

A large red square with a white border, centered on a white background. Inside the square, the text "Marketing on a Dime" is written in white.

Marketing on a Dime

DURING THIS WORKSHOP WE'LL DISCUSS

- Writing a show description
- Images/photography for your listings and press
- Social Media (Mis)Uses
- Poster design and distribution
- More ways to promote your show
 - Preview Night
 - Flyering
 - Half-Price Promos...
 - Ad in the program (artist rate)

P.S.

On May 2 we're hosting a media panel/workshop: DIY Publicity
→ We'll hear from media pros and also have some time for Q&A.
Add it to your calendar now so you don't miss out!

**Do we need a
marketing
budget?**

**What's worth spending
money on?**

150 dollars

Photography	DIY or \$50
Poster/handbill layout	DIY or \$50
Printing costs	\$50
Poster distribution	DIY
Publicity	DIY
Social media	DIY

Show descriptions

for print and web listings

**Samples of some great
and not so great ...**

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**Best of Fest
award winners**

Magical Mystery Detour

16-TIME BEST-OF-FEST AWARD-WINNER Gemma Wilcox, returns with a sparkling new show, exploring unexpected twists and turns of life, love and being on the road... 23+ Characters: Human, Animal, Mythical and Steel! From the creator of *The Honeymoon Period is Officially Over* and *Shadows in Bloom*. “A shape-shifter extraordinaire” –Ottawa Citizen ★★★★★½ “Her virtuosity is dazzling” –Edmonton Journal.

The Elephant Girls

“Without doubt, they were the most notorious girl gang Britain’s ever seen.” Clever, organized, devious & daring; known for evading capture, glamorous clothing, high living & violence. Only recently brought to light, this is the story of the all-woman gang which terrorized London for over 100 years. From the writer/actor of *Shadows*, the 2010 Outstanding Overall and Fan Favourite show.

I think my boyfriend should have an accent

Stories about romanticizing people and things that are different from you, while neglecting to note that you are also different from them. For people who are worried about doing the wrong thing and accidentally making others feel bad. Or accidentally making themselves look bad. From the co-creator of three Ottawa Fringe Outstanding Productions, comes a productively embarrassing mostly true show.

The Surprise

A wildly unbelievable true story. Traveling in Saigon, Dockery (WANDERLUST & THE BIKE TRIP) discovers he has Vietnamese twin siblings, 36-years younger than him. “5 stars: Mesmerizing!” –Edmonton Journal. “Hilarious and effortlessly captivating!” –Vancouver Sun. “5 stars: Truly funny with gut-punching emotion.” –Saskatoon Star Phoenix. “Truly vivid.” –The New York Times. BEST OF FEST: Edmonton Fringe.

Red Bastard

“Very, very funny” NY Times. Could this 5-star, dangerous, seductive comedy-monster literally change your life? America’s premier bouffon unleashes an absurdly sadistic master-class in which something interesting must happen every 10 seconds. His mission: charm, disarm, shock-and-seduce. His target: you! Created under the direction of Sue Morrison with additional direction by Deanna Fleysher.



**On the other
hand...**

A Collective exploring the theme of “Passion”. Produced, directed, and acted by youth.

How intimate are your mysteries? Is your god a null set or infinite?
The verbatim crew go deeper. Text us onstage to share the skinny on god as you see it.

A show that tells the story of two people trying to stay together, live together, and love together, even though nothing in their life prepared them for it.

Shakespeare got it right: What's in a name? Eavesdrop on four confused individuals as they muddle along, not knowing 'who's who' or 'what's what'. Watch and listen as they try to be who they're not. And be sure to stay around for the surprise ending.

