



**ADELAIDE
FRINGE ***

**How do I get last
minute ticket
sales?**

Presentation Outline

HOW DO I GET LAST MINUTE TICKET SALES?

Self Promotion

Use free/organic platforms

Leverage networks & Relationships

Social Ads

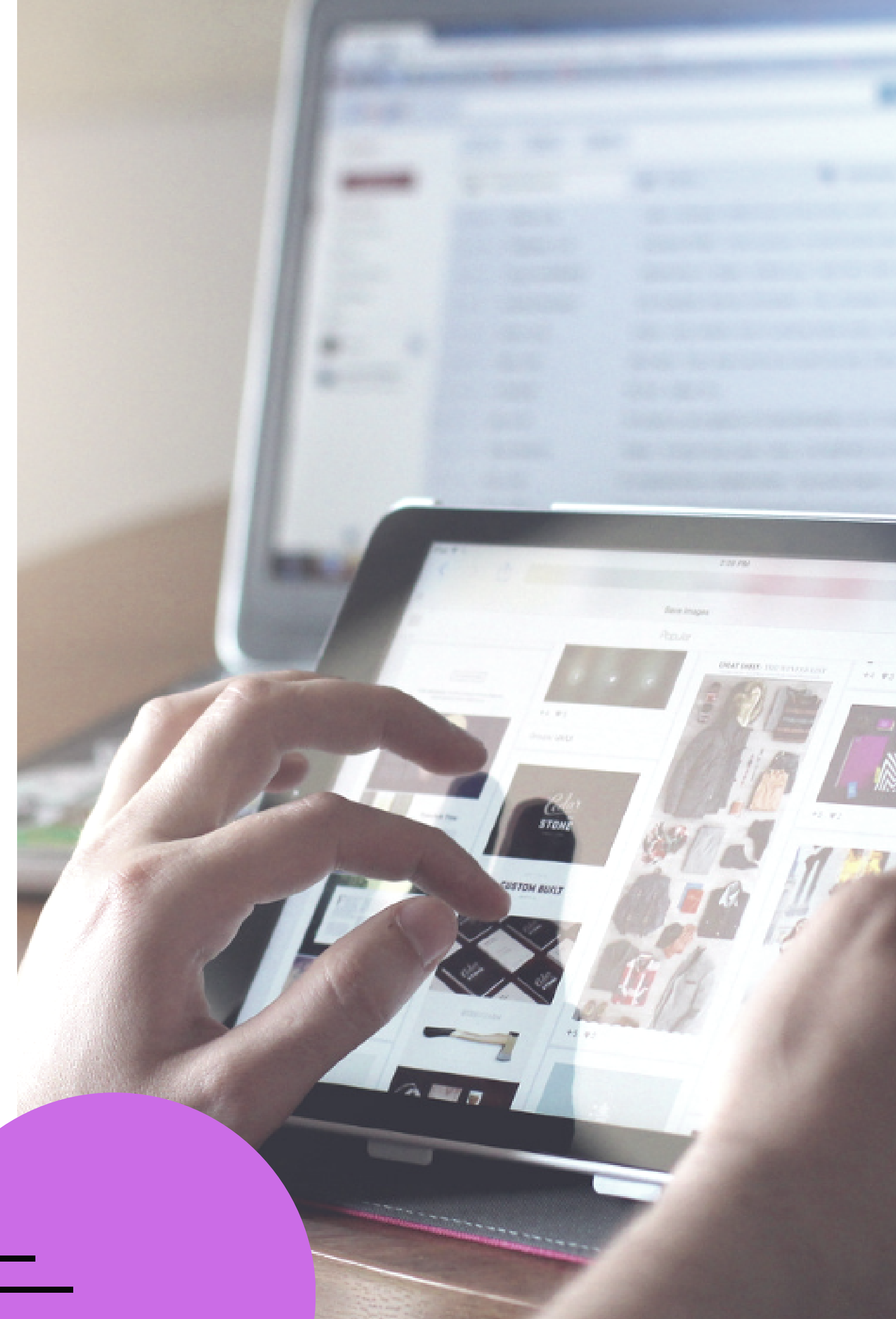
Fringe Social Packages

About On My Mind

DIGITAL MARKETING

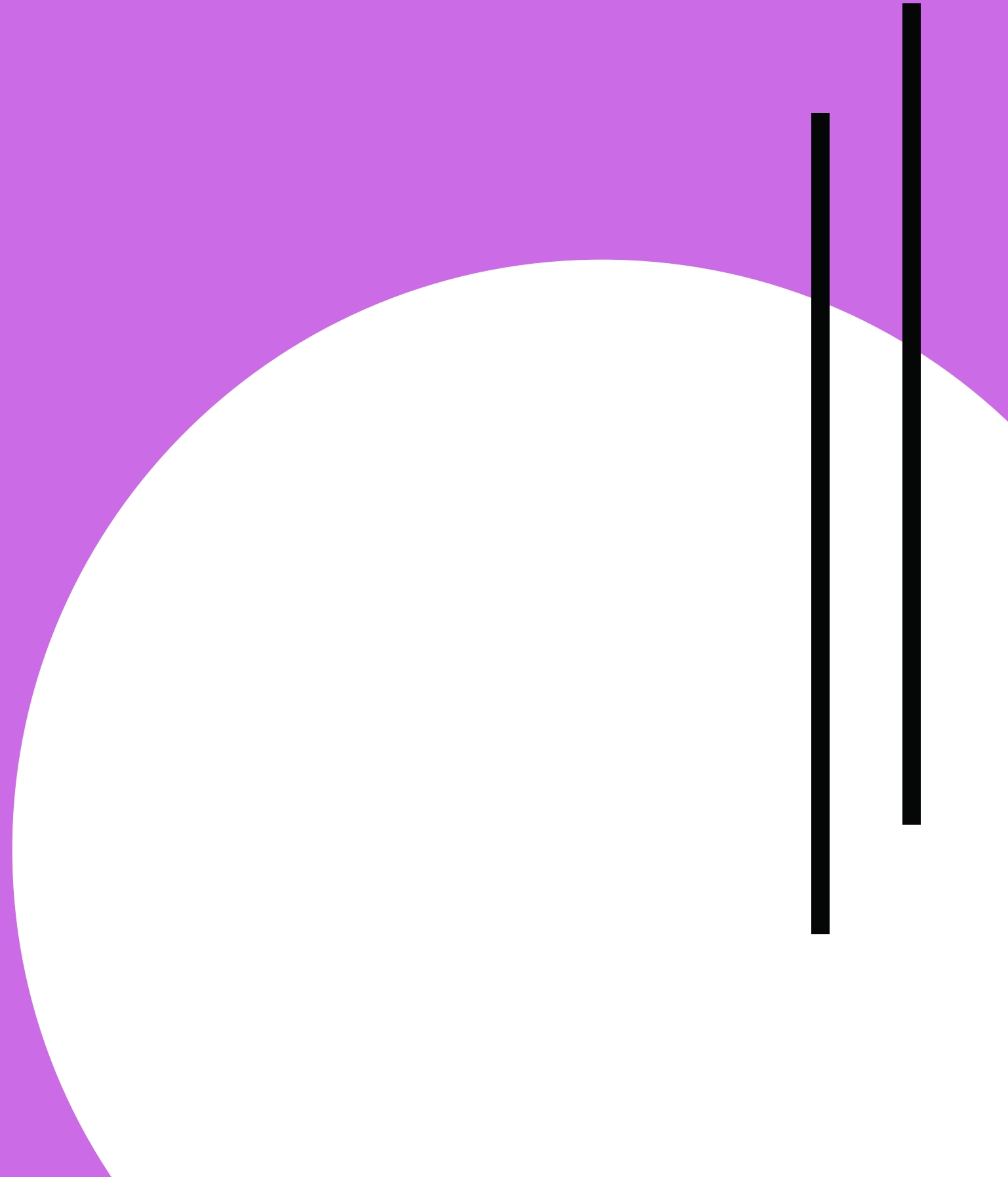
We use targeted Digital Marketing to keep you/your brand top of mind in the moments that win customers.

WWW.ONMYMIND.COM.AU



Self Promotion

TALK UP YOUR SHOW



SELF PROMOTION



- Promotion is not a dirty word! Be proud of your show and tell others about it.
- Fringe is an exciting time with so many shows on offer and it is overwhelming for customers to try and decide which shows to see. They will look for ways to simplify their decision:
 - recommendations from friends/influencers
 - reviews
 - shows that are more regularly present in the media they consume

