

## Spotlight

A **marketing manager** is a professional that oversees the promotion of a production or performance with the main goal of selling tickets. They manage all aspects of a production's publicity and advertising material which may include fliers, posters, ads, brochures, emails, websites, and social media.

Marketing is the process of planning and executing the pricing, promotion, and distribution of ideas, goods, and services to create exchanges between buyers and sellers.

## V-o-c-a-b-u-l-a-r-y

**ADVERTISEMENT OR AD** — a notice or announcement in a public medium promoting a product, service, or event.

**BROCHURE** — a small book or magazine containing pictures and information about a product or service.

**DEMOGRAPHICS** — the characteristics of human populations (such as age, marital status, or income) used to identify potential sales markets.

**DISTRIBUTION** — the action of sharing or delivering something, especially among members of a group.

**MARKETING PLAN** — a document that outlines the advertising strategy used by an organization for a production or performance to reach its target market.

**POSTCARD OR "HOT CARD"** — a card used to advertise a production or performance by mail or by hand without an envelope, typically having a photograph or other illustration on one side.

**PROMOTION** — the publicity of a production, performance, or organization so as to increase sales or public awareness.

**PUBLICITY** — the distribution of information about a production, performance, or organization for advertising or promotional purposes.

**REVENUE** — the total amount of income generated by the sale of goods or services.

**TARGET MARKET** — a specific group of consumers at which a product or service is aimed.

## More to Explore

<https://careers.broadway/>

<https://www.firstcareers.co.uk/careers/what-does-a-head-of-theatre-marketing-do/>

[https://www.youtube.com/watch?v=uWJWmQs3rc4&feature=emb\\_title](https://www.youtube.com/watch?v=uWJWmQs3rc4&feature=emb_title)

[https://www.youtube.com/watch?v=7xAP4VcyRTI&feature=emb\\_title](https://www.youtube.com/watch?v=7xAP4VcyRTI&feature=emb_title)

<https://vimeo.com/73793071>

<https://soldoutrun.com/theatre-marketing-inspiration/>

## Extension Activity

Choose a production like HAMILTON or Disney's FROZEN and put together a marketing plan. Be sure to think about who might want to buy tickets and what are the best ways of reaching those specific buyers. And, bonus points if you design your own poster, flyer or hot card!