**What is Theatrical Marketing?**

Theatrical marketing is a specialty within the marketing and sales profession. You need an intricate knowledge of theater and how a theater company works behind the scenes. This involved field requires more than advertising an upcoming show or selling tickets. You need research, analytical and decision-making skills, writing and design abilities, and the willingness to work closely with patrons of the arts.

**Identify the Target Market**

The marketing professional researches the target audience in each city where the theater company performs. He identifies potential donors and which segments of the population are most likely to purchase tickets. You need to know what other types of entertainment is scheduled for the same time as the theater company performances, and develop a strategy to entice people to attend the play instead.

**Design and Writing**

It may be your responsibility to design all theater company publications, including brochures, seasonal performance brochures and nightly programs for guests. You may run a monthly newsletter for patrons and season ticket holders.

**Advertising**

While a few large theatrical companies have a separate publicist, the smaller ones expect the marketing person to perform both jobs. Part of the job involves researching the public’s opinion of the types of shows they enjoyed, what they would like to see and what they thought of ticket pricing. The marketing person provides this information to the artistic director, and they work together to plan the following season’s shows.

**Public Relations**

Theatrical marketing depends heavily on public relations. The theater company with an excellent reputation and top reviews of its shows has an easier time soliciting donations from patrons and selling tickets to the public. You may be a spokesperson at fundraisers or a youth theater group. You write press releases and promote events to the media. Additionally, you arrange for reviewers and media professionals to attend performances with complimentary tickets.

**Organize Events**

Theater companies participate in a variety of events to improve their visibility in the community. For example, they may perform for low-income or disadvantaged students who would not otherwise experience the theater. A theatrical marketing specialist organizes these events.

**Archivist**

Theatrical marketers archive everything related to the theater company, including video and still photos, radio interviews or advertising, press releases, reviewers’ columns and copies of all brochures and other publications.