Images

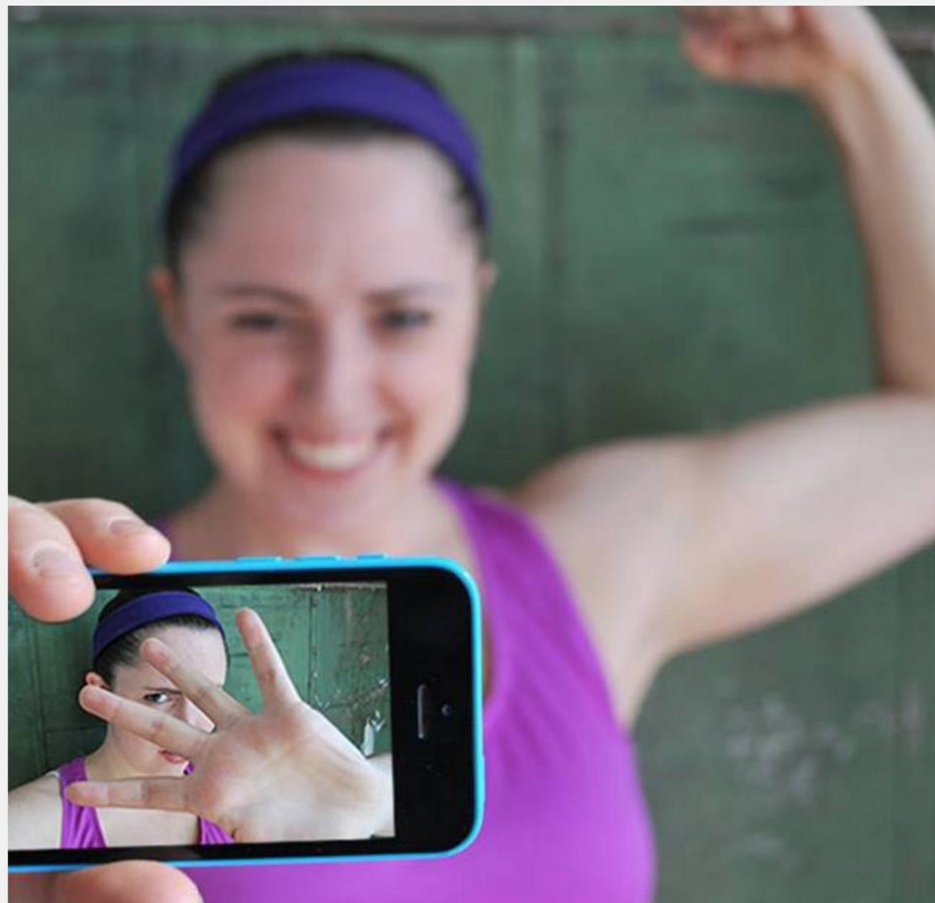
**for print and web listings
+ blogs and papers**

Web listings

640 x 640 pixels
full colour

#STAYSTRONG

Created by Tamlynn Bryson | Produced by Drawing Board Productions



SHOWTIMES

FRIDAY, JUNE 17 10:00PM

SUNDAY, JUNE 19 7:00PM

WEDNESDAY, JUNE 22 5:30PM

THURSDAY, JUNE 23 9:30PM

SATURDAY, JUNE 25 6:00PM

SUNDAY, JUNE, 26 2:00PM

[BUY NOW](#)

VENUE 1 – ARTS COURT
THEATRE

Festival
Map

\$ 12 ⌚ 60m 📖 PG 📺 Comedy, Drama, Multimedia, Solo

Val has dedicated years of her life to self-improvement and sharing knowledge online. When she injures herself at the gym, Val begins to lose her balance. How can she live without fitness when fitness is her life—and 50,000 viewers are looking to her for guidance? #girlswholift #keeppushingforward #fitfreaks #vlogger #staystrong From 2015 Ottawa Fringe Emerging Artist Award winner, Tamlynn Bryson.



CAPACITY: 130

2 Daly Avenue. Accessible entrance is on Daly Avenue, to the left of main entrance staircase (when facing building). Use Elevator "B" for Theatre (2nd floor).

1 REVIEW



Cheryl Conrad

June 23rd, 2016 • 6:45 am

We all loved your show! It was funny and sad and real. I found myself completely caught up in it. Once again, a great production.

ADD REVIEW

Enter Review Here

Print listings

**1.75 (w) by .75 (h) inches
black/white**

www.ottawafringe.com/performers

A large red square with a white border, centered on a white background. Inside the square, the text "Press Photography" and "Hi-res!" are displayed in white.

Press Photography

Hi-res!

























OTTAWA CITIZEN

ESTABLISHED IN 1845

A JUMP SHOT TO THE U.S.

Kevin Zabo one of a growing number of area players aiming for the NCAA

SPORTS, B1



THEATRE FROM THE FRINGE

Festival on cue with 54 shows and one nasty red man

ARTS & LIFE, D12



Find out what's going on in Ottawa and beyond, on

ARTS & LIFE



New annuals a paradise to colour and life to your garden

kids
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bike,
inds
entures

17TH ANNUAL OTTAWA FRINGE FESTIVAL

May 30 - June 2, 2013

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FUN on the FRINGE

Ottawa's festival of theatre whips it up inside and out

By [Name]

May 30 - June 2, 2013

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The sketches in *Be a Man*, from Rabbit Republic and Black Sheep Theatre, at

Reviews from opera

A red guy who's uncomfortably funny and dispatches on what makes a man

PATRICK LANGSTON
OTTAWA CITIZEN

Reviews from the opening day on Thursday of Ottawa's independent theatre festival:

Red Bastard

Bastard Productions (Los Angeles, Calif.)

He's red thanks to the colour of the balloon-like spandex costume that makes him look like a comic-book hero who's come over to the



In *Red Bastard*, Eric Davis, a skilled bouffon artist, moves with an oozing sort of beauty, walking a balance beam between cruelty and vulnerability, truth and lies.



Annual festival more than just a collection of oddball shows, it's art that pushes the envelope

NEED HELPER
Helen

Get out for 100 on the fringe

The 17th annual Ottawa Fringe Festival

opens Wednesday, with more than 500 performances

across 14 productions at 14

different venues around the

city and the University of

Ottawa campus.

