



# Marketing Strategies that Steal the Show

A great performance deserves a great audience, but reaching that audience takes more than just talent—it requires strategy. Today's patrons expect an engaging, seamless experience from the moment they hear about a production to the final curtain call.

So when it comes to your marketing strategy, it's all about creating relationships, keeping audiences engaged, and ensuring they come back for more. **Here's how to structure your marketing efforts along the ticket buyer's journey for maximum impact.**

## Stage 1 The Opening Act

### Building Awareness & Excitement

#### WEBSITE

Your website is the first impression many patrons will have of your production. Make sure site visitors can easily see your upcoming productions and seamlessly purchase tickets. Your site should include:

- Show dates, times, and location
- An intuitive ticket purchasing experience that is optimized to reduce drop-off and increase conversions
- Cast bios, sponsor recognition, and merchandise options
- A visually compelling and easy-to-navigate layout

#### POSTERS AND FLYERS

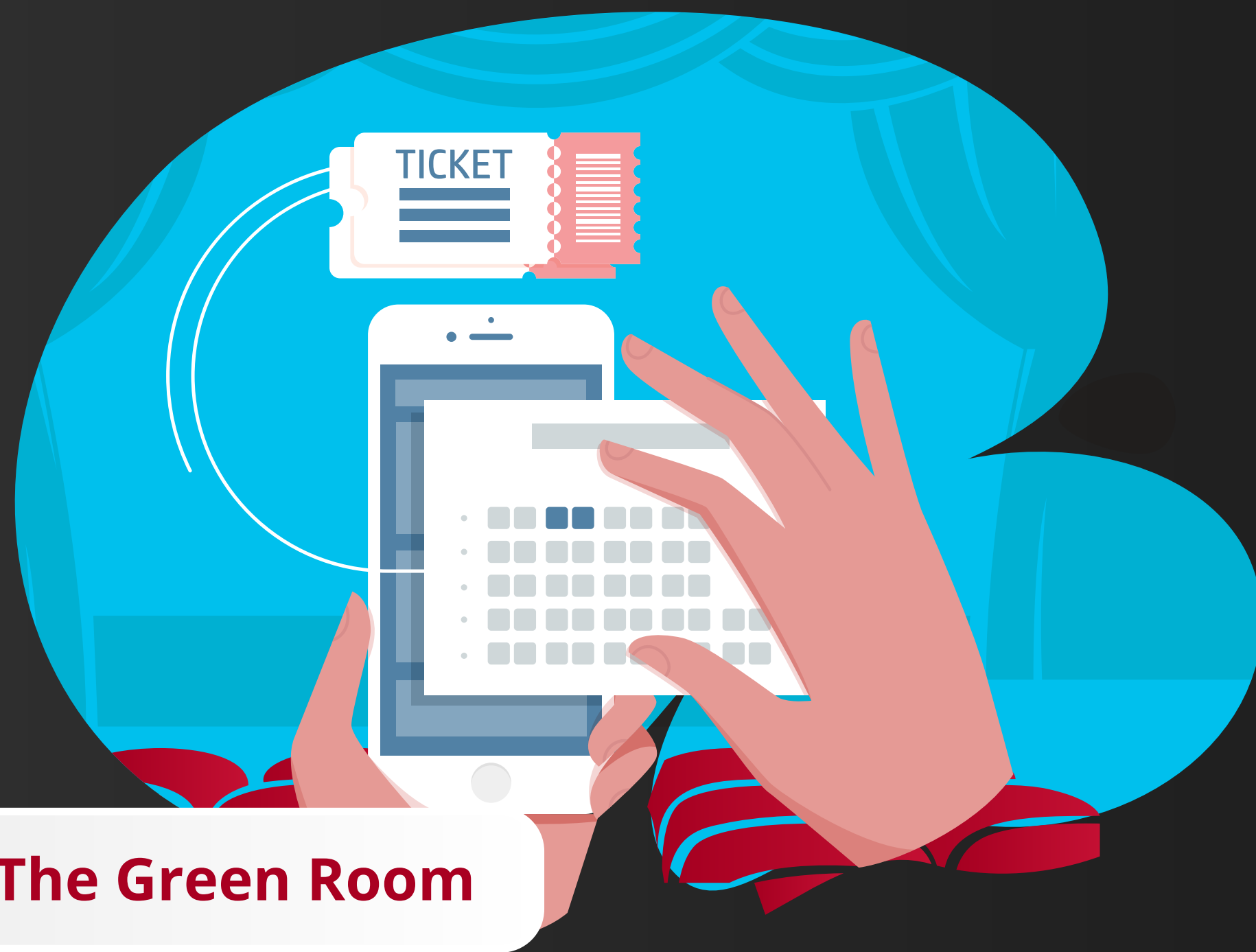
Traditional printed promotions such as posters and flyers remain effective, but integrating QR codes and custom short URLs makes them even more powerful. This allows patrons to:

- Instantly access ticket sales
- Learn more about the production
- Follow your social media for updates

#### EMAIL AND SOCIAL MEDIA

Strategic email marketing and social media automation ensure potential patrons stay engaged leading up to the opening night.

