



10 Ways to Promote Your Next Performance

Your cast and crew are hard at work, and your show is shaping up to be a hit! Now, it's time to spread the word and fill those seats. Here are 10 creative and effective strategies to build buzz and ensure a packed house for your production. For more step-by-step guidance, check out our [comprehensive marketing timeline](#).

1 Take the Stage on Social Media

Your cast and crew are likely already on social media—why not get them involved in promoting the show? Be sure you are optimizing your artwork for Facebook, Instagram, X (formerly Twitter), and TikTok, making sharing effortless. Create a custom hashtag for your production and encourage everyone to post behind-the-scenes content, share rehearsal pics, and provide updates to generate buzz.



 Make sure your organization as a whole has a dedicated company page on each social platform so your audience can engage year-round. Be sure to encourage your cast, crew, and staff to tag your official pages in every post to build momentum!



2 Paint the Town with Posters

Go old-school! Flyers and posters are a classic because they're highly effective! Print out eye-catching posters and place them in high-traffic locations like local cafés, libraries, gyms, and shops. Your cast and crew can help by distributing posters to their favorite spots around town, maximizing visibility.

3 Turn Fans into Ambassadors

Arm your cast, crew, and fans with postcards promoting your show. Whether they hand them out at local events, share them with friends, or leave them in community spaces, these little flyers pack a big punch when it comes to spreading the word.



4 Wear Your Merch to Spread the Word

From shirts to totes bags and everything in between, let your team wear their pride for your show and essentially become walking billboards! Encourage your cast, crew, and patrons to sport the gear ahead of the show—it's a great conversation starter and a fun way to build excitement.



 Find a vendor who can produce merchandise on-demand and drop-ship directly to purchasers, saving you the headache of storing unused inventory, running out of items, and spending hours fulfilling orders.

5 Launch a Personal Invitation Email Campaign

Email is a direct and effective way to reach your audience. Send tailored updates to your patrons, friends, and family. Consider emailing local businesses and community groups to reach a wider audience. Personalize the message and empower your cast and crew with email templates to send to their own networks, adding a personal note for even more impact.



6 Hit the Headlines: To the Press!

Leverage the power of local media! Reach out to local publishers and arts & entertainment editors, inviting them to cover rehearsals or interviews with your cast and crew. Early engagement with the media can score valuable coverage and reviews.



7 Create a Local Ad Campaign

Want to make a splash in print or online? Reach out to local publications for advertising opportunities where you can promote your organization and upcoming productions. Don't forget to explore partnerships—many local outlets will trade ad space in exchange for mentions in your program.



8 Reach Audiences from Their Living Rooms

Take your promotion to the next level by appearing on local radio or TV. Pitch your show to morning programs by offering an interview with you and your cast, alongside a short live performance. It's a surefire way to bring your show directly into people's homes and boost ticket sales.



9 Host Pop-Up Performances & Events

Perform where your audience already is! Reach out to local festivals, farmer's markets, or open mic nights and offer a preview of your show. You can even stage a flash mob or impromptu scene in a public space (just make sure to get the necessary permission). These sneak peeks get people excited and eager to buy tickets.



10 Offer a Peek Behind the Curtain

Create a behind-the-scenes video that gives your audience a glimpse of the magic happening backstage. Whether it's a polished trailer or a fun montage, highlight your cast and crew with interviews, rehearsal clips, and behind-the-scenes moments. Share your video across social media, embed it in emails, and don't forget to use your hashtag to get the widest reach!



Your show deserves a full house, and we're here to help make it happen!

By implementing these strategies, you'll be well on your way to filling the house and delivering an unforgettable show. Whether you're a seasoned producer or new to theater promotion, On The Stage (OTS) is here to help every step of the way. With our powerful all-in-one platform, you can streamline ticketing, marketing, fundraising, and even merchandise sales, ensuring your production shines on and off the stage.

[Book a Demo](#)