

Marketing

This pack is designed to help you spread the word about your show and generate an audience. While CPT undertakes a number of marketing activities for our programme, with over 450 artists coming through the venue each year, we rely on visiting companies to work with us to ensure that information reaches the biggest potential audience.

The sooner you can start spreading the word about your show after it has been announced via CPT's channels, the better – we usually recommend beginning your activity between three months and six weeks prior to the show's opening.

We're really happy to offer any support and advice we can during this process, so please feel free to contact us with any queries.

If you are looking for more help, there are lots of great resources online where you can find information on how to market your show, for example:

[Culture Hive](#)
[House](#)

We look forward to working with you to make sure your show is a hit!

Before you start...

Before you get started with your marketing, it's good to take some time to consider a few key things that will help you set priorities and stay on track through the process:

- **Aim:** What are you ultimately hoping to achieve with your production? Is it to engage a certain community? Are you drawing attention to a cause or political issue? Are you hoping to get in reviewers and programmers to cultivate future opportunities?
- **Goals:** Once you know what you want to achieve with your production, the next step is to come up with goals which will help you achieve your aim in bitesize chunks. We recommend using the SMART method, which means making sure your goals are specific, measurable, achievable, relevant and time-bound (eg: achieve at least 65% capacity across the run or receive at least four reviews across the run.)
- **Audiences:** What is your target audience? Who would benefit the most from seeing the show? Who would find your show the most interesting? What can you do to meaningfully engage with this potential audience? As much as we want everyone to see our work, having a target audience in mind will bring focus to your marketing campaign. (Eg: British-Chinese community in the NW1 area, young women aged 17-25, etc)
- **Key messages:** Establish the three key ideas that you'd like those who encounter your marketing activity to take away with them about the show. What's your USP? Figure out three pithy phrases/sentences that capture these ideas, and repeat them. Over and over again.
- **Budget & Resources:** How much money have you got to spend? Are there things at your disposal you can do for free, or can you get any in-kind support? How much time do you have to give? How much time can everyone else in the company give? Work this out, and then work out what your priorities should be.
- **Evaluation:** How are you going to judge if you've been successful in your campaign? Of course, everyone wants to their show to sell out, but this might not be realistic if you are a brand new company and haven't performed with us before, so set a realistic target so the whole company is on the same page.
- **A Marketing Plan:** Creating a simple marketing plan in Excel, tracking what you need to do, when, and who is going to do it, as well as marking when each action is complete, can be hugely helpful in keeping you on track during the process.

Photography

A selection of 4-6 decent photographs will be a great asset in helping to sell your show: it's worth setting up a photoshoot around 6-8 weeks in advance, and even if you don't have costumes/props as yet, you can create a striking image that captures the spirit of your piece.

A great image should be colourful and well-lit. The eye is naturally drawn to the human face, so images with large faces, especially with strong expressions, are often effective. Intriguing props always bring additional interest to an image, and it's usually a good idea to take photos against a plain black or white backdrop, or alternatively a background that has some relevance to the themes of your work. Please send copies to us as soon as you have them.

Once you have your show on stage, it's worth taking some production shots, both to help publicise the show and to support your work in the future. Don't forget to send us the new photos as soon as you have them; we can use them in lots of ways, such as creating a gif to share across all of our social media platforms.

Ensure your photos are of a suitable quality to print – around 300dpi/1MB is great.

[Joe Twigg](#) has a selection of photography packages available for CPT artists, and prices are as follows:

- Emerging artist pack £250 (filming the show, production shots)
- Edinburgh Fringe package £350 (filming the show, editing a 1min trailer, production shots)
- Production shots £150
- Filming £125



Daughters of the Curry Revolution by Afreena Islam

Social Media

Social media is the most effective way to promote your work and build your audience. You'll need to create high quality and engaging content and post consistently.

Posting regularly on social media can be time consuming and tiring which is why it's important to be realistic and efficient with your time.

There are many social media platforms but you don't need to use all of them. Here are the most popular social media channels and their strengths and weaknesses are:

Facebook:

- Image/video content performs better in this platform
- Great way to connect to friends, family and personal networks through Facebook events and posts from personal account
- If you have a company/artist page, we recommend 2-3 posts/week
- Not the best platform for younger audiences, but it might be more useful for you if your target audience is older (35+)
- Paid ads (Facebook and Instagram) run through Facebook, so you'll need a page to set these up

Instagram:

- All about the image/video content
- Best platform for a younger audience
- Gives you the option to communicate with your audiences through feed and story for more spontaneous/in-the-moment content
- We recommend 2-3 posts/week with an active story
- Make sure to use the right hashtags to attract your target audience. Examples: #ThingsToDoInLondon #WhatsOnInLondon #FringeTheatre #LondonTheatre #FeministTheatre

