

# METRO



## MARKETING TOOLKIT

CAMPAIGN OVERVIEW • KEY MARKETING ASSETS • SOCIAL MEDIA • VENUE SIGNAGE

**CENTURY**  
EVENTS • VENUES • ARTISTS

We're excited to work with you!

Your event has the unique advantage of reaching our engaged customer database. We provide comprehensive marketing support for your event to enhance your own marketing and promotional activities.

Please ensure you familiarise yourself with the sections of this document and if you have any questions don't hesitate to get in touch with our team.

## VENUE MARKETING INCLUSIONS

### DIGITAL MARKETING

Venue Dedicated Webpage and Website Listing

Weekly Venue Newsletter Inclusion

Facebook Event Co-host.

Social Post Upon Announcement.

Stories Post Upon On Sale.

'What's On This Week' Social Post Inclusion.

Organic Social Posts - Upon Request

### VENUE SIGNAGE

Digital Rotating Screens - Internal Foyer.

Poster & Flyer Placements at Venue - If Provided.

### WEEKLY VENUE NEWSLETTER

The Metro Theatre Newsletter sends weekly to our entire subscriber list, and is **dynamic & personalised** to each subscriber.

Every event receives inclusions in the below sections:

1. **Just Announced**
2. **Coming Soon**
3. **Top Picks** - Displays events that a subscriber is most likely to be interested in based on their previous purchase history & alert preferences.

### DIGITAL BAR SCREENS

Your event will be included free of charge as a slide on our main bar digital screens from announce until your event date. These screens are active during events.

## KEY MARKETING ASSETS

Please provide requested assets minimum 2 days prior to show announcement or marketing requests.

All content provided will undergo our approval process to ensure it meets our style guidelines and standards.

### VENUE ASSETS

ASSETS	DIMENSIONS (WxH)	REQUIREMENTS
Event Image	1600 x 900 px	Text free image 200px zone on the left & right of the image to be clear of text/important elements
Social Media Tiles (Image and/or video)	1080 x1080 px 1340 x 1900 px	Video less than 60 secs
Social Media Stories (Image and/or video)	1080 x 1920 px	Video less than 60 secs
Facebook Event Cover Photo	1920 x 1080 px	Text free image
High Resolution Print Image	Highest available	Text free, 300 dpi, minimum 2mb
Bar Screen Image	1920 x 1080 px	Text free image
YouTube Video	Please provide a link to your preferred video which we will embed on our website.	

### POSTER/FLYER

Internal poster walls, external poster boxes and DL flyer racks readily available to display your event from announce.

Please forward the requested quantities to our head office:

ATTN: Marketing Department  
The Factory Theatre  
105 Victoria Road  
Marrickville NSW 2204, Australia

POSTER / FLYER REQUIREMENTS	PREFERRED DIMENSIONS	QUANTITY
Posters for display throughout venues and box office locations	A2 or A3	25 posters
Flyers for display and hand-out throughout venues and box office locations	DL	1,000 flyers

# DIGITAL MARKETING - EXAMPLES

Upon announcement of your event we will publish a dedicated social post to share with our subscribers and followers.

**The Metro Theatre**

Illusive Presents and Frontier Touring are excited to the tour for one of the country's finest hip hop acts, **BLISS N ESO!**

With seven studio albums and over thirty released singles under their belt, there'll be no shortage of hits, cult classics and fan favourites on the wheel to be chosen by the crowd live on stage!

Tix on sale 6th October 11am!  
See more



**BLISS N ESO**  
**WHEEL OF TUNES**

PLAYING CULT CLASSICS & FAN FAVOURITES CHOSEN BY THE CROWD LIVE!

SPIN THE WHEEL  
LIVE ON STAGE TO HEAR THE SONGS YOU WANT PLAYED

WED 23 NOV	ADELAIDE	THE GOV
THU 24 NOV	MELBOURNE	170 RUSSELL
SAT 26 NOV	BRISBANE	TIVOLI
THU 01 DEC	SYDNEY	METRO THEATRE
SAT 03 DEC	FREMANTLE	METROPOLIS

**The Metro Theatre**

What a weekend line-up we have in stall 🤩  
www.metrotheatre.com.au

## WHAT'S ON THIS WEEK

**MUROKI**  
FRI 30 SEP

**JEREMY ZUCKER**  
FRI 30 SEP

SOLD OUT

**SETH SENTRY**  
SAT 1 OCT

**UNDISCLOSED 35.0**  
SAT 1 OCT

**METRO**

### Top Picks

**TROPICAL F\*CK STORM**  
TROPICAL F\*CK STORM  
F\*CK THE RAIN AWAY  
Tour  
Fri Aug 5 - Sydney Metro

**TROPICAL F\*CK STORM**  
Fri 05 Aug, 2022

Tropical F\*ck Storm return to Australia from a victorious, heart warming and soul saving crusade in the United Kingdom and along the Mediterranean to cool down with some restriction free shows back home. Their sound is difficult t...