MAXIMISE FREE/ORGANIC

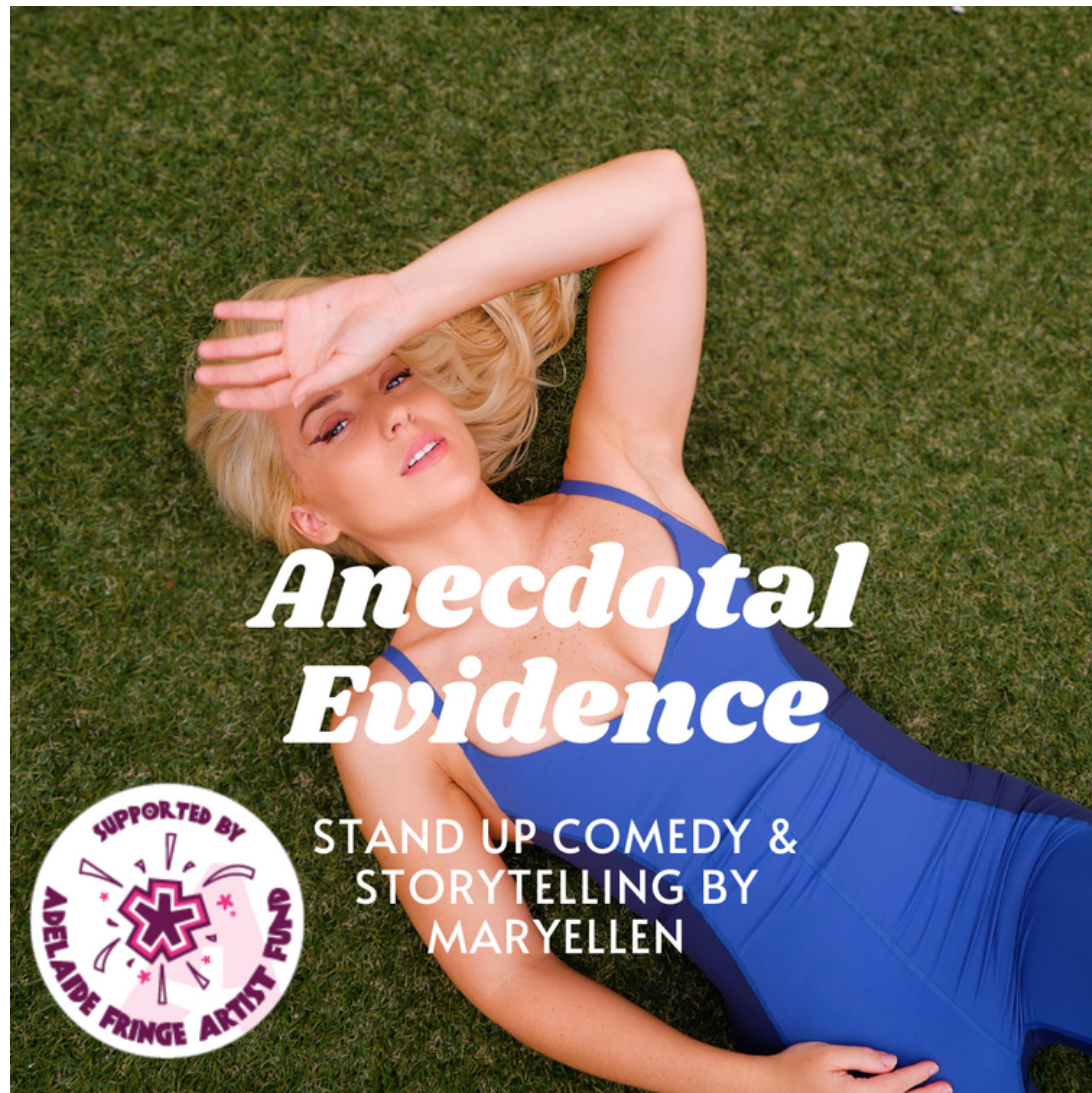


- Have you emailed your database?
- Are you posting regularly on your social channels?
- Create an "Event" in Facebook for your show dates
- Use of video snippets/reels
- Consider promotions/ticket giveaways/discounts for the opening show to fill the theatre and promote word of mouth

Post Creative

**ADELAIDE
FRINGE ✖**

- Show name, dates, and location is great to include on assets.



Post Creative

**ADELAIDE
FRINGE ✖**

- Good use of captivating images with essential information that doesn't overpower the image. Important information includes the show's name, dates, and location.



Post Creative

- Good use of showing past reviews. Both in star and written format.
- Benefit's of including reviews provided credibility for the show and grabs the attention of the audience.



Post Creative

- Good use of past performance awards, showing the credibility of the show, whilst guaranteeing a high quality performance.



Post Creative

**ADELAIDE
FRINGE ✖**

- Informal posts drumming up local excitement



Post Creative

- Reels – snippets of your acts/humour to give people a taste
- vox pops



**ADELAIDE
FRINGE ✖**

Promotions



- Consider promotions/ticket giveaways/discounts for the opening show to fill the theatre and promote word of mouth

