

Communication and promotion

Objective

To create a complete, centralized promo kit and communication strategy for pitching venues and promoters effectively.

Why It Matters

Promoters are busy. Giving them everything they need in one place eliminates back-and-forth communication, saves time, and significantly increases your chances of getting booked.

Good practices

Share live clips, backstage content and release announcements.

Prepare visuals in multiple formats (16:9, 9:16, 1:1).

Tag venues and organizers when promoting concerts.

Keep a promo kit ready with photos, biography and links.

Use live shows as content opportunities.

Common mistakes

Posting too often without value

Poor image quality

Inactive accounts

Forgetting ticket links



- ☐ Promo pictures ready
- ☐ Bio updated
- ☐ Smartlink or Linktree available

- ☐ Vertical videos prepared
- ☐ Event promotion planned

Interreg



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LES
4ÉCLUSES



Social Media & Promotion

1. General communication tips

- Know your audience: Different platforms require a different tone of voice.
- Live content is key: Use your live shows as the ultimate source for content creation.
- Relevance: "No news? No post." Avoid spamming followers with repetitive updates.
- Look at your communication through the eyes of a promotor
- Quality over quantity: Only use the platforms you feel comfortable managing effectively.

2. How to contact a venue or promoter

- Go direct: Do not use social media for booking inquiries; send a personalized email instead.
- The perfect pitch: Include one clear sentence about who you are, a short bio, where you have previously played, listening/watching links, similar sounding artists & when you're available.
- Follow venues and contact them for artists you want to support (after your general e-mail, as a reminder)
- Don't keep contacting if you have nothing new

3. Promo kit

Golden rule: give everything the promoter needs in one place, so they don't need to call you.

Make it your country's language + ENG

Contents:

- EPK (Electronic Press Kit)
 - Correct spelling of your bandname
 - Up-to-date biography

- Logo's if applicable, with PNG and vector!
- Pictures for all formats: HQ for posters, 16:9, 9:16, 1:1, 4:5.
- Links to IG (+@), FB, YT
- Direct link to audio
- Smartlink or Linktree
- Video's if you have them, vertical preferably
- Your music will speak to fans of..
- Press reviews

- Tech rider + hospitality → be specific about what you need
 - List of contacts
 - Travel party
 - Transport, accommodation, dressing room, catering
 - Technical personnel needed
 - Technical requirements:
 - Backline/monitors needed
 - Notes about sound/FOH
 - Lighting/video
 - Your equipment
 - Stage plot
 - Patch list