Marketing on a Dime

DURING THIS WORKSHOP WE'LL DISCUSS

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



On May 7 we're hosting a media panel/workshop: DIY Publicity

- \rightarrow 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 ...

The Great ...

"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.

Set on a mystical island, ROUGH MAGIC is a play that follows the innocent beginnings and volatile consequences of a relationship between two unlikely beings: Ariel, an airy sprite; and Caliban, a ground-dwelling mortal. An intricate weaving of theatre, aerial work and music, the show confronts ideas of freedom and otherness through a story inspired by Shakespeare's The Tempest.

WINNER: Cutting-Edge Award (2016 Toronto Fringe Festival)

WINNER: Best of Fest Award (2015 Ottawa Fringe Festival)

Shortlisted for Critics' Pick (2015 Capital Critics' Circle)

**** A play in a thousand and definitely not to be missed!" -Capital Critics'

Circle (Ottawa)

 $\star\star\star\star\star$ "Absolutely exquisite and mind blowing in its execution." -My

Entertainment World (Toronto)

NNNN "One of the most memorable shows at the Fest." -NOW Magazine (Toronto)

"I CANNOT THINK OF A SHOW THAT WILL LEAVE YOU MORE PROFOUNDLY HAPPY THAN THIS" (Stage Door).

England's 16-time BEST-OF-FEST winners, 3-time recipients of London's IMPRESARIO Award, and 2016 Canadian Comedy Award winners, James & Jamesy accidentally flood the world with tea, clinging to their friendship and imagination to stay afloat.

"One of the most popular Fringe duos ever" CBC.

 $\star\star\star\star\star$ "Outrageously funny, magnificently written." -London Free Press

 $\star\star\star\star\star$ "Anything is possible." -Torontoist

★★★★ "An irresistible delight." -Stage Door

Afternoon delight, hanky panky, souring the kraut.

Doin' It.

Join Lauren, Amanda and musical guest Alli in a late night (or mid-day) talk show all about sex positivity. Think The Tonight Show with Jimmy Fallon, but with one hot lesbian as The Roots, and two rad babes as Jimmy.

Every show will feature another artist in the city who will come on to chat, play games and give advice on your sex questions. This is your warning: audience participation may be involved – wanna Do It with us? Let's talk about sex, baby.

"Cauchy and Logan play off each other really nicely...cool as cucumbers..." – New Ottawa Critics From 8 time Fringe Fest Award Winning Magician Tim Motley, creator of 2 Ruby Knockers, 1 Jaded Dick... $\star \star \star \star \star \star$ "Spellbound." – Australian Stage.

A mind blowing mentalist collides with thrilling danger in an ALL NEW nail-biting film-noir murder mystery adventure. Featuring unbelievable magic tricks to confound the senses and a rapid fire comedy to fracture the funny bone, this hilarious psychic detective with the winning smile puts on a killer show... literally.

★★★★★ "Incredible mental abilities" -Edmonton Journal ★★★★★ "Dry wit and slick delivery" -Vancouver Sun

Ottawa Winner: "FUNNIEST SHOW"

London Fringe Festival Winner: "BEST OF FEST"

Edmonton Fringe Festival Winner: "PICK OF THE FRINGE"

Victoria Fringe Festival Winner: "PATRON'S PICK"

Winnipeg Fringe Festival Winner: "CRITIC'S PICK"

On the other hand...

A Collective exploring the theme of "Passion".

Produced, directed, and acted by youth.

onstage to share the skinny on god as you see it.

How intimate are your mysteries? Is your god a null

set or infinite? The verbatim crew go deeper. Text us

A show that tells the story of two people trying to

even though nothing in their life prepared them for

stay together, live together, and love together,

it.

listen as they trye to be who they're not. And be sure to stay around for the surprise ending.

Shakespare got it right: What's in a name? Eavesdrop

not knowing 'who's who' or 'what's what'. Watch and

on four confused individuals as they muddle along,

Show description key points & dates ...