Twitter:

- Great for sharing articles and politically themed-content
- You should be tweeting everyday and up to multiple times a day closer to your run
- Avoid having only "BOOK NOW" tweets. In a week, 1/3 of your tweets should be content regarding the rehearsal/creative process (images from rehearsal, cast interviews, video content), 1/3 can be articles/content related to the themes that your production explores (if you're doing a show about gentrification in London, share content by publications/companies that are also exploring these themes to connect with their audiences), and the other 1/3 can be "Book Now"/call of action tweets.
- Two weeks leading up to the production: There should be a "call of action" tweet everyday along with original and engaging content about the company/show

Remember to connect with Camden People's Theatre:

Twitter: @camdenpt

Instagram: camdenpeoplestheatre

Facebook: /CamdenPeoplesTheatre



No Place Like Home by Alex Roberts. Featured in Starting Blocks 2019 showcase

As well as connecting with any other artists that are part of the same festival/season as you, and using any hashtags we've set up.

If time isn't on your side it's really easy to schedule social media posts using TweetDeck, Hootsuite and through Facebook. If you do schedule social media in advance don't forget to check and respond to your notifications. It's one thing to be posting regularly but if you're not personal or responsive people are less likely to engage.

Paid Advertisement

If you have money in your budget, online paid advertisement is the way to go.

For any size budget we believe Facebook & Instagram ads are your best choice. It's easier now more than ever to create an affordable, targeted and engaging ad with any budget. For a full guide to creating a Facebook Ad, [click here](#). (N.B Instagram ads are also created through Facebook by editing the Ads placements.

We recommend splitting your money between Facebook and Instagram to diversify your audiences. Instagram ads will give you more exposure to a contemporary audience whilst Facebook users are more likely to click on / engage with the post rather than scroll past.

We ***hugely*** recommend using video content as the number one way to engage an audience (there's a reason why Facebook is now mostly video content and Instagram stories are so popular.) If you haven't got a trailer, don't worry, stringing together a number of images in a Gif can be a great way to create equally effective content.

We can also set up an ad for you through our channels and deduct the cost from your box office settlement. Doing so can be more effective than posting yourself thanks to CPT's brand / reach. We can set up an ad for you for as little as £10 and, believe us, even £10 goes a long way!

If you have any questions about Facebook / Instagram Ads give us a call or email producer@cptheatre.co.uk and we can talk you through the process.

For companies with larger budgets, publications like My Theatre Mates, Run Riot and A Younger Theatre are a great way to reach a larger audience through bespoke, paid advertisement.

We generally don't recommend purchasing banner advertisements on people's websites / newsletters unless you've got a *really* big budget. It's very hard to gauge how effective they are and can often be very expensive + easily hidden with an Ad Blocker.

Reciprocal

CPT regularly undertakes reciprocal marketing, or PS swaps, with other venues, which means we agree to share information about their shows via our e-newsletter and social media channels in exchange for them doing the same. We'll endeavour to get swaps for most of our shows, although we only have a limited number of slots so may not be able to do so at busy times.



Suffolk in Colour by Jack Tricker and Tom Chamberlain. Featured in Starting Blocks 2019 showcase

If you have good networks of your own, such as a strong social media presence or a good mailing list, it's worth approaching like-minded theatre companies to see how they can help you spread the word. You should also contact venues, companies and festivals that you already have a relationship with and/or have similar target audiences as you.

When making contact for reciprocal shares, always draft the post / tweet you'd like them to share and offer something in return – either a post on your social media or one CPT's timeline. If you're offering a post on CPT's timeline please ask us first.

Outreach

How are you going to reach out to your target audience outside your personal networks?

That's when outreach comes in. Try not to think of outreach as only trying to reach community groups or organisations – it's simply the process of reaching out to a new audience and should be relevant to all companies.

Think of relevant university courses, charities and organisations that work with people that may be your target audience. Contact them by social media, email or phone and ask them to help you spread the word (if you don't hear from them we always recommend following up with a phone call). Again, always play by the rules of reciprocal marketing – draft the post / tweet for them and offer something in return!

A special ticket offer can be a good incentive to motivate these groups to share your information – again, we can set this up for you.

It may also be worth asking them if you can drop off print at their location if you're hoping to distribute print.

