



Maximising your Audience at the Seagull Theatre



The following guidelines are offered to support visiting companies and producers to maximise their likely audience at the Seagull Theatre. Much of this is not new information, but reminders are always helpful.

1. Posters

At the Seagull we do not have the capacity to deliver your posters or flyers to other local venues or households, therefore sending excessively large supplies of posters is unlikely to be an effective or efficient way to publicise your show.

However we do have a large number of people through our building each week and we actively promote future performances to each audience, so we encourage you to supply us with some publicity material as early as possible.

Poster size	Number
A3	5 – 10 copies
A4	10 – 20 copies
A5 (Flyers)	250 - 750

Our audiences can be reticent about shows that are unfamiliar and therefore it is really important that your poster design clearly indicates the content of your show. This is less important for bands and music acts, but very important for plays or performances where the title itself may not have immediate recognition from our community.

Please remember that our audience is drawn from areas of high deprivation where access to education, employment and culture have been historically limited. Do not assume that our audience shares the same cultural understanding as others or that they will immediately appreciate a subtle reference. Although aspects of our audience are very discerning and arts aware, to achieve the maximum audience in our venue you will need to access the full cross section of knowledge and understanding.

Obviously not every company is local enough to actually visit Lowestoft in the weeks before a performance, but if you can then we do recommend visiting local shops and asking them to display your poster. Over 70% of our audience comes from the areas geographically around the Theatre, so it is worthwhile spending some time in the area leafleting. However please be considerate and do not litter or cause a nuisance.

2. Social Media

Social Media is easily the most effective marketing method to reach a significant proportion of our audience. The Seagull operates a very active Facebook page and regularly posts about all our shows. However there are several things you can do to maximise the coverage of your performance.

- a. Ensure you have joined the Seagull Facebook page (<https://www.facebook.com/seagulltheatre/>) and followed our Twitter account (<https://twitter.com/SeagullTheatre>)
- b. Share and comment upon any posts relevant to your show. It is important to SHARE and COMMENT and not just LIKE – Liking a post will not extend its reach or bring new views.
- c. LOVE any post about your show. – As mentioned above LIKE is not very effective and overused – but if you hold down the LIKE button you get the option to LOVE instead. This is highly valued by the Facebook Algorithm and will help the post to reach more people.
- d. Retweet our Tweets
- e. Post on our page – this can be images of your rehearsals, reviews, comments about how much you are looking forward to visiting us etc. A large proportion of our audience follow our facebook page – so if you post to the page then a lot of your potential audience will see it. If you don't know how to do this instructions are here - <https://www.facebook.com/help/424946150928896>
- f. @ us in your tweets – again the tweet can be about your show, about pretty much anything – but if you @SeagullTheatre – then our followers will see your tweet



- g. Schedule your posts and tweets. It is important to be repetitive and keep posting and tweeting throughout the run up to your show. Don't just do one post and then leave it. The easiest way to achieve this is to schedule posts and tweets. You can do this in Facebook (instructions : <https://www.facebook.com/help/389849807718635>)
To Schedule Tweets you need to use TWEETDECK which is a computer program to manage your twitter account.
- h. Post on relevant Facebook groups. As well as our own page there are several Facebook groups who actively support our theatre and through whose pages you will access a lot of our audience. The following groups are all good places to post about your show.

The Seagull Theatre Past & Present
Seagull Theatre Volunteers Bar FOH etc
Friends of the Seagull Theatre
Volunteers and Events Pakefield and Surrounding areas
Great Yarmouth and Lowestoft Days and Nights Out
Lowestoft One Hell of a Town
East Anglian Theatre Network
StevieG Whats On

To post in some of these groups you will have to join first – but well worth the effort.

- i. Paid posts. Some groups do choose to use paid posts on Facebook to push their shows. This has proven to be effective in some cases but we advise caution before spending large sums of money.

Between time spent on Twitter and Facebook, our experience is that Facebook will be more effective for you than just tweeting.

3. Traditional Media

Local Newspapers, radio and TV are still an effective publicity route to increase your audience and we strongly recommend that you produce several press releases in the run up to your show. The main local newspapers are The Lowestoft Journal and The Waveney Advertiser. Both are produced by the Archant group and one press release will cover both papers. Both are weekly but the Advertiser is a free paper which is delivered relatively widely across the town, while the Journal is a paid for paper. The Seagull has a weekly advertisement in the Journal which will feature your show in the week before performance. We also send out a press release featuring your show to a number of local media outlets. However this is really a minimum and to maximise your audience you should be engaging with these media outlets several times in the weeks before the show.

The following are useful email addresses for the local media

Lowestoft Journal / Advertiser	mark.boggis@archant.co.uk; Andrew.Fitchett@archant.co.uk amy.smith@archant.co.uk
BBC local Radio	radionorfolk@bbc.co.uk; norfolknews@bbc.co.uk; radiosuffolk@bbc.co.uk;
Beach Radio	studio@bvcr.co.uk;
BBC Local News	look.east@bbc.co.uk
Anglia News	anglianews@itv.com