



Literature Works presents

# Word on Tour

**Marketing and Promotion**

Attracting the right audience



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# Marketing and Promotion

## Attracting the right audience

### Know your audience?

At the time you booked your writer or spoken word performer you would hopefully have given some thought to who the event would appeal to, or in other words your main target audience. Don't stop there. Think about other types of people – or audience segments – who might enjoy your writer and the event you're planning.

By segmenting your audience, you can organise the people your library exists to serve (your local population) into meaningful groups. Then you can tell them about relevant events in a way that interests them, through their preferred means of communication, and not daunt them with irrelevant information. Segmenting can help you attract a more diverse range of people to your events. **Tools** exist to help cultural organisation with audience segmentation, but thinking through who your event would appeal to by their **basic shared characteristics and cultural preferences** is a great start.

### How will you reach them?

Once you've established who you are trying to reach, you can decide which of the below channels will be most suitable. Promoting an event can take a lot of time; when choosing your mix of channels balance this with cost and likelihood of reaching your target segments. As well as the groups who meet regularly in your library, don't forget to reach out enthusiastically to your local community networks to spread the word and enlist your Friends of the Library or volunteers too! Word on Tour feedback revealed that word-of-mouth promotion was one of the most effective channels.

### Example...

If your event features a local nature writer you could reach interested people through emailing then sending flyers to local gardening and walking groups or emailing your nearest RSPB or AONB office. Ask them at least 3 weeks in advance to share your leaflet, include it in their event listings, tweeting it to their members and so on.

## Print Media

- Print, distribute and display eye-catching A5 flyers and A4 posters at least a month prior to the event. Microsoft Word templates are easy to use for these, or try one of the many free online design tools. Your writer or their publisher will have digital images that you can use in your print media.
- Think about creating a book display a few weeks ahead help sell tickets and showcase your upcoming writer and their work. Check with the writer about what to include.
- Ask your local bookshop to display the posters and display relevant books for sales. They may want to order more stock, so give them a month's notice. Hopefully, they will sell books at your event.
- Harness your community networks to get your print material into a variety of locations that suit your audience segments, such as local cafés, art galleries, local leisure centre and GP surgery.

## Digital engagement

- Advertise the event on your library website. Use the themes and images from your printed material to create a unified identity for your event.
- Include the event on your social media accounts such as Facebook and Twitter. Remember to connect with your writer's social media and ask them to promote on theirs. Keep content fresh, tailored to the interest of your various audience segments, and create a buzz by updating content weekly.
- Email your flyer or Tweet your local community group, bookshops and venues asking them to mention the event on their websites or social media channels. Using this community-based marketing won't cost anything beyond your time. Ask your community group networks to advertise or mention the event in their email bulletin to their members. Use your audience segments to target groups, for example historical societies or art clubs.

## Media coverage

- This can really help build positive publicity for your upcoming event, especially events with a local newsworthy angle such as prominent writers, a book launch or special interest subject. Often newspapers have free event listings too.
- Media coverage takes time and planning, so rather than working directly with the press you should first check with your library authority press or communications people, who can guide you through this process.
- If you decide to liaise directly with the media, you'll need to gather a list of press contacts -local newspapers, parish magazines, radio stations and bloggers; contact them 2-3 weeks before your event (longer for magazines) by emailing a press release and accompanying photos. A press release is an energetic one-page summary that gives journalists all the information they need with a newsworthy angle. If you've not written one before, take the time to read a few guides online. Journalists get a lot of press releases, so to make yours stand out you'll need to follow up with a call to check receipt and answer key questions shortly after your initial email.

## Pricing and selling tickets

- Ticket pricing can be a little trial and error. Word on Tour found that tickets prices charged by libraries for live literature varied greatly from free to £7. Word on Tour events were £5. Generally, a higher charge can be asked for higher profile writers. Your ticket income may need to cover event costs, so consider items such as additional staff and refreshments - be it a cuppa and biscuits or wine and nibbles for evening events. [You can find out about fundraising for your live literature event here.](#)
- Think about whether you will just sell tickets on the door, or whether you want to sell in advance to gauge attendance size. If you decide to sell tickets before the event using online tools, ensure you understand how the software works and its limitations. Word on Tour used Eventbrite.
- Consider offering some complimentary tickets, as a way to increase access to the art form by reaching out to people who otherwise might find the cost prohibitive. Be strategic about what you give away for free.