

# Opera houset promotion

[Business](#), [Marketing](#)



Opera Housset Company is a production company located in New Jersey around Princeton Opera Housset Company wishes to promote its products and services. The following information about Opera Housset Company is significant during promotion.

Promotion of Opera Housset Company by Lisa Reedy Promotions company is important so that the young people in the society can be attracted to Opera Housset Company can be done through advertising. Information about the company, which is true like the company's name, its location, its cost of tickets and its services, should be advertised. The company should create a compelling advert that convinces the customers that the service at Opera Housset Company is the best. Adverts should deliver a proper message to the people, enhance the company's image, draw more people to the business while holding and keeping the existing customers (Belch and Belch 12).

Promotion should be done in different ways, this will include the print media, electronic media and digital media. Print media, which include magazines and newspapers to advertise (MacRury 8). The magazines and newspaper should provide information about the company's location, its service, and the cost of their tickets. It should bring out the company as the best in providing service. The advert should be placed in the newspapers like the New York Times.

Opera Housset Company should involve in promotion through electronic media, which include the use of televisions and radios to advertise on their information (Clow and Baack 11). This media is considered the best as it can reach targeted groups like teenagers. This will involve advertisement for about 30 seconds about Opera Housset Company. Advertisement through

television will be the best as it creates impact on the viewer through sight of the opera company their quality halls, dining, and best services.

Trade paper advertisement will be through publishing of information about Opera Houest Company in business papers. This business books are of better production quality, high prices and large (Belch and Belch 15). They put advertisement adds on them to promote Opera Houest Company. Opera Houest Company needs to incorporate this system to obtain more customers.

Digital media advertisement includes methods like social Medias, social networking, and social sites to promote information should also be used. This is a modern way of advertising information and it provides a platform to interact with customers as it advertises (Lin 16). Information from digital media is from broadcast infrastructure and technological limit of prints. This a type of heavy promotion and large distribution of information to make customers aware of the services Opera Houest Company offers. Social media will be effective in promoting information about Opera Houest Company. With the rise of technological advances, this kind of media will cover a wide geographical border in promoting its information thus gaining potential customers from outside the country. Opera Houest Company should ensure their information goes viral in order to ascertain that they have promoted their information effectively through social media. They should interact with customers from social sites like twitter, Facebook, Instagram and Google plus. Information about the date of performance the cost of tickets can be distributed in this media. Promotion of the company can be done through the internet. Opera Houest Company should create a website that has

information about the company's location, cost of tickets and its services. Another way of advertising should be through personal selling where communication about the company's services is between members of the market with the marketer (Clow and Baack 15). The salesperson can do this type of promotion through contact with the customers during marketing or selling of tickets e. g. when selling the tickets for the next event which costs \$22. Opera House Company can also include a blog about their production and promotion of artists. This will create a means of advertising information about the company directly to the customers.

Lisa Reedy Promotions is a music sales promotion company in the US that helps promote music and artists in the entertainment industry. It promotes every kind of music right from jazz, rock to soul music (Lin 22). Live Nation Agency is a sales promotion agency that helps in selling of tickets to the audience. This company will help organize concerts and live events for the company. The company decided to have a discount on the cost of tickets. Tickets were originally costing \$60 but the sales price was \$22. The reduction in the cost was a means of free trial in order to encourage customers purchase the tickets.

Lisa Reedy Promotions should ensure they have participated in their job to the satisfaction. Promotion of Opera House Company should have reached many individuals as possible so that during selling of tickets the Nation Agency can collect good revenue for the Opera House Company.

Nasty Little Man is a Public Relation company based in New York. Its address is 110 GREENE STREET #605 NEW YORK, NY 10012. The Company's phone number is 212. 343. 0740. The email address of the company is

info@nastylittleman. com while its website page is <http://www.nastylittleman. com>

The work that Nasty Little Man will be involved in Opera Houset Company includes the following. The Nasty Little Man companies will help increase the value of Opera Houset Company in the eyes of the public by spinning unwanted media attention into positive factor. Since music is not only having the talent, Opera Houset Company needs a public persona that the public can hold onto Nasty Little Man Company will be the best for this. Nasty Little Man Company will also help in getting through to the decision makers of Opera Houset Company. The Nasty Little Man Company will be issuing press releases about Opera Houset Company business and the events it is involved(Belch and Belch 19).

#### Works Cited

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MacRury, Iain. Advertising. London: Routledge, 2009. Print.