

From announcements
to **sold out**

THE PLAYBOOK FOR CONCERT PROMOTERS

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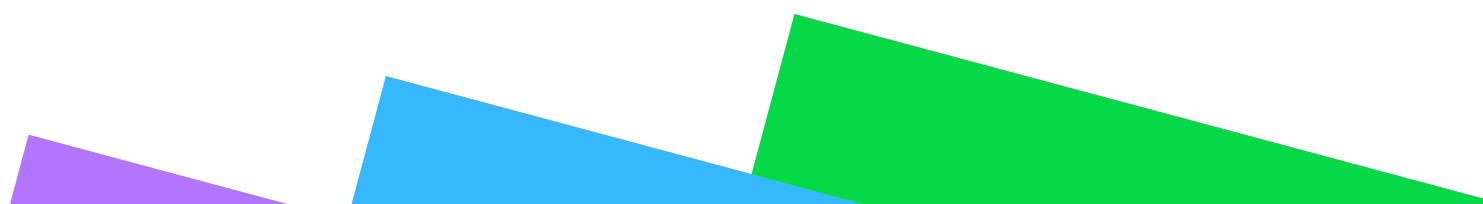
INTRODUCTION

At its core, concert promotion is about creating an audience for a show. But it takes a lot more than just the love of music to cut it as a promoter. To be successful, you need to be as detail-oriented as you are passionate about live music. From booking talent and securing venues to setting ticket prices and marketing the show, it's a demanding job with no room for error — especially given your packed events schedule.

When the stakes are high and budgets are tight, you don't have time to learn new marketing tactics to sell out your shows. You need efficient marketing tools that will maximize ticket sales quickly. This is where Hive comes in.

As the go-to marketing platform for promoters, Hive supports you through every stage of the show cycle. You can create campaigns powered by your ticket buyer data, use event-specific filters for hyper-targeted promotions, and gain visibility into the ticketing revenue each campaign generates. Ultimately, Hive makes it easier for you to connect directly with fans, expand your reach, and sell more tickets.

This playbook will guide you through each stage of the show cycle, offering templates and tips for how to use Hive's features to best promote your shows and sell more tickets in record time.



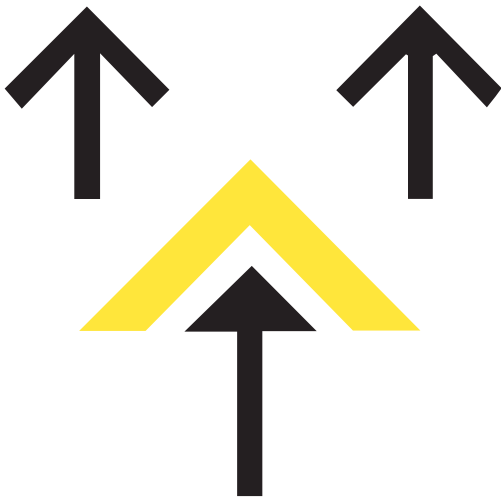
Strategies to engage fans throughout the show cycle

The duration of the show cycle varies for each event, but all events go through the same stages: announcement, presale, onsale, maintenance, and backend. Some cycles last a few weeks, while others span several months. However, the success of your shows relies on regular fan interactions, as consistent engagement builds a loyal fanbase and ensures repeat attendees.

Although engagement and ticket sales will fluctuate throughout the show cycle, there are long-term strategies you can use to maintain momentum. Let's break down each stage and explore some recommended strategies to successfully promote your shows and maintain engagement among your fans.



ANNOUNCEMENT

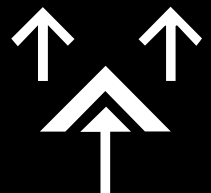


Your main goal during the announcement phase is to generate hype and excitement around your show. This is when your event will receive the most attention, so it's crucial to capture your fans' interest. You'll want to provide as much information as possible, like the event time and location, ticket sale dates, and any other important details you'd want as a ticket buyer.

This is also a great time to gather valuable data about

your fans through presale registrations. Additionally, tracking website behavior during this high-interest period can provide insights into your organic efforts. Understanding how fans navigate your site and engage with your content allows you to tailor future marketing strategies. Since this phase sets the foundation for a successful presale and overall event turnout, **the more data you collect now, the more you can use later to re-engage fans when attention wanes.**

TEMPLATES FOR THE ANNOUNCEMENT STAGE



Show announcement: Email

Suggested Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event



 Just Announced: **[Artist Name]** at **[Venue]**

[Image]

Mark your calendars! **[Artist Name]** is coming to **[Venue]** on **[Show Date]**!

