



When times are **good**, you **should** advertise. When times are **bad**, you **must** advertise.

–Martino Flynn

My Theatre Club Media Kit

Overview

My Theatre Club is a social networking membership club designed to offer the opportunity to *share in the magic of live stage events*, including dramatic and musical theatre, revues, live concerts, opera, dance, ballet and cabaret entertainment. There is no other site like ours! **My Theatre Club** has all of the benefits you would expect from a social network and membership club, such as the ability to meet like-minded individuals, join groups, and interact with theatre industry professionals.

We have teamed up with the finest performing arts venues in your area to offer our members a variety of special packages designed to enhance their live stage experience.

You will have access to frequently-updated information and offers, including ticket and restaurant packages, articles, reviews, and news.

Our philosophy involves offering low rates to advertisers, allowing them to make valuable offers to our members.

“Tell me, and I forget.
Show me, and I remember.
Involve me, and I **understand**.”

-Confucious

How to advertise on MyTheatreClub.com

There are several ways to advertise or market on MyTheatreClub.com

- **Banner Ads and Display Ads:** These are back...and very popular. Banner ads are typically located across the top or bottom of the site, or on the side, in smaller sizes.
- **Creating “Groups” or Networks:** Many companies create a “group” or network that people can join. It’s not about blatant advertising of their products or services, but rather about demonstrating and sharing their knowledge in their area of business (i.e. a publishing company might have a “Fantasy Writing Group,” or a landscaping company may have a “Home Gardening Group”). It’s a form of viral marketing – especially if you get a lot of people joining the group.
- **Creating Profiles:** Some companies go so far as to create their own profiles in the social network. Again, this is not necessarily about advertising products or services – in fact, most social network users probably wouldn’t connect with a profile that is trying to sell something. Profiles are similar to blogs - they allow a business to share their knowledge of a particular subject, and in some cases, bring a real person to the forefront to give the business a more personal appeal.

If you are creating groups or profiles, be prepared to spend time updating these on a regular basis. With niche sites like MyTheatreClub.com, you’ll be able to connect both theatre patrons and theatre professionals who have dedicated themselves to building *the world's most purposeful community for the lovers of the theatre arts*.

Which Social Network Should You Use?

Although MySpace is the most visited social network, Facebook gets more attention from marketers and is one of the fastest growing social networks. Should you choose one of these, or another site altogether? To increase awareness of your brand, try to spread your marketing funds over several social networks. Aim for the ones on which you think your target audience is spending a lot of time. Find out the ones where your competition is doing its marketing. (Consider www.mytheatreclub.com!)

What people are saying about Online Social Networks like My Theatre Club

- Catherine Holohan of Business Week: *Social Networking Goes Niche*

MySpace and Friendster's runaway popularity and exposure have helped spawn an array of targeted networking sites. Advertisers are noticing.

Debra Aho Williamson, a senior analyst at eMarketer, says a demand for more specific social networks, and the resulting targeted sites, is a natural outgrowth of MySpace and Friendster's popularity. "The inevitable reaction to when something gets too big? Leave for a smaller, more personal experience," Williamson wrote in an August report on social networking.

There are several reasons for the more targeted approach to social networking. One is the sheer popularity of sites such as MySpace and Friendster. As those sites have expanded and become among the Internet's most trafficked, some users and potential users have grown wary about exposing themselves to so many people. Some users would rather connect with people with whom they share common interests, such as hobbies or professional associations, other than knowing somebody who knows somebody who is listed as a MySpace friend.

-Aliza Sherman: *From the Digital Marketer*

Do you think social networks are just a waste of time? Social networks aren't only about socializing for fun. They can be powerful tools for connecting with others in ways that can benefit your company.

How to Use Social Networks Professionally:

There are many ways that a social network can benefit you as an entrepreneur, including:

1. Generating business leads.
2. Cultivating strategic partnerships.
3. Identifying potential vendors.
4. Identifying -- and vetting -- potential employees.
5. Extending your company's brand -- or even your own brand.

