

# MARKETING “QUICK GUIDE”

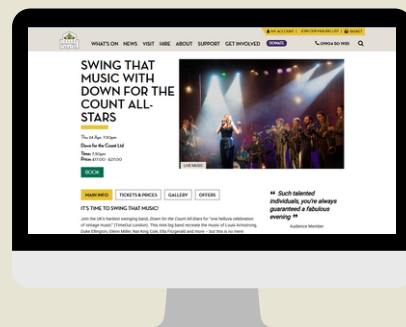
## POPULATE YOUR PAGE

Populate your booking page with as much content as you can. We can add everything from images, videos, reviews, casting announcements, press releases... this is your space. Use it!

IMAGES

VIDEOS

REVIEWS



## USE TARGETTED EMAILS

Use our database and target audiences with an email dedicated to your show. Available on request.



## CREATE A PACK



Set up a Google Drive or OneDrive folder and share with the theatre's email. Put in videos, images, reviews, news stories & promotional content.



## BOOST ONLINE ADVERTISING

From £100, boost the ads we create for Facebook and Instagram to expand audience reach.



## POST IN LOCAL FACEBOOK GROUPS

A useful list of York-based Facebook groups is on our marketing page. Scan the QR code (bottom right).



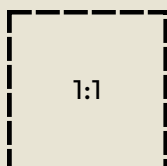
## CONTACT THE PRESS

We've got a handy list of Local Press contacts, including York Mix, that you can use to promote your show. Find it online or scan the QR code to view it on your mobile.



## IMAGES & VIDEOS

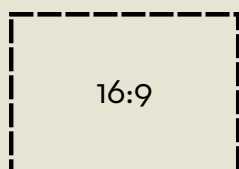
Keep in mind that images and videos may be cropped to fit different platforms in landscape, portrait and square format. Keep this in mind when designing artwork or creating videos.



1:1



9:16



16:9

## FLYERS

OPTIONAL  
Recommend 200



## INTERVIEWS

Interview cast and crew. A great way to get to the heart of your show. Scan the QR code for our online Q&A or create your own, and send to us



## POSTERS

NOT REQUIRED  
See Digital Boards

## NEED HELP?

Email [marketing@jrtheatre.co.uk](mailto:marketing@jrtheatre.co.uk)



SCAN the QR Code with your mobile device to view the in-depth MARKETING PAGE