

The Cromer Pier Pavilion Theatre Marketing Guide outlines what marketing activity is included in your contract, as well as any print and digital requirements. This guide also explains what marketing we can offer at an additional charge, clearly highlighted within this document.

### Your Marketing Contacts

Naomi Bushell – [nbushell@cromerpier.co.uk](mailto:nbushell@cromerpier.co.uk)

- Naomi will be your initial contact at Cromer Pier, loading the show and providing you with your sales details. Please send any artwork to Naomi for approval.

Bethany Graham – [bgraham@cromerpier.co.uk](mailto:bgraham@cromerpier.co.uk)

- Bethany runs the social media and newsletter platforms for Cromer Pier, she will be your primary digital marketing contact. This includes any additional charges you might request.

### Digital Requirements

Please provide the following for our website and screens:

- **POS Screen** (located in the Pavilion Bar): 1920x1080px. This should be the official poster image for your production
- **Website Banner**: 2500x846px.
- **Social Media Graphics**: Facebook and Instagram standard sizes.
- **Digital Poster**: This should be a digital version of your production posters or flyers provided in the Print Requirements section of this guide.
- **TicketSolve Image**: 682x377px. This should be the official poster for your production, or a production shot, or logo. This will appear on our ticketing platform as the production's thumbnail.
- If Applicable - **Production Trailer**: 1920x1080. This will appear on an additional screen in the Pavilion Bar, in the Box Office and on a large screen at the front of the pier, all high traffic areas.

Please provide full written copy for our website and social media content.

Please provide high quality production shots, videos, social media artwork files where possible.

Please supply a range of poster/graphic sizes to accommodate our What's On marketing campaigns, including large signage and placement within The Cromer Pier Show/The Cromer Pier Christmas Show programmes.

## Print Requirements

Please send the following print quantities to Bethany Graham, Box Office, Cromer Pier, Cromer, NR27 9HE:

- A1 Poster (portrait) x2
- A2 Poster (portrait) x6
- A5 Flyers (portrait) x250 maximum

We recommend that all posters and flyers are overprinted with our logo, show date and time. Please contact [nbushell@cromerpier.co.uk](mailto:nbushell@cromerpier.co.uk) for print approval.

Overprint Details:

- Website: [cromerpier.co.uk](http://cromerpier.co.uk)
- Box Office: 01263 512495
- Download our logo here:  
<https://www.dropbox.com/scl/fo/ct0h2ls32n0rg3dppgxrh/h?rlkey=jima8ck189vi3i388xvob5uca&dl=0>
- Please list the venue as Cromer Pier or The Pavilion Theatre, Cromer Pier

Any excess A5 flyers and posters will be recycled locally, and recharged to the artiste and deducted from the final settlement.

Please note that pop up banners are not accepted at Cromer Pier.

All print material is displayed subject to date in the Box Office, Tides Bistro, Pavilion Bar and entrance of the Pavilion Theatre. Additionally, our ushers hand out What's On flyers at the end of each show.

## What's On Campaign

We produce a What's On print campaign to coincide with our summer and Christmas campaigns. This campaign includes multiple foamex boards around the pier in all high traffic areas, flyers, on the Cromer Pier promenade and within The Cromer Pier Show/The Cromer Pier Christmas Show programme. Your production will be included on all print material.

## Social Media

Please see below our social media handles, tag us where possible and we will reshare all content:

- Facebook: [@thecromerpier](https://www.facebook.com/thecromerpier)
- Instagram: [@thecromerpier](https://www.instagram.com/thecromerpier)

We post regularly on our social media – if you have a specific post in mind, please send all copy and images to Bethany at [bgraham@cromerpier.co.uk](mailto:bgraham@cromerpier.co.uk). If not, we will construct social media posts ourselves.

For each production, we set up a Facebook Event for audiences to get involved with. If you wish to set up your own event, we will happily accept shared ownership if this request is sent through.

**Paid Extra:** Paid social media adverts are one of our most effective marketing activities. Paid ads can be ran from Cromer Pier with whatever content, audiences and creatives that you would like. If you are looking for a boost in ticket sales, we would highly recommend this option. If you are interested in running a paid ad, please let us know your budget and timescale, followed by your creatives and targeting information. We would recommend video adverts as we have found these receive a higher number of clicks from our audience.

### **Weekly Newsletter**

We send a weekly newsletter every Sunday to over 20,000 subscribers. Your production will be included in various newsletters, either using the poster provided or production shots.

### **Online Listings**

Your production information will be submitted to our 3<sup>rd</sup> party suppliers to be listed on their events pages and what's on listings. This includes Visit North Norfolk, Visit East of England and Visit Norfolk. We then also post on Google Business which is a great push for searchability and SEO.

### **Poppyland Radio**

Cromer Pier is a proud sponsor of Poppyland Radio, the local radio station here in Cromer. Poppyland Community Radio is an award-winning radio station run by a dedicated team of volunteers bringing quality music, interviews, entertainment and special interest shows made by local people, featuring local people and for local people.

Bethany appears on the Mardle show each month and will talk about the upcoming shows for that month:

- 25 January 2024
- 22 February 2024
- 21 March 2024
- 18 April 2024
- 16 May 2024
- 13 June 2024
- 11 July 2024
- 08 August 2024

- 05 September 2024
- 03 October 2024
- 31 October 2024
- 28 November 2024
- 19 December 2024

If you'd like to promote your production on Poppyland Radio, head over to [Events | Poppyland Radio](#), click on Get in Touch and fill in the form. The team at Poppyland Radio will be in contact to organise promoting your production.

## Press

If you are looking to promote your production to local press, we would recommend contacting the following for interviews or paid advertisement:

- [Poppyland Radio](#) – Local radio station, great for reaching the Cromer community.
- [Cromer Times](#) – Free monthly publication covering Cromer, Mundesley, the Runtons and surrounding villages in association with the North Walsham Times, the Sheringham Independent and the Holt Chronicle. 6000 copies are distributed through letterboxes of homes and businesses as well as the Tourist Office and Cromer Library.
- [BBC Radio Norfolk](#) – BBC Radio Norfolk is the BBC's local radio station covering the county of Norfolk. It broadcasts a mix of local news, information, debate and entertainment, reflecting life in the county of Norfolk.
- [Crab Tales](#) – Free, full colour A4 magazine published every fortnight that promotes local businesses, gives a voice to local charities & organisations and to report local news in the community.
- [Just Regional](#) – Free magazine with over 50,000 copies delivered across Norwich and Norfolk, every four weeks. We would recommend Just Cromer to reach the local community, Just Holt as a large portion of our audiences travel from Holt and Just Sprowston as this catches the larger city of Norwich.

## Event Revenue Report

Weekly event revenue reports are sent on Mondays, Naomi will coordinate this for you and provide login information allowing you to access the figures at any time. If you have any issues, please contact [nbushell@cromerpier.co.uk](mailto:nbushell@cromerpier.co.uk)

Please note that these reports are automated, so ensure to check your spam/junk folders and let us know if you have any issues.

Please contact either Naomi or Bethany if you would like to discuss any of the above or book in additional marketing activity.

The full cost of any additional paid for marketing activity provided by Cromer Pier at your request will be contra'd from your final settlement.

**All information and pricing in this document is subject to change at Cromer Pier's discretion.**