

CAPITAL ONE HALL

MARKETING SERVICES



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INTRODUCTION

Congratulations on your acceptance to Capital One's unique public-private-partnership with Fairfax County, allowing local arts organizations to bring their productions to a world-class venue at reduced costs.

The purpose of this document is to help you plan, announce, promote, and sell your event through strategic, targeted marketing.

Meet Your Team



Carter Ward
Community Events

Carter's wide-ranging knowledge of the entertainment business positions him well to facilitate our community user's Capital One Hall experience from scheduling to show day.

Ask Me About:
Community Program and Contracting, Scheduling, Ticketing, Marketing, Settlement, & Production

Education:
Virginia Tech
Marketing, Music Technology, Leadership and Social Change



Cristina Mayer
Director of Marketing

Cristina's rich background in venue-level marketing with Live Nation and regional media buying experience with iHeart Media gives our team a head start in show marketing.

Ask Me About:
Marketing Strategy, Budget Management, Media Buying (TV, Radio, Etc.), & Earned Media

Education:
Elon University
Public Relations, Advertising, Applied Communication



Lauren Hight
Marketing Manager

Lauren is an energetic storyteller and seasoned social media strategist adept at capturing, captioning, and placing paid and organic social content to drive engagement and trust.

Ask Me About:
Social Media, Photography, Graphic Design, Media Production

Education:
Cabrini University
Communication, Graphic Design

DEFINE EVENT MARKETING

What is Event Marketing?

- The ultimate goal of event marketing is to sell every seat. We want patrons to come to your show! Show marketers use a variety of tools and avenues to move potential patrons through the marketing funnel.

AWARENESS

Inform your target audience of your event

INTEREST

Tell your target audience why they should be interested in your event

PURCHASE

Direct potential customers to the ticketing page for purchase

How to Evaluate the Live Event Landscape in Our Market

- Where do you hear about the events that you go to?
- What other venues are doing similar events in our market?
- What are other performers doing to market their shows?
- Are there any competing performances similar to yours to be aware of?

Ideal Timeline for Event Marketing

- We recommend 6-8 weeks minimum between announce/on-sale and show date. To accomplish this, provide the Capital One Hall team with all the assets on the following page 10 days prior to your announce date (~70 days prior to the show date).

ASSETS REQUIRED TO ANNOUNCE

Ticket Build Form

- Complete the ticket build form to tell the Capital One Hall box office how you would like to list your show on Ticketmaster, how you would like to price your tickets, and if we should prepare any special discounts or promo codes.
- **Main Theater:** All shows start with both balconies closed. Balcony One will open after 700 tickets have sold, and Balcony Two will open after 1000 tickets have sold. We recommend no more than four different prices, and also encourage doing one price level with GA seating.
- **Vault:** Sellable capacity is 204 for most shows. We recommend no more than two different prices.

Show Poster / Collateral

- Each show will **need to have a show poster**. A captive, demonstrative combination of imagery and text that describes the event and communicates important show details (show name, date, time). Need inspiration? Browse through our website to see what other shows are doing to showcase their event and capture the eyes of website visitors.
- Brochures, programs, endoresments and sponsorships **must be approved by Capital One Hall** prior to distribution.
- Required asset specifications and an example are found on the next page.
- Need graphic design help? Not sure how to get the required sizes? Ask us for help!

Digital Footprint

- Send us the following links for your organization: Website, Facebook, Instagram, Twitter, TikTok

Marketing Plan

- Share your marketing plan with Capital One Hall prior to Announce/On-Sale so we can coordinate efforts and provide feedback.

