**Promotional Plan
John Craigie – 25/01/2019**

* Included on our live listing DL flyer and posters. Each distributed around the city and surrounding towns and flyers exit flyered at all live shows across the city.
* Included in our seasonal booklet. These booklets are sent on a door drop of over 10,000 addresses to key postcodes in the city.
* Poster designed and printed on A4 & A3 for shops/cafe's/bars.
* Printed on A0 for our poster boards in and around the venue.
* Flyers printed on A6 for within our venue and external events at other venues.
* Event is set up on social media and artists releases and news will be followed and highlighted when appropriate.
* Included on our weekly mailout every 3 weeks. Will be a featured event one month before the show date.
* Event included on our live visuals at other Leadmill shows for customers to view.
* Facebook advert with a video promoted after announcement and then again before the show.
* Any new releases to be added to our Leadmill recommends playlist.
* Social media targeting on support announcement.