**WHO IS THIS DOCUMENT FOR?**

We created this document for artists and bands touring at 200 capacity clubs or preparing to grow their hometown audience, but the information is scalable with your touring music business.

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**HOW TO COMMUNICATE**

**BE POLITE**

You may not think of your professional network as your clientele and customers, but you are soliciting their business as much as they are soliciting yours. With this in mind, be polite! Especially through text, it's very easy to assume a negative context during a stressful day. By using polite and tactful language, you can come across as professional and easy to work with.

**BE PRACTICAL**

Unless you're near selling out a club, it's safe to assume that the venue will only care as much as they perceive you do. Meaning, if you take a week to answer a single-question email, they will assume you're not all that interested in the best possible outcome.

**BE PRECISE**

Being efficient with your time and theirs is key. Having your information and asks together shows that you know what you're talking about, and are a good investment for the venue. We'll go over the who, what, and when more in this document.

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**YOUR PROFESSIONAL NETWORK**

Nurture professional relationships just as you nurture the relationship with your fans.

**YOUR TEAM**

**BOOKING**

Your booking person should interact with the venue talent buyer about contract details including payment, set time, and load in.

**MARKETING**

Your marketing team member will be in charge of managing the communications with the venue marketing team creating and delivering all the assets needed for promoting the show.

**MANAGEMENT**

If you have a manager they will coordinate the booking and marketing team members.

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**IT'S JUST ME!**

It's quite common for a single band member to assume the role of any and all of these duties, the same is true for venues, you might find that the talent buyer is also responsible for localized promotion. What you will find is that as your band grows (and the venues scale accordingly) these roles will separate because of the demand for consistency in representation, the need to adhere to a routine schedule using consistency and efficiency.

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**HOT TIP**

Download your email provider’s app to set up email alerts on your phone, and get ready to answer them as soon as possible.
THE VENUE TEAM

TALENT BUYER
This is the person who interfaces with your booking agent. They are making the offer to secure your talent for their venue. It’s important for this person to know you can sell tickets and feels confident in your professionalism.

THE VENUE MARKETER
This person is in charge of promoting the show for the venue. They’re your greatest ally in promoting your show. Make sure to find out who this contact is at the venue so you can deliver your assets to them. They’re a hype man, get them hyped on you!

THE VENUE MANAGER
This person will be in charge of venue operations. If you have any sort of special effects, tech or sound requests this is the person you will want to make sure you communicate with. Often times this person is tasked with communicating with the rest of their team. Offer to be looped in with the marketing team to create a good working relationship with them and indicate that you’re ready to work on selling the show out! MOST IMPORTANTLY send them your input list and stage plot so they know what to expect!

KNOW YOUR MATERIALS

Tour specific vs show specific, know where what falls into the Venn diagram and how to save time by reusing materials.

We’ve broken down these materials into two categories: **Tour-Specific & Show-Specific**, a lot of these things can, and should, be reused to save yourself the hustle.

*Tour-Specific* materials are used to promote an entire tour cycle while, *Show-Specific* materials are best understood as anything created to promote a specific show date.

**TOUR-SPECIFIC**

ONESHEET
A good one-sheet is a lot like a poster, it should be eye-catching, but unlike a poster, it conveys a different set of information, and should emphasize clarity in doing so. The one-sheet acts as a resume, brand style guide, portfolio, and headshot - *all at the same time*. Once you have a one-sheet, it’s good for the year, and only needs updating as your materials and brand evolve over time. It can be delivered as an asset to send to talent buyers to book your tour and to press contacts once the tour is booked.

What should be on a one-sheet?
- Logo
- Band photo
- Short Bio
- Link(s) to your best songs, albums, and/or music videos
- Links to your band’s social media
- Career highlights
- Contact info for your Booking Agent

WHAT COUNTS AS A CAREER HIGHLIGHT?

Tour with a big name? Opened for one? Played a festival? Won an award? Listing notable venues, festivals, opening slots, and notable streaming achievements are great for this.

