



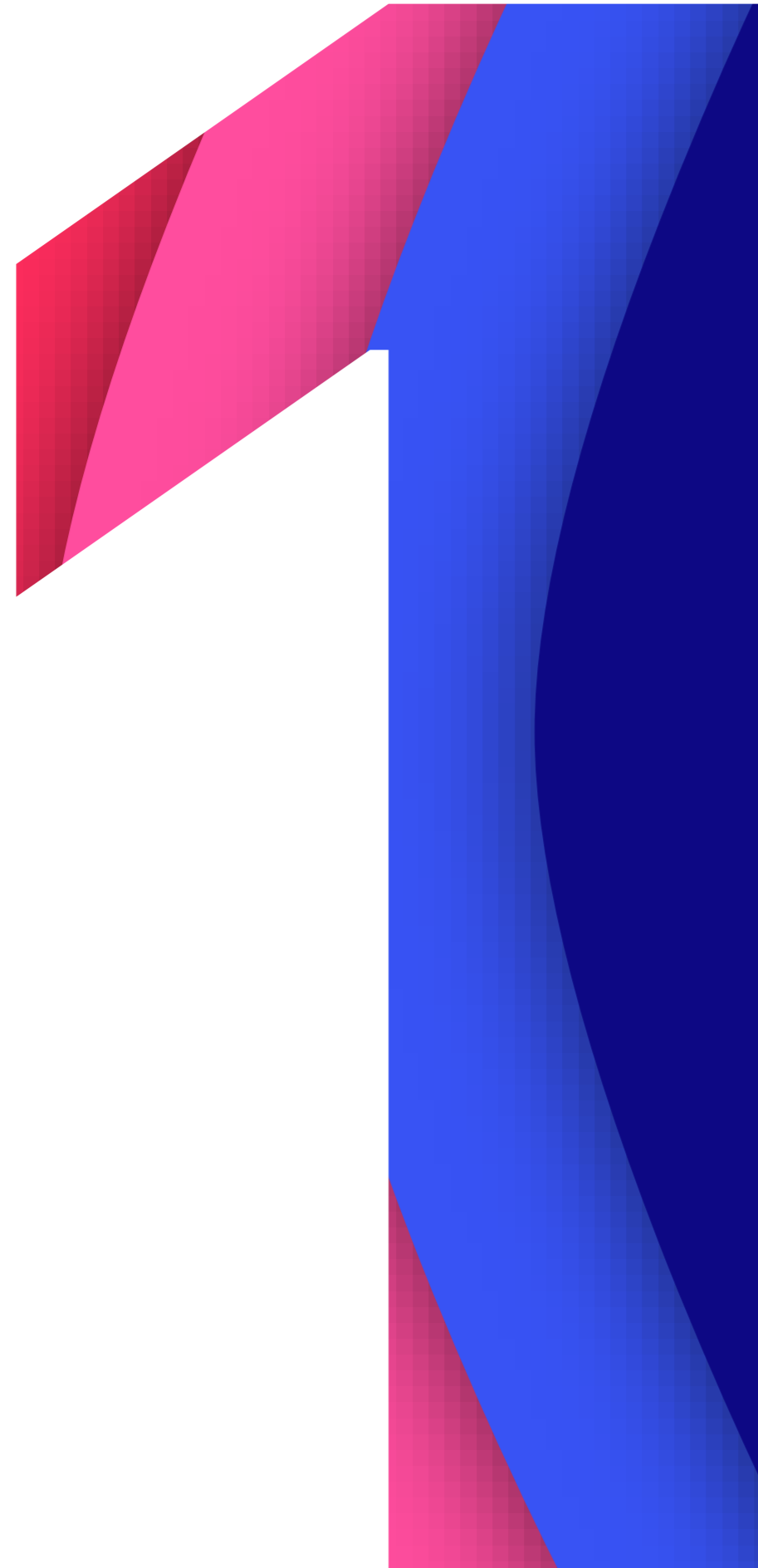
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No budget, no worries

How to market your show on a teeny tiny budget

Work smarter & harder

- Prepare and do your research
- Crystal clear messaging
- Set goals
- Start early
- Follow up



Prepare and do your research.

**Who is your target market?
(please don't say everyone)**



**Spend time
really developing
your audience
personas.**

01.

Use the Marketing Strategy Template

—
This template is available in AVR and gives you an intro to persona building.

02.

Use data

—
If you have an existing audience, use the data and the knowledge you have to form data-driven personas.

03.

Research your personas further

—
Really find out who your audience is, what do they read? What social media platforms do they use? Where do they shop?



Newbies

Start by creating audience profiles / personas based on what your show is, and who you think it would appeal to. If you need more help, think about shows, events or activities which share common themes and research their target audiences.

Returners

Use your existing data (previous ticket buying data, social media following) and what you know about the audience who is engaging with you already. This is also a growth opportunity so think about branching out and appealing to new audience groups.

Tip:

Don't forget audience personas can be done for ticket buyers, media and industry groups.



Be crystal clear in your messaging.

Help make the decision easy for potential ticket buyers

- Get straight to the point - clear and simple messaging is the key.
- Your show title should give people an idea of what they will be seeing. You can also work on your strapline (tag line).



**4 Bars 5 Comedians- the ULTIMATE
night out of comedy and booze!**

(Comedy Pub Crawl)

DOM CHAMBERS A BOY AND HIS DECK

* ADELAIDE * FRINGE * FringeTIX 19TH FEB - 21ST MAR 2021 * 9:30PM
adelaidefringe.com.au 1300 621 255



THE GARDEN
MAGAZINE

AS SEEN ON

America's got Talent

PENN & TELLER: FOOL US

THE ILLUSIONISTS
LIVE FROM BROADWAY

"Seminal" ★★★ Charlie.co.uk

A Young Man
Dressed As A
Gorilla Dressed
As An Old Man
Sits Rocking In
A Rocking Chair
For Fifty-Six
Minutes And
Then Leaves

A Young Man Dressed as a
Gorilla Dressed as an Old Man
Sits Rocking ...

— HOSTED BY VICTORIA FALCONER —

SMASHED

THE BRUNCH PARTY





PUBsing @ The Fringe

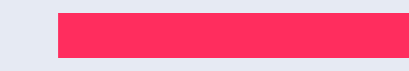
LYRICS on screen LEARN simple harmonies DRINK in hand - SING!

The PUBsing trio believes everybody has a voice! Low pressure vocal fun where YOU sing loud and proud with lots of laughter and silliness. Leave the show with a healthy...

[More about this event](#)

**Match the
messaging to
your audience
segment.**

NEW SHOW	
PREVIOUS TICKET BUYER	NEW TICKET BUYER
<ul style="list-style-type: none">- Australian Premiere of New Show- I'm returning to Adelaide Fringe with New Show, see it first.- Get % off when you book 3 or more tickets.	<ul style="list-style-type: none">- Reviews, quotes or award laurels- Tagline / strapline (if your title is not obvious)



Remember:

**People want to know what
they are signing up for**

Be authentic



Set realistic goals.

Think about what you are wanting to achieve from your marketing, be specific as possible.

Examples may include:

- Building awareness of your show or yourself as an artist
- Sell 30% more tickets to shows Sun-Wednesday



Start your marketing early/ now!

Please refer to the Fringe key dates.

BankSA Pre-sale is **December 1**
Program Launch is **December 2**
Christmas is **December 25**



Follow Up.

**If something is
not working,
change it!**

