



Tips and Tricks for Promoting Your Show

Congratulations! You just got confirmed for a show at TRiP, but now what? Sure, it's time to start rehearsing and putting together the best possible set-list and performance for the big night. But wait! There is much more preparation that needs to go into the show if you truly want it to be a success for the band. Your music might be awesome, but what the heck does that matter if no one actually comes out to hear it? In order for the show to be a full success, you not only need to rock on stage but you also need to get AS MANY PEOPLE AS POSSIBLE to come see the show by PROMOTING THE HELL OUT OF THE SHOW! A typical show at TRiP has 3-5 acts on the bill and usually of similar genre. When everyone does their part to promote, the venue will be filled with music fans having a great time and rocking out to your set. This is the best way for you to gain new fans and show your existing fans what you're all about. This document is intended to provide a few tips and tricks on how to promote your show.

Firstly, try to get to know the venue and the area. Unless you are on tour and it isn't possible, you should make an effort to come down to the club before your show. Check out the vibe, shape and sound of both the stage and the room at TRiP. Start to think about any special arrangements you might want to bust out for the night of your show. TRiP is an underground music club located in Santa Monica, which is a fairly happening city. We are a few blocks from Main Street, which means we have limited walk up traffic, but almost everyone who walks through our doors knows what we are all about and are here to check out some great original and cover acts. It's important that we work together to create an atmosphere and vibe about the show that will attract your fans, friends and family out to the venue to have a great night.

It's also important that you know what we are all about here at TRiP so that you can effectively communicate this to your friends and fans. TRiP has live music 7 nights a week, while most nights are free we do have a cover on our Wednesday TripTease Burlesque and weekend shows. All Bands have an opportunity to get paid for their gigs, more on the weekends if you can garner the small cover but in all cases you must BRING!

We also pride ourselves in having great sound and our PA is world class. We are the only place in town where customers can enjoy great original or cover music every night and the artists get treated with the respect that they deserve. There is plenty of free parking around as well. TRiP has a couple of Soju specials but we specialize in carrying world class beers, over 65 craft beers to satisfy any taste. Add a really great collection of wines by the glass or bottle and we've got you covered. So, basically -- your fans get free parking, great music and great brews & wine! What are you waiting for? Get the word out!

One of the best things a band can do for getting gigs and gaining new fans is establishing a rapport with other bands - local, out of town and touring acts alike. Send out your demos and recordings to bands, often times some of your first fans will be other musicians. Be sure to make friends with acts that are similar to your style, and especially befriend the bands that you share the bill with for your show at TRiP. Follow us on Facebook, Instagram, Twitter and you will see who you're playing with and have ALL their contact info at the touch of a button. You should try to get in touch with the other bands on the bill prior to the show so that you can team up with promotions. If one hasn't been made already, you should make a cool poster that advertises every band on the lineup and send it out to everyone. Send it to TRiP and we'll print it up (11" wide x 17" tall) and we will print it up and post onsite. We will also use it in our marketing via social media, website, etc. Have all the

other acts cross promote on their respective web, facebook, Instagram and twitter sites. "Tag" us on all pictures by using @tripsantamonica for all media

As far as getting the word out, first and foremost you should tell ALL of your existing friends, family and fans about the show as soon as you confirm with us! Facebook events and tweets are excellent social media promotion tools for spreading the word to people about your show. We live in a digital age, so a huge part of spreading the word and generating buzz about your show is what you do on the Internet. Start looking for Los Angeles music blogs, concert websites, news publications and more to whom you can blast out both your music and show info. Entities like LAWeekly, Songkick.com, Jambase.com, the LA Times and more are examples of highly read and visited websites that can reach out to a lot of concertgoers who are looking for a cool show to attend. We could turn this whole article into a spiel on online media, but honestly it's up to you to find out what kind of online promoting best fits your style.

Sites to check out:

www.jambase.com
www.songkick.com
www.pollstar.com
www.laweekly.com

The Westside is full of potential fans, just itching to find some cool new live music at an awesome venue. Once you have a poster and/or show information, take the time to make some hand bills and pass them out! Some prime time spots for this are the Venice Beach Boardwalk (you should flyer on the weekends), the third street promenade in Santa Monica, Main Street in Santa Monica, TrueTone Music (popular local guitar shop), and other local bars, concert venues and musician hangouts.

Note: Flyering is effective, but please do not create litter! It's one thing to hand flyers out to people and talk to them about the show, but we would strongly advise against leaving them on cars or other places where they will become litter. Santa Monica (and other cities) have been known to fine bands for creating litter!

Obviously, you should also post promotional material around your home turf and neighborhood where most of your existing friends and fans live. Look for community boards at coffee shops, etc. Ask local businesses if you can hang a poster up in their window or leave some flyers on the counter.

Most importantly, tell everyone you meet about your show! Word of mouth is still a great way to generate buzz so if you talk about the show every chance you get, you will be bound to get some fresh new faces in to see your performance. A good rule of thumb is to turn the show into some kind of special event, like an album release party, music video debut, birthday show, anniversary concert, band reunion, etc.

A final note - even though it should be an important part of your promotions, it is also really easy to get lost in a sea of impersonal social media and email overloads. You should be very careful not to make your followers, friends and future fans feel like they are being spammed by your persistent promotions. The most effective way to leverage social media and actually getting fans to commit to showing up is through one to one relationships, more personalized invites and correspondence. This taps into the basic tenets for grass roots development, and creates dedicated, loyal fans that will continue to support you throughout your musical career. This takes time and effort but almost always pays off. Reach out to your fans on a one-on-one, personal basis. After they attend your show, send them a quick thank you. If they sign up for your mailing list (you DO have a mailing list, right?) send them a personal note right after the show instead of waiting until their next gig with a generic invite. Seek out new fans online by checking out the comments and pages of other similar acts in the area – reach out to them and tell them that you think they'd like your music and personally invite them to the show. Until you are on the cover of Rolling Stone, one-on-one grass roots promotions will always be the most effective way to build a loyal fan base.

Have any promotion tips and techniques that you'd like us to add to this list? Let us know and we'll update this document. At the end of the day, it's in everyone's best

interest to build a great environment where musicians and music lovers come together to support some great original art. In the meantime, get out there and start promoting your show! We'll see you on stage!

TRiP

PS: If you haven't seen it already, please be sure to check out our venue [info sheet](#) to make sure all the necessary logistics are covered for your gig.

Promotion Tips

Appendix A – General Media

Contacts Media

Publication

	Website	Contact
Santa Monica Mirror	www.smmirror.com	sevendays@smmirror.com
Santa Monica Daily Press	www.smdp.com	editor@smdp.com
Santa Monica College Corsair	www.thecorsaironline.com	corsair.webeditor@gmail.com
Santa Monica Sun	www.westsidetoday.com	www.westsidetoday.com/contact.html
Free Venice Beachhead	www.freevenice.org	Beachhead@freevenice.org
The Argonaut	www.agonautnewspaper.com	WhatsOn@ArgieNews.com
LA Weekly	www.laweekly.com	libby@laweekly.com
The Daily Breeze	www.dailybreeze.com	info@la.com
The LA Times	www.latimes.com	calendar@latimes.com
SUPERGOODMUSIC	www.supergoodmusic.com	brandon@supergoodmusic.com
Jambase	www.jambase.com	www.jambase.com/Articles/AddStory.aspx
Malibu Times	www.malibutimes.com	agyork@malibutimes.com
KCRW	www.kcrw.org	www.kcrw.com/about/contact/contact_main
Venice Paparazzi	www.venicepaparazzi.com	info@venicepaparazzi.com