VENUE ASSET SPECS

Venue Social Media

Instagram Post: 1080px by 1080px
Instagram Story: 1080px by 1920px
Facebook Post: 600px by 600px
Facebook Event Cover: 1920px by 1005px
Twitter Post Image: 1920px by 1080px

Ticketmaster

Mobile Image: 600px by 340px
Organizaiton Image: 2624px by 1365px*
**logo centered on blank white/black background*

Venue Website

Images should be JPG and less than 1 MB.
Event Page Main: 1440px by 780px
Event Page Thumbnail: 380px by 250px

Venue E-Newsletter

Featured Image: 1920px by 1080px

EXAMPLES NOT TO SCALE, FOR VISUAL REFERENCE ONLY

Event Page Thumbnail (380x250)



Ticketmaster Mobile Image (600x340)



Event Page Main (1440x780)



Instagram Post Square (1080x1080)



BUILD A MARKETING PLAN

Define Your Audience

- Who comes to your events?
- Who do you expect to come to your events?
- What shared demographics/habits do they share?
- What do they do for fun? What are they doing on any given weekend?
- Where do they consume information? (Social Media, Radio, TV, Newspaper)
- Are you already engaging your audience? How?
- Example for Big Time Ballet, a youth dance company producing Shakespeare
 - Samantha: 40 years old, head of household with 2 young girls, looking for weekend plans for the family, likely Facebook user
 - Jim: 35 years old, parent of child in the production, interested in inviting neighbors to the show, subscribed to the Big Time Ballet newsletter

Determine Your Marketing Mix (Where Will You Advertise?)

Consider your responses to the above questions, particularly to how you anticipate your audience consumes information. Are they on social media? Are they subscribed to your newsletter? Do they go to certain websites to look for weekend plans? How can we use these answers to select any combination of the following marketing channels for your marketing plan?

- Social Media (Instagram, Facebook, Twitter, TikTok)
- Local Event Listings (ArtsFairfax.org, TheBeacon.com, WashingtonParent.com, DullesMoms.com, Visit Fairfax, etc.)
- Radio
- TV
- Digital (Google Ads, Display Ads on 3rd-party websites)

Allocate Your Marketing Budget

- How much do you have to spend on promoting your show? How will you allocate those dollars between the channels you've selected from the list above?
- Check the appendix for two sample marketing budgets.

SHOW MARKETING TIMELINE

Marketing as a Process

Show marketing has a unique formula that helps marketing professionals stay on track, allocate marketing spend, and evaluate sales performance. It unfolds in three phases:

Show Announcement / On-Sale (three months prior to show)

Announce your show to the world! What is your show? Why should people come see it? When do tickets go on sale? Answer these questions and more when you share your event for the first time. We recommend announcing on Tuesday at 10:00AM.

Put your tickets on sale! Allow approximately 90 days for your marketing efforts to inform, entertain, and convert your target audience into ticket buyers. In the following pages, see what is needed to get your show on Ticketmaster/CapitalOneHall.com and explore best practices for creating buzz in the first two weeks of your selling window.

Maintenance (the time between on sale and close)

Time to get creative. What low- or no-cost outlets are available at our disposal? Continue to tell the story of your event. Stay in touch with previous buyers.

Close (two weeks prior to show)

Crunch time! This is where most ticket-buying will take place and where we recommend allocating most of your spend. What creative elements (flashy images, engaging video) do we have remaining to share with our audience?

[Let's look at each phase in more detail >>>](#)

PHASE ONE: ON-SALE

Required Assets / Information

- Ticketing Build Form (Sent in the same email as this form.)
- Artist Images/Show Poster (.PSD/High-Res JPEGs are great; see page six for sizing)
- Event Description (What is your show? Why should people be interested?)
- Press Release, Official Website, and Official Social Handles
- Your Marketing Plan (How will you get the word out? What worked in the past?)
- Target Audience Description (Who buys tickets? What do they like? How old are they? Where do they live?)

What Will Capital One Hall Do to Support the On-Sale? (No Cost)

- Post On Social Media (Instagram, Facebook, Twitter)
- Distribute Press Release to Local Outlets
- Newsletter Inclusion (Show image and description to our 20k+ list)
- Inclusion in On-Site Show Listings
- Post Your Event to Our Website and Ticketmaster.com

What Else Can We Do? (Paid Opportunities)

- Digital Advertising (\$0 - \$1,000) *Recommended During On-Sale
- On-Site Signage (Pole Banner: \$300, and Marquee: \$500)
- Handbill Distribution at Similar Shows (\$100)
- Radio (\$2,000-\$4,000)
- TV (\$4,000-\$8,000)

What Can You Do?

