.
- **Sponsored Social Media Posts** – Social media advertising, when done right, can reach a very specific audience

and present a point of sale directly in front of them. Again, it's not the only strategy you should employ but it can be helpful as part of an overall marketing strategy and allows you to target your audience.

Competitions and Loyalty Programs – it doesn't take much to add a "Competitions" button to your website to give-away free tickets to shows. You can link the competitions to social media posts but be sure to keep abreast of rules and conditions. There's a reason why age-old strategies like promotional giveaways and loyalty programs are still included in marketing strategies to this day. Well-executed promotions linked to your restaurant can add value to the show experience for your customers, increase their positive association with your brand and help keep things lively and exciting

Higher Cost Marketing Options:

- **Regularly Advertise In Relevant Publications Or On Radio** – again, this is about knowing how to reach people who will come to your show. Media often has a broad reach that can help you grow the brand of your business. Be savvy about how frequently you invest and which media you invest in.

- **Arrange Broader Distribution Of Your Promotional Material** – poster and promotional distribution companies can help promote your shows to people sitting in cafes or pubs, for example, and place your brand in places where people are looking for information on things to do.

For street marketing distribution in Adelaide, consider:

Mad Promo

madpromo.com.au/

Passing Out Distribution

passingout.com.au/

Poster Impact

poster-distribution.com.au/

- **Engage A Graphic Designer** – If you're serious about standing out from other shows, you should look to find a designer to work with to create all of the artwork you use to promote your music.

- **Live Music Photography** – A picture speaks a thousand words. Spend a few

hundreds dollars and engage a professional photographer to shoot a couple of your live music gigs. You will be rewarded with a good number of key images to use in all your printed and online marketing for years.

- **Work With A Ticketing Company** – As mentioned in the previous chapter, if you run ticketed events regularly, working with a ticketing company is a good idea. They will often add booking fees to ticket prices to pay for providing their service, but they can save you a huge amount of time in administration and also assist with data collection, growing your contact lists, and general promotion for shows.

Ticketmaster bit.ly/1m1AHst

Ticketek bit.ly/1yA48XG

Moshtix bit.ly/1ckwSKj

Oztix bit.ly/1gs2emG

Eventbrite bit.ly/1OHjYK6

Event Espresso bit.ly/1ZdoNfC

Sticky Tickets bit.ly/1UFVf9j

Ticket Booth bit.ly/1aX43XT

Music Glue bit.ly/1OHk1FR

Muzeek bit.ly/1ObzDji

- **Partnering With Large Events:** There are always large events that your business can partner with to increase awareness, reach new audiences and generally get seen. South Australian's especially love to see performances under big name brands such as the Adelaide Fringe and Umbrella: Winter City Sounds. Grants from your local councils to activate spaces and laneways near your venue with live music events are also worth investigating.

- **Engage a Publicist or Marketing Specialist** – professionals who know how to attract customer's attention may cost you, but if you're really looking to succeed they can make a big difference in spreading the word to the media, reviewers and music bloggers about your venue and the acts you have performing. If you have the money engage a Social Media Influencer to spread the word on their social media channels.

HOT TIP!

Visit the Music SA website resources page for a cheat sheet on How To Write a Media Release and a list of media contacts!