Marketing For Tours

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On Tour

*Three Men In A Boat*, National Tours 2014 & 2015
On Tour

Audience
Who are your audience?

Message
What is the best way to talk to those audiences?

Venue
Think about how your audiences will differ in each venue
Audience

Who you are talking to?

Who are your key target audiences?

Don’t ignore those core audiences

What is Audience segmentation and how can it help?
Audience Finder
Audience Finder

What is Audience Finder?

Audience Finder is a national audience data and development programme, enabling cultural organisations to share, compare and apply insight.

It is developed and managed by The Audience Agency for and with the cultural sector, and is funded by the National Lottery through Arts Council England.

Audience Finder provides tools for collecting and analysing data in a standardised way which builds a clear picture of audiences locally and nationally. The results help organisations to find new audience opportunities using a range of tools, features and support. Including user-friendly reporting dashboards, online mapping and insight tools, and the opportunity to work in collaborative, data-sharing groups.

Register for free.

www.audiencefinder.org
Audience Finder

How you can use it?
Box Office and Booking data / Touring data
  • Customer Profiles / Segmentation
  • Booking frequency, artform cross-over
    • Spend, party size
      • Mapping
  • Area Profile Reports
    • Survey data
    • Clusters
Audience Spectrum – Example Profiles

Engagement – High

Metrocultural
Prosperous, liberal, urbanites interested in a very wide cultural spectrum

Engagement – Medium

Trips and Treats
Mainstream arts and popular culture influenced by children, family and friends

Engagement – Low

Facebook Families
Younger suburban and semi-urban, live music, eating out and pantomime
Message - Copywriting

AIDA

Attention (grab their attention)
Interest (describe why they will enjoy the show)
Desire (the clincher, make the audience want to see it)
Action (make it easy to respond and buy a ticket)

Ask a question / Use active language / Use words they would use / Put people in your sentences / Short paragraphs / Use design and layout

Don’t forget key issues such as age guidance and any warnings.
Artwork & Print
Artwork & Print

What makes an effective print campaign?

What attracts your attention?
What do you want to say?
Who are you talking to?

Remember your image needs to stand alone!

Thinking about how to use your image

Can you use your image in a variety of formats
Think about brochures, banners and digital forms
# Artwork & Print

<table>
<thead>
<tr>
<th>Source</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>[VENUE] email</td>
<td>24%</td>
</tr>
<tr>
<td>[VENUE] leaflet/brochure/other print posted to me</td>
<td>19%</td>
</tr>
<tr>
<td>[VENUE] leaflet/brochure/other print picked up</td>
<td>17%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>7%</td>
</tr>
<tr>
<td>Newspaper/magazine</td>
<td>7%</td>
</tr>
<tr>
<td>None of these - I did not see or hear any information about [VENUE]</td>
<td>6%</td>
</tr>
<tr>
<td>[VENUE] Facebook</td>
<td>6%</td>
</tr>
<tr>
<td>From another person or organisation on Facebook</td>
<td>4%</td>
</tr>
<tr>
<td>[VENUE] website/blog</td>
<td>4%</td>
</tr>
</tbody>
</table>

Total response rate: 48%
Artwork & Print
Artwork & Print
Venues

Think about the venues you are going to

*What are their key audiences?*

*How might you adapt your message?*

Talk to the venues

*They know their audiences!*
Working with Venues

Get to know the venue

*Identify opportunities*

*Share knowledge*

*Form relationships – we are all busy!*

Getting to know the show

*Identify opportunities for events or visits*

*Talk to them about the show*

Marketing Strategy

*Work together!*

*What do they need?*

*How can you help?*
Working with Venues

What venues need?
The more the better...

Marketing Collateral
Marketing pack
Video
Social Media
Images
Extra PR or marketing strategies
Can you help?
Marketing Pack

Tour Schedule
Selling Points
Target Audiences
Suggested Press Angles & Promotions
Marketing Resources Available
Box Office briefing notes
Show Copy
Sample Direct Mail Letter
Sample Press Release
Press Quotes
About
Links to resources
Video

What type of content?

- Trailer
- Vox Pops
- Interviews
- Other digital – soundcloud?
- Format
Social Media

Competitions

Social Media Pack

Communicate with venues

Twitter events

Competitions

Engagement – audience / cast

Quizes

Example tweets
Budgeting

Costs and Contras

Budget effectively
Print – talk to venues about their needs
Extras – Facebook campaigns, pop-up banners, extra print

Contras
Understand the contra spend
Sharing marketing plans and sign off
Communication is key
BTL Macbeth Campaign
BTL Macbeth Campaign

Theatre Royal Bury St Edmunds

Audience

Audiences who enjoy Shakespeare
Students studying Shakespeare and/or drama studies
Other drama audiences for contemporary and classical theatre
Black and Asian groups and audiences
Young people aged 12+
Shakespeare film audiences (e.g. Baz Luhrmann - Romeo & Juliet; Akira Kurosawa - Throne of Blood)
Previous Tara Arts Audiences
BTL Macbeth Campaign

Audience Development
Two main focuses on audience development –

• Drama audiences for contemporary and classical theatre - moving
  Developing our Core Drama attendees – Audience Segments - dormitory dependable and commuterland culturebuffs

Bury Mercury Distribution to local key areas that contain spectrum segments – Agent 1 – IP33-3 / Agent 3 - IP33-3 / Agent 5 – IP30-9 IP29-4

• BAME groups (focus on South Asian/Wider communities in Ipswich)
  Delivered by Hardish Virk for BTL

Ipswich: Bond Street, St. Helens Street, Eagle Street, Fore Street and Upper Orwell Street (43 mins)
Distribution of flyers and posters
BTL Macbeth Campaign

**Message**
A modern take on Shakespeare’s classic tragedy Macbeth, set in an Asian family, performance by Tara Arts ensemble.

**Selling Points**
- Shakespeare – classic text
- Modern Asian setting
- Company – Tara Arts
- Cast - Robert Mountford / Shaheen Khan
BTL Macbeth Campaign

Theatre Royal Bury St Edmunds campaign focus:

• Shakespeare Audiences
  Brochure, direct mail, e-marketing

• Students/School Groups
  School newsletter

• Drama audiences for contemporary and classical theatre
  Brochure, direct mail, e-marketing, distribution in BSE region

• BAME groups (focus on South Asian/Winder communities in Ipswich)
  Distribution in BSE region, e-flyers

• Young people aged 12+
  Social media, Student Saver Offer, family groups
Focus on traditional text/Shakespeare audiences

Editing copy to appeal to wide audience

Casting – reflecting quality and familiarity

BTL Macbeth Campaign

BROCHURE – SHAKESPEARE / TRADITIONAL DRAMA AUDIENCE

Bold image – prominent place

Highlighting live music element
BTL Macbeth Campaign

Direct Marketing

Direct Mail
Direct Mail to drama and Shakespeare and classic theatre attendees

E-marketing

E-mail to our list of local ethnic minority groups
E-newsletter – targeted – Shakespeare / Tara Arts
Social Media – including targeted facebook advertising
Theatre Royal Blog
BTL Macbeth Campaign

Direct Mail
Drama quality focus – imagery, production quotes, title, star names
Audience Spectrum - Macbeth

Mapping and profiling of Macbeth bookers Each venue’s results were profiled in Audience Spectrum (AS), with a percentage comparison with the UK’s AS profile and accompanying maps.

When profiled as a combined dataset, the top four Audience Spectrum segments were

- 21% Dormitory Dependables
- 17% Commuterland Culturebuffs
- 14% Trips and Treats
- 13% Home and Heritage
Q & A