This is a show you won't want to miss. Tickets go on sale soon, so keep an eye on your inbox for more details.

Don't want to miss the onsale announcement? Sign up now for text updates!

[Link to SMS signup page]



See you there!

Delivery time: Announce day

Show announcement: SMS

Suggested Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event

 JUST ANNOUNCED!
[Artist Name] at
[Venue] on **[Show Date]**. Mark your
calendars and stay
tuned for ticket info! 

Delivery time: Announce day

Presale registration: Email

Suggested Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event



Don't Miss Out! Register for Presale Access to
[Event] at **[Venue]**

[Image]

🔴 JUST ANNOUNCED! 🔴 REGISTER FOR PRESALE NOW!

[Event Name]

[Show Date]

[Venue]

[Exciting short description about the show — make it lively and engaging!]

Presale starts on **[Date]** at **[Time]**.

Don't miss your chance to snag tickets before they go on sale to the public! Register now and we'll send you a code and link to buy tickets when the presale starts.

[Register Now button]

Delivery time: Announce day

Presale registration confirmation: Email

Suggested
Segments

Presale registrants



You're Registered for **[Event Name]** Presale!

[Image]

You're officially registered for the **[Event Name]** presale!

Presale starts on **[Date]** at **[Time]**. We'll send you a text and an email with a link and code to buy tickets before they go on sale. Remember, your code doesn't guarantee tickets as they are limited, so be sure to act quickly!

Event Details:

[Event Name]

[Show Date]

[Venue]

Presale: **[Start Date & Time]** – **[End Date & Time]**

Onsale: **[Start Date & Time]**


Get ready for an incredible experience!

Delivery time: Immediately
after presale registration

Presale registration: SMS

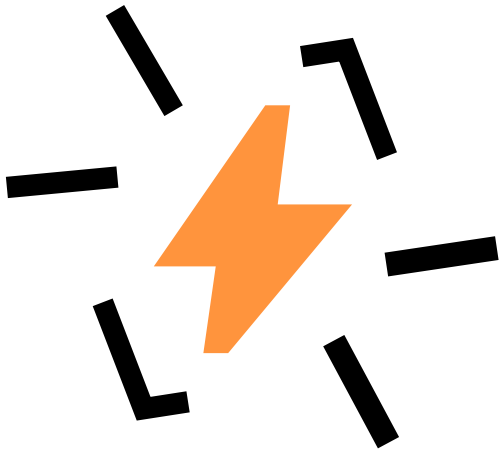
Suggested
Segments

- Past purchasers for an artist/event
- Past presale registrants for an artist/event
- Location: Identified city
- Affinity: Similar artist/event

 **JUST ANNOUNCED!**
[Artist Name] at
[Venue] on **[Show**
Date]. Presale starts
[Date] at **[Time]**. Don't
miss out. Register now
for early access! **[Link]**

Delivery time: Announce day

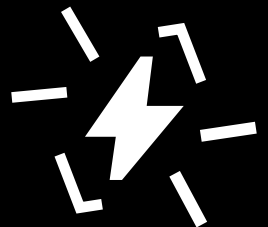
PRESALE



In the presale stage, your mission is to build FOMO and drive early ticket sales. This is your chance to offer exclusive early access to a select group of fans — like previous attendees, newsletter subscribers, or VIPs. Be sure to highlight any special perks or discounts to help incentivize early purchases.

It's worth noting that a presale doesn't have to involve discounts. Just giving a group of people the chance to buy tickets before everyone else can be enough to drum up sales. Plus, once your subscribers know they can expect presales from you, they'll keep an eye out for them for future events and will be more likely to purchase their tickets early.

TEMPLATES FOR THE PRESALE STAGE



Presale open (registrants): Email

Suggested
Segments

Presale registrants



Presale for **[Event Name]** Starts Today at **[Time]**!

[Image]

🔴 PRESALE STARTS TODAY AT **[Time]**! 🔴

[Event Name]

[Show Date]

[Venue]

Presale: **[Start Date & Time]** – **[End Date & Time]**

Onsale: **[Start Date & Time]**

Code: **[CODE]**

Remember, this code doesn't guarantee tickets — they're limited. So act fast to secure your spot!

[Buy Now button]

Delivery time: 60 minutes
before presale opens

Presale open (all): Email

Suggested
Segments

Subscribers contacted during
the announcement stage who
did not register for the presale



 Presale for **[Event Name]** Starts Today at **[Time]**!

