

1. Define Brand Identity:

- Establish Bernie's persona as a seasoned performer with a captivating story to tell.
- Highlight her journey from NYC to Brisbane and the unique perspective she brings from her experiences.
- Emphasise the themes of resilience, identity, and acceptance in her Musical Memoir.

2. Create Engaging Content:

- Share snippets of Bernie's performances, including behind-the-scenes footage, rehearsals, and interviews.
- Create teaser videos featuring Bernie's original songs /covers, prose and anecdotes from her life.
- Develop visually appealing graphics and quotes that capture the essence of her story and the era she grew up in. (Use Canva.com)

3. Utilise Multiple Platforms:

- Leverage Facebook, Instagram and LinkedIn to reach diverse audiences.
- Use Facebook Events to promote the show, encourage RSVPs, and foster community engagement.
- Share visual content on Instagram, including Stories and Reels to showcase Bernie's talent and personality. Create the reels in Canva.com – more options for graphics etc.
- Post regular updates, insights, and quotes from Bernie's rehearsals and performances to keep followers engaged.
- Utilise LinkedIn to connect with professionals in the entertainment industry and garner support for the show.

4. Engage with Followers:

- Respond promptly to comments, messages, and inquiries to build rapport with Bernie's audience. Use polls on stories to encourage people to relate to Bernie's journey.
- Encourage followers to share their own stories of resilience and acceptance, fostering a sense of community.
- Go live on Facebook with Bernie from a rehearsal to interact directly with fans and provide deeper insights into her journey.

5. Collaborate with Influencers and Partners:

- Partner with local LGBTQ+ organisations and advocacy groups to raise awareness and support for Bernie's story. I.e. maybe they could sponsor opening night champagne?
- Collaborate with influencers, bloggers, and media outlets to amplify Bernie's message and reach new audiences.
- Offer exclusive promotions and ticket discounts to partner organisations and their members to incentivise attendance.

6. Utilise Paid Advertising:

- Allocate a budget for targeted social media advertising to reach relevant demographics, including LGBTQ+ communities, music lovers, and theatre enthusiasts in and around the venue.
- Create compelling ad creatives that highlight Bernie's story and the emotional resonance of her performances.
- Monitor ad performance closely and adjust targeting and messaging as needed to maximize ROI.

7. Build Anticipation and Momentum:



- Launch a countdown campaign leading up to the show's premiere, generating excitement and anticipation among Bernie's followers.
- Share behind-the-scenes content, including interviews, set design sneak peeks, and costume fittings, to build momentum.
- Offer exclusive early bird ticket sales and special promotions to followers and incentivise early ticket purchases.

8. Measure Success and Iterate:


- Track key performance metrics, including engagement, ticket sales, and social media reach, to evaluate the effectiveness of the social media strategy.
- Gather feedback from audience members on opening night to use for future performances.
- Use insights gained to refine future social media campaigns and optimise Bernie's online presence for continued success.


Post examples to kick start the promotion of the show to capture interest, build anticipation and encourage people to book tickets:

* 1:

 Introducing "Square One: The Journey to Bernie" 

Join Bernie as she takes you on an unforgettable journey through her life, from growing up in Brisbane in the 60s and 70s to her coming out in the 80s to her 12 vibrant years in NYC. Don't miss her one-woman cabaret show filled with song, prose and visuals.


 17 Opening Night: Date and Venue

 Tickets on sale now! [Link to tickets]


#Square One #CabaretShow#Town#Events


Post 2:

 Sneak Peek! 

Get a behind-the-scenes look at Bernie rehearsing for her upcoming show! Her story is one of resilience, passion, and unforgettable music. 

SQUARE ONE: SOCIAL MEDIA STRATEGY

 Be part of this magical experience at [insert theatre name] this [insert month].

 Secure your tickets today: [Link to tickets]


#BehindTheScenes #[insert venue name] #BerniesJourney

Post 3:

✨ A Story of Courage and Acceptance ✨

Bernie's life story is an inspiring tale of embracing one's true self. Her cabaret show touches on growing up gay in a society that wasn't accepting, finding her voice and heading to NYC. 🌈

 17 Don't miss out on this heart-warming performance at [insert theatre name].


 Get your tickets now: [Link to tickets]


#LGBTQStories #Inspiration #BerniesMusicalMemoir

Post 4:

🎵 Meet Bernie: The Voice Behind the Memoir 🎵

From jazz clubs in NYC to Brisbane's Pip Theatre, Bernie's talent and story are not to be missed. Come hear her sing, tell her story, and share her life's journey.

 17 [insert month] at [insert theatre]

 Tickets available here: [Link to tickets]

Post 5:

🌟 Countdown to Opening Night! 🌟

Only 30 days until Bernie's Musical Memoir comes to at [insert venue name]! Get ready for an evening of captivating stories and soulful music.

 Don't wait—book your tickets today: [Link to tickets]

#Countdown #TheatreLife #[insert town]Events

Post 6:

 Behind Every Song, There's a Story 

Bernie's songs are more than just melodies—they are chapters of her life. Join us for a musical journey that will touch your heart and soul.



 17 [insert month] at [insert venue]


 Reserve your seats now: [Link to tickets]


#MusicAndStorytelling #LivePerformance #BerniesMusicalMemoir

SQUARE ONE: SOCIAL MEDIA STRATEGY

Post 7:


 Celebrate Pride and Resilience 

Bernie's Square One is not just a show—it's a celebration of pride, resilience, and finding one's true self. Perfect for a night out with friends or a special date night. 


 Book your tickets now: [Link to tickets]

#Pride #Resilience #BerniesSquareOne

Post 8:

 Special Offer Alert! 

Be among the first to book tickets for Bernie's Square One and enjoy a 10% discount! Use code EARLYBIRD at checkout. Limited time offer!

 Grab your discounted tickets now: [Link to tickets]

#SpecialOffer #EarlyBird #[insert venue]