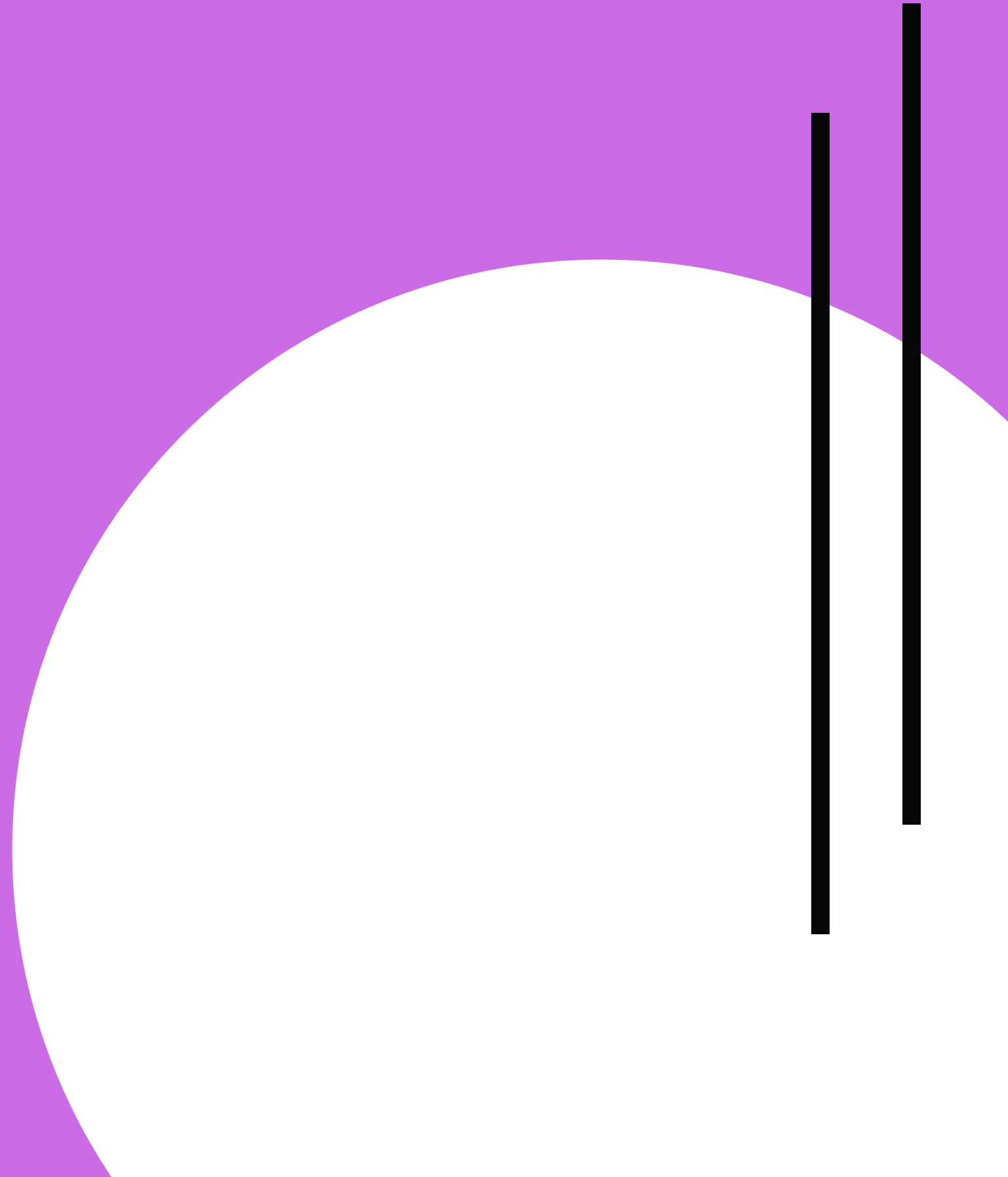
Cross-Promotion



- Post about shows from similar style artists. Tag them. Endorse the show. Reciprocate.
- This opens you up to each others audiences.

