An Grianán Theatre Marketing checklist

An Grianán Theatre Marketing Check List

Brochure

New brochure layout recently entered into, compiling and proofing a very time consuming process which is ongoing over a month.

Website

Updated regularly, regular maintenance one solid half day a week, plus a few hours here and there, depending on the turnover of events. For a new brochure it takes a half an hour per show at least.

Posters

estimates that she puts up around 15 posters per show: main street, high road, glencar, hospital, public service centre.

Use other people to target areas

A new departure is the use of QR codes

Flyers

Flyers are mainly used as in house display items on our box office counter and for mailshots.

Email

3800 recipients, averages around 650 recorded opens per email, and c. 120 click on links contained within. This rises to 800 and 300 respectively for a new brochure. Takes around 90 minutes to compile. We expect to have 4000 by the end of the year.

Tickets

We currently have the cafe as our strap line on the back of the ticket, and the cafe and highland logos alongside ours on the front.

Radio Ads

4 ads per day on Highland. We need to create a default ad for Highland to place in between one ad ending and the next being created.

Newspaper Ads

Letterkenny Post and Donegal News ads placed as deemed necessary. Democrat and Derry Journal occasionally as deemed suitable, e.g. Aristocrats.

Social Clubs/ Group Bookings

looks after the group bookings and liaises with the social groups.

Press Releases

Press Releases are sent 3 times a week reflecting the different deadlines of the local papers. Each release is different.

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On an ad hoc basis with Highland, it's up to them. has been very amenable recently.

Arts & Parts - Donegal People's Press

writes this column, it takes one hour per week.

Newspaper Interviews

Again on an ad hoc basis although much more frequently than Highland. at the Donegal News is a great help.

Online Listings

Newspaper Listings

Electronic Sign Large

We highlight the next four/ five upcoming shows and the cafe on it.

Electronic Sign Small

The Public Services Centre. updates this weekly it takes around one hour. ensures it is switched on. Need to find someone else to check on it while is out sick. Update: will take it on.

Video Trailers:

Time consuming. Any benefit?

Balor March to May 2011: 63 views.

Aristocrats Trailer: 408 views. (most of these hits came from a link on our email)

Facebook

We have two pages, one a group which people join which has 670, and one a page which people like which has 306 followers. We also administrate a Donegal Arts Page which has 2000 friends. It takes around 15 minutes to put up a show as an event. And it takes about 15 minutes a day to keep them updated.

Twitter

Used mainly for the cafe. This will be broadened out to have regular information about shows too.

Flickr

Sets of photos receive around 650 hits and on top of that photos receive an average of 50 individually. A set, sent image-ready by a photographer, takes about 10 minutes to upload.

Advocates

For Aristocrats, and and both worked hard at getting ticket sales, as did the local members of the cast. There were some problems with tickets taken out to sell. has always taken posters etc. to her school.

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has often put up posters for us. A number of teachers have been good advocates,

Road Signs

The only place to place them at the moment is in the Council's official sign. We should investigate getting a similar one made and placed for our sole use.

In house signs:

- Our notice board, updated daily takes a few minutes.
- Community notice board, checked weekly. Takes about 20 minutes to sort out.
- Upstairs notice board. Needs to be made more of, try to target shows relevant to the people coming in.

Friends Scheme

oversees it. c. 45 friends. Needs to be reimagined.

Research

For our big dramas & other big events there would be a day or so research into the play and company and performers. We also do research for all events to ensure we have the correct up to date information.

Mail shots

The mail shot for Aristocrats, which cost us a predicted € has so far brought in over € worth of bookings. As a brochure of events was included in it we will continue to monitor the sales from it.

Text Messages

We haven't used this much, should work out who and which shows to target with it. Compiling the lists is quite time consuming.

Box Office and Marketing Manager 25 October 2011