



## Concert Promotion - Tip Sheet

The following information is not meant to be all inclusive of every area of promoting your concert with Lynda Randle. It is simply a guide to help you cover the basics. Please feel free to be creative in your approach to promoting your event, as well as securing paid advertising with radio, TV, print, and other avenues.

Advertising and promotion can start as soon as contracts are signed. The timeline for ticket sales and promotion can be adjusted as needed, however, all streams of promotion and ticket sales should be in full swing 6-8 weeks prior to the event.

The promoter needs to actively promote more, and be more directly involved with the daily marketing effort. A media crescendo the last 7 days before the event helps in a world of short attention spans.

---

**Visit the Press Kit page of <http://LyndaRandle.com> for concert posters, PSA samples, current publicity photos, and more.**

- If Lynda's schedule permits, contact the office regarding:
  - Lynda doing a live, recorded, or written interview for your local radio station or newspaper.
- Make sure local radio station has Lynda's newest CD to play prior to the event. (Contact LRM office to request a copy to be sent to the radio station.)



### **Concert Promotion - Tip Sheet**

- Your event information will be posted on Lynda's web site event calendar and her official Facebook page.

### **Radio Promotion / Newspaper**

- Send out a PSA to local radio stations and newspapers when tickets **GO ON SALE**.
- Check radio station concert calendar lines, newspaper event calendars, send out postcards reminding important media of upcoming event.

### **Social Media**

- Social networks rule in the world of club promotions with a promoter's attentiveness to database development carrying the event. More and more promoters are using Facebook to host a web site looking promotion platform rather than a costly web site. Use Twitter, You Tube, GodTube, Pinterest and other social sites.
- Be sure to post information on your church or organization's web site.
- Add social share buttons to your event registration page.
- Promote your event and/or registration page on your fan Page wall.
- Encourage attendees to engage and share.

### **E-Mail**



## Concert Promotion - Tip Sheet

- E-releases are changing the conventional means of promoting. Send out legal email broadcasts through inexpensive systems like MailChimp, icontact, etc. Radio, TV, outdoor and some print are still important, but the audience dictates the need for each.

### Print / Flyers / Direct Mail / Word-of-Mouth

- Post flyers in your church building AND in your community. Never violate local posting policy and town / state regulations. Call the town / village / city before you post.
- Send concert information to all free event or activities publications.
- Contact local churches, Christian organizations, and ministries. Word of mouth is very important! Ask them (**and send the flyers or inserts to them**) to put your event in their calendar or insert in their bulletin.
- Direct mail campaign. Secure a citywide, state, or regional church mailing list and mail postcards or flyers.
- The most important thing you can do is to start a "word of mouth" campaign immediately.
- Set up a street team! Send them to local businesses and stores that allow flyers on their counters. Do not allow them to put flyers on any cars.

### Ticket Sales

- Create a local graphic designer and/or printer to have your tickets designed and printed.



### Concert Promotion - Tip Sheet

- If selling tickets, put them on sale as soon as possible.
- Coordinate ticket sale information with sponsor's web site.
- Send out complimentary tickets with promo information to VIPs.
- Secure ticket outlets. Christian bookstores, churches, online outlets, etc.
  - Visit ticket outlets once set up; look for signage and information availability.  
Is event poster easily visible?
- Offer group rate discounts as well as reserved and artist circle tickets.
- Use a tool such as EventBrite to offer online ticket sales from the sponsor's web site.