Expanding Your Reach

WITH DIGITAL ADVERTISING



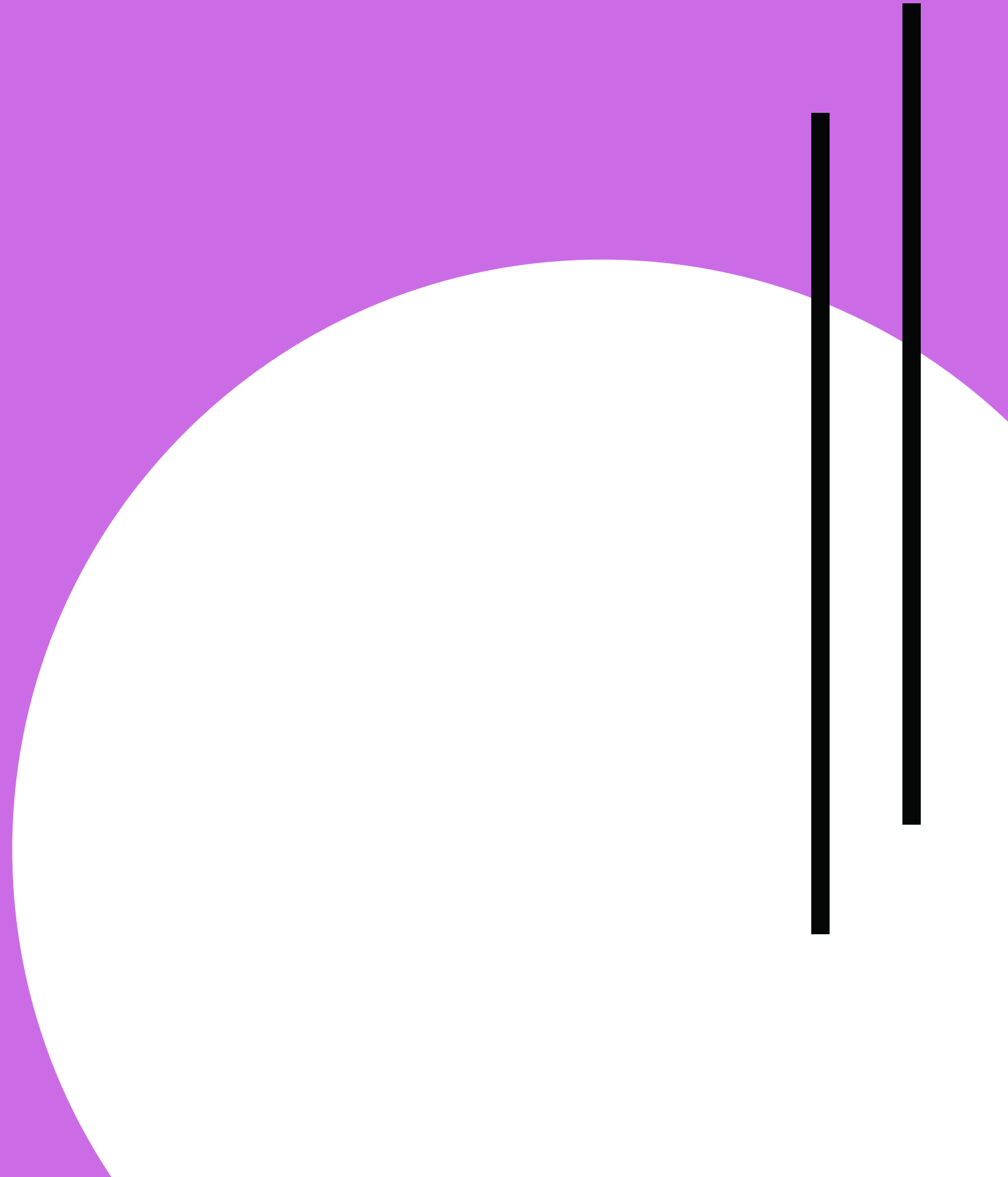
Digital Advertising



- Boost your reach beyond your immediate followers. Reach people who are similar to your audience or have the right demographics/interests for your show:
 - Quick and Dirty Approach : Boosting posts ad hoc
 - Fringe Social Packages: use the power of the Fringe's audience and digital marketing expertise to promote your show
 - Meta Ads Account: For advanced operators looking for long term effectiveness

Boosting Posts

EXPAND YOUR REACH QUICKLY



Boost post

Goal

What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on your settings.

Change

Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to **people** when likely to improve performance.



Button ?

Button label
No button

No button

Book Now

Learn more

Shop now

Sign Up

Send Message

Get messages on Messenger and WhatsApp

Send WhatsApp Message

Call now

issues, elections or politics



ally adjust over time to reach more people



- The initial step in boosting a post would be to add a call to action by adding a button
- "Book Now" is the most suited button for selling Adelaide Fringe tickets and this is what we use on our current artist campaigns.

Button 

Button label
Book Now

Website URL
<https://adelaidefringe.com.au/fringetix/monski-mouse-s-baby-disco-dance-hall>

 **Adding a button may crop your image**

You can reposition your image before boosting it. Changes will appear on both the ad and the original post on your Page.

Crop Your Image

- Adding a button will allow you to direct customers to the Adelaide Fringe site, where they will be able to purchase tickets to your show
- Important to use your Adelaide Fringe Show link

Audience

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location – Living in: United Kingdom: Honor Oak Park, London (+48 km) England

Age: 18-65+

People who match: Interests: Victoria and Albert Museum, Stand-up comedy, Music, Barbican Centre, Adelaide Fringe Festival, Concerts, Arts and music, Livemusic, Performing arts, Edinburgh Festival Fringe or Entertainment

Advantage detailed targeting: On

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

Create New



- Under Advantage Audience click on the pencil to edit audience details
- Audience details include demographics such as location, age, interests, and more
- Once you have clicked on the pencil a sub-page will be brought up allowing you to edit each demographic individually

Edit audience

Select the location of people you want to reach with your ad.

Gender ⓘ

All Men Women

Age ⓘ

18 ————— 65+


Selecting an audience under 18 will limit your targeting options to location, age and gender. [Learn more](#)

Locations ⓘ

Locations
Type to add more locations

Australia

Adelaide + 40 km ✖



Audience definition
Your audience is defined.

