



Promotions and Marketing

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Promotions and Marketing (PnM)

-the publicity arm of the production which is responsible for reaching the target audience through promotional stunts and tactics, negotiating with professors for captive audience and, facing and leading the audience as front-of-house during the play dates.

IMPORTANCE

- A. Revenue
- B. Marketing of the organization itself

RESPONSIBILITIES

- A. Promotions and Marketing Calendar
- B. Promotions letter and Endorsement letter
- C. Campus promotions
- D. Online promotions
- E. Press release
- F. Audience and ticket sales
- G. Front of House and Ushering

TOOLS

- A. Posters
- B. Teasers
- C. Special performances
- D. Gimmicks
- E. Promos
- F. Social Networking sites
- G. AVP

RECURRING PROBLEMS

A. Room-to-room promotions

- Deans don't allow room-to-room promotions lately because according to them, it disturbs classes. So maybe you could indicate in the letter that you would only promote in between classes. (Pero tinatakas ko 'to dati kahit bawal, yun nga lang kung mahina loob, edi walang gagawa.)

B. Endorsement of professors

- Endorsement letters are addressed to the dean, then after his approval, the letter will now be posted at the faculty room. Now, there are instances when you need to get the letter and then you have to show it to prospect professor. There are times when the professors want the endorsement letter to be approved by the head of the department, and there are times that they want it to be addressed to them. This causes delay, so I recommend to have a template letter already with the e-sig of the signatories because sometimes this letters are needed right away.

C. Marketing

- The biggest problem of all. I realized that maybe the solution to this problem is to totally change the promotions and marketing calendar that PnMs are used to. Usually, if it is a major prod, we usually promote for a month and then market the month after. I think you could not blame the PnMs for having this scheduling, because they would only start planning after the pre-production meeting. What I am proposing now is that the Promotions and Marketing together with the Graphics Design would work as early as after the conceptualization of the director. Promotions should be more than a month, and for that to be feasible, the planning should be earlier too to execute it on time. Do a market research to get to know your target then do a markstrat and then actualize the plan.

D. The need to require a class to watch a prod

- I really hate the need to require a class. Maybe you could make a change now that would encourage the Thomasian audience in watching the prod without bribing them with plus points. You see, we resort to this because there is a problem with the lack of promotions. Maybe when planning you refer to AIDA (Awareness, Interest, Desire, and Acquisition) for a better strategy on how to get your target audience, and how to turn your “captured classes” into “free-willed teatro supporters.” (Sorry, idealistic ako teh)

E. Lack of Promotions and Marketing Staff

- This is usually the root of all the problems. How do you expect to reach your 2k+ target audience if you only have 5 students promoting and marketing the prod? I really think that an effective way to capture the interests of the audience is through firsthand experiences (gimmicks, room-to-room promotions, etc.), and the prod should not rely on online promotions.