There are many other ways business owners are using social networks to enhance their work in ways that save them time and money and in some cases, even make them money

Getting the Most Out of Business Social Networks

Even if a social network is geared toward entrepreneurs, it can take time to cultivate connections and turn those digital connections into fruitful business deals. Some social networking techniques you might use include:

1. Mining for contacts. Click over to view your contacts' profiles then click to view their contacts to see if there is anyone you might like to meet. Be selective, however, or you could come across as a spammer.
2. Keeping your status update updated. Use your status update to mention projects you are working on, people who you are looking to meet, or information you need for your work. You'll be surprised who is paying attention and the feedback you can receive.
3. Offering to make introductions. When you review your contact list, look for people who might benefit from meeting one another. When you help others make connections, they often return the favor.
4. Linking to your company site or blog. This may seem like a no-brainer tip, however, you'd be surprised how many people forget to add links to their company sites on their professional networks. Social networking should help drive people to your site so they can find out more about you.
5. Honing your profile. Continue to modify and update your social networking profile to remain current, concise, and compelling. Your social network profile is a first impression that can affect how people perceive you and your company.

Bottom Line: You don't need to join a lot of social networks to be effective. Stick to making the one you've joined a valuable business tool, and you should see positive results in just a few months

-All, Social Networks: How to Advertise on Social Networks

Yesterday I was asked to make a presentation about social networks to a direct marketing agency. The topic was “How to advertise in social networks.”

I drew on the insights from some of my trusted sources of information and ideas. Together, I thought they provided a broad view of how companies should approach this new medium.

“We’re headed for a major shift in online marketing, whereby users become “friends” with brands they relate to” (Tim O’Reilly)

Social media brings to the table several coveted building blocks that advertisers let slip a long time ago: trust, credibility, authenticity and, often, restraint. [It] thrives

because consumers trust other consumers more than advertisers, period. ([Consumer Generated Media](#))

There are three basic approaches to advertise in a social network:

1. Corporate Member Profile: A profile of a company, real or fictional persona. Real world equivalent: Autograph signing by costumed actor
2. The MySpace Group: A group of MySpace members, administered by a leader. Real world equivalent: suggestion box, town hall meeting, focus group, mailing list
3. Branding MySpace: Pieces of code that add background images, icons, video, audio cursor icons, slideshows and color schemes to member profiles. Real world equivalent: Branded giveaways.

([e-fluentials](#), Burson-Marsteller's blog)

All the rules of viral marketing apply to advertising in social networks: success bears no relation to investment; it does not have a timeline (so it calls for a different type of planning); number of views bears little relation to reach or impact (more people hear about it than view it).

The best approach is to:

1. Experiment: Treat it as an innovation exercise – expect failure, so “fail faster so you can succeed sooner”.
2. Monitor: Measure how consumers are reacting to the message – there are many tools to measure social media behaviour
3. Respond, Amplify: When things take off be ready to respond, participate and engage in the ensuing conversation; prepare to amplify what's happening.

-Marshall Kirkpatrick, ReadWriteWeb:

“What is a social network? Typically, it's just a website that offers users a profile page, the ability to publish to the web, to add other users as friends and to send user-to-user messages, or sitemail.”

<http://socialshakers.com>:

According to [Three Minds](#), Niche Sites have a bright future. Of the \$920 million spent this year to advertise on social networks in 2007, 8 % went to niche sites. Initially, Emarketer forecasted this amount to grow to 10 % in 2008 and now it's going to be closer to 34%. For 2009, even in a tough economy, eMarketer research is forecasting a

healthy 10% growth. And inside Social Networking sites, niche sites are growing even faster.

(Keep in mind that www.mytheatreclub.com is only major social network membership site that unites theatre patron with performing arts professionals and theatre companies.)

By centering the underlying community strategy around a specific “social object” (Yatch Owners and Crew members, Latinos, Small Businesses, specific industry professionals such as theatre patrons or theatre professionals, etc) or a target audience (55+, moms), design and functionality can become more customized and more in-tune with the ideal user.

Pros

- The easier a tool is, the more likely I’ll use it
- Design tailored for specific age, taste, or culture
- Information architecture based on niche content

On a music community or a theatre community, my actions will likely be focused on browsing and matching up with people with similar tastes in order to discover new music. On a political or a career community, my connections to people become far more important than any other activity in the system. It’s important that Niche sites custom their features to their audiences and it’s important that your Social Networking Software is flexible enough to allow you to do it.