TOUR POSTER

This should be a poster that has all your tour dates and locations. This should also serve as well as an editable poster or template that can be localized for each venue. If printing, go with the traditional 11”x17” size, and/or the convenient 8.5”x11” size (depending on the print capabilities/budget of the venues that you are soliciting). For digital, stick with 1080x1080. We go into more detail under the show poster section.

TOUR VIDEO

This should be a video of you explaining and hyping your tour - something that is shareable for each tour date. It does not have to be customized for each venue, but delivering the venue marketer a downloadable video they can share will help them do their job. (Doing that will nurture your relationship with them!)
COPY DOCUMENT
Give the venue marketing team something to talk about! This is the PR secret sauce that keeps the hype machine running. Give the venue preferred messaging about your sound, current releases, and updates. This should include:
- Short Bio
- Facebook Message
- Instagram Message
- 2-3 Tweets
- Preferred Hashtags & Emojis

SHOW-SPECIFIC
ADMAT / SHOW POSTER
For Print
This can be an editable .PDF or .PSD template, or a flat image JPEG or .PNG with a large blank space for the venue (or whoever is localizing the admat) to type or write in the show details and venue info.
Traditional print dimensions are 11”x17”, other standard sizes are typically smaller, and it’s always easier to pair something down, with 8.5” x 11” being the next notable dimension since it’s readily printable with common inkjet/laserjet household printers.
Ideally the files are going to be 300 dpi, meaning, every measurable inch consists of 300 pixels. So an 11”x17” poster will be 3300 pixels wide and 5100 pixels tall - depending on the venue, they may or may not have a printing budget.

For Digital
2019 is the year of the year of the square. Over the past year we’ve seen many platforms change the way their images crop across many devices, browsers and apps. Rectangular images get cropped and chopped.
The remedy to this, is an image with a 1:1 aspect ratio, in other words, a square. We recommend uploading at 1080x1080, if the file size is too large, it can trigger a platform’s compression algorithms, and suddenly your nice, smooth image becomes riddled with jaggy artifacts, SIDEBAR - Some colors fare worse than others when compressed, red in particular, will look especially worse off.

SELECT BAND IMAGES
This is the curated gallery of your band.

SHOW VIDEO
Like the tour video, the goal of this video is to hype your show. Except, it is specifically tailored to this event and should be sent as a follow up when you have made contact with the venue marketing team.
- Video
  - Template
  - IG Story resolution

CONTENT RULES TO REMEMBER
EASILY ACCESSIBLE
What’s worse than having no promotional materials? Having them and not putting them somewhere online that’s easy to share and access.
For this we can recommend your choice from a great selection of free tools.
- Google Drive - Free with useful sharing and collaborative tools.
- Dropbox - A lot of the same features as Drive
- WeTransfer - Send large file batches, not permanent
- Or hosting them on your Website

HIGH QUALITY
You can always shrink an image, most platforms will do that automatically, but you cannot make a mountain of badass promotional content out of a molehill of pixels. In your promotion folder be sure to keep your best, current images at the highest resolution possible.

HOW BIG IS TOO BIG?
If you are making or commissioning a poster admat that’s 11 inches wide and 17 inches tall at 300 DPI, you may find that the raw, unflattened template will rapidly balloon in size the more photo references and textures you use. So, flatten the image where and when you can.
YOUR POSTING SCHEDULE

Each of these post prompts can be scheduled strategically on different platforms at different times in the run-up to your show. Timelines given here are rule of thumb, be sure to experiment to see what works with your fanbase! Depending on the amount of time from announce to the date of the event the entertain and educate steps can be repeated for as much time as necessary. Generally, posting about your event once or twice a week max is ideal.

1. Announce - your first post, make as soon as the show is announced. Rule of thumb a lot of promoters use is to announce at 8 AM or 10 AM. Post to all channels.

2. An Entertaining Post About Your Band - Entice existing fans and new fans by entertaining them, use a music video, funny image or other creative content. Just for the sake of showing what will be entertaining about coming to your show. These posts are great on 3 PM on Wednesdays. Post to Facebook Event, Stories, Twitter with @tags of venue and # of cities.

