



E-BOOK

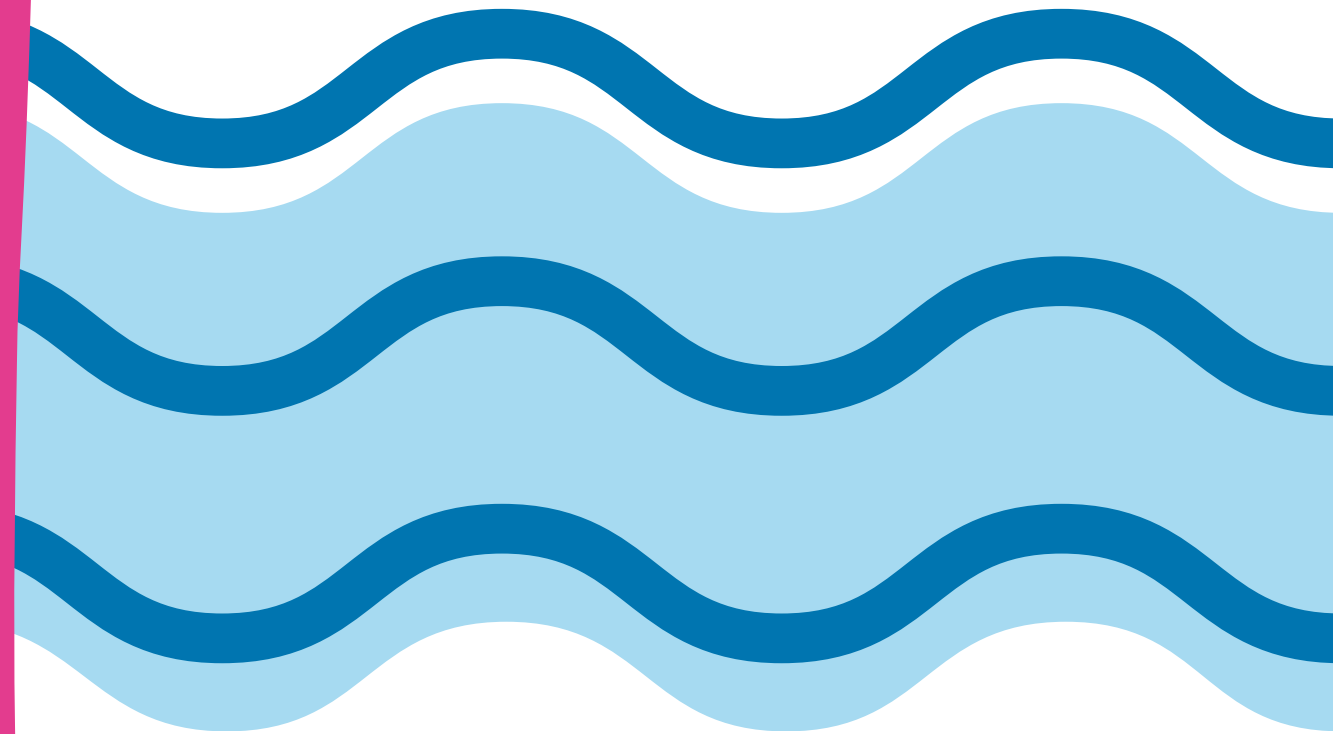
LET'S TALK ABOUT DANCE MARKETING!



