

Marketing Tip Sheet for Michael Cavanaugh: The Music of Billy Joel and Elton John

Visibility on Website

Featured Placement: Highlight the Michael Cavanaugh show on the main page of the theatre's website once you are within 2-4 weeks of the show ensuring that visitors don't need to wait for a scroll to see it.

Upcoming Shows List

The Michael Cavanaugh show should be readily visible in the 'Upcoming Events' or 'All Shows' section.

Ticket Pricing

Ticket prices for Michael Cavanaugh shows are typically priced based on location between \$30-\$75. Some \$100 tickets may be listed for premium seating but usually should keep this to under 30-60 seats.

Social Media & Online Presence

Early and Consistent Promotion: Begin promotion on social media platforms as soon as tickets are on sale.

Content Synchronization: Use only promotional materials that have been approved by Michael Cavanaugh's management for brand consistency. You can access many of the marketing materials at <https://michaelcavanaugh.com/marketing>. Be sure to use appropriate pictures and video for your show. For a performing arts show, don't use the symphony video. For a trio show, don't feature a picture with Michael and the sax player. Greg Peters can assist with this and lead you to all the right assets.

Ongoing Engagement: Keep potential attendees engaged with frequent updates

Online Advertising

Target Demographics: Prioritize advertising to fans of Broadway, Michael Cavanaugh, Billy Joel, and Elton John. Aim for a demographic that is generally affluent.

We use Momentum3.biz to do our online advertising and they create about 6 different campaigns with various complex targeting methodologies to sell tickets. We highly recommend their services for online ads.

Geographically Relevant Ads: We shouldn't have to say this but Focus online ad spend on areas within a reasonable radius of the theatre's location. We've seen a lot of budgeting dollars wasted on improper geographical targeting

Title and Branding

Specific & Approved Title: Ensure the show is accurately titled as "The Music of Billy Joel and Elton John starring Michael Cavanaugh" or "Michael Cavanaugh: The Music of Billy Joel and Elton John". You should not create your own title for this show nor should you just advertise only Michael Cavanaugh or only the name of the show. Include the complete text for best sales.

Unified Branding: Keep the title and all branding elements consistent across every marketing channel.

By following these specific tips tailored for a Michael Cavanaugh show, you can better appeal to the target demographic and optimize marketing efforts for maximum ticket sales and audience satisfaction.