Although it's billed as the city's "most accessible" festival, it's also the

most expensive, with

tickets starting at \$10 —

don't let that stop you from

going, though. It's a

great way to spend the

weekend.

For more on the festival,

visit ottawafestival.com.

By [Name]

May 30 - June 2, 2013

that's not a failure, it's a

success. The festival's

goal is to provide a

platform for artists to

show their work and

connect with the

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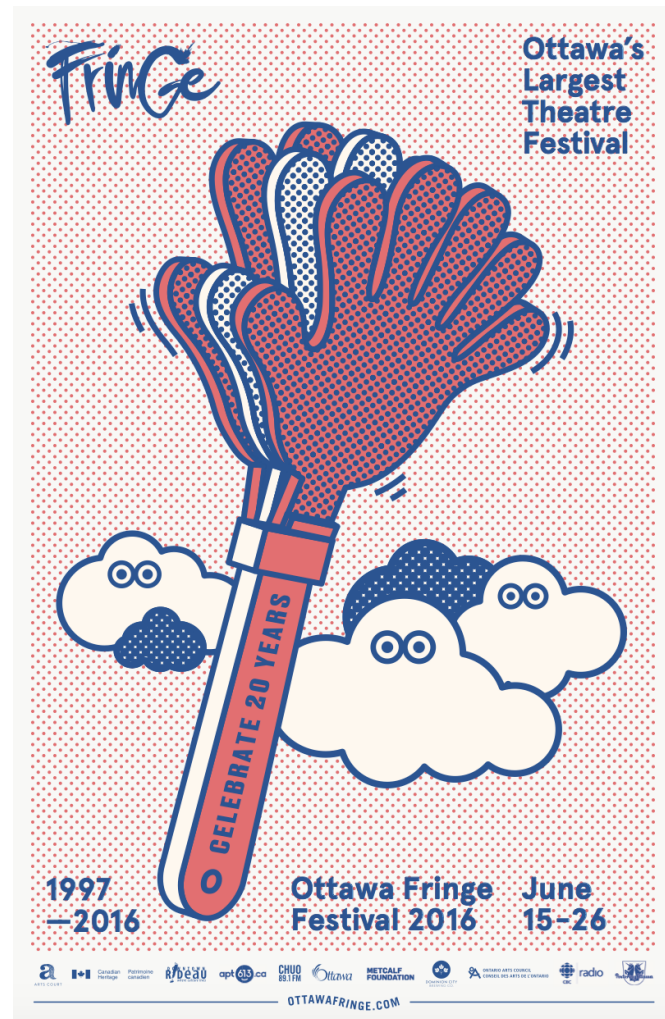
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community.

Posters

Print fewer than 100









**DIE
ZOMBIE
DIE**



SEE NIGHTS ONLY AT THE OTTAWA PRINCE FESTIVAL

- JUNE 20-22, 24, 28-29 / O'NEO ACADEMIC HALL -

STARRING / RAY BISHARA / DAVID BENNETT STEWART / DIANA PRINCE / AND ALISON HARRIS
WITH / SEBASTIAN SARKIS / CANDICE LUSTONE / AND THE VOICE OF JORDAN HANCOCK



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SOCIAL MEDIA (MIS)USES

SOCIAL MEDIA (MIS)USES

- **DO:** use social media to talk about your show and build relationships
- **DO NOT:** 'I'm doing a show come see it' and that's all
- **DO:** consider your call to action... 'come join us' is most effective when never used - 'buy tickets', 'find out more' or 'details here' are effective
- **DO NOT:** broadcast, have a conversation like you're speaking in person to followers
- **DO:** get at the #ottfringe hashtag and create your own if you've not already
- **DO NOT:** create new channels for one-time use, stay with current following
- **DO:** create a Facebook event/invite, and let us know so we can share
- **DO NOT:** forget about the potential audience who aren't your Facebook friends
- **DO:** create a social media calendar and plan out your posts (Hootsuite allows for easy scheduling for Twitter, Facebook Instagram, LinkedIn, Google+, Vimeo etc)
- **DO NOT:** leave it all to the last minute!

More ways to promote your show

Preview Night, Flyering,
Half-Price Promo...

MORE PROMO IDEAS

- Preview Night, June 7 – you will have three minutes each to pitch your show
- Flyering Techniques should build engagement ... don't just hand out paper, use imagination, incorporate props, show your stuff
 - ❖ Mind of a Snail - shadow puppetry
 - ❖ Theatre Arcturus - aerial silks demonstration
 - ❖ DUI - ship
 - ❖ DZD - costumed as zombies
 - ❖ Cameryn/Jeff - watermelon + paprika
- Cross Promote with other artists (dbl-sided flyers, chip in on ad space, shout outs)
- Half-Price Promo & Volunteer Appreciation shows - new this year>> you choose the night (not limited to openings)

QUESTIONS?

Thanks for coming.