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THE BIG PICTURE

Branding

Identify how you want to present yourself – “branding”

Branding means to promote by means of advertising with a distinctive design.

What are your resources?

Determining your financial budget, the number of people you have in your team and their skills will help you plan and prioritise different avenues of promotion.

Who is your target audience and where do they engage most?

More than likely you will not have the time or people power to tick off everything listed below. Even if you can do it all, it's important to set priorities. You can do this by imagining who your audience is and where they are most likely to engage with you. Think about what your audience's preferred methods of communication are.

HOW

Key information to include:

- When (Date and time)
- Where
- Cost
- How to book
- Contact information

What you need:

- 1-2 good quality images
- Posters/flyers
- Social media material
- Written description of the event



HOW TO PROMOTE YOUR EVENT



Media & Advertising

- Don't underestimate 'word of mouth'
- Submit your event with Outback Arts
- Submit with local Council Tourism
- Local newsletters (including schools and free listings)
- Media release, newspaper interview and paid advertising
- Posters and flyers at relevant locations
- Local and ABC Radio
- Email blast
- Social media

ADDITIONAL RESOURCES & TEMPLATES

Outback Arts have a range of additional resources available on their website, www.outbackarts.com.au

Free marketing resources

- Creative Plus Business
Mondo Marketing 130 Tips to Kickstart your Marketing, Created by Monica Davidson of Freelance Success [Check it out here >](#)
- Business.gov
Marketing plans, templates and guides – including social media. [Check it out here >](#)
- The Loop
Australia's largest creative community, connecting creatives with collaborators, companies and endless opportunities. [Check it out here >](#)
- Arts Hub
Resources and job links for Australia's creative workers. [Check it out here >](#)

If you have any questions please contact Outback Arts, we're always here to help!