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concert or event is
integral to its
success, so in-
depth research
must inform your
marketing strategy.

How to Market &

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5.0 out of 5 stars A

good book to

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and touring

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A concert promoter
business plan
should have a
three-year profit
and loss statement,
cash analysis,
balance sheet,
breakeven
analysis, business
research page, and
a very well-
developed
marketing plan

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that will be used in conjunction with both obtaining clients will consist of musical artists and groups as well as how to market specific events to the general public.

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The concert

promoter is

responsible for

every detail from

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Connecting the
right act to the
right venue and
negotiating a
financially-viable
event contract, to
managing
transportation, to
getting tickets sold,
to making sure the
stage and
equipment is
properly set up.
Being a concert

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concert promoter is not a role for those who can't focus on the details.

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Practical Guide
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Organizing And
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Concerts
As the promoter,
you will be
expected to know
everything there is
to know about the
concert in the

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event anyone should ask. Identify the location, date and time of the concert. Make a list of performers and gather marketing information and resources like pictures and videos for each.

How to Promote a
Concert: 12 Steps

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Profitable concert
promoters

Understand the
balance between
successful

promotion, price
and overall sales.

Creating successful
marketing

strategies for

concert tickets

requires a strong

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knowledge of the local market and the overall demand for the band, lineup or festival.

Maximizing price, sales and location and minimizing marketing costs will result in higher profits and a successful concert.

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