

# Promoter Pack

Marketing  
Liverpool Philharmonic Hall

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[liverpoolphil.com](http://liverpoolphil.com)



# Additional Marketing Services

Our additional services are available as part of our packages - please see page 3 for details and costs.

## Exit leafleting

We will exit leaflet selected events at Liverpool Philharmonic with flyers for your performance. Exit leafleting will be discussed and agreed at the time of booking, to ensure we find an appropriate crossover audience.

## E-News

We will include your event in our monthly e-newsletter which is distributed to over 20k subscribers.

## Targeted E-Solus

An e-solus specifically to promote your event can be sent to a targeted list of previous bookers, look-a-like audiences and specifically segmented audiences (approx. 2k addresses).

## Direct Mail

Liverpool Philharmonic has an extensive database of ticket buyers which can be segmented and targeted in a variety of ways (geographically, by show attendance, etc). We will agree a direct mail campaign strategy and format with you at the time of booking.

## Liverpoolphil.com homepage carousel

Your event will appear on our homepage carousel for a minimum of 2 weeks.

## Extended entry in What's On Guide

All events are given a listing in our What's On Guide, but with an extended entry, strong copy and a great image your event will dominate the page. Space in the guide is limited and subject to availability.

## Promoted social media post

We will promote your event using our Facebook page, either using a boosted post or paid ad – whichever is more appropriate.

## Spotify playlist

We will feature your Spotify content in one of our featured playlists.

## Social media competition

Competitions are a great way to reach new and existing audiences. We will work with you to develop an appealing competition to generate reach and online engagement.

## Flyer distribution

We will arrange leaflet distribution in appropriate venues, organisations and local hotspots in Liverpool City Centre (and further afield, if appropriate). You will need to supply the leaflets for distribution.

## Poster distribution

We will arrange for poster distribution in Liverpool. You will need to supply the posters for distribution.

## Feature in local ads - BidoLito / Essential Journal

Highly regarded local publications, widely distributed and trusted sources of music and cultural journalism and commentary for live music and events across the North West. We have a monthly What's On advert, and will feature your event as a listing on here.

## Four-sheet poster sites in Liverpool Philharmonic Hall

We have a small number of premium poster sites in our venue, located in prime dwell locations – our Box Office, Main Foyer and Grand Foyer.

## External hoarding at Liverpool Philharmonic Hall

There are four premium hoarding sites on Hope Street outside Liverpool Philharmonic Hall's main entrance. With footfall and traffic these sites provide great exposure.

## Digital Screens

We have 10 digital screens across our venue. These are located on entry and exit points to the main auditorium, in the Grand Foyer, the Main Foyer and Music Room entrance. We will create artwork in our house style and include your event on the digital screen schedule for all appropriate events.

# Packages and costs

We have a range of marketing packages available to support your event, providing best value for money and each including a selection of complementary activity across our channels.

If you have any queries, or would like to discuss which package best suits your requirements, please contact our Marketing Team.

	Standard	Digital	Digital Plus	Print	Print Plus
Website event page	•	•	•	•	•
What's On Guide	•	•	•	•	•
Just announced feature on liverpoolphil.com	•	•	•	•	•
Flyer distribution (in venue)***	•	•	•	•	•
Exit leaflet (targeted, in venue)***				•	•
Feature in eNews		•	•		
Targetted eSolus			•		
Direct mail x2k approx**					•
Liverpoolphil.com homepage carousel (2 weeks)			•		
Extended entry in What's On Guide					•
Social media organic post		•	•		
Promoted social media post (2 weeks)		•	•		
Spotify playlist		•	•		
Social media competition			•		
Flyer distribution (city)***				•	•
Poster distribution (city)***				•	•
Feature in local ads - BidoLito/Essential Journal				•	•
Four sheet posters (venue)					•
Hoarding (outside venue)					•
Digital screens (venue)			•		

\*\* Promoter/artist to provide own artwork - if design support required from venue, additional costs apply

\*\*\*Promoter/artist to provide print materials - if design/production support required from venue, additional costs apply

Please note: all activities are subject to availability in our marketing schedule.

To most effectively support your campaign and ensure the best timings for all communications, please confirm your requirements as far in advance as possible.

If you have a specific campaign or activity you would like to discuss, our team are always happy to assist, so please get in touch!