

Effective Resources for Promoting A Southern Gospel Music Singing/Concert

Personal Invitation

The most effective invitation is face to face or, more accurately, friend to friend. The importance of word of mouth publicity cannot be minimized. It is very important to get your church staff and the people you are associated with to be enthused so they will spread the word about the concert. Try innovative means of obtaining word of mouth publicity, such as telling your staff, church congregation and close circle of friends about the concert and encouraging them to tell at least two people about the concert. Then those people can call at least two people and pretty soon the domino theory is in full practice.

Television

As far as the maximum amount of people reached, television is probably the most effective media in which to advertise, but it is also very expensive. However, if you can afford it, reserve time far in advance. Search for the most effective, yet economical, time slots. Many cable companies reserve a channel specifically for airing public service announcements. Contact your local cable operator about this availability.

Radio

Free time is sometimes available on radio stations s public service announcements, community billboards and calendars. Send a press release and cover letter (a letter of introduction from yourself announcing the concert) to all the stations in your area, and do a follow-up call to see if they are airing your announcement. Since these stations usually receive an excessive supply of announcements, please be certain that your release is very professional. This will improve your chances of receiving airtime. If you are planning to do radio advertising, always look first at the possibility of advertising with your local radio station that plays the type of music that will be featured at your concert. Begin radio ads two to three weeks prior to the concert. Spots should be placed when the greatest concentration of music is aired. Airplay can never be over emphasized. Please request all of the stations you are working with to substantially increase their airplay of the artist's material the month before the concert.

Newspaper

Print media provides one of the best possible publicity outlets available. Editors usually welcome news releases and feature stories on upcoming events. Send your press release three weeks prior to the concert. Make sure your release is well written and properly structured. If you do not know the proper structure, our office will be happy to provide a press release for you.

Direct Mail

If done properly, direct mail can get better results per dollar than any other type of advertising. A mailing list should include key individuals involved in local church groups and other organizations. If you do not already have a mailing list, one can possibly be obtained from other local churches. Every person you come in contact with that is interested in gospel music should be added to the mailing list. The best way to increase or begin a mailing list is to ask the people at you concert if they are interested in finding out about upcoming events. If so, ask them to complete an information card. Set up a drawing at the end of the concert and we will provide a free CD.

Churches

One of the most promising areas for promoting a concert is through area churches. Ministers of music are often supportive of Gospel concerts in their area. Therefore, it is very important that they be provided with as much information as possible. Send out letters to as many pastors and ministers of music as possible in the area informing them of the concert at least six to eight weeks in advance. Follow up with personal phone call, at least four weeks in advance, offering them a personal invitation to the event.

Christian Bookstores

Besides local churches, Christian bookstores are the best place to place posters. Make sure that the poster is placed in a high-traffic area for easy visibility. Also, you could ask the management if you might leave some flyers near the checkout counter for people to take with them.

***If you need additional publicity material:
pictures, bios, etc. go to***

www.curtishyler.org