

MARKETING TOOLKIT - HAMPSTEAD JAZZ CLUB



Social Media

To maximise your audience it is important that you engage with multiple social media platforms to help publicise your upcoming appearance at the Hampstead Jazz Club. You should begin this process as soon as the listings are released and made public by the club.

The SM tags are:

Twitter: @HJCJazzClub #hampsteadjazz
Facebook: @HJCJazzClub #hampsteadjazz
Instagram: @HJCJazzClub #hampsteadjazz

[Twitter](#) is a social network that lets you compose status updates, or “tweets”, which are limited to 280 characters.

According to research by social sharing tool Buffer3, there are some more simple ways to increase engagement with your tweets:

- Attach an image for twice as much engagement
- Include a link (eg Billetto link to buy Tickets) – tweets with links are 86% more likely to be retweeted
- Be concise – using fewer than 100 characters increases engagement by 17%
- Include a hashtag – using one or two hashtags increases engagement by 21%

When including a link to the ticketing page, you can reduce the number of characters by using a URL shortener such as [bitly](#).

It is important you tag **@HJCJazzClub** in your post so we can retweet, and use our hashtag **#hampsteadjazz**. You may also find it useful to tag one or two London jazz listing accounts such as @londonjazzlive, @VisitHampstead, as they will often retweet.

[Facebook](#) is also an essential platform to engage with in the promotion of your event. Many artists have created an artist “page” for themselves or their band to help engage with their audience and promote themselves. If you don’t already have such a page, we highly recommend that you create one. If you haven’t already, please find the Hampstead Jazz Club and “like” our page.

If you are creating a Facebook event for your appearance at the club, you can list us as a co-host, which means your event will go up on the event listings on our Facebook page. This option is only available to events that have been created by a “page” and doesn’t apply to Facebook events that have been created by a personal account. You are of course welcome to create a personal event listing for your gig as well. The Facebook event should have the timings, ticketing link, bios, and photos. Page created events help streamline the input of this information. An effective way to build interest and remind potential attendees of your upcoming gig is to post photos and video teasers in the event discussion as this will notify everyone invited/interested/attending.

As you have a vested financial interest in building your audience, you may wish to “boost” your event by purchasing a campaign. Even £10 will ensure that your event is pushed to the newsfeeds of potential audience members - either those you have selected through targeting or people who are already following your page and may have missed your post.

HAMPSTEAD JAZZ CLUB

AT THE DUKE OF HAMILTON

[Instagram](#) is primarily a photo sharing app and is particularly useful for connecting with younger audiences, and sharing small video clips and photos. Our Instagram account is growing steadily. An easy way to engage with this platform is to post a photograph from a recent shoot or a video clip teaser along with a caption about your upcoming gig. As with the other platforms, tag us in your post and use our hashtag #hampsteadjazz. You can also include more generic hashtags to reach a wider audience such as #londonjazz.

Your website

If you have a website, please ensure it is up-to-date with information about your event at Hampstead Jazz Club. If you don't have a website, it is possible to create one very cheaply or even for free: wordpress has an excellent 'freemium' model that enables you to build your site.

Newsletters and email marketing

If you have an email database please use it to update people about your event or add it onto your monthly newsletter. There are some free providers such as [Mailchimp](#) and you can design a friendly user email that reaches your audience.