Get Tickets

**CLINTON KANE**  
Wed 14 Dec, 2022

International sensation **Clinton Kane** is coming home for his first ever tour down under with his 'Maybe Someday It'll All Be OK' world tour. With nearly 1 billion Spotify streams, don't miss the critically acclaimed singer-songwriter wh...

Get Tickets

**Daniel Muggleton**  
Mon 05 Dec To Mon 05 Dec

**METRO**

VISIT OUR WEBSITE FOR MORE!  
METROTHEATRE.COM.AU

**COMEDY STOP SHOWCASE**

### Coming Up

**Bixet**  
Wed 28 Sep

**Salted Ham**  
Thu 29 Sep

**Tove Lo**  
Thu 29 Sep

**Jeremy Zucker - More Noise !!!! World Tour 2022**  
Fri 30 Sep

**Muroki**  
Fri 30 Sep

**Seth Sentry**  
Sat 01 Oct

**Undisclosed 35.0 W Perc**  
Sat 01 Oct

**Free The Noise Festival**  
Sun 02 Oct

**Mxmtown**  
Thu 06 Oct

**Waxx**  
Fri 07 Oct

# PAID MARKETING OPPORTUNITIES DIGITAL

We have a database of over **1.5 million customer records** and offer Venue Marketing Solutions that result in significant engagement across all digital channels.

## WHAT IS IT

- We offer venue marketing solutions using our **custom audience building algorithm**.
- We offer access to this algorithm so you can directly market your show to our venue subscribers.
- You can use this solution to send show alerts via Email, SMS, Facebook and Instagram (as well as look-a-like audiences on these social media platforms).

## HOW IT WORKS

- Our algorithm builds a suitable data set for your show based on **previous purchase history, frequency of ticket purchases** and **show alert preferences** from our 1 million records.
- *For example, if there is an English 60s Rock music event, we can generate a dataset of previous purchases to match that event genre, era & origin.*

## HOW TO USE IT

- Once your event is confirmed with us, you will receive a 'Promotion Request' webform for your event.
- Through this simple webform:
  - You select audience sizes and delivery channels you would like to market through.
  - We deliver messaging to that audience/s using content from your website listing.
- The total promotion cost, including content generation and delivery, is calculated & displayed at the bottom of the form.
- 2 weeks after your promotions have been sent, we will send you a report to show you how your promotions have performed.

*Please note - the webform is standardised. For specific requests, please contact us.*

## EXAMPLES OF THE GREAT CAMPAIGN SUCCESS!

### EXAMPLE 1

\$650 cost for an EDM campaign sent to a 10,000 audience

#### Settlement Report

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Tickets Sold	140
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<b>Value Sold</b>	<b>\$7,350</b>
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**1000% ROI**

### EXAMPLE 2

\$550 cost for a EDM campaign sent to an 8,000 audience

#### Settlement Report

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Tickets Sold	20
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<b>Value Sold</b>	<b>\$1,678</b>
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**2000% ROI**

# PAID MARKETING WEBFORM - HOW IT WORKS

**CENTURY**  
EVENTS · VENUES · ARTISTS

## Event Promotion Request

Event promotion request for:

Event Name:

Promoter Name:

### 1. Promotion Type

The Promotion Type field enables you to select an appropriate heading or subject line for your promotion.

Please select...

### 2. Target Audience Size

Select the size of the database you want to target.

Audience Size \*  2500  4000  6000  8000  10000

### 3. Distribution Channels

Select the channels you would like to advertise through. Either select to target people directly from our list and/or target 'look-a-like' audiences created in Instagram and Facebook.

<b>Direct Marketing To Customers Lists</b>	<b>Look-a-like Audiences</b>
<input type="checkbox"/> Email	<input type="checkbox"/> Facebook
<input type="checkbox"/> Facebook	<input type="checkbox"/> Instagram
<input type="checkbox"/> Instagram	

Select any combinations of channels you'd like. As you do so, the overall cost of your promotion will be calculated and displayed at the bottom of the form.

Cost:  
\$ 0

**SUBMIT**

