



POLKA

Where Theatre Begins

Marketing

KS3, KS4 & KS5

What Does a Marketing Department Do?

The Marketing Department is responsible for promoting Polka's work, including our shows, workshops and funded programmes.

Can you think of different strategies our marketing department might use?



What Does a Marketing Department Do?

- Brochures and Leaflets
- Emails
- Social Media
- Digital (e.g. ticketing websites)
- Press Advertising (e.g. magazines)
- Outdoor (posters on the tube/bus)
- Press Releases
- Radio Spots
- Hand to Hand (handing out leaflets)



Reaching our Audience

As a children's venue, our target audience is a little different to other theatres. When designing a marketing campaign, our Marketing Department has to consider how they will:

- Appeal to children
- Appeal to parents/carers
- Appeal to teachers

...all at once!



Over to You!

Working in teams, you're going to have a go at designing a marketing campaign.

If you're currently working on your own devised piece, you can use that. Otherwise, try designing a campaign for a play you have seen, read or studied recently.



Consider Your Audience

Before you can work out the best marketing strategies for your audience, you need to identify who they are.

- What is the recommended age range for your play?
- Will your play appeal most to particular cultural groups, or people with a specific interest?



Where Are Your Audience?

Next, consider where the best places to reach your audience may be:

- Is your target audience online? Are there specific websites or social media platforms they are likely to use?
- In what physical locations might you be able to find your target audience? For example, families often visit leisure centres!



Design Your Campaign

It's time to design your campaign. Choose three forms of marketing from the list below and get creative!



Design a leaflet. Where will you leave/send it?



Draft an email. Who will you send it to?



Post on Social Media. What content will get views?



Feature on an external website. Which one?



Appear in a magazine. What are your audience reading?



Design a poster. Where will you display it?



Presentation Time!

Present your campaign to the rest of your class.
Which strategies did each group choose?
Would you have done anything differently?

Hear from the Professional

Mia Sinclair - Marketing Assistant

Describe your job in one sentence.

To assist the Marketing Manager with the day-to-day running of the marketing department, help coordinate social media, design and create print materials, liaise with the external PR team, and oversee and run the access campaign.

What are the top three skills you need for your job?

- Communication skills (interpersonal & external): I write lots of emails!
- Organisation: A lot of my role is logistical- organising distribution, print, social media swaps, and press releases.
- Adaptability: Things change daily, so you have to be able to adapt quickly!

Are there any specific qualifications or experience you need to be able to do your job?

I studied Drama at university and have an MA in Curating, which definitely shows my interest and passion. However, the role is entry-level, so there's a lot of training involved.

It's my first marketing-specific job, and a big focus is the access campaign - having worked in SEND education for four years, I bring a lot of knowledge about the access community.

What is your favourite part of your job?

There are lots of things I enjoy, and it changes all the time. At the moment, it's assisting with our PR. While we have an external PR team, we've been very active recently, and I've helped with photocalls, video shoots, and TV interviews.

Do you have any advice or words of wisdom for a young person hoping to pursue a career in your field?

If you're interested in marketing a show, theatre, or arts venue, really get to know the landscape - what theatres are out there, what kinds of shows they put on, and who their audiences are. Also, try marketing something yourself, whether it's with a local theatre group, drama club, or university drama society.

Hear from the Professional

Victoria Dowding - Marketing Officer

Describe your job in one sentence.

I work in marketing, focusing mostly on our digital channels of social media and website, plus running campaigns for Creative Learning and shows.

What are the top three skills you need for your job?

Copywriting, attention to detail, time management.

Are there any specific qualifications or experience you need to be able to do your job?

I have a degree in Marketing Communications with Digital Media, not essential but it helps!

What is your favourite part of your job?

Creating social media content, especially if its something I can have fun with

Do you have any advice or words of wisdom for a young person hoping to pursue a career in your field?

Make sure you can have fun where you work and it's an industry you believe in!





Want to learn more about careers in theatre?

Head to polkatheatre.com to find out about Work Experience.