[Image]

 PRESALE STARTS TODAY AT **[Time]**! 

[Event Name]

[Show Date]

[Venue]

Presale: **[Start Date & Time]** – **[End Date & Time]**

Onsale: **[Start Date & Time]**

Code: **[CODE]**

Remember, this code doesn't guarantee tickets — they're limited. So act fast to secure your spot!



[Buy Now button]

Delivery time: 60 minutes
before presale opens

Presale open (registrants): SMS

Suggested
Segments

Presale registrants



 **[Event Name]** presale starts today at **[Time]**! Use code: **[CODE]**  Get tickets: **[Link]**

Delivery time: 60 minutes before presale opens

Presale open (all): SMS

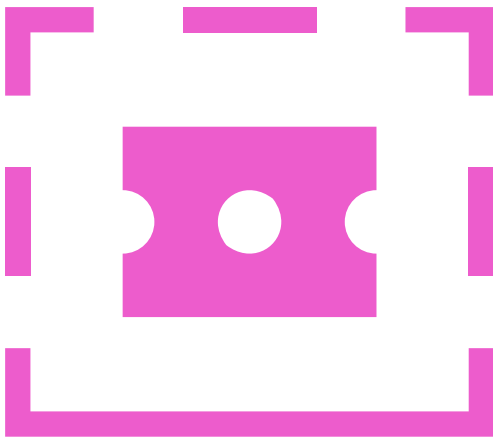
Suggested
Segments

Subscribers contacted during
the announcement stage who
did not register for the presale

 **[Event Name]** presale
starts today at **[Time]**! Use
code: **[CODE]**  Get
tickets: **[Link]**

Delivery time: 60 minutes
before presale opens

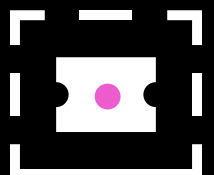
ONSALE



The onsale stage begins when tickets are available to the general public. At this point, you'll want to create a sense of urgency with compelling messages that highlight limited availability or the event's excitement. Use phrases like "Tickets are going fast!" or "Don't miss out!" throughout your marketing to prompt immediate action. Providing real-time updates on ticket availability and price tiers can also drive urgency and conversions.

Given the high engagement and conversions during the onsale stage, this is the time to amplify your marketing efforts across all channels — email, SMS, social media, and digital ads. Remember to use the data collected during the presale to retarget interested patrons with personalized offers and reminders. It's also a wise move to increase your ad spend to reach as many potential attendees as possible.

TEMPLATES FOR THE ONSALE STAGE



General onsale: Email

Suggested
Segments

Subscribers contacted during the announcement stage who did not purchase during the presale



On Sale Now: **[Event Name]** at **[Venue]**

[Image]

 TICKETS ON SALE NOW! 

[Event Name]

[Show Date]

[Venue]

[Exciting event description highlighting key details]

Secure your spot today. Don't miss out!

[Buy Tickets button]

Delivery time: At the start of the public onsale

General onsale: SMS

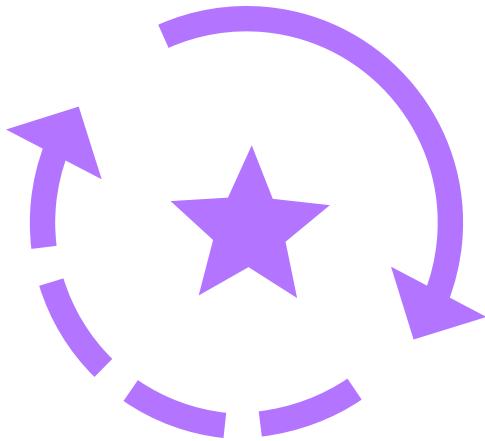
Suggested
Segments

Subscribers contacted during
the announcement stage who
did not register for the presale

🔥 Tickets on sale now for
[Event Name] at **[Venue]**
on **[Date]**. Get em while
they're hot! **[Link]**

Delivery time: At the start
of the public onsale

MAINTENANCE



The maintenance stage is the inevitable lull in the middle of every show cycle. While engagement and ticket sales may dip, this is not the time to rest on your laurels. Staying active in your communication keeps your fans excited and invested in your events. This is key to building a loyal fanbase that is eager for your next announcement. Plus, keeping fans engaged helps you collect insights to personalize future campaigns and drive results.