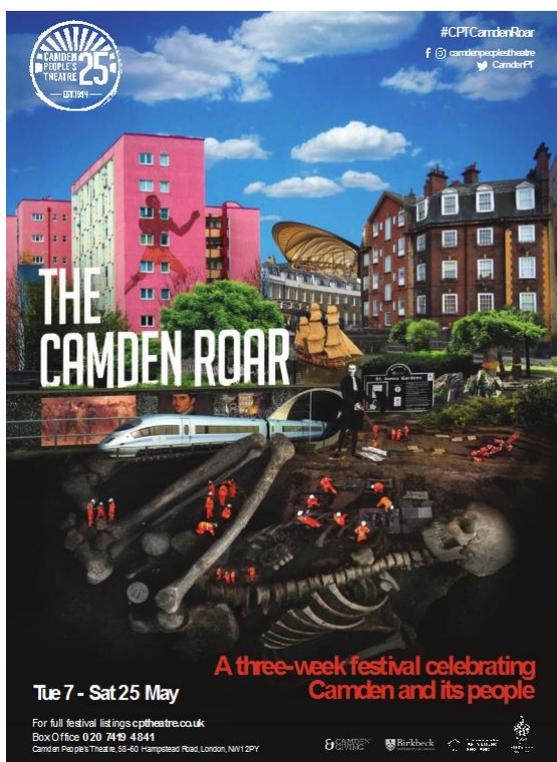
Print

For runs of more than one night or are part of a tour we suggest investing in print marketing materials. However, if your budget is small, seriously consider whether print or social media ads are the right tool for you. This can be easily worked out by considering the best way to reach your target audience i.e. older, local audiences will be far more likely to engage with print whereas a younger, London-wide audience will engage more consistently with online ads.

Either way you decide, it can be a real benefit to have a presence CPT ahead of your performance

A good flyer may include:

- A striking image that captures the spirit of the show
- The title, location, dates, times, prices and box office info in large, clear writing
- A website address
- Logos of the company and CPT (please contact us for a high res version of our logo)
- A hashtag & social media details
- A description of the show: avoid anything too esoteric, and instead aim to capture what the experience of the show will be like for the audience member
- A brief description of the company, particularly if you've had any past work with which audiences may be familiar
- Any quotes or star ratings that help to convey what's special about the show, particularly from high profile media titles or industry professionals



The Camden Roar © Donkey Studio

We use [Donkey Studio](#) for our in-house print design and highly recommend him. We regularly print flyers and posters with [Instant Print](#) and [SoloPress](#). We also recommend asking your collaborators / friends who they work & print with to find the printer / designer that's right for you.

While professionally designed, colour print is generally preferable, plenty of artists have designed and printed attractive flyers and posters on their own computers/by hand: we're a lo-fi venue, and if this approach fits with the aesthetic of your work, it is worth considering.

With regard to quantities, it all depends on what you plan on doing with the print and what your budget, time and resources are.

If you're only printing for CPT, we recommend 100-200 flyers, 8-10 A3 posters and 1-4 A1 posters (the latter being budget dependent but are highly recommended if you're performing for one week or more.)

We cannot guarantee that we will display print materials if we haven't seen them for sign off in advance – please send them at least three days prior to your deadline. Flyers must be provided with overprinting details for the venue completed.

Please try to avoid ordering print to arrive less than a week before your show is due to take place. The further in advance you send print the more audiences are going to see it and the better your return on investment.

Distribution

If you're planning on carrying out a distribution run you'll need to print a number of flyers / posters with that in mind (we can store print at CPT upon request)

We hugely recommend distributing print yourselves. Many companies who offer a distribution service will leave flyers without the organisation's permission and won't choose the right venues for your show. Making personal contact with the organisation - even just introducing yourself & telling them why you'd like to leave a flyer at their venue - can go an awfully long way and is worth the investment in time.



Parisa Naeni: Citizen of the Islamic Republic of Iran by Peyvan Safeghian. Featured in Starting Blocks 2019 showcase

If you're not based in London and/or need someone to distribute your print, you can use our in-house service for only £1/business. If you're interested in this, please let us know no later than 2 weeks before your first performance.

We also recommend London Calling and Mobius PR as two companies who offer bespoke distribution runs.

Here are locations we recommend dropping print to;

- Locally: numerous shops, restaurants, pubs, community centres etc in our area will display flyers – occasionally it can be helpful to offer a ticket or two in exchange for displaying posters, please let us know if you plan to do this in advance
- London Off-west end/arts venues: most off-west end theatres and arts venues across the capital will display print.
- Special interest: Is your show particularly relevant to a particular group? Eg if you are targeting a particular ethnic group, you could take your print to restaurants, shops and community centres that are of particular relevance to that group, or into areas that have a high percentage of that group living locally.
- Please don't forget to ask the organisation before you leave flyers. Not asking will likely result in your print being put in the bin and builds a bad reputation for both you and us.

