

The Touring Marketing Map

Joined up approach



This mind map is designed to inspire your thinking and take you through the process of creating a touring marketing campaign.

Marketing touring productions, touring exhibitions, or events requires both company and venue to negotiate and agree campaign plans. Discuss **(face-to-face if possible)**, enthuse the venue about the show, exhibition or project, outline the scale and ambition for this project and agree each of the sections of this map with each venue.



Arts
Audiences



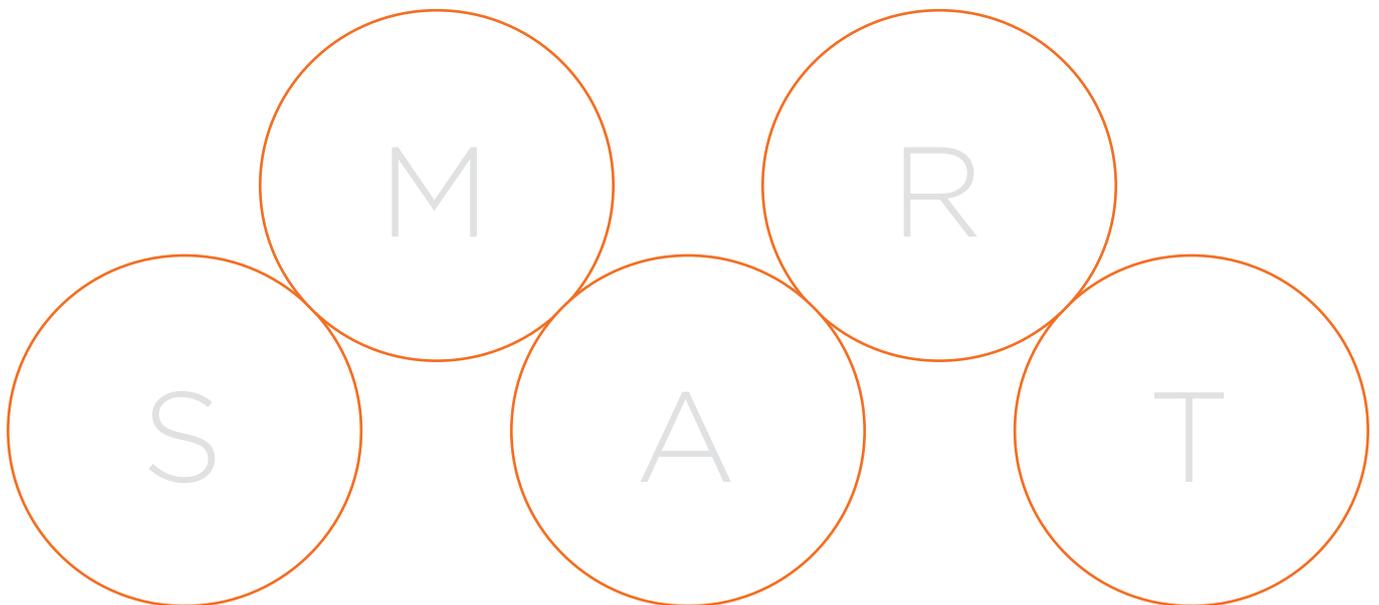
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What?

Think about what you aim to achieve with this tour and consider how it supports your organisation's vision, brand and wider marketing aims.

Agree objectives with each venue, making sure that they are **SMART**:

- Specific** — well defined
- Measurable** — set targets for income and attendances
- Agreed upon** — ensure the objective is agreed between venue and company
- Realistic** — given your joint resources, knowledge and time — make the size and capacity of your team obvious to each venue
- Timetabled** — when will you know if you've achieved your objectives?



Who?

You cannot market to 'everyone'. **Identify groups of people to target.** Pull together any research, observations, and insights you have about each group. What do you know about them? What do they know about the company and/or the venue? What are their expectations? What type of experience do they want to have? Are there any barriers to reaching them?

Audience
group 1

Audience
group 2

Audience
group 3

For insight on mapping your audience by driving distance, see:
bit.ly/MappingYourAudience

How many?

Audience group	Target number Set realistic targets for each venue / location	Actual reach Record this afterwards for each venue to inform future plans

How?

Identify the communication tools most suitable to reach your target audiences.

1 – Enter your target audiences across the top axis and create a list of potential communication tools down the side axis e.g. website, direct mail, season brochure, advert, social media, video clips, PR and press coverage etc.

2 – Tick the tools that work for each target group

3 – Prioritise by thinking about which channels will be the most effective and have the greatest return. Where is each target audience likely to look for information? Which tool will most effectively communicate your message? Circle up to three communication tools to prioritise for each group

		Target audiences					
Communication tools							

Which of the following will you produce, and which will be produced by the venue?
i.e. whose website, social media accounts, etc.



Don't forget to note your 'must haves' i.e. logos, partners, sponsors, accessibility, website, branding rules. There is space for notes overleaf.

Audience data

For touring companies, audience data and who has access to it can often be a contentious issue. Read the latest advice on this on www.audiencesontour.org, analyse your capacity to manage audience data within the requirements of the data protection act, and discuss and agree an approach to accessing relevant audience data with each venue.



Budget

Agree your budget with each venue. Take into account:

- The size of the venue (larger target audiences will naturally require more budget)
- How new the audience group is to you and / or the venue – it's often found to be five times cheaper to target existing groups so this needs taking into account in your budget
- The amount you've had to spend previously to achieve the same results

Price

Discuss and agree the price range and the yield to balance:

- A** – maximising revenue
- B** – developing audiences, visitors and participants

Visuals

Visual images can communicate even more than words. Consider whether you need to commission any photography, graphic design, video clips, etc.

Revisit your benefits / key messages — decide whether your images should represent what the art or performance is like, who the performers or artists are, a glimpse behind the scenes, what the venue/s is like, what the experience will be like, who the typical audience is, what the impact on the audience will be like, etc.

Having an impact

Getting your message to stand out is crucial.

Does your campaign achieve the following?

Attention

Does your campaign grab attention with images, relevant design and inspiring copy?

Interest

Does your campaign provoke interest by communicating the most appropriate benefit?

Desire

Does your campaign generate desire to attend or take part?

Action

Does your campaign encourage bookings, reservations or purchases?

When?

Congratulations. You've done the plan. Now it's time for action.

Decide with the venue who is responsible for each element and what staff time and budget each will provide. Put dates and deadlines for your tasks. Adapt the dates to fit your tour schedule and different venue needs:

Activity	Today	3 months before	1 month before	3 weeks before	During	After

For more information on how to do this, please see:
bit.ly/MarketingProductionsOnTour



The marketing pack

Pull together all of the information from your agreed campaign plan and create a pack targeted at each venue to include:

- About your company (information for marketers, box office, front of house etc.)
- About the performance
- Shared insight about the target audiences
- The key messages / benefits – copy adapted for the key target audiences
- Any other agreed information (such as images, video clips, people available for press interviews, endorsements, etc.)
- Your contact details

Marketing evaluation

Don't forget to evaluate your efforts.

Analyse what worked and what failed. Solicit feedback and take note.

Collect reviews, explore digital analytics, check budgets, record the 'actual reach' in the 'HOW MANY' section of this map, calculate return on investment and effectiveness for each campaign.

Evaluation is not just for funders, use this to inform future campaigns with each venue.

More information

Please see www.culturehive.co.uk/tags/irish-touring for a range of case studies, articles and guides to marketing for touring companies.

