



THE BLOCKS Supplemental Promotion and Marketing Options

THE BLOCKS is here to help you get the word out about your event or organization! We want everyone to know what our arts organizations and performance groups have going on - but we need your help to be fully effective. Below are all the ways that we can help to promote your programming (and get butts in your seats!).

We need you to tell us what works for you and what you want to be promoted because the less guesswork on our part, the more successful we can all be.

SOCIAL MEDIA

We post on Facebook and Instagram daily. We post events, workshops, artist opportunities and more with the goal of showing our audience that there are a plethora of things to do in THE BLOCKS each week. While we have some flexibility, we do create our content calendar ahead of time. If there is something you would like posted, contact us as soon as possible to get it scheduled.

Sharing & reposting your posts

Tag @theblocksslc on Facebook and Instagram so we can share it on our stories and stay in the loop

Sharing & reposting your event pages

When you create an event on Facebook, let us know and we can share it on our page. Consider adding @theblocksslc as a co-host so your event will show up on our Facebook page!

Original posts promoting your programming

Send us copy and photos for your upcoming event and we can post it on our pages

Paid promotion on Facebook & Instagram

We try to spread the love on promoted posts, but if you're struggling to sell tickets or need extra support, we can do a paid promotion on these platforms. These promotions can be geotargetted to fit your desired audience and often sell well with a discount code or a BOGO offer.

Hashtags

Use #THEBLOCKS, #THEBLOCKSSLIC and #foundinTHEBLOCKS on your social media to help us create a sense of togetherness in our Cultural Core!

SOCIAL MEDIA TAKEOVERS

Promote upcoming events or tell your story on our Instagram. We will work with you to gather the materials we need to feature you throughout the day on Instagram with up to (3) posts and up to (5) stories.

Contact Cassandra (cassandra@downtownslc.org) for more information about how this works.

EVENT SLIDER FROM NOW PLAYING UTAH

Please, put your events/programs on NowPlayingUtah.com! Our website features a feed of events from NPU, so if it isn't on their site it isn't on ours. It's easy to submit your event on their website and it is free! Just click the "submit event" button in the top right corner and fill in the information.

THE BLOCKS TRUCK

THE BLOCKS owns a large delivery truck that we refer to as THE BLOCKS Truck. We like to think of it as a party in a truck, though it has infinite uses and is just waiting to be engaged! We also have a large inventory of assets that are available for you to use - free of cost.

The truck's sides are covered in a white vinyl that can be used as a canvas for painting or collage, it could function as a projection screen, a backdrop for a performance or anything else you can think of. This vinyl can be printed on as well and could feature your event logo or information.

We'd love to chat about how your organization can use the truck to advertise your programming or how it can be used as an activity at your next event.

Contact Cassandra (cassandra@downtownslc.org) for a list of assets available for use and for more information about our truck's possibilities.

MAIN STREET KIOSKS

THE BLOCKS is programming the four (4) kiosks along Main Street that house (20) poster slots. Reach thousands of downtown workers and visitors by placing ads in these kiosks. You design the poster and we will take care printing and installation at no cost to you. Space can be reserved for up to three months.

Contact Cassandra (cassandra@downtownslc.org) for guidelines, design specifications and the request form.

PROGRAMMATIC ADVERTISING

Through our partnership with LOVE Communications, we have the ability to push out events/programming through programmatic (mobile and display) advertising. When you have something special coming up, let us know and we can try to get it out! These ads generally run for one week and will appear as online banners or mobile ads.

Contact Ryan (ryan@downtownslc.org) for availability.

BLOGS

We invite you to take advantage of our website's blog. While we do produce some of our own content, you can write a blog of your own and submit it to us! Send us the copy and a couple of images, we will post it and then it can be shared on other platforms. Blogs should be somewhat brief and can cover topics from general awareness about your group/program or it can be about a specific event/project.

See examples at theblockssl.com/features.

Contact Cassandra (cassandra@downtownslc.org) for more information or to submit a story.

HELP US HELP YOU

Tell us what you want to promote! We do our best to share everyone's events/programs, but knowing which events YOU want to promote will help us to be more effective.

- Tell us what platforms work best for your organization so we can help you reach devoted followers
- If you have an event with low ticket sales or if your posts aren't getting much engagement, those are the types of things we want to help push out.
- If you have a special detail about the event, let us know so we can include it in our copy.
- If you have special promotions going on, like student discounts or promo codes, let us know about that too!