- Email campaigns can announce the show, offer presale access, share behind-the-scenes content, and promote add-ons such as show-specific merchandise, VIP experiences, concession packages, and more!
- Social media automation makes it easy to post across platforms like Facebook, Instagram, and TikTok—without needing to log in every day.



## Stage 2 The Green Room

### Creating a Seamless Purchase Experience

#### OPTIMIZED TICKETING

Once a patron is ready to buy, the process should be smooth and intuitive. A well-structured ticketing system should:

- Keep patrons on your website (no redirecting to third-party platforms)
- Limit the number of clicks needed to purchase tickets, increasing sales conversion rates
- Offer mobile-friendly checkout for easy purchasing
- Provide clear pricing, seating options, and upsell opportunities (like VIP upgrades or merchandise)

#### CUSTOM PURCHASE FLOWS

Not all buyers are the same! Custom purchase flows are an essential marketing tool because they tailor the ticket-buying experience to each patron's unique preferences and behaviors. With features like personalized offers, custom URLs, and targeted performance dates, you can seamlessly turn interest into purchases.

Think presales, exclusive promo codes, and special packages that encourage conversions.



## Stage 3 Curtain Call

### Building Pre-Show Excitement

#### AUTOMATED COMMUNICATIONS

While patrons await the show, automated messages keep your production top-of-mind and boost engagement.

- **Pre-show reminders:** Offer merchandise deals, early ticket access, or exclusive behind-the-scenes content.
- **Engagement prompts:** Use surveys or donation requests to encourage interaction.

#### CHECKOUT QUESTIONS

Including personalized questions during the ticket-buying process can help you understand your patrons better, and enable you to offer things like:

- Birthday emails with a discount
  - Accessibility accommodations for seating
  - Dietary preferences for dinner theater events
- Small touches make a big difference in audience loyalty and retention!

#### PRO-TIP

Automated follow-up emails are a great friendly reminder for anyone who left their tickets in their carts before completing their purchase.

#### SOCIAL MEDIA ENGAGEMENT

You'll want to be sure you're keeping your patrons excited and connected to the experience even before they step foot in the theater. Here are a few ideas to do just that:

- **Hashtag Campaigns:** Create a unique show hashtag and encourage patrons to use it when sharing their anticipation on social media.
- **Behind-the-scenes content:** Share sneak peeks, interviews with the cast, or rehearsals to build excitement
- **Question Polls:** Ask your audience to vote on a fun aspect of the show, such as predicting a plot twist, their favorite character, which song they'll be singing along to, etc.

## Stage 4 The Encore

### Keeping Patrons Engaged Post-Show

#### UNDERSTANDING YOUR AUDIENCE BEHAVIOR

Learning how patrons interact with your marketing can improve future marketing campaigns. By using tools like Google Analytics and Meta Pixel, you can:

- Identify which marketing channels engaged the most ticket sales
- See which audience segments engaged most with promotions
- Adjust messaging for even better results next time

#### PRO-TIP: POST-SHOW SURVEYS

Your audience's experience doesn't end when the curtain closes! Sending a quick post-show survey—via email or even a QR code in your program—helps you discover what your patrons loved (and what could be better) and gather testimonials to promote future shows!

#### SEGMENTING YOUR AUDIENCE FOR FUTURE OUTREACH

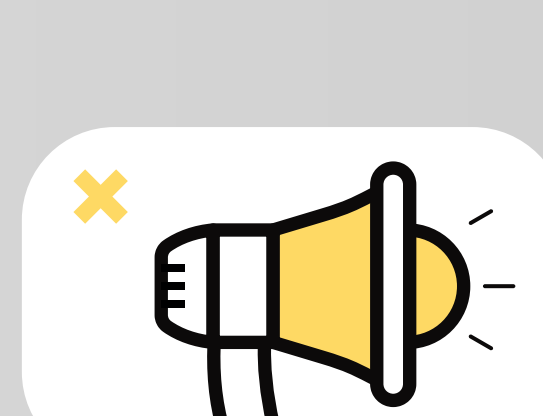
Your patrons have different interests, so segmenting them ensures you send relevant communications. For example:

- First-time attendees → Send a discount for their next show
- Returning attendees → Promote subscription packages
- Season subscribers → Access to exclusive experiences
- High-value donors → Provide VIP perks

#### ENCOURAGING WORD-OF-MOUTH

A happy patron is the best kind of marketing. Post-show follow-up communications should always encourage:

- Online reviews and testimonials
- Social media sharing with a branded hashtag
- Incentives for bringing friends to future shows



## On The Stage: A Strategy for Every Stage

When digital presence, audience engagement, and data-driven strategies work together, your productions reach more people, sell more tickets, and build a loyal community! Implementing all of these strategies can feel overwhelming, but the right technology makes it easy.

On The Stage (OTS) provides a comprehensive platform designed to empower performing arts organizations to streamline their marketing efforts, build stronger audience connections, and maximize revenue.

#### OTS solutions include:

- A world-class ticketing widget optimized to maximize ticket sales and provide a seamless user experience
- Automated email and social media marketing tools based on proven Broadway strategies
- Advanced reporting and data-driven insights
- And so much more!

If you're ready to enhance your marketing strategy and give your productions the audience they deserve, OTS can help.

[Schedule a Chat](#)