Specific ————— Broad

Estimated audience size: 1M-1.2M ⓘ

Cancel Save audience

Locations ⓘ

Locations
Type to add more locations

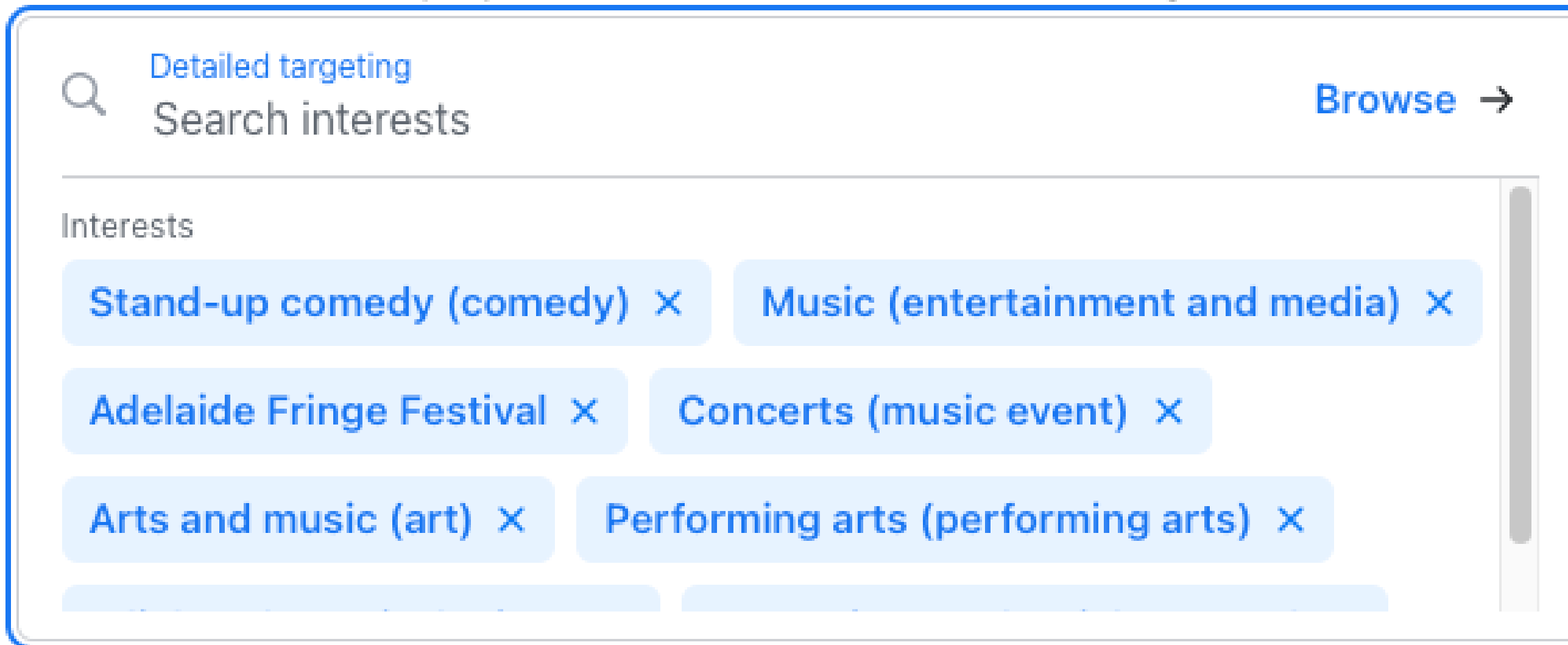
Australia

Adelaide + 40 km ✖

- First, you will need to ensure your location is set to a relevant location eg. Adelaide with a +40km radius
- This radius will spread from central Adelaide outward, reaching people approximately 45–60 minutes for the CBD.

Detailed targeting ⓘ

Your ad will be shown to people who match at least one of the following interests.



The screenshot shows the Facebook 'Detailed targeting' interface. At the top, there is a search bar with the text 'Detailed targeting' and 'Search interests'. To the right of the search bar is a 'Browse →' button. Below the search bar, the section is titled 'Interests'. There are six interest tags displayed in light blue boxes with a white 'X' icon to the right of each tag: 'Stand-up comedy (comedy)', 'Music (entertainment and media)', 'Adelaide Fringe Festival', 'Concerts (music event)', 'Arts and music (art)', and 'Performing arts (performing arts)'. There are also two empty interest tags at the bottom of the list.

For advanced targeting features, go to [Ads Manager](#).

- Detailed targeting allows you to target people based on their interests.
- This can be useful in targeting people interested in the genre of your show as well as those interested in Adelaide Fringe.

Duration [?](#)

Days 5 End date 21 Feb 2023

Total Budget [?](#)