3. Educate and Support Other Band Members - Educate further about what makes your project special by giving insight into your creative process, posting a lyric meme, or supporting the other bands on the bill and educating the event's audience about how awesome they are by giving them a shout out, and include what you like about them. Post to Facebook Event, Stories, Twitter with @ tags of venue and # of cities.

4. Remind This Week - Another form of education post, the Monday of the event post about your excitement that the event is happening. The Facebook event is a great piece of content for this. Any time between 10 AM and 7 PM is good for this post on Monday. Post to all channels.

5. Remind Today - Make sure to remind everyone the show is tonight, talk about any last minute additions to the show in terms of ambiance, billing, your excitement level, etc. Try to get this one rolling earlier in the day, between 10 AM and 3 PM is ideal. Post to Facebook Event, Stories, Twitter with @ tags of venue and # of cities.

6. Follow Up & Thank the Fans for Coming -- Drive new fans to follow you/listen to you/watch you by posting a link to your Spotify, YouTube, Facebook Video, e-newsletter sign up or website! Make these posts in the 3 days after the event. Ideally, the day after the event before 7 PM. Post to Facebook Event, Stories, Twitter with @ tags of venue and # of cities.

CHOOSE YOUR CHANNELS

Most promoters will join you on
- Facebook (Event Feed, Timeline, Stories & Groups)
- Instagram (Feed & Stories)
- Twitter

LANGUAGE

Write your posts in ways that relate to your audience, engage with them and make it fun. Give them relevant information with a voice that makes sense for your music.

CONTENT DIVERSITY

Make each of your posts unique. Think not just about who will be looking at the post but also, each post's communication purpose - to entertain, educate or call to action.

ORGANIC VS PAID

You can leverage a lot of attention organically! Make sure to do everything you can do for free for a show, a lot of which we're outlining here, especially if you don't have the additional budget for ads. If you're going to be spending money on Facebook ads for your show make sure that you maximize your spend by spending wisely.

- Event Calendars
- BandsinTown
- Songkick
- Local Event Calendars (many are specialized to the region like these two where our company is from in Sonoma County: happeningsonomacounty.com, socodancebeat.com/events)
**Remember Traditional Promo**

The name of the game is frequent, quality impressions & social media isn’t the only way to get them! Try to get 3 different ways minimum to reach the same person (that’s the best way to get them to remember).

**Newsletter**

Your newsletter subscribers are among the most loyal of your fans -- they gave you their contact information! Be sure to let them know about your upcoming shows. The more targeted you can be about this messaging, the better. We recommend Mailchimp for newsletter management. You can have up to 1,000 subscribers for free!

**Radio**

See if you can schedule an on-air interview or performance with local radio, the venue may have a list they can share with you. Check out local bands and where they go on-air. We recommend college stations and local NPR!

**Press Release**

Write out the four W’s (Who, What, When, Why) in a professional manner and email this to any and all print media that may feature your show. Tell them what is interesting and give them seeds for your story! Once again, the venue may be able to share their list and it’s great to look at the local paper for leads on who is writing about shows like yours!

**Flyers/Posters**

Make them, post them up by businesses that have foot traffic. Cafe’s are a good bet, but don’t forget to apply the knowledge of who your audience is. If you have a young fan base, and you are playing a college town, then be sure to have some representation and distribution around the college event boards.

Include all band names, venue name and address, time and where to get tickets!

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**Basic Paid Advertising Strategy**

Optimize your Facebook Event as a landing page for all relevant and exciting information for your show. Make sure the image or video fits well into the 1920x1080 space and has less than 20% text. Then run a Facebook ad with the goal of getting RSVPs to your Facebook Event for as long as your budget will allow -- suggested minimum of $5 per day. The week or week and a half before your show, run a reminder to those people to come out to the show. If your show has advance sales, run as a traffic ad to that ticketing page. If your show does not have advance sales, run a video view engagement ad with a call to everyone who is interested to come out. The secret sauce here is the ability to use Facebook’s custom audience tool to re-target the people who have RSVP’d interested or going to your event.

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**Questions? Comments? Feedback?**

This document is a brief, in other words, a mile wide and an inch deep, what topics did you find helpful? What topics would you like to hear more about? Tell us about it here.

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