- Should describe what they will see, create intrigue/mystery. Be simple, clear informative and free of errors. Start with 300 words>200 words>100 words finally 50 words. Speak to friends, have them paraphrase back to you.
- Deadline for print program listing is March 26. Max length is 400 characters or 50-60 words. We don't copy edit, so PROOFREAD!
- Up until April 30 you will have opportunity to edit/update your listing for the web site. No word max here include quotes, stars and awards.

Images

for print and web listings + blogs and papers

Web listings

640 x 640 pixels full colour

THE ADHD PROJECT

Created by Carlyn Rhamey | Produced by Squirrel Suit Productions | Origin: Niagara Region, \mbox{ON}



FRIDAY, 9	8:30PN
SATURDAY, 10	2:00PM
SUNDAY, 11	7:00PM
WEDNESDAY, 14	11:00PM
THURSDAY, 15	9:30PM
SATURDAY, 17	4:30PM

VENUE 3 – STUDIO LÉONARD-BEAULNE



Award winning storyteller Carlyn Rhamey shares the trials and triumphs of growing up a little bit "special" and embracing what makes us different!

"Awkward", "self-deprecating" but very "charming" Carlyn invites you into her world of chaos, creativity and combat with her mind.

"Rhamey's energy output... could supply Arts Court with power for a week...a fantastic physical performer." -Apt613

NEW WORK



CAPACITY: 65

Studio Léonard-Beaulne is located on the University of Ottawa Campus, on Séraphin-Marion Private. There are approximately 18 stairs leading to the venue, 2 stairs up to enter the building, 10 stairs down to the lobby space, and 4 more down to enter the theatre from the lobby. Regrettably, Studio Léonard-Beaulne does not have an accessible entrance.

6 REVIEWS



EDIT

Carlyn's performances are such a joy to watch. Her energy and expressive nature combined with her hilarious and dynamic stories make for a captivating experience. ADHD is a label that has been placed on many a child, but it is rarely described from that child's perspective, and we often seem to ignore the fact that these children become adults. Carlyn gives a much needed fresh perspective from her own experiences growing up and living with ADHD. Educators, caregivers, family members, employers, coworkers and friends, this show is a must see for all the people ADHD affects – which is everyone.

