

Strategic Plan for OCT

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MMC II

Introduction

Our marketing strategy for the Oregon Contemporary Theatre involves a social media plan that would be introduced for the production of *Dontrell Who Kissed the Sea*, but could feasibly be recycled for future OCT performances. We will be using social media to directly engage with OCT's current audience on several platforms (specifically through Twitter, Facebook, and Instagram) that are already implemented by OCT. A behind-the-scenes video component and interviews will gradually be rolled out in the weeks leading up to the performance and during its four week run. Below is a schedule of what will be shared when and a suggested list of engaging content for OCT's social media audience to interact with.

Strategy

- **Two weeks before opening night:** During this first week, a short two-part interview (no longer than five minutes total between part one and part 2) with Craig will be released prior to the opening of the play. The interview with Craig will include the background on the play itself, character introduction, and elements of staging (both successful and problematic issues). Its "rolling premiere" status should be highlighted as well.
- **One week before opening night:** Tease the social media followers with brief video of an intriguing scene from the play (roughly 30 seconds), without giving away any of the

plot points. The scene chosen should align with the overall emphasis (dramatic, emotional, amusing, mysterious etc.) on what kind of play they're marketing it as.

- **After the opening weekend, and leading into weekend two:** Film interviews with audience members as they're leaving the premiere weekend. Ask short questions such as "What's one word you would use to describe the play?" or "How did this performance leave you feeling?" to entice people to come in and see for themselves. Interviews will be compiled in a short video that will be distributed on the various social media sites.
- **After weekend two leading into weekend three:** Behind the scenes interview with the costume designer and the set director. Show how important plot points (i.e. Dontrell learning to swim or entering the sea) have been adapted to fit this particular stage and what kind of symbolism is in the costuming choices. Have them speak on the creative process/inspiration in their design work.
- **After weekend three leading into the final weekend:** Since the final weekends are usually the highest attended OCT productions, an interview with the actor portraying Dontrell seemed like a fitting finale. Depending on the technological abilities of the videographer, footage from rehearsals could be incorporated into this video in conjunction with the actor's thoughts, feelings, and process of getting into character for this work.

Evaluation

As it stands now, the OCT has active social media accounts on Facebook, Twitter and Instagram. There appears to be a disconnection between the three sites. We recommend that OCT link their pages together, meaning that any post made on Facebook or Twitter will be

automatically posted to their other site. The use of hashtags would also be useful to gain further exposure to OCT, and the current and upcoming productions.

Currently, on their Facebook, posts are more often made about birthdays of staff members, or minor promotions about the current show. There is no available information about upcoming shows. This is a huge opportunity for future engagement and promotion. There is a high possibility that opening weekends are statistically slower is due to the fact that little exposure is made of the prior to the upcoming shows.

We would also recommend that future shows be promoted at an earlier date for higher levels of exposure. Incentives could also be used to offer community engagement such as “repost and tag us for a chance to win two tickets to opening night!”