Use this time to host contests offering unique experiences, like meet-and-greets with artists, backstage tours, or VIP passes. These contests not only engage your fans but also help grow your database by collecting participants' contact information.

Be strategic with your budget during this stage. Focus on low-cost, high-engagement activities that keep your audience interested without overspending. Use organic content and targeted campaigns to engage your fans without extra costs. Additionally, advanced segmentation strategies can help stretch your budget for cost-effective marketing initiatives.

BACKEND



The backend stage is crucial for driving last-minute ticket sales and ensuring a smooth, enjoyable experience for your attendees. This stage focuses on timely reminders, strategic communication, and providing essential information to enhance the overall event experience.

For last-minute reminders or low-ticket warnings, keep your emails concise and action-oriented to prompt immediate responses from your subscribers. Send reminders

24 hours before the event and again a few hours before the start time. This keeps your show top of mind for potential attendees and encourages last-minute ticket purchases. Use compelling subject lines like “Last Chance to Grab Your Tickets!” or “Only a Few Tickets Left — Don’t Miss Out!” to create a sense of urgency.

For existing ticket holders, ensure that your attendees have all the necessary information to have a great experience at your event. Provide classic KBYG details, especially for sold-out shows that may have parking or entry issues. This is also crucial if the event is hosted at a different venue from your usual location. Clear communication helps reduce confusion and enhance satisfaction, ensuring your attendees are well-prepared and excited for the show.

TEMPLATES FOR THE BACKEND STAGE



Low ticket warning: Email

Suggested
Segments

- Past purchasers for the artist
- Registered for the presale but did not purchase
- Location: Identified city
- Affinity: Similar artists
- **Exclude:** Current purchaser



⚠ Low Ticket Warning! **[Event Name]** at **[Venue]**

[Image]

🔴 LOW TICKET WARNING! 🔴

[Event Name]

[Show Date]

[Venue]

Tickets are selling fast. Grab yours before they sell out!

[Buy Tickets button]

Delivery time: 1 to 4 weeks
before the show, when
inventory hits 20%

Low ticket warning: SMS

Suggested Segments

- Past purchasers for the artist
- Registered for the presale but did not purchase
- Location: Identified city
- Affinity: Similar artists
- **Exclude:** Current purchaser

⚠ Low Ticket Warning!
[Event Name] at **[Venue]**
on **[Day]** is almost sold
out! Grab your tickets
before it's too late: **[Link]**

Delivery time: 1 to 4 weeks
before the show, when
inventory hits 20%

Last chance: Email

Suggested Segments

- Past purchasers for the artist
- Registered for the presale but did not purchase
- Location: Identified city
- Affinity: Similar artists
- **Exclude:** Current purchaser



Last Chance for Tickets to **[Event Name]**
at **[Venue]**!

[Image]

🔴 LAST CHANCE FOR TICKETS! 🔴

[Event Name]

[Show Date]

[Venue]

The show is this week! Don't miss out.


[Buy Tickets button]

Delivery time: Seven days before the show (if more than 10% of inventory is still available)

Last chance: SMS

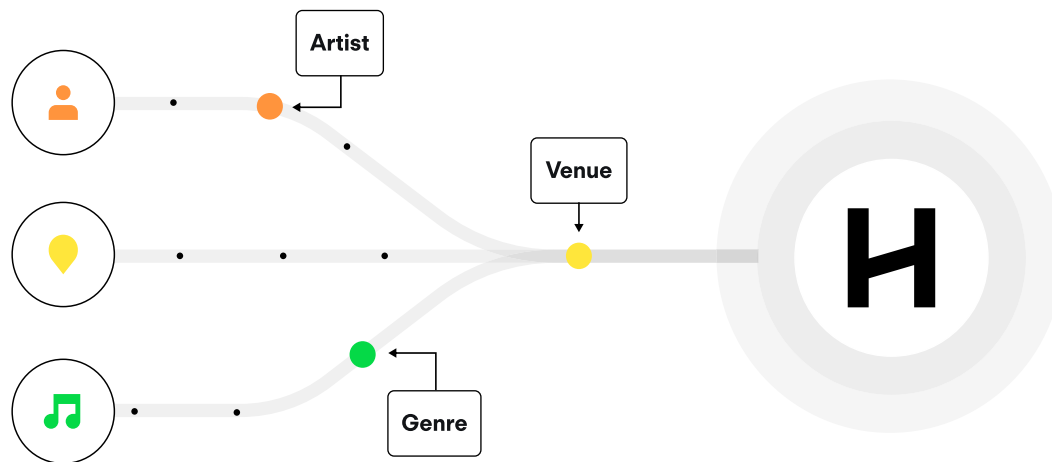
Suggested Segments

- Past purchasers for the artist
- Registered for the presale but did not purchase
- Location: Identified city
- Affinity: Similar artists
- **Exclude:** Current purchaser