Print listings

1.75 (w) by .75 (h) inches black/white Hi-res, min 300dpi

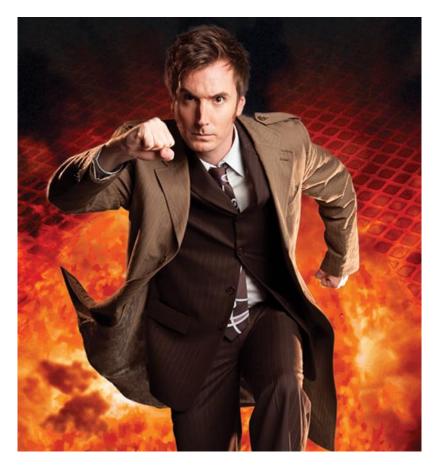
Press photography

Hi-res! Colour or black/white



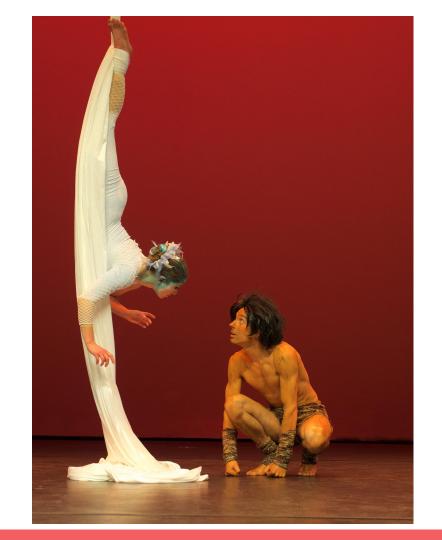








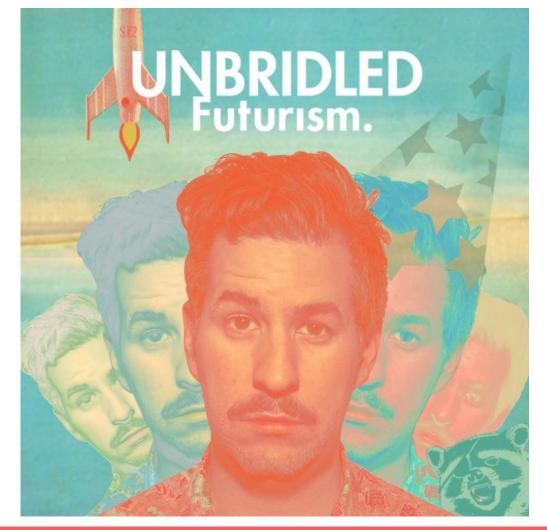


















Red Bastartils one

of the performer's

Festival, that yet a

andarway today.

at this year's

Ottowa Franço

A JUMP SHOT TO THE U.S.

Keyin Zabo one of a growing number of area players aiming for the NCAA SPORTS, BIL

THEATRE FROM THE FRINGE Fostivol on our with 54 shows and one nasty red man ARTS & LIFE, D12

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

The sketches in Be a Man, from Ribbit RePublic and Black Sheep Theatre, ra

Reviews from oper

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.)

the balloon-like spander costume that makes him look like a comie book have who's more over to the



In Red Bastard, Eric Davis, a skilled bouffon artist, moves with an He's red thanks to the colour of gozing sort of beauty, walking a balance beam between cruelty and vulnerability, truth and lies,



AEGAN HELMER

Gast out for life un the frince. The 17th annual tion."

digestible form.

how to somewe their vision." arid festival managing direcour Elevin Waghom. "So the productions really

take chances, they're ceally sleve and arrenter because they're all dealing with the oddball stuff, Some of these same convenients. It commiss a recommences are test store unique flavour you wouldn't away from the big stages." mindel, schere places like the NAC are not going to take a wise was named one of the

cial remifications of failure. Wassierhur, and resume this discussionally linked in that ere loase."

sity is the mother of invent- of LSD at a Swiss lab, and the As recogned Prings veter- Ing the first inadvenous acid Improbe Wednesday, with pass know, the shows traverse took, Dockery wont the dis-

meet than 500 performers some fairly broad ground tonce with his method act-- from screwball consedlers ling by travelling to the same to tender dramas, musical. But where the drug was con-Cours and the University of and dance productions, to cocted, and furtifully recent the edge and occasionally ing 'the world's first psyche-Although it's billed as unsetting with the diverse delic acid trip' for his mose. this city's "most access. In eap selected by lettery. wible destivat on the Because it's a lottery, it's

crewded summer calen-never predetermined what he - no show costs more the theme will be, there's load foundout when threethan \$10 - this tan't chesice always a mix. One of the 1st Albert Hofmann) worked in a nearly-packaged, easily-more determining factors. though, is that we have inter-The actists produce eve- national and national comswilling themselves, and panies that come across on because of the thorness and true Sc those shows und to I would get a little closer in Segustical limitations, it seet of the smaller shows, but really schooses; it is not the heart of forces them to think outside shop, and it can be anything the ward tional thouse begin from light cornectes, to what we call on 'accessible opera;' there's duorie, dance - eo li does allowfor a bigmix," said

> "But this isn't basement theatre, or just writed, wareky.

One of those performers is Brooklyn's Martin Docksey, Disclory, who explored simufar themes with Bionfortust. large clok, because the finan-heat of the 'fest last year for

year with The Blks Trip. it's autobiographical and it is Recounting the story of the about searching for connecis so Weghern said. "Neces. - peridental transmentmention. mements, said Dockery, who was floored by the success of

"I went to Badle, Switzer

repred a bicycle and then I

took some LSD and recre-

ated that bike ride house.

the psychedelic experience."

"The liter productions are

oddball shows, it's art that pushes the envelope

last year's festival bit. mode it their husiness to do their own research.

"For a show to have life, it needs to have that word-ofmouth, so it suggests that the Pringe community in Ottawa are tight-knit and close enough that they've all talking to each other.

