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## An Grianán Theatre Marketing Check List

### Brochure

New brochure layout recently entered into, compiling and proofing a very time consuming process which is ongoing over a month.

### Website

Updated regularly, regular maintenance one solid half day a week, plus a few hours here and there, depending on the turnover of events. For a new brochure it takes a half an hour per show at least.

### Posters

██████ estimates that she puts up around 15 posters per show: main street, high road, glencar, hospital, public service centre.

Use other people to target areas

A new departure is the use of QR codes

### Flyers

Flyers are mainly used as in house display items on our box office counter and for mailshots.

### Email

3800 recipients, averages around 650 recorded opens per email, and c. 120 click on links contained within. This rises to 800 and 300 respectively for a new brochure.

Takes around 90 minutes to compile. We expect to have 4000 by the end of the year.

### Tickets

We currently have the cafe as our strap line on the back of the ticket, and the cafe and highland logos alongside ours on the front.

### Radio Ads

4 ads per day on Highland. We need to create a default ad for Highland to place in between one ad ending and the next being created.

### Newspaper Ads

Letterkenny Post and Donegal News ads placed as deemed necessary. Democrat and Derry Journal occasionally as deemed suitable, e.g. Aristocrats.

### Social Clubs/ Group Bookings

██████ looks after the group bookings and liaises with the social groups.

### Press Releases

Press Releases are sent 3 times a week reflecting the different deadlines of the local papers. Each release is different.

**Radio Interviews**

On an ad hoc basis with Highland, it's up to them. [REDACTED] has been very amenable recently.

**Arts & Parts - Donegal People's Press**

[REDACTED] writes this column, it takes one hour per week .

**Newspaper Interviews**

Again on an ad hoc basis although much more frequently than Highland. [REDACTED] at the Donegal News is a great help.

**Online Listings**

Newspaper Listings

**Electronic Sign Large**

We highlight the next four/ five upcoming shows and the cafe on it.

**Electronic Sign Small**

The Public Services Centre. [REDACTED] updates this weekly it takes around one hour. [REDACTED] ensures it is switched on. Need to find someone else to check on it while [REDACTED] is out sick. Update: [REDACTED] will take it on.

**Video Trailers:**

Time consuming. Any benefit?

Balor March to May 2011: 63 views.

Aristocrats Trailer: 408 views. (most of these hits came from a link on our email)

**Facebook**

We have two pages, one a group which people join which has 670, and one a page which people like which has 306 followers. We also administrate a Donegal Arts Page which has 2000 friends. It takes around 15 minutes to put up a show as an event. And it takes about 15 minutes a day to keep them updated.

**Twitter**

Used mainly for the cafe. This will be broadened out to have regular information about shows too.

**Flickr**

Sets of photos receive around 650 hits and on top of that photos receive an average of 50 individually. A set, sent image-ready by a photographer, takes about 10 minutes to upload.

**Advocates**

For Aristocrats, [REDACTED] and [REDACTED] both worked hard at getting ticket sales, as did the local members of the cast. There were some problems with tickets taken out to sell. [REDACTED] has always taken posters etc. to her school. [REDACTED]