diagonal

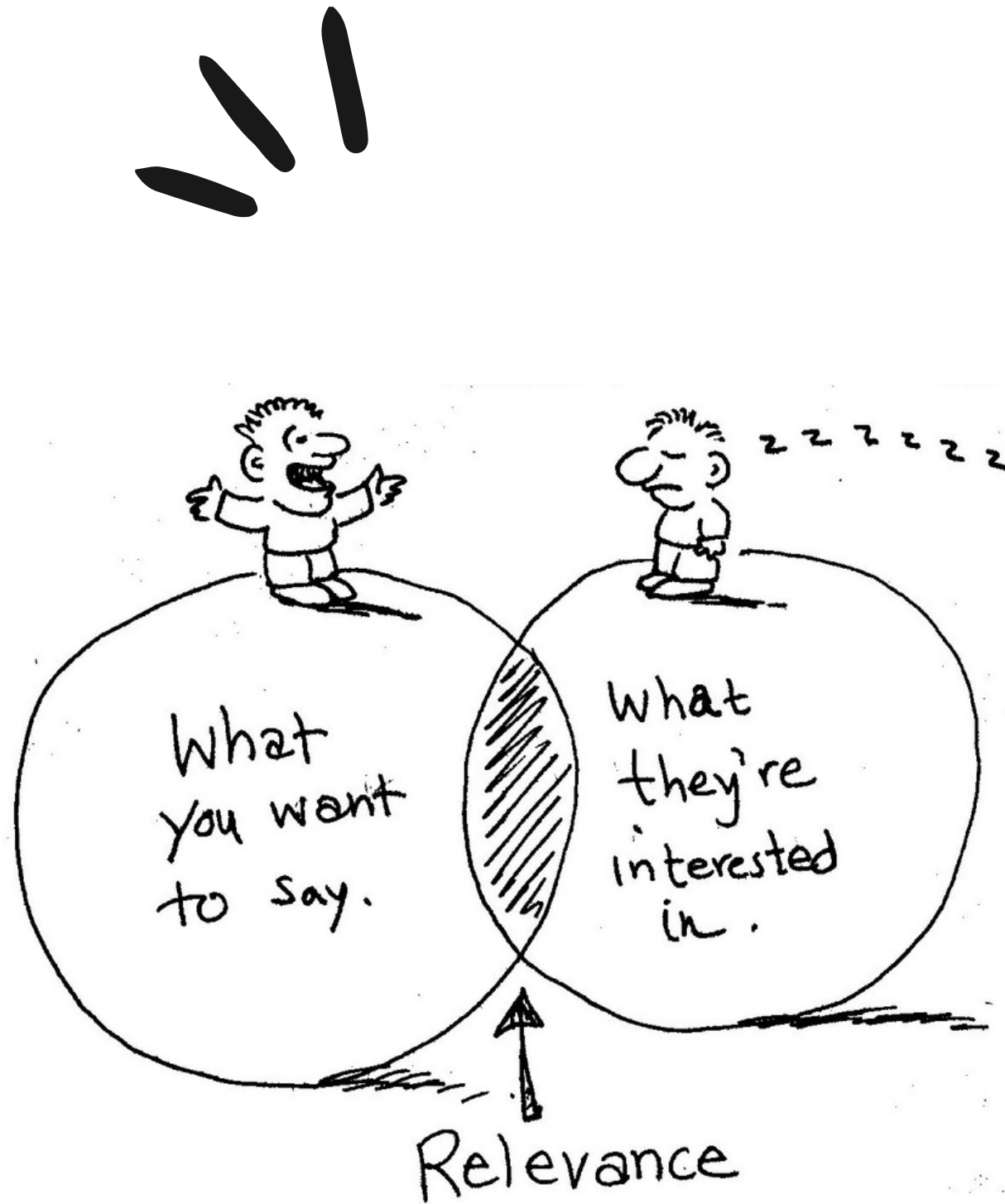
DANCE
MARKETING:
WHERE
SHOULD I
START?

AN OCEAN OF
CONCEPTS AND
STRATEGIES...

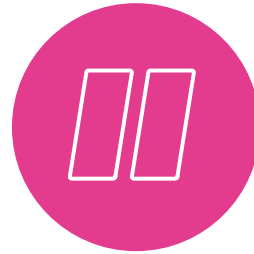


CONTENT
MARKETING

...AN OCEAN OF
OPPORTUNITIES!



WHAT IS CONTENT MARKETING?

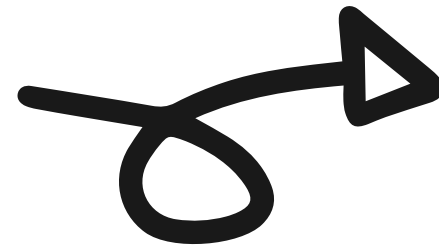


The Content Marketing Institute defines content marketing as a strategic marketing approach focused on **creating and distributing valuable, relevant and consistent content** to attract and retain a **clearly-defined audience** — and, ultimately, to drive profitable customer action.

5 BASIC PRINCIPLES:

Know your audience; Be relevant and up-to-date with trends; Find the right channels to you; Keep the right voice and tone; Make sure there's value within your content.

HOW TO CONNECT DANCE WITH CONTENT MARKETING



01

Build a community beyond the stage: make audience feel they are part of your artistic process

02

Dance is an intangible and unique experience: and you should communicate that!

03

Use the visual impact of movement to create your content

HOW TO PLAN A DANCE MARKETING STRATEGY?

HOW YOU CAN GET STARTED IN 3 STEPS:

Who is your audience? Try to think about your audience as only 1 person: how it looks like, how it speaks, what are their interests. This is the starting point of creating engaging content for your community!

What's the story I want to share with them? Choose the topics you want to share with your audience and organize them in a timeline - you are telling your story chapter by chapter, which makes the message clearer.

Organize all your content aligned with your story timeline. You'll see that you will have an organized plan with a timeline!

KEEP CONNECTED WITH US AND BOOST YOUR MARKETING SKILLS!

ASK FOR A 1-1 CONSULTANCY – FREE!

We offer a 1-1 consultancy session (30 min) for everyone who would like to improve marketing skills.

USE THE NOTES FROM DIAGONAL LAB

Watch our series of free workshops about marketing strategies for dance. Discover how to watch them on our website!

KEEP AN EYE OUT ON OUR BLOG

We share tips and resources about Dance Marketing that you can use on your work. Also, discover more about the dance sector through our Interviews and Instagram Lives!

SHARE YOUR EXPERIENCE

Sharing ideas and asking questions is important to develop your work. Drop us an email at hello@diagonaldance.com and share your thoughts with us!

**THANK YOU FOR BEING
PART OF OUR COMMUNITY**

