

# THE FORMULA FOR A FULL HOUSE



## One of the greatest challenges

facing Campus Activity Professionals is building Attendance. When there are so many options for entertainment like Netflix, YouTube and Social Media it can be a struggle to build enough awareness and excitement to fill a venue.

Luckily, Anthem and Aria have battled against the empty seat and won! While marketing their resident shows in Denver Colorado as well as their touring theatre show they learned that there are tricks and tips that fill the house every time!

## The 7 Times Rule

Did you know that the average consumer has to see a product's marketing 7 times before they even consider buying? We can use this metric to understand how to convince your student body that this show would be a good use of their time. **Our Tip:** Find 7-10 different ways to get this event seen! Use multiple posters, post-cards, videos, and anything else you can imagine to spread word across campus!

## Custom Social Media Posts

Struggling with Social Media? Focus on Engagement. Try using polls, surveys, trivia, and more to keep students engaging with your posts. Create multiple social media posts and have the act send customized posts (videos are best). Go live with the act a few days before the event too! Make at least 7 posts on your story and your main feed and see the seats fill up!

## On Campus Teasers

Magicians and Mentalists will often do some close-up entertainment in hubs and gathering places to build awareness in person. It works tremendously, so how can we super-charge this technique? Bring a PA system with a microphone and stand to a gathering spot like a cafeteria. The entertainer can do one awesome teaser for everyone at once which leaves time to visit several hot-spots and hubs on campus and tease more students.

## The Confused mind says NO!

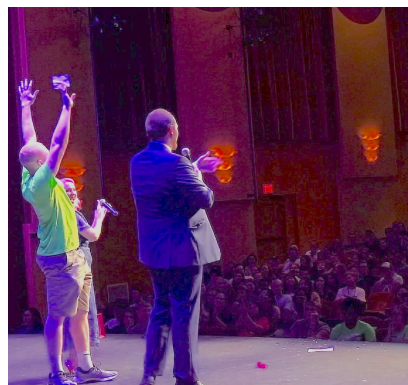
Common sense isn't common. You might book an act that you think is just fantastic, but no-one will come unless they can tell exactly what it is. What seems clear to you may be alien to your student body. Before you start printing materials, get totally clear on what your event is and find 2 or 3 sentences or headlines that make it totally clear what the benefits of coming to this event are!



## The Buy-In

When you sell tickets to an event, the audience will almost always be receptive. This is a subconscious reaction to an energetic, financial exchange. If they spend money, they will already believe it's going to be good. Obviously, most campus events are offered as a free perk, so how do we get them to buy-in without money? In *Tested Advertising Methods* by John Caples, it is said that people widely care about a few topics including Money, Self-Improvement, Marriage, Getting Ahead, Happiness, and Popularity. The emotional Buy-In happens when there is some kind of reward for attending; especially if it relates to one of the aforementioned topics. Our favorite line to use as a mind-reading act is, "Anthem and Aria predict your future! Smile, Laugh, and be amazed as your friends get their minds read!"

This line speaks mostly to happiness and popularity, but on a subtler level, getting ahead by looking into the future.



## Giveaways

One of the most effective methods of building a crowd is to add a raffle or giveaway at the end. Time and time again we see this work amazingly well. If there is a giveaway, make sure you include that in your advertising. Just a few small prizes, when leveraged properly, will draw a crowd. However, including a larger gift such as a computer mouse, a \$50 gift card, or even a laptop will certainly help to spread the word. Always put the giveaway AFTER the show. That way, everyone will stick around! ;)

## You Make The Rules

You do not need to do things the old fashioned way. Every day, creative minds find new ways to excite, and engage us, and convince us to Buy-In. The true successes Aria and I have achieved have almost always come from times when we swam against the current. It was the times when we did something unusual, outside of the box, and unique that we got our best results. Flex your creative muscles, get weird, and make your own rules!