You can undertake exit flyering at other CPT shows or other venues with a similar programme to CPT – box offices can let you know what time shows finish. It's worth checking out the [Time Out](#) website for shows with a potential crossover, and considering events outside theatre too (eg could your event be relevant for a music audience?)

Door-to-door flyering in the vicinity of CPT is another option, particularly if your show has a strong local or community angle.

Remember to ensure that all members of your company have a good stock of print with them at all times, to share with anyone and everyone they come across!



Human Jam by Camden People's Theatre

Networks

56% of our audiences say they heard about the show they attend either because they are friends with the artist or via word-of-mouth, illustrating the importance of activating 'buzz' in your networks as early as possible.

Your personal networks are absolutely key in generating an audience for your show. Get them on board early, sharing information

via email and social media channels, making it clear why the project is so important to you, personally, and encouraging them to share info with their own networks. An Early Bird discount on tickets can be a good way of getting friends & family on board as champions for your work – we can arrange this for you.

Website

If you have a website, please ensure it is up-to-date with information about the show: the more interesting content you have to share, the better. If you don't have a website it is possible to create one very cheaply. Wix and Square Space are accessible, affordable options for creating a simple but effective website.

You may wish to keep a blog about your progress as you develop the show, with, for example, photos from the rehearsal room, reflections on the creative process, extracts from the script etc. This can give you great content to share across your digital channels, and helps your potential audience engage with your journey. This could either be hosted on your website or on a blog network like [Tumblr](#) or straight on your website.

A good, short trailer is a great way of enabling a potential audience member to get a flavour for what they are signing up for, and as youtube is the fastest growing social media channel, a decent trailer is more important than ever. Some examples of trailers we like [here](#), [here](#) and [here](#).

CPT will include information about your show in our newsletter to 9k contacts, but you may wish to create an eflyer to send to your own networks, with a link through to your page on the CPT website. We may also send an eflyer of your show to our past bookers. Let us know if there are other CPT shows that are similar to yours that you'd like us to contact with an eflyer.

Your show will be featured on our website and social media channels, so please ensure we have any multimedia assets from you – the more you send us, the more profile we can give you. We also regularly update our [blog](#), and would love to have any ideas you may have for content – for example you could send us an interview with one of your company members, or an opinion piece about a theme that's relevant to your show. Please check with us before you create a full blog post to ensure we are able to publish it.

Press

If you are planning to contact the press regarding the show, it's a good idea to send a press release at least six weeks in advance.

A good press release should be contained in 1-2 A4 Pages, and includes the following elements:



Piece Of Me by Claire Gaydon. Featured in Starting Blocks 2019 showcase

- Clear information on the name of the show, dates, times, and where tickets can be purchased
- The first paragraph should summarise the story: what makes this story interesting for journalists and their readers now?
- A brief description of the show
- Information on any notable individuals involved with the company, or past work you have undertaken
- A quote from a key creative (eg the director) that summarises the story in a sentence or two
- Let them know if images and/or interviews are available
- You can add a 'Notes to Editors' section that includes any information that you don't have room for in the main body of the release, eg artist biographies, 'About the Company' info etc

If you feel you genuinely have a story that will capture the interest of a journalist, follow up your press release with an email or call explaining the story's relevance. You should clearly express:

- Your USP/Key messages
- How you envisage them covering the story: is there a specific column they run that the story would be right for?
- What you can offer: an exclusive interview? The chance to do a photoshoot of the show?

Key local press titles: Camden New Journal, Ham & High, Love Camden

Key theatre/arts titles: Time Out, The Stage, Guardian Theatre, What's on Stage, Exeunt, A Younger Theatre

If you'd like to engage a professional PR agency to work on your show, we recommend [Mobius](#) and [UpRight Fools](#)

Listings

CPT will undertake listings for shows in our season with Press Association, which covers the bulk of the national media, and *Time Out*. However it is worth checking four weeks in advance to ensure your show has been featured, and resubmitting information if it hasn't, as things do sometimes fall down the cracks!

Beyond this, it's worth placing information about your show with as many culture and events sites as possible. Some key examples are:

A Younger Theatre	Whats on Stage	London Theatres	LeCool
Remote Goat	Run Riot	List	All in London
Off West End	Visit London	Arts Hub	The Upcoming

Depending on the themes of your show, there may be other listings sites for whom it is relevant, eg Mumsnet with info on family shows.

Window Displays

We're always looking for new creative content and installations for our windows. If you think you've got an idea and would like to advertise your show in our windows get in touch!

If you'd like to find out more about the windows or have any other questions about marketing, please email our Marketing Officer, Natalia Knowlton, at producer@cptheatre.co.uk



Cross Sections by Fiona Grady. Featured in Glass Cloud Gallery's Summer Season.