

# Marketing Skills for Dance Artists



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**Dance Artist | Marketing Professional**



# Overview



- 1 Tips and best practice to produce **images** that grab your audience's attention, and drive bookings or ticket sales
- 2 Tips and best practice to write compelling **copy** to engage and excite your audience
- 3 How to create a simple **marketing plan** for your dance event

# Planning your Photo Shoot



- Look for a photographer whose work you like
- Use visual references or a 'mood board' to help your photographer understand your ideas →
- Work with a Makeup Artist, it will *really* improve your photos



# Photography



You are promoting your dance event in a busy market place. This means you have to compete for your audience's attention.

- 1 Include faces in your photos
- 2 Use movement and colour to grab attention
- 3 Use costume and location to create a context and/or story



# Writing Copy for Dance



The 3 key elements are:

1. Use **descriptive language**
2. **Be confident**, positive and bold
3. **Tell your audience** what you want them to do; by using a 'Call to Action'.

# Describing Dance...



“A new double bill combining mischievous questions and virtuosic performance. CandoCo Dance Company brings together two extraordinary British artists for an evening of playful questions and captivating performance.

Alexander Whitley’s *Beheld*, sets sinuous and expressive movement articulations to Nils Frahm’s mesmerising score. Featuring powerful duets and breath-taking ensemble dancing with huge swathes of fabric, this stirring performance invites audiences to consider contemporary dance in a new light.”



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Alexander Whitley’s *Beheld*, sets **sinuous** and **expressive movement** articulations to Nils Frahm’s **mesmerising** score. Featuring **powerful** duets and **breath-taking** ensemble dancing with **huge** swathes of fabric, this **stirring** performance invites audiences to consider contemporary dance in a **new** light.”

# Practice

1. Look at the flyer and jot down 5 or more words that you could use to describe this show. 
2. Here are some facts about the show:
  - *Danza Contemporanea de Cuba combine European ballet with Afro-Caribbean rhythms.*
  - *The company is 50 years old and is the leading dance company in Cuba.*
- 3 Use these facts and the words you already jotted down, to create one or two sentences of copy about this show 



# Example



“A **pungent** blend of Afro Caribbean rhythms, **jazzy** American Modernism and inflections from European ballet, Danza Contemporanea de Cuba’s **hybrid**, **hothouse** style has been evoking the **sensual** heart of Cuban spirit for over 50 years.”

# Writing Copy for Dance



Research indicates that using a Call to Action increases engagement...

A Call to Action makes it clear to your audience what you are asking them to do.

**Book now**

**Save the date**

**Find out more**

**Click here**

**Subscribe today**

**Tell a friend**



## Planning

1. Consider your strengths, weaknesses and selling points
2. Plan which activities you want to undertake (Flyers? Video? Social Media?)
3. Schedule your marketing activities, and allocate tasks.

### Joe Lott Dance Performance at Basement Theatre, Brighton

#### Strengths / Selling Points

Strong photos and copy.  
Unusual theme of the show.  
Basement is a small venue, so easy to fill!  
Basement has a good reputation.

#### Weaknesses

New to the area, the audience won't know me.  
Mid-week performance.

#### Opportunities

Well established local dance networks to tap into.  
Opportunity to share PR work with another artist also performing at Basement, who **is** well-known locally.



# Example Marketing Schedule

Use your analysis to help you decide which marketing activity to include in your plan.

Months to Event	Preparation	Offline Activity	Online Activity
3	Photo Shoot		Send "Save the Date" email
	Draft Copy		Update all social media accounts and website
	Send copy and images to the venue	Send out Press releases & Press invitations to the show	Send copy and images to listings websites
			Draft a Social media content plan
2	Brief Designer on flyers and posters		Send Email 2
	Print Flyers and Posters	Start Flyering	Regular social media posts
	<b>Make promo video</b>		<b>Send Email 3 with video</b>
1	PR activities: local radio and southeastdance blog	More flyering!	Regular social media posts with video
	<b><u>Radio interview, SouthEastDance blog</u></b>	Follow up/confirm Press invitations	<b>Send Email 4 (optional)</b>
<b>Event</b>			

# For more information...



PRINTER | [LDIPRINT.CO.UK](http://LDIPRINT.CO.UK)

MAKEUP ARTIST | [MAKEUPBYLORNA.COM](http://MAKEUPBYLORNA.COM)

PHOTOGRAPHER | [LOTTDULCY.WIX.COM/DULCY-LOTT](http://LOTTDULCY.WIX.COM/DULCY-LOTT)

ONLINE RESOURCES | [LYNDA.COM](http://LYNDA.COM) | [A-M-A.CO.UK/LEARN](http://A-M-A.CO.UK/LEARN)

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**ALL IMAGE CREDITS  
IMRAN UPPAL PHOTOGRAPHY**