



HOW TO PROMOTE YOUR GIG

NO ... SOCIAL MEDIA ISN'T YOUR MARKETING PLAN!

- ☐ **PUT TOGETHER A MARKETING CREW.**
Don't try to do everything yourself.
- ☐ **GIVE SOMEBODY THE SOCIAL MEDIA JOB.**
Post pictures, videos, rehearsals and updates — regularly.
- ☐ **SELL THE STORY, NOT JUST THE GIG.**
Why is this happening? Who are you helping? Why should anybody care? A good story travels further than "We're playing Saturday."
- ☐ **GET EVERYBODY INVOLVED.**
Bands, venue, volunteers, friends and your chosen cause should all be spreading the word.

Then get the rest of your marketing crew to ...

GO OLD SCHOOL!

- ☐ Put up posters.
- ☐ Hand out leaflets.
- ☐ Talk to local businesses.
- ☐ Talk to local people.
- ☐ Tell friends, family, neighbours and workmates.
- ☐ Contact the local media: radio, newspapers, websites and community groups.
- ☐ Ask your chosen cause to promote it too.
- ☐ Go busking and tell the people who stop what you're doing.
- ☐ Do a little promotional gig ... you might even get paid for it.
- ☐ Can't afford printing? Stand somewhere busy and tell people.
- ☐ Got a fundraising link or QR code? Promote that too.

SUPER TIP ... FIND THE CHATTIEST PERSON YOU KNOW.

Get them involved. They're gold!

And remember ...

A few likes and comments can make it feel like everybody knows about your gig.
THEY DON'T.

KEEP PROMOTING IT!

The world's biggest day of music... making a difference.

FUNDRAISING
IN AID OF



**Save the
Children**