- Post On Social Media
- Notify Your Email Subscribers
- Re-Share Capital One Hall Posts

PHASE ONE: ON-SALE

Sample Artwork and Captions



Get ready for #America, Tysons! The band behind “A Horse with No Name” is coming to Capital One Hall on January 14, 2023! Tickets go on sale this Friday but if you’re subscribed to our newsletter, you’ll get exclusive pre-sale access this Thursday!



JUST ANNOUNCED #StephenSharer is bringing his #ShareTheLoveTour to Capital One Hall on Feb. 18. He is one of America’s top and fastest growing content creators with over 5-billion YouTube views and 100’s of millions of music streams! Tickets go on sale this Friday. Head to the link in our bio for more info!



Now is the time to get tickets to these newly announced shows coming to #CapitalOneHall. Don’t miss your chance to see #AnthonyHamilton, #StephenSharer, #OmniumCircus & #JohnCrist in Tysons!



JUST ANNOUNCED | We’re thrilled to have #SharafatParwani coming to Capital One Hall on Dec. 16! Tickets go on sale this Friday, Nov. 18 at 10A More Info: <https://bit.ly/3TCCiso>
#CapitalOneHall #TysonsVA #Concert

PHASE TWO: MAINTENANCE

Required Assets / Information

- Photos/Video From Past Performances
- Performer Spotlights / Shout-Out Videos

What Will Capital One Hall Do During Maintenance? (No Cost)

- Post On Social Media (Instagram, Facebook, Twitter)
- Newsletter Inclusion (Full Event Listing at Bottom of Email)
- Inclusion in On-Site Show Listings
- Ticket Giveaways

What Else Can We Do? (Paid Opportunities)

- Digital Advertising (\$0 - \$1,000)
- On-Site Signs (Pole Banner \$300, Marquee \$500) *Recommended During Maintenance
- Handbill Distribution at Similar Shows (\$100) *Recommended During Maintenance
- Radio (\$2,000-\$4,000)
- TV (\$4,000-\$8,000)

What Can You Do?

- Post On Social Media
- Notify Your Email Subscribers
- Re-Share Capital One Hall Posts

PHASE TWO: MAINTENANCE

Sample Artwork and Captions



Here, Gin Dance Company is promoting their show on Facebook with a dancer highlight. This is a great way to tell the story of their show and make their dance company more tangible. They include a video and all pertinent show information. Capital One Hall is happy to occasionally share posts we are tagged in.

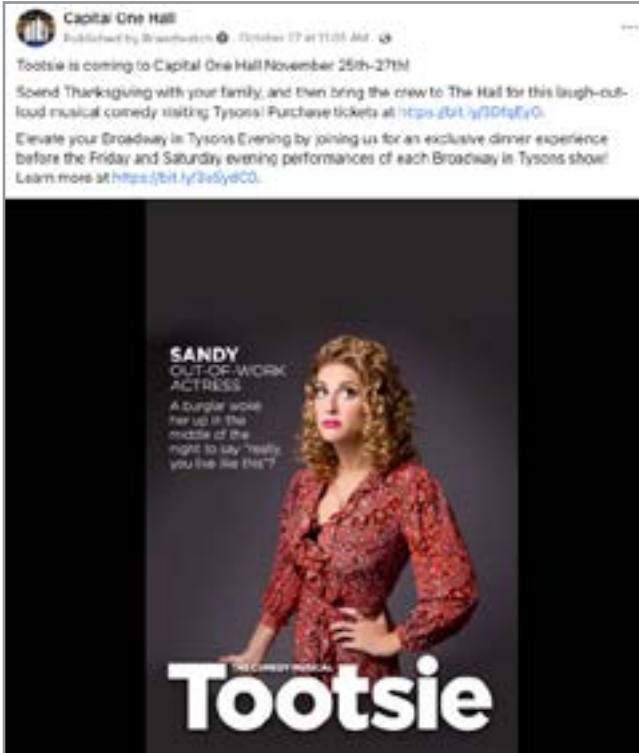
Don't forget #Hashtags!

Helping Children Worldwide, hosting a comedy night in The Vault, asked comedian Robert Mac to talk about the show and the cause. We posted the video and linked the post directly to the Ticketmaster page for patrons to buy tickets. This example is a boosted post on Facebook.