Country, currency
US, AUD

Estimated 1.3K-3.8K [Accounts Centre accounts](#) reached per day

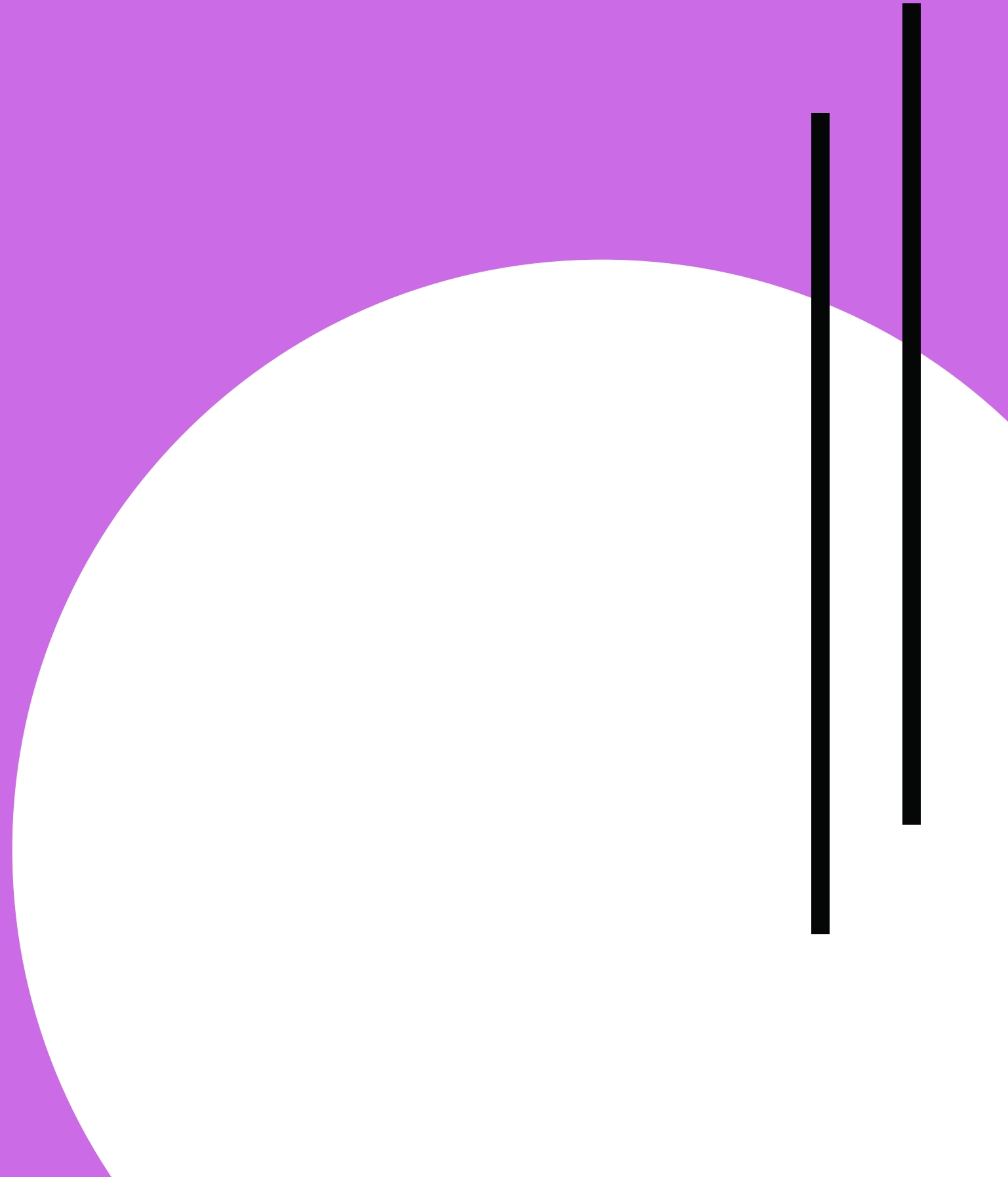
\$ 25.00

\$2.00 \$500.00

- In the final stage, you will choose how long your ad will run for
- You can customise the number of days the ad runs for as well as the total budget.
- The total budget is the maximum amount you'll spend on your ad until it stops running.

Adelaide Fringe Social Media Packages

EXPAND YOUR REACH WITH FRINGE
AUDIENCES + INCREASE BRAND
RECOGNITION



Social Packages



- Tap into Fringe's social media audience of 150,000+ across Facebook and Instagram as well as Fringe's past ticket buyers database, with targeted social ads designed to drive ticket sales from genre-specific audiences.

Your campaign will be optimised to deliver reach, engagement, and conversion, increasing exposure for your event to highly engaged social media users.

Social Packages



Entry

\$300+GST

Targeting Inclusions
Reach campaign
Fringe lists targeting
+lookalike audiences

1,200 Estimated Clicks	7,000 Estimated Reach	7 Days
----------------------------------	---------------------------------	------------------

Basic

\$500+GST

Targeting Inclusions
Traffic campaign
Fringe lists targeting
+lookalike audiences

2,100 Estimated Clicks	12,000 Estimated Reach	14-30 Days
----------------------------------	----------------------------------	----------------------

Standard

\$750+GST

Targeting Inclusions
Conversion campaign
Fringe lists targeting
+lookalike audiences
+remarketing

2,850 Estimated Clicks	17,000 Estimated Reach	30-45 Days
----------------------------------	----------------------------------	----------------------

Facebook Feeds

Adelaide Fringe **Sponsored**

Get Your TIX to Sh!t-faced Shakespeare - Romeo & Juliet. Showing 17th Feb-19th Mar at The Roundhouse at The Garden of Unearthly Delights.

Hilarious worldwide sell-out smash hit returns! An entirely serious Shakespeare play with an entirely sh!t-Faced actor! TIX Now On Sale!




adelaidefringe.com.au
Buy TIX Now 17th Feb-19th Mar **Book Now**

Like Comment Share

Instagram

adfringe **Sponsored**



Book Now

adfringe Get Your TIX to Sh!t-faced Shakespeare - Romeo & Juliet. Showing 17th Feb-19th Mar at The Roundhouse at The Garden of Unearthly Delights.

Hilarious worldwide sell-out smash hit returns! An entirely serious Shakespeare play with an entirely sh!t-Faced actor! TIX Now On Sale!

