



# PROMOTION AND MARKETING QUICK CHEAT SHEET

## PLANNING/BIG PICTURE

- Identity – think about how you want to present yourself – “branding”
- What are your resources? \$ and personnel

## WAYS AND MEANS

### *The Basics*

- Include all the key points WHEN (Date and time), WHERE, HOW MUCH, HOW to BOOK, CONTACT INFO

### *Materials*

- You need 1-2 quality high res images (min 150dpi)
- Posters/flyers – design and print, e-versions

### *Build your connections*

- Don't underestimate WORD OF MOUTH
- Submit your event to Arts North West – don't forget the image  
<http://www.artsnw.com.au/submit-your-event>  
Your event will go into the arts calendar – but also enews, facebook etc etc
- What's on columns in local newspapers, local Council websites (tourism)
- Local newsletters (including school and Free listings)

### *Media*

- Prepare a press release –
  - Newsworthiness – need to think about the STORY – it is about timeliness, proximity, prominence, human interest (impact) and the unusual (novelty).
- Send press release but then contact the local journalist for an interview.
- Don't forget ABC Local Radio

### *Online and social media*

- Email- Not enews, but a direct call to action to a specific person.
  - It needs to be short and punchy – with all the key points (see above)
- Social media – instagram/facebook/twitter
  - there has been lots written about all this

## RESOURCES AND TEMPLATES

Arts North West has lots on its website – how to write media releases, effective promotion cheat sheet, social media basics, tips on poster and flyer design. <http://www.artsnw.com.au/marketing/>

A whole heap of free resources on marketing:

- Creative Plus Business – Mondo Marketing [130 Tips to Kickstart your Marketing](#)- Created by Monica Davidson of Freelance Success
- Business.gov: Marketing plans, templates and guides – including social media. [www.business.gov.au/business-topics/templates-and-downloads/Pages/default.aspx](http://www.business.gov.au/business-topics/templates-and-downloads/Pages/default.aspx)
- The Loop: Australia's largest creative community, connecting creatives with collaborators, companies and endless opportunities <http://www.theloop.com.au/>
- Arts Hub: Resources and job links for Australia's creative workers. [www.artshub.com.au/](http://www.artshub.com.au/)