PHASE TWO: MAINTENANCE

Sample Artwork and Captions



Here, we're using the show's proximity to tie in Thanksgiving and framing the show as a potential family outing. We coupled this with a tour-provided video introducing each member of the cast. This screenshot is from Facebook, but the post was also shared on Instagram and Twitter.



Don't forget to entice potential buyers with discounts. Here, Dirty Dancing used Facebook on October 31 (the Halloween holiday) as a reason to discount tickets to \$31 dollars. Discounts as simple as 10% off can help move tickets. Discount codes can be set up with Carter and the box office.

PHASE THREE: CLOSE

Required Assets / Information

- Photos/Video From Past Performances
- Performer Spotlights / Shout-Out Videos

What Will Capital One Hall Do During Close? (No Cost)

- Post On Social Media (Instagram, Facebook, Twitter)
- Newsletter Inclusion (Full Event Listing at Bottom of Email)
- Inclusion in On-Site Show Listings

What Else Can We Do? (Paid Opportunities)

- Digital Advertising (\$0 - \$1,000) *Recommended During Close
- On-Site Signage (Pole Banner: \$300, and Marquee: \$500)
- Handbill Distribution at Similar Shows (\$100)
- Radio (\$2,000-\$4,000)
- TV (\$4,000-\$8,000)

What Can You Do?

- Post On Social Media
- Notify Your Email Subscribers
- Re-Share Capital One Hall Posts

PHASE THREE: CLOSE

Sample Artwork and Captions



The Reston Chorale and Piedmont Symphony Orchestra had great success with the post on the left. Create urgency by noting the proximity of the show, use recognizable words/notable names/features of the event, and include the ticketing link. This post was also run as an ad the week of the show and had the results below.



The Capital One Hall team built excitement for Sublime with Rome and FeelFree with this post. The creative element featured a GIF with the band name and search bar demonstrating how to find the tickets.

EVALUATE YOUR MARKETING PLAN

Marketing Metrics

- Views (how many total views a post or ad received)
- Impressions (how many unique users saw the post or ad)
- Link Clicks (how many users clicked on the ticket / show detail link)
- Shares (how many users shared the post with their network)

Evaluate Ticket Sales

- Once your marketing plan moves a potential guest to the 'purchase' phase, there should be noticeable ticket movement.
- The Capital One Hall box office can add up to two people to receive daily/weekly ticket reports via email.
- What marketing is running? What types of tickets are selling (expensive, cheap)?

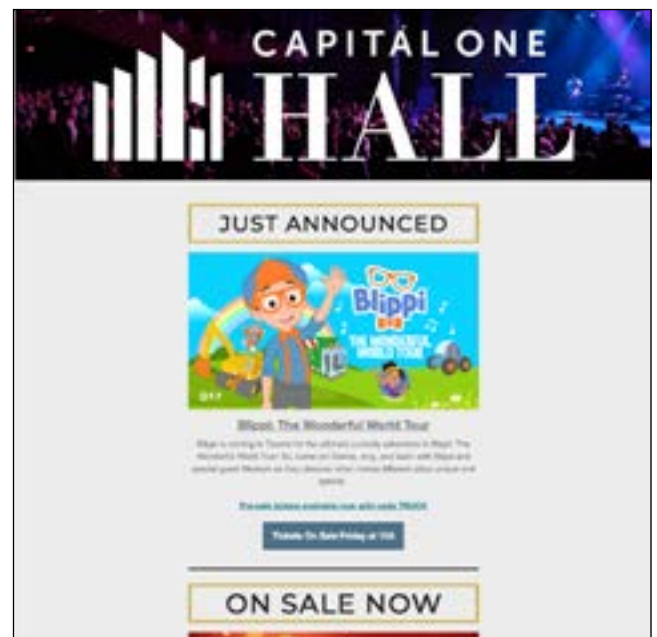
If Tickets Still Don't Sell...