Interested? Use this Form



<https://social-media-campaigns2023.paperform.co/>

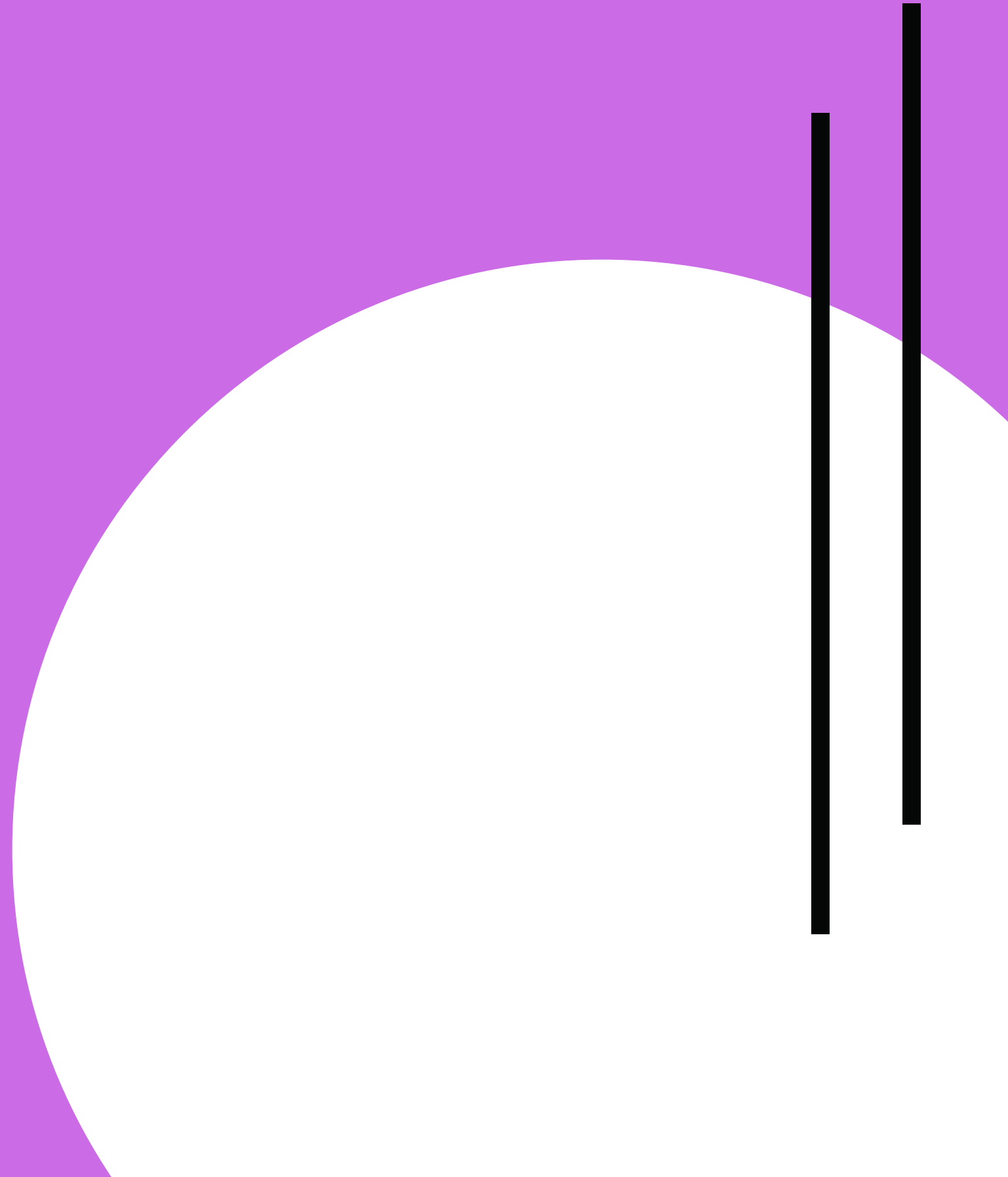


Social Media Packages

Event Name*	
<hr/>	
Artist Name*	
<hr/>	
Season Opens*	Season Closes*

Meta Ads Account

EXPAND YOUR REACH + BETTER LONG
TERM RESULTS (ADVANCED)



Meta Ads Account

- Best Practice for long term effectiveness, promoting multiple shows
- Create a Business Manager Account (own your accounts and assets)
 - <https://business.facebook.com/overview>
 - Click "Create Account"
- <https://business.facebook.com/settings/>
 - Link up your Facebook and Instagram pages
 - Create an Ads account
- Create a Pixel and install on your website (or on your Fringe page)
- Create audiences

Ad Campaign Benefits



- Better Reporting
- Ability to test and optimise
- More ad formats
- Better Customisation
- Repeatability
- Use of pixels for tracking and targeting audience data

Summary

- Use all free/organic forms of promotion at your disposal
- Get some ad spend behind you to increase your reach
 - Boosting Posts – quick, simple option but not as effective and ongoing campaigns
 - Fringe social packages – run by professionals, instant access to captivated audiences (Use this if you do not have a large database/following)
 - Ads Manager – most advanced and customised approach (best for those who have some audience data to work with or have ongoing campaign needs)

Thank You & Break A Leg

ON MY MIND

www.onmymind.com.au