 Last chance tickets!
[Event Name] at **[Venue]**
is this week. Grab yours
before it's too late: **[Link]**

Delivery time: Seven days
before the show (if more
than 10% of inventory is
still available)

LEVERAGING HIVE'S FEATURES



Hive has everything you need to promote your shows and sell more tickets. While Hive's marketing platform is stacked with event-centric features, a few stand out for concert promoters aiming to maximize ticket sales quickly. Let's take a look at the features that will help you sell more tickets in record time.

Deep dive into ticketing buyer data

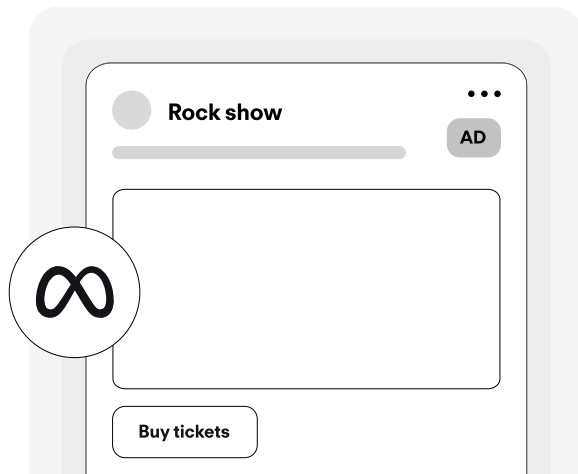
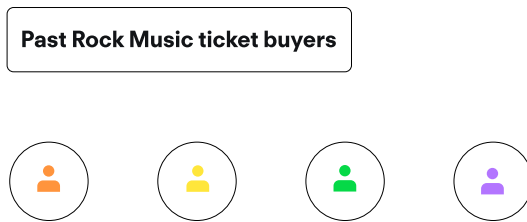
Create show-stopping campaigns with all your data in one place. Integrate with your

ticketing provider(s) to access ticket buyer information and event-specific filters. You can also work with confidence knowing your attendee data syncs automatically, and you'll have visibility into how much ticketing revenue each campaign brings in.

Use event-specific filters to segment your ticket buyers with precision

Drive packed houses with hyper-targeted promotions. Easily segment past ticket buyers by genre and artist

Segment



preferences, ensuring each fan receives announcements tailored to their interests. Event-specific filters make it easy to fill venues with eager concert-goers and ensure every show is a smashing success.

30+ filters to choose from, including:

- Location
- Purchase history
- Artist
- Venue
- Genre
- Presale
- Contest entries
- Website behavior
- Form fills
- Age
- Gender

Save time on your show cycle emails

Get rid of data entry headaches with the ability to instantly add event details to your emails. By connecting with your ticketing platform, all of your event information will populate effortlessly, whether you're sending newsletters for just-announced shows, presales, or other key stages in the cycle. This also means you can skip the hassle of checking every date and ticket link.

Enhance your emails even further with generative AI. Easily create captivating email content, including images, CTA buttons, and copy, with

the power of AI. This not only saves you time but also ensures your emails are engaging and visually appealing, helping you sell more tickets with less effort.

Monitor ticket sales and campaign performance

Transform your event marketing with data-driven reporting. Access both macro and micro views to understand performance from an account level down to individual campaigns. Track ticketing revenue attribution across email, SMS, and automations to refine your strategy for maximum impact. Monitor subscriber growth and engagement metrics to build lasting relationships and drive sustained success.

Conclusion

Concert promotion requires a blend of passion and precision, and Hive provides the tools to turn subscribers into dedicated fans. By leveraging Hive's

features throughout each stage of the show cycle, you can simplify your marketing efforts, engage your fans, and drive ticket sales with greater success. Whether you're analyzing ticketing data, segmenting audiences, or crafting compelling campaigns, Hive ensures you have everything you need to promote your shows and build a loyal fanbase.



KEEP PACE WITH YOUR BUSY SHOW SCHEDULE

See how Hive can help you promote your shows with less work and sell more tickets quickly.

[Book a demo](#)

HIVE

LESS TO DO,
MORE ***SOLD OUT***