Pringe Festival organises and hoped that in so doing. are counting on it as the fee that continues to overlay, this year odding free concerts at the Arts Court courtweed at It's edgy, certainty, but the comes of Delicand Waller Duckery incides the stage proand hoping to grow arrendduction is less about "some ance beyond the 15,000 pla.

debanched conceptional stray" and more about unlocking The party starts Wednesday the connections between with the Poptides performing a free concert, with week shows running until how 30 ng to the world and complet-Denote and ticket informsng to each other through tion is available of ottowald

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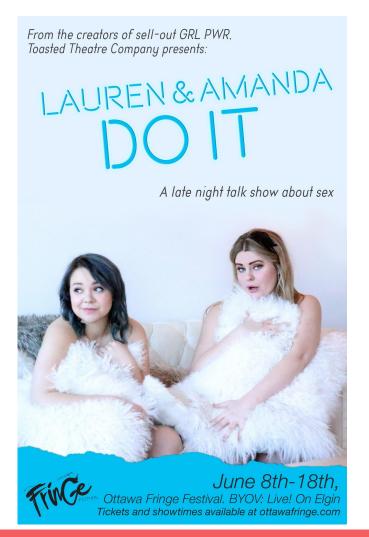
If it's local

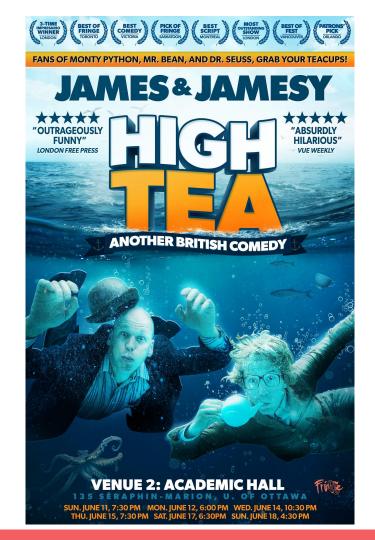


theatre whoops it up

Posters

Typically 11x17
Print fewer than 100

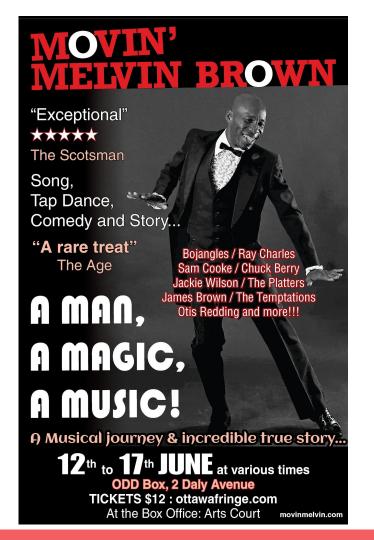








TICKETS AT WWW.OTTAWAFRINGE.COM









Poster key points & specs ...

- Typically 11x17, 50–100 posters max
- Feature image and essential text only
 - Title, byline & venue
 - Tickets \$12: ottawafringe.com
 - Date range but not all dates, at the Ottawa Fringe Festival
 - Transparent logo at ottawafringe.com/performers
 - A few of your best awards and pull quotes
- Merriam Print offers our Fringe artists a 15% discount, 10 minute walk from Arts Court
- Poster at venues, beer tent, and immediate neighbourhood
- We go city-wide with the Festival poster so not necessary for you to, but if interested Postering Ottawa offersa handy and reasonably priced print/distribution service.

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 vague and ineffective 'buy tickets', 'find out more' or 'details here' are effective
- DO NOT: merely broadcast, but rather, have a conversation like you're speaking in person to your followers
- DO: get at the #ottfringe hashtag and create your own if you've not already, also mention @ottawafringe
- DO NOT: create new channels for one-time use, stay with your 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 with 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 13 you will have two minutes each to pitch your show.
- **Flyering Techniques** should build engagement ... don't just hand out paper, use imagination, incorporate props, show your stuff.
- Cross Promote with other artists (double-sided flyers, chip in on ad space, social media shout-outs).
- Half-Price Promo & Volunteer Appreciation Shows you choose the night (not limited to openings as in past years).
- Fringe Program Ad artists receive a discounted rate for ad space. For more information and rates email Kimberly, marketing@ottawafringe.com.



www.ottawafringe.com/performers