



uclive⁺

MARKETING YOUR EVENT



Photos: Meg Houghton

About **uclive^x**

UCLive^x is excited to be working with you to bring your show to life. We pride ourselves in being heavily invested in driving your ticket sales. From announcement to show day, our in-house marketing team will be there every step of the way to market your event to our ever-expanding audience.

UCLive^x offers a wide range of complimentary marketing opportunities covering a full range of platforms, both digital and print media. The marketing is designed to reach the mass audiences and more importantly, your target market, with the option to add additional opportunities for further marketing support.

Contact uclive@canberra.edu.au
for all additional marketing enquiries

 [@uclivex](https://www.instagram.com/uclivex)  [/UCLive](https://www.facebook.com/UCLive)



Complimentary Marketing Support

- Show included in the 'Monthly What's On' newsletter as part of our UCLive^x Moshmailer EDMs to a database of 10k unique subscribers.
- The show is featured on the UC Events & UCX website and is accessible to both students and the general public.
- Show featured on various digital media screens located at key points across our campus
- Show uploaded into event databases including MusicACT⁺ WOLO, Eventfinda, Songkick and Bandsintown.
- Placement of A3 'What's On' posters in UCX Venues including UC Hub, UC Refectory and UCBar.
- Inclusion in 'Coming Up at UCLive^x social media feed posts across social platforms (combined reach of 8.9k followers) and focused story posts at announcement and 'on-sale' time.
- Active engagement and updates in Facebook events and on Instagram stories in regards to the tour, support acts, ticket status etc.



Local Media Opportunities

UCLive^x has established strong partnerships with local media outlets, including radio, print, and digital platforms, which can help promote your tour and drive ticket sales while creating excitement for your event. Here are some key opportunities:

Artist Interviews

UCLive^x can facilitate live or pre-recorded interviews with local radio stations such as Amplify, ABC, and UCFM. Additionally, we can connect you with influential local media outlets like Region Media, HerCanberra, and The Canberra Times, all of which have a broad readership and significant influence within the Canberra and regional community.

Social Media Promotion

With a combined following of over 100k, several prominent local social media accounts, including HerCanberra, Riotact, and This Is Canberra, can help extend your reach to the local Canberra and regional audience. Paid, targeted posts across these platforms will drive further sales and raise event awareness.

Ticket Giveaways

To boost engagement and visibility, we can arrange ticket giveaways across radio and digital platforms. This strategy, combined with an artist interview, will encourage audience interaction, and help increase ticket sales, creating further buzz around the event.

Please contact us to explore opportunities and help design a targeted campaign to suit your tour.



Additional Marketing Opportunities

We can work together to generate a more involved venue marketing opportunities, priced on a case by case basis - please contact us to discuss.

Ticket Giveaways

Generate more engagement around your tour with a dedicated social media ticket giveaway on UCLive and Uclife (student-focused account) Instagram accounts to an audience of 9,000 followers.

Targeted EDMs

Dedicated EDM with a focused call to action for your show. UCLive^x EDMs have an average open rate of 31% (higher than the industry standard) with 10k unique subscribers in our database.

University-wide Poster Placement

Placement of A3 individual posters throughout the campus, residential buildings and businesses throughout the university, as well as engaging relevant clubs and student organisations for digital and print promotion. We can also get you in touch with UCFM, our campus radio broadcaster.

Focused Social Media Posts

Multiple scheduled feed posts across our social media platforms are solely focused on your event, and tailored to best connect with your target audience.



Our Marketing Recommendations

To ensure you get the most engagement and ticket uptake for your show we recommend the following:

Local Opening Acts

We highly recommend having local Canberra-based artists for opening support acts, as a strategy not only to increase social media & community engagement around your show but to also encourage higher ticket uptake. We can recommend a variety of acts suited to your genre, along with assisting in booking and advancing these acts.

Paid Social Media Advertising

Paid social media ads are an effective marketing tool to gain a wider reach & target your audience more effectively. We can assist with actioning and generating paid ads or advise on how to assign your AdSpend.

Citywide Postering and Flyer Drops

We recommend getting in contact with Spy in Canberra to discuss city-wide postering and flyer drops - darron@spyincanberra.com.au. They regularly work with major promoters and festivals such as Groovin the Moo, Mushroom Group and Frontier Touring, and have a poster network of over 140 venues across Canberra.

Local Media Servicing

We can advise on where to pitch your press release and show details to a variety of different local outlets on our media list for print, digital, social media and radio.



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