- If you're battling with a stubborn or hard-to-reach audience, there are a number of ways to adjust and try again. Examples below:
- Promotional Offers/Special Ticket Discounting: Is your target audience accustomed to a lower price level? Try reducing the price of your ticket or offering special discounts (family four pack, 10% discounts, etc.) to entice them.
- Target a new audience: Is there a demographic we haven't considered? Could we expand the age range or alter the gender affiliation of our target audience?
- Cross Promotion / Networking: Who in your circle can boost the event for you? Is there a sister organization who could do an email blast? Who in your community might promote the show in exchange for tickets?

WHAT DOES THE VENUE DO?

Included Marketing Efforts (No Cost To You)

- Venue Website Event Listing
- Venue Social Media (Twitter, Facebook, Instagram, TikTok)
- Venue E-Blast (Announce, On-Sale, Event Listing in All Emails to 28k+)
- Inclusion in On-Site Event Listing Handouts
- Press Release Distribution
- Local Event Listings (ArtsFairfax.com, VisitFairfax.com, etc.)



Placing At-Cost Paid Advertising

- Paid Social Media Campaign (Recommended minimum: \$100)
- Radio (Recommended minimum: \$2,000)
- TV (Recommended minimum: \$3,000)
- Digital (Recommended minimum: \$5,000)

APPENDIX

Sample Marketing Budget, Digital Only



Marketing Plan

Your Show Name Here		Gross Budget \$1,000.00	
Show Date Here			
ONLINE	Dates	# Spots	Trade Tix
Facebook/G/Twitter Venue Placed	Week of Announce + 1 Week	0	0
Facebook/G/Twitter Venue Placed	Middle of Advertising Campaign 2 Weeks	0	0
Facebook/G/Twitter Venue Placed	2 Weeks Prior to Show Date	0	0
		500.00	500.00
		0	1,000.00
VENUE			
Website, CapitalOneHall.com	Enter Length of Advertising	0	0
Venue Exterior Poster	Enter Length of Advertising	0	0
Venue Pole Banner	Enter Length of Advertising	0	0
Various Venue Eblasts	Enter Length of Advertising	0	0
Venue Social Media	Enter Length of Advertising	0	0
Venue Marquee	Enter Length of Advertising	0	0
		0	0.00
		0	1,000.00
TOTAL		Trade Tix	Cash-Gross
		0	1,000.00
			Cash-Net
			1,000.00

Sample Marketing Budget, All Channels



Marketing Plan

Your Show Name Here		Gross Budget \$62,500.00			
Show Date Here					
	Dates	# Spots	Trade Tix	Cash - Gross	Cash - Net
RADIO					
Company	2 Weeks Prior to Show Date	0	10	3,500.00	2,975.00
		0	10	3,500.00	2,975.00
TELEVISION					
Company	3 Weeks Prior to Show Date	0	0	10,000.00	8,500.00
Company	3 Weeks Prior to Show Date	0	0	4,500.00	3,825.00
		0	0	14,500.00	12,325.00
PRINT					
Company	2 Weeks Prior to Show Date	0	0	4,000.00	4,000.00
		0	0	4,000.00	4,000.00
OUTDOOR					
Company	2 Weeks Prior to Show Date	0	0	6,500.00	6,500.00
Company	2 Weeks Prior to Show Date	0	0	3,000.00	3,000.00
		0	0	9,500.00	9,500.00
ONLINE					
Facebook/IG (Venue Placed)	Split evenly amongst the advertising weeks	0	0	1,000.00	1,000.00
		0	0	1,000.00	1,000.00
Digital					
Company (OTT, SEO, Digital Display)	Split evenly amongst the advertising weeks	0	0	30,000.00	30,000.00
		0	0	30,000.00	30,000.00
VENUE					
Website, CapitalOneHall.com	Enter Length of Advertising	0	0	0.00	0.00
Venue Exterior Poster	Enter Length of Advertising	0	0	0.00	0.00
Venue Pole Banner	Enter Length of Advertising	0	0	0.00	0.00
Various Venue Eblasts	Enter Length of Advertising	0	0	0.00	0.00
Venue Social Media	Enter Length of Advertising	0	0	0.00	0.00
Venue Marquee	Enter Length of Advertising	0	0	0.00	0.00
		0	0	0.00	0.00
TOTAL			Trade Tix	Cash-Gross	Cash-Net
			10	62,500.00	59,800.00