

OBOL THEATRE

# Marketing Plan - The Urtext

**Presented By:**

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# Agenda



	CAMPAIGN GOALS
	SCHEDULE AND DEADLINES
	BUDGET

	MARKETING CHANNELS
	MARKETING MIX
	REACH OUT



# Campaign Goals

## Goals:

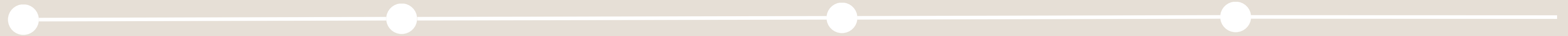
OUTREACH POTENTIAL THEATRE TO HOUSE THE PROJECT

CONTACT POTENTIAL INVESTORS

LOOK AT POTENTIAL FUNDING ORGANIATIONS



# Schedule and Deadlines



OCTOBER

Conduct market research.

JANUARY

Finalize public relations and media plan.

MARCH

CONTACT THEATRES TO HOUSE PRODUCTION - CONTACT THEATRE, HOME, ROYAL EXCHANGE STUDIO SPACE, HOPE MILL

JUNE

Write another activity, deadline or milestone here.



# Budget

## Costs and Expenses:

WHITE OFFICE TABLE

2 X WHITE OVERALLS

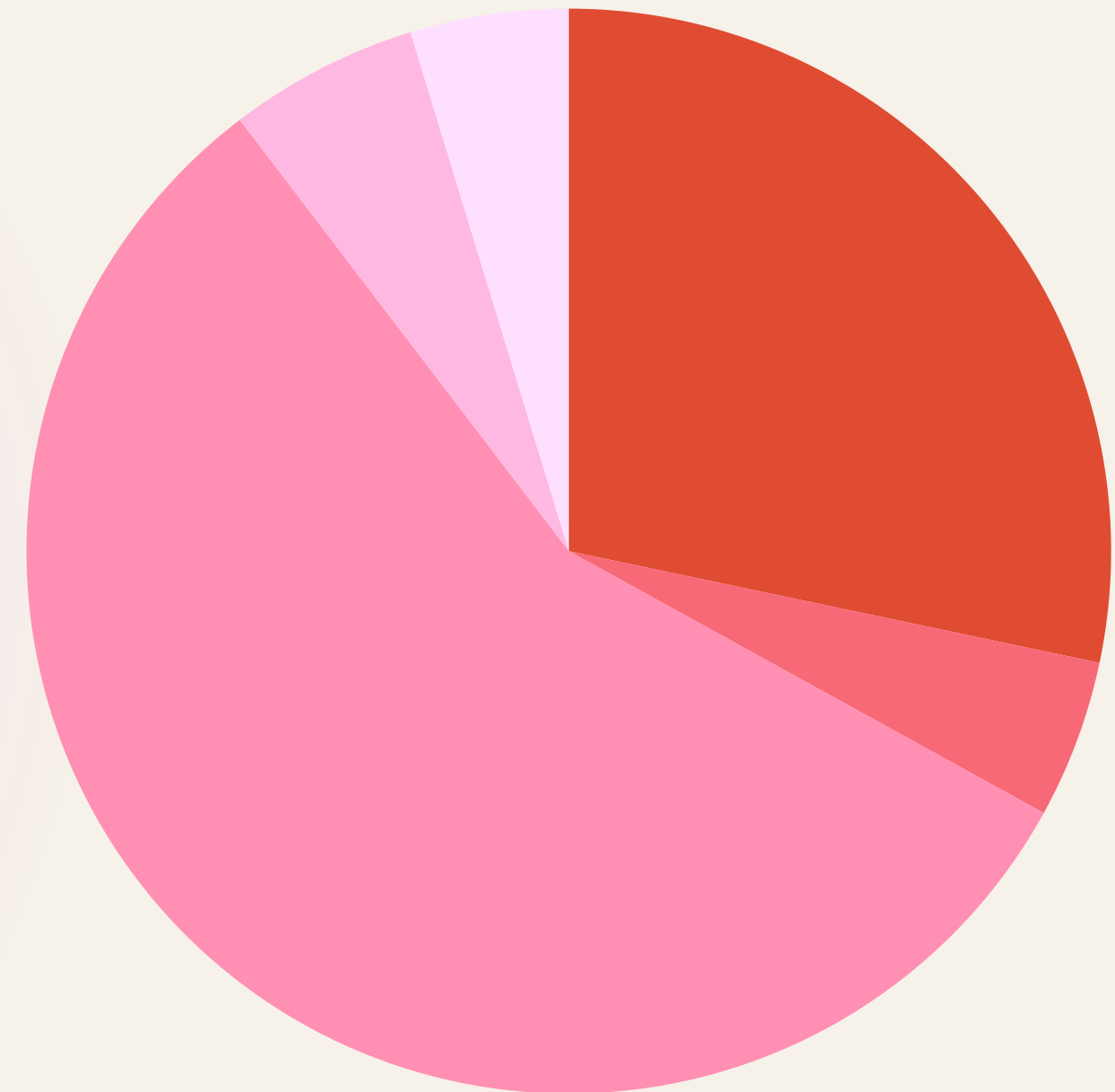
NEWEER STUDIO LIGHTS

EDABLE PAPER

PER DIEM

EDABLE PAPER 50 SHEETS (PER PACK) X 3  
5.7%

WHITE OFFICE TABLE - 1.50  
28.3%



NEWEER STUDIO LIGHTS  
56.6%

2 X WHITE OVERALLS  
4.7%

# Marketing Channels



instagram



FACEBOOK



X/TWITTER

# Marketing Mix

Product/Service Marketed	Price	Place	Promotion
THE URTEXT TRAILER	£30	FACEBOOK/INSTAGRAM	TRAILER OF SHOW
POSTER	£50	FACEBOOK/INSTAGRAM	PROMOTE IMAGE OF SHOW
REHEARSAL FOOTAGE	£35	FACEBOOK/INSTAGRAM	PROMOTE ONGOING REHEARSAL FOOTAGE
INTERVIEWS WITH DIRECTOR AND CREATIVE TEAM	£30	FACEBOOK/INSTAGRAM	PROMOTE THE PRODUCTION AND CONTENT

# Got questions? Reach out.

## **Email**

URTEXT@OBOLTHEATRE.COM

## **Social Media**

@THEURTEXT

## **Call us**

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