NICHE SOCIAL NETWORKS

The numbers might be fewer in niche social networks, but the messages and activities can become more targeted. The data collected in profiles can become more aligned with the user information the brand is trying to collect. Something can even be said about the need to develop your own analytics package giving brands the opportunity to really evaluate how to measure community success, rather than banking on what data Facebook or MySpace have decided as relevant.

Pros

- More specific and targeted messages
- Possibility to define data to collect with Niche Site so data collected is more relevant
- Audiences and profiles better defined to tailor messages
- Fewer competitors

Remember...A few qualified leads is far better than a ton of useless ones. The disadvantages of traditional marketing campaigns in social media are growing.
Finding, enabling and growing that brand community, wherever it may be, is the key to success. The future is niche!

Demographics of Theatre Patrons

Gender: 59 % female, 41 % male

Age: median age: 45

19 % 24-34

17 % 35-44

29 % 45-54

23 % 55-64

Education: 88% college education

Income: \$77, 250 average household income

Investments: 86 % own investments

Automobiles: 68 % own 2 or more cars

Employment: 49 % professional,

14% academic

22 % thespians

17 % retired

Leisure Activities: 86 % eat out more than 3x/week

73 % go on 2 or more vacations per year

79 % enjoy music

78 % read often

56 % enjoy art

44 % enjoy conversation over coffee

39 % enjoy cooking

We are projecting a younger demographic due to younger folks loving social network sites and our targeting performing arts members to join the www.mytheatreclub.com site.

Who Are We?

Founders: Tom Williams (Advertising Manager) and Peter Oyloe (Chief Creative Officer)

A theatre critic for 8 years, Tom Williams prefers not to read program bios before a performance, in an effort to keep his reviews as unbiased as possible. So instead he spends the moments leading up to a performance looking around, observing every theater's unique milieu. Then the ushers take their seats, the house lights dim, and Tom asks himself the same question: "Where IS everyone?" Granted, there are always going to be empty seats, but alarmingly more and more often, they've been outnumbering the patrons.

Tom deduced that this must be at least in part due to inadequate publicity. The handful of large companies and venues seem to do alright, but Chicago is filled with a myriad of small and mid-sized theatre companies with only modest advertising budgets, who rely on word-of-mouth to publicize their plays and then hope for good reviews.

Another major cause for the decline in theatre attendance must be the ever-rising costs of tickets. (Amusement Tax?) And this is without factoring in the cost of merely getting to said theatre events. Gas, parking and CTA prices are all soaring. Finally, add to that the cost of dinner, and you're most likely looking at the entirety of your disposable income for that week. It's no wonder that many people opt instead for an evening of TV while, in another part of town, the unparalleled magic of live theatre falls like dust upon their empty seats.

This, of course, will not do. There must be a way to get people back in those seats.

Williams teamed up with actor/musician friend Peter Oyloe, a seasoned performer and committed advocate of the arts, to resuscitate the Chicago theatre community. Together they devised a way to make theater outings more affordable to patrons, and to help add more value to their experiences – all the while assisting theatre companies in getting their names out and their voices heard. Oyloe and Williams agree that one thing more magical than a live theatre experience is the potential for that experience to be shared with others.

Thus was born My Theatre Club. We are a membership club for people who love live entertainment and who want to meet others who are like-spirited. In addition to the social value embedded in My Theatre Club, we also offer members discounts on tickets to live performance events, priority seating, discounts on parking, private members-only performances with talk-backs by directors and performers, restaurant discounts, and members-only opening night receptions and gatherings. For our Performing Arts members (performers, directors, stage managers, and other industry folks), we also provide access to audition and work notices, industry news updates, and professional networking opportunities. Our scope is nationwide across the USA and in English speaking countries such as Canada, Great Britain, Ireland, Australia and New Zealand.

Put simply, we love theatre. And you love theatre. So let's get together and Go See A Play This Week!

To get started NOW [sign-up](#) as a Sponsor Member of My Theatre Club.

Questions? Please call 773-455-4137 or E-mail info@mytheatreclub.com.