



GET NOTICED!

PR + Marketing for ATX Creatives



Cultural Arts
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

HELLO



What's the difference?

*"Advertising is what
you pay for,
publicity is what
you pray for." –
Unknown*

Public Relations (Earned Media)

Communications with media outlets and/or the public

May include: press releases
pitching, reputation
management, media and
influencer relations, company
messaging, public speaking,
social media

Marketing (Paid Media)

External marketing efforts that
involve a paid placement
(advertising)

May include: paid ad placements,
swag (t-shirts, posters, buttons),
newsletters, website, social media
advertising and sponsored
content, sales materials

Public Relations

How do I get started?



Build a PR Plan. (*Get Organized!*)

- Establish Goals
- Create Messaging
- Gather Creative Assets
- Develop Timeline
- Determine target media & audience
- Engage the Media

Establish your goals. (*Why do this?*)

What are the desired outcomes of your PR efforts?

- Sell tickets
- Grow your audience
- Increase awareness + bolster reputation
- Advocacy and education
- Raise funds / increase membership

Create your messaging. (*Who am I?*)

Messaging tells your story.

- **Elevator pitch:** 2-3 sentences that succinctly, yet powerfully explains your work, project, or organization
- **Boilerplate:** One paragraph that explains the mission, background and key elements of your project or organization.
- **Bios** of key artists, production team, board, etc.
- **Cohesive social media copy** (About us. Tagline. Etc.)

Gather your creative assets. (*What's my style?*)

Visual assets are necessary for both PR and marketing.
Create yourself or hire a designer.

- **Organization logo and other graphic elements** (social media avatars, etc.)
- **High-res photos:** To share with press, and also used in marketing materials (artist photos, images of work, production photos, venue photos etc.)

Develop timeline. (*When should I start talking?*)

Consider the following when building out your timeline:

- Start your timeline from the date of your event or announcement and work backwards
- This is your roadmap and checklist (Create it and follow it!)
- Include all action items- large and small- from setting up tix sales to sending out your press release

Engage the media. *(Ready, set, go!)*

- Know publication lead times
- Draft press release
- Create pitch letter
- Sit back and enjoy your stellar press coverage!
(And then send a thank you note.)



Press Release

Tips + Best Practices

WHAT?

- Event, program, or performance
- Special recognition (awards/grants)
- Appointment of high-profile staff
- Significant changes in org. (move, expansion, new programming)
- Response to hot button issue (crisis communications)

HOW?

- Follow general format (refer to handout)
- Spellcheck
- Follow proper grammar
- Keep it succinct: 1-2 pages
- Know your audience
- Be creative

Press Release

Formal and official
communication
distributed to the media
for the purpose of
announcing something
newsworthy

All press releases should contain the following:

1. "FOR IMMEDIATE RELEASE"
2. CONTACT INFORMATION
3. HEADLINE
4. SUB-HEADER
5. LEAD IMAGE
6. DATELINE
7. LEAD PARAGRAPH (FIVE W'S)
8. BODY COPY
9. QUOTE
10. TICKET LINKS/EVENT INFO
11. LINK TO DIGITAL ASSETS
12. POUND SIGN (INDICATES END OF RELEASE)
13. BOILERPLATE

Pitching

Follow Up + Connect

Who? Journalists that cover your **specific area**

What? Brief & direct outreach to targeted media with the goal of facilitating press coverage.

How? Brief email detailing highlights of your event and how its relevant to the publication's audience

When? Learn the deadlines of your target publications.

Tips:

- Know your journalists! Read their articles, follow their Twitter feed, know their expertise and audience.
- Provide a hook, not the detailed story. Journalists receive hundreds of emails a day. Make yours stand out.

More Media Outreach

Media Lists - Build out tailored lists and keep contacts current (Handout)

Press previews + comps - Consider inviting press to preview your show, offer complimentary admission

Calendar Listings - Enter info on calendar portals or email listing editors. Use succinct description and eye-catching images. (Handout)

Marketing.

What to know.



It starts with your brand. (*And that's not your logo.*)

What's a BRAND?

- Defined personality of a product, service, company, organization or individual. (Is your org experimental, traditional, witty?)
- Sum of all the experiences and associations your customers/audiences have with your business/organization.
- The logo and larger graphic identity of your org/event is an *extension of your brand*.



Marketing – Paid Advertising.

Purchase of print, digital, or broadcast advertisements.

- Set your budget
- Identify appropriate publications- where is your audience?
- Look at media kits for circulation, reader demographics, rates, etc)
- Timing (in relation to your event)
- Create professional designs/graphics for your event

Stretching your budget.

