

SHUSWAP THEATRE SOCIETY

MARKETING REPORT 2024-25

The Marketing Team promotes and informs the public about all aspects of Shuswap Theatre. At present, our marketing activities include:

- The website – constantly updated (1,606 visits and 3,756 page views in the past 30 days)
- The newsletter, *The Prompter* – published every few weeks during the season and sent to 1430 email addresses
- Regular Social Media posts – Facebook (2.2K followers), Instagram (1.3 K followers)
- Print Media ads
- Season Brochure
- Display window at Centenoka Mall
- Productions and events posted on Community Events Calendars
- Production posters displayed at local businesses
- Production and other press releases
- Salmon Arm Fair participation
- Piccadilly Mall Fall Sign Up Week
- Other community engagement events

The number of people subscribing to the Prompter continues to grow, as does the number of followers on social media platforms. The newsletter, social media and the website are now our main avenues for promoting the Theatre in general and our productions in particular.

We would love to have another member or two who might take on specific responsibilities. Please contact us at theatreshuswap@gmail.com.

Respectfully submitted,

Susan MacMillan, Elizabeth Ann Skelhorne, Nedine Scott, Kim MacMillan