

# Theatre Marketing: Connecting an Audience to the Art

The play is rehearsed and ready to open; now, it needs an audience. Marketing is the key to getting the word out and the seats filled. Marketing plays a vital role in bridging the gap between artists and audiences.

## SCR's Marketing Department is Responsible for

- Attracting new audience members and building relationships with customers
- Maintaining relationships, keeping customers up-to-date on what is happening at the theatre
- Promoting plays through marketing and communication
- Advertising, direct mail (postcards, brochures) social media and email marketing campaigns, and media relations (press releases, working with writers and reviewers)
- Building and maintaining the theatre's website
- Creating show art, other graphics and playbills
- Writing play descriptions, magazine copy and blog stories
- Producing videos and taking photos for promotion and publicity
- Selling tickets (including single tickets, subscriptions and group sales) [Box Office]
- Providing customer services to some 100,000 people each season [Box Office]

## Jobs in the Marketing Department

- Director of Marketing and Communications
- Public Relations Director
- Associate Director of Marketing
- Digital Media Manager
- Graphic Designer
- Associate Graphic Designer
- Communications Associate (Social Media)
- Content Marketing Associate
- Marketing Coordinator
- Ticket Services Director
- Associate Ticket Services Directors
- Ticket Services Assistants

## How to Get Into this Field

There are many ways a person may enter the field of theatre marketing. Some people study in school and have degrees in business, marketing, communications, journalism, graphic arts, digital design, theatre management or related fields; others may work their way up through an organization or be hired based upon their skill set.

## Qualities That May Help

- Appreciation for theatre
- Strong communication skills, both written and spoken
- Natural curiosity
- Able to work well as part of a team; highly motivated to succeed