

Marketing Get The Led Out

In addition to the standard marketing strategies (i.e. print ads, radio spots, tv spots, email blasts, social media, etc...), the buyer agrees to run three separate Facebook promoted posts. (Note: This is different, and separate from Facebook “sponsored ads.”) The first post will begin on the day the event goes on sale. The second will run one month out from the show, and the third will run one week out from the show.

One of the best tools we've found for selling tickets to a GTLO concert event is getting our new promo video in front of the people who love the venue that GTLO is coming to. Facebook can be great for this if used correctly. If not, it's almost worthless.

Facebook throttles your reach unless you pay. It's all about promoting a post so that it ends up in the news feed of all of those people that love your venue. Please follow the step by step instructions below:

1. Begin by pasting this link in the status box <https://vimeo.com/29823309>
This will embed the video in the post.
2. Then paste this text above the video:

Get The Led Out, a celebration of "The Mighty Zep", brings their critically acclaimed show to ([fill in the blank with your venue, day and date of show](#)) Tix: ([insert shortened ticketing url here*](#))

Check out this awesome promo video to see what you don't want to miss!

(* tinyurl.com and <https://bitly.com> are two popular url shorteners)

3. Then open the "promote" dropdown menu. Choose audience by selecting "people who like your page." This will get the most bang for the buck as opposed to “people who like your page and their friends.” (Note: Only the head administrator of the page can choose audience.)

4. Now set the budget for your max reach. This will vary based on how many people like your page. For example, the max reach for a page with 25,000 likes may be around \$150.00 for each three day promotion. This is very cost effective when you realize that for \$450.00 you can potentially reach all the people that have actually “opted in” by liking your page, and inform them of an event that they may be interested in, with a preview video and a link to ticketing.

(Note: At the end of the three day promotion it tells you how many people you actually reached, and what the actual cost was. For example you may begin with a budget of

\$100.00 in hopes of reaching 11 to 18k. However in the end, you've reached 12,867 people for a cost of \$77.43)

5. Post! Ideally around 7:00pm on a weeknight, or 10:00am on a Saturday morning.

This has proven to be highly effective, targeted marketing. The value of getting the new GTLO promo video in front of those people who love your venue should not be underestimated. It has been responsible for swaying the most skeptical, fence-sitting potential ticket buyers. ;-)