- Explore different types of media: i.e. print will be more expensive than digital
- Seek media sponsorships to leverage budget
- Flight your ads to maximize budget – spread your outs over weeks / months

Low-cost and/or free marketing.

Guerilla marketing –unconventional marketing techniques that generate maximum impact.

- Get creative - draw upon artistic aspects of your show to generate memorable, innovative (and legal) marketing tactics that wow the public
- Ideas: Pop-up concert, flash mobs, sidewalk chalk art , contests that engage the public, create sharable (hopefully viral) video content, etc.

Scene Building – partnering with fellow artists and organizations to build larger audiences and increase overall awareness of Austin's cultural activities

- Brand Ambassadors- supporters of your organization that will talk it up to anyone and everyone that will listen. Remember, word of mouth is the most powerful influencer!

Other Marketing – Collateral & Swag!

Collateral

Though not free, printed brochures, flyers, or posters are a great way to spread the word about your event

Swag for everyone!! (Ok, maybe not *everyone*.)

- What printed giveaways make sense for your project?
- Apparel, flyers, posters, koozies, pens, CDs, flash drives, tote bags, stickers etc.
- Think about evergreen print projects – non-dated, simple designs
- Give yourself plenty of turnaround / production time / budget accordingly

Social Media #youcandoit

Getting Started

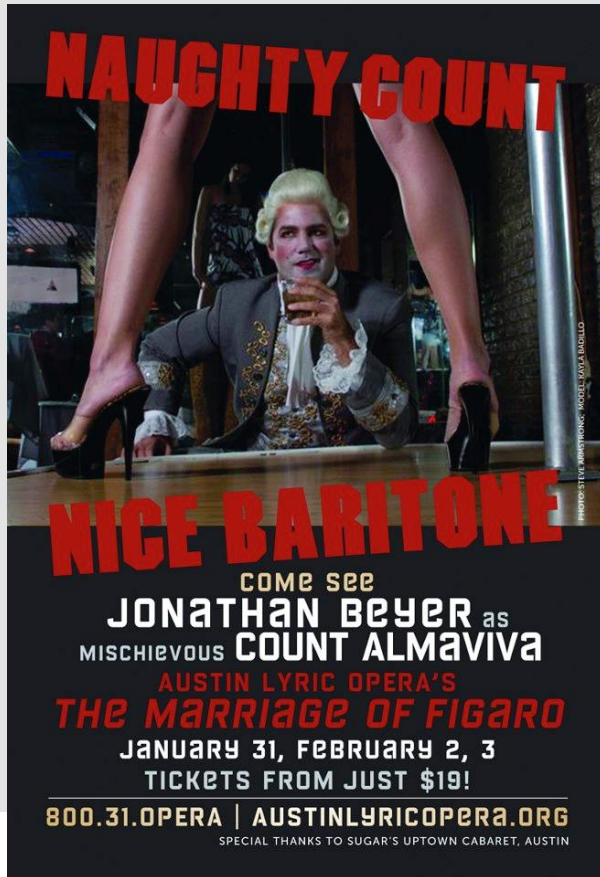
- Identify appropriate channels for you/your audience
- Create cohesive branding and messaging across platforms
- Choose simple, intuitive handles



Content Best Practices

- Create engaging content and images
 - Limit text-heavy images
 - Limit one-way promotions
 - Follow 80 / 20 rule
- Post consistently
- Respond to comments/questions
- Share other user's relevant / fun content
- Be mindful, professional and positive
- Two-way engagement – be social

Get creative! Your campaigns should be memorable and on point!



THE AUSTIN SYMPHONY

ASO has your ticket for any occasion!

UPCOMING EVENTS:
February 9
Pops Concert—Christopher Cross
February 22 & 23
Classical Concert—Jennifer Frautschi, violin

THE AUSTIN SYMPHONY
2012–2013 Season
PETER BAY, MUSIC DIRECTOR

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Download the app: Connect with us:

TICKET INFO: (512) 476-6064 | austinsymphony.org



To wrap it up,
remember:

You got this.

- Build and follow your PR plan
- Develop and follow your budget
- Identify key people at your org or involved in your project that can assist. (Cross promote!)
- Get creative with your marketing
- **Utilize local resources:**
 - Cultural Arts Division
 - Austin Creative Alliance
 - Art Alliance Austin
- **Utilize online resources:** (see handout)
- If budget allows, consider hiring a **professional agency** to assist

Want to learn more!? RSVP to upcoming workshops.



**Social Media Marketing
and Audience Engagement**

w/ Alie Cline (Texas Monthly)

Tuesday, Sep. 5 at 6 p.m.

Dougherty Arts Center

Arts Media Roundtable

Wednesday, Oct. 4 at 6p.m.

George Washington Carver Museum

www.austincreates.com