



REGIONAL TOUR PROMOTION: A QUICK GUIDE

So you are getting ready to announce and promote your regional tour! Taking the time to plan your rollout with a clear and consistent strategy will help you make the most of this opportunity and build real momentum

You need to start implementing your plan 6-8 weeks out from the first date of your tour.

1. MAKE A PLAN FOR HOW YOU'LL GET THE WORD OUT

Tour promotion is thinking about all the ways that you can generate awareness of the tour and the individual shows and how you can get a good crowd in the room at each stop. A good way to think about this can be - *how do YOU find out about gigs that you attend?* That could be a combination of local radio, online music sites, blogs, and gig guides, posters in the area, as well as via social media - be it your own, the venue's or other music industry folks in the local area.

For **media coverage**: If you're touring to a new area where you haven't played before, that will mean jumping online to search for where other gigs in that town are promoted online. Make a hit list of blogs, media, Facebook community pages and radio contacts you want to target to promote your tour and track down their contact details.

For **your social media channels**: This means preparing a series of content to share out through your own channels, promoting the tour as a whole and each show along the way. This should include posts that convey what your live shows are like and feature your music. It means being prepared to set up paid social media campaigns that are targeted to the local area you're playing in.

For **promotion via others**: This means creating posters and social content that you can share with the venues and others so that they can help you get the word out. Review your performance agreements with the venues to see what promotion they have offered to provide, or follow up with them to see how they can support. If the venue is doing ticketing, check if they have a Humanitix account with followers who will be notified of the event. You can also check if they have their own mailing lists for newsletters of coming events.

2. GET YOUR ASSETS IN ORDER



Next, you need to prepare all the materials you will need to help you reach out and share information about your tour.

This includes:

- Media release including all details of the tour and the message you want to convey around the tour - [Media Release Template](#) -
- Media list
- Bio - this should convey your story and experience as an artist
- Hi resolution press images
- Tour Poster as well as individual posters for each show/venue
- Poster printing and distribution - venues may be able to help with distribution or point you in the direction of a local distributor
- Social media assets (for all the different social media platforms).
- Social media plan - a weekly plan that includes your visual assets, videos and captions for your posts. This should also detail the paid social media promotion you will do. You can schedule your posts to save yourself time.
- Facebook events

3. ROLL OUT YOUR PLAN

4 WEEKS UNTIL 1ST TOUR SHOW

Announce tour

- Share media release & EPK (or bio & HiRes artist Images) with local press and venues
- Share tour dates and audio files (and or links if applicable) with radio
- Share assets on social media (Posts, Reels & Stories) and ensure sharing, tagging and collabs with each venue.
- Create & invite your audience to the Facebook event for each show, and encourage tagging and sharing of these events within your online community and group pages across all your platforms.
- Share details of the shows with any local gig guides and online media
- Use [bandsintown](#) to list your gigs on your Spotify account



3 WEEKS UNTIL SHOW

- Follow up with radio contacts to set up interviews (pre-records or In person where applicable)
- Post across your socials - this could include a carousel post of the tour art + live shots you have from other shows
- Follow up with venues to ensure they are promoting
- Distribute posters
- Social media advertising commences: this should be geotargeted to the locations of your shows

2 WEEKS UNTIL SHOW

- Post across your socials and post within the Facebook events - this could include a video of you talking about the upcoming tour and talking about the other artists involved
- Follow up with media contacts offering interviews

1 WEEK UNTIL SHOW

- Social media advertising continues
- Post a reel or story to your social media
- Follow up with media contacts offering interviews

OTHER IDEAS

- Mention your upcoming shows at every opportunity including performances
- Direct email your email database