



Act Two Marketing

What we offer

Act Two Marketing supports companies, producers, and artists through the most crucial part of their story, the stage where strategy meets creativity. We specialise in connecting audiences with exceptional work through thoughtful planning, bold storytelling, and clear communication.

We imagine

Campaign Strategy & Planning

Developing a tailored campaign from announcement to closing night.

Includes:

- Strategic positioning and key messaging
- Audience analysis and box office mapping
- Campaign timeline and asset schedule
- Channel mix and budget recommendations

Typical fee:

£900 to £1,400 per production (depending on scale)

We Design

Branding & Designing

Helping productions look and feel coherent at every touchpoint.

Includes:

- Brand identity and tone of voice development
- Press image and artwork briefing
- Copywriting for brochures, websites, and programmes

Typical fee: £350 to £700 per project

We create

Content & Asset Management

Coordinating and delivering creative content across channels.

Includes:

- Social media planning and copywriting
- Scheduling and posting across platforms
- Managing designers, photographers, and videographers
- Reviewing and signing off print, video, and artwork assets

Typical fee:

£600 to £1,000 per production

or £350 per week during campaign support

We connect

Audience Development & Partnerships

Building long-term engagement beyond the show.

Includes:

- Community and education outreach support
- Identifying audience growth opportunities
- Partner, influencer, and local business engagement

Typical fee: £500 to £900 per project

We think

Digital Strategy & Advertising

Delivering measurable online results through data-driven campaigns.

Includes:

- Paid social planning and reporting
- Email marketing (content and scheduling)
- Web copy and SEO optimisation

Typical fee: £400 to £800 per project (plus ad spend)

We grow

Consultancy & Packages

Flexible, ad hoc support for teams or producers needing senior input.

Includes:

- One-off sessions on marketing strategy, timelines, or creative alignment
- Mentoring for early-career marketing staff
- **Typical rate: £70 per hour or £200 per half day (3.5h)**

Packages:

- **Launch Package (£700):** Strategy session, press copy, timeline, and one-month digital support (12 hours total over 4 weeks)
- **Full Campaign Package (£1,900 to £2,200):** Strategy, content management, digital advertising, and wrap-up report (30 hours total over 4 to 8 weeks)




Nathan Gaël York


Founder & Marketing Consultant

Act Two Marketing

Marketing and Audience Development
for Theatre and the Arts.

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 Based in London, working nationally

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