



# Programmatic Marketing Calendar

## SLAC Summer Show 2024

Email Marketing

Social Media

Announcement  
(digital/visual/audio  
media)

Mailers (Season  
Subscribers)

Press Communication

Telemarketing

### JANUARY

Email Blast:  
**Summer Show auditions**  
dates/times/registration

- audition E-letter subscribers

### FEBRUARY

Produce/Consolidate press  
package materials/media

### MARCH

Wk 3 - Press release to  
**Monthly** publications

### APRIL

Wk 3 - Press release to  
**Weekly** publications

**National Utah Day campaign**  
(5/31) - SLAC's favorite things  
about Utah

Previous Summer Show  
Attendees **Postcard teaser**

### MAY

Announce Summer Show  
**Creative Team**

**E blast:** Creative Team

- E Newsletter subscribers
- Season Tics subscribers

Wk 2 - Press release to **Daily**  
publications

**Round 1:** Previous Summer  
Show Attendees - Can we  
reserve your seats?

### JUNE

Wk 1 - Press release  
**Follow-Ups**

**Social Campaigns**

- 6/20 -Teaser for Opening
- 6/27 -What people are saying

6/26 SLAC Summer Show  
2024 - **Opening Night**

**Thank You Notes:** Press  
opening weekend attendees

### JULY

**Thank You Notes:** opening  
weekend attendees

**World UFO Day campaign**  
(7/2) - Previous UFOs at SLAC

**Blast:** "what people are saying"

**Round 2:** Previous Summer Show  
Attendees - Can we reserve your  
seats?

8/18 SLAC Summer Show  
2024 - **Show running**

### AUGUST

**Thank You Notes:** Season  
ticket holders in attendance  
opening weekend

8/18 SLAC Summer Show  
2024 - **Closing Night**

### SEPTEMBER

**Thank You Notes:** Season  
ticket holders who attended  
during the show's run

### OCTOBER

### NOVEMBER

### DECEMBER

**Announce actor auditions**  
time/dates Summer Show  
2025