



THE CENTER FOR CREATIVE RESOURCES

MARKETING: THE BIG PICTURE

By Noel Hayashi

Just what is marketing? You hear that term tossed around offices and conference tables all over the map, but mostly in the commercial arena. So how does marketing apply to the arts?

At CCR, we interpret Marketing to mean any of a myriad of ways in which you spread the word about your artistry or event (concert, exhibition, play, etc.)

Thus, under the broad umbrella term of **MARKETING**, we include:

Advertising – paying for space (in print media) or time (on radio or television) to promote your message

Publicity – tacking up posters or flyers all over town to promote your event

Direct Mail – sending out printed postcards or brochures promoting your event

E-Marketing – sending your message out via email

Promotions - offering some sort of incentive for buying tickets to your event, i.e. Buy One/Get One Free or Join our mailing list and win a pair of tickets

Signage – large posters, banners, or 3-sheets prominently displayed

Public Relations - sending out press releases and press kits to your local media

with the hope of them listing your event in local newspapers and magazines. This can also be done via email.

Media Relations – establishing ties to your local media representatives, which will greatly improve your chances of being listed, featured, and /or reviewed.

Merchandising – creating and then distributing a product (tee-shirt, coffee mug, calendar, note cards) that features your logo and/or message.

Sponsorships – establishing relationships with one or more commercial entities whose name and association will add credibility to your message, i.e. This concert is underwritten by Gateway Realty, or Main Street Newspapers presents...

A strong marketing campaign will include all of the above. We recommend that you consider incorporating as many as possible into your marketing efforts.