

## Hey Nineteen Marketing

Hey Nineteen has a consistent methodology of marketing to maximize ticket sales.

1) We utilize Facebook with a 30 day buy of boosted post which includes videos of the band over the intro of Steely Dan's "Do It Again" with Rick Derringer ( who played guitar on a number of Steely Dan's recordings) professing how great the band is and that they should come out and see us.

2) We send 3 Press Releases and include interesting stories to entice local publications to do a feature on the band and show.

3) We utilize our email list in the local area with invitations to show

4) We buy an advertisement on the Patch, a Google owned website for each town in the surrounding area generally reaching approximately 100,000+ subscribers for one week prior to the event.

We have found this combination to be very effective and we generally play to a full room. Our ticket prices are in the \$30. Range and depending on the area we draw from 300- 500 audience members. We find that we do very well in predominantly "white collar" areas.