Marketing Strategy for TF Royal
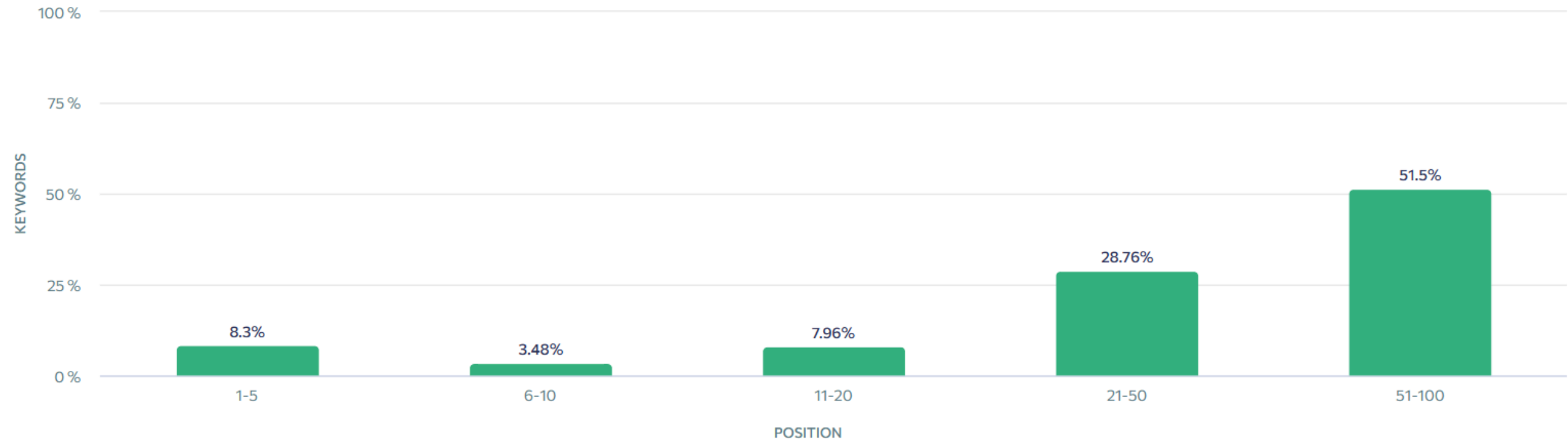
**TF Royal
Current Position**

TOTAL TRAFFIC | KEYWORDS | TRAFFIC COST | BACKLINKS

6M 12M 18M ALL

Show updates

☑ Organic ☑ Paid ☐ Organic (Old)

Distribution of organic keyword rankings

8.3% (1-5)
3.48% (6-10)
7.96% (11-20)
28.76% (21-50)
51.5% (51-100)

KEYWORDS

POSITION

![Royal logo]

Key Digital Channel To Priortise

Paid Ads (For Instant Result)

Display Marketing (For Branding)

Email Marketing Flows

Optimize Social and organic
marketing channel

Website Strategy to Drive Ticket Sales

✅ **Speed & Mobile Optimization** - Use Google PageSpeed Insights to check and improve loading times (especially on mobile).

✅ **Ticketing Flow UX -** **Highlight upcoming events on the homepage, above the fold.**
Add clear call-to-action (CTA) buttons like "Book Tickets" or "Buy Now".
nsure event pages load fast and are easy to share (social sharing buttons).

✅ **SEO Basics** - Optimize title tags, meta descriptions, and H1s for each event.
Use schema markup (e.g., Event schema)

Content Strategy

✅ **Event-Based Blog or News Section -** Write posts about upcoming shows, artist interviews, or behind-the-scenes peeks.

✅ **Local SEO** - Register on Google Business Profile with up-to-date info and event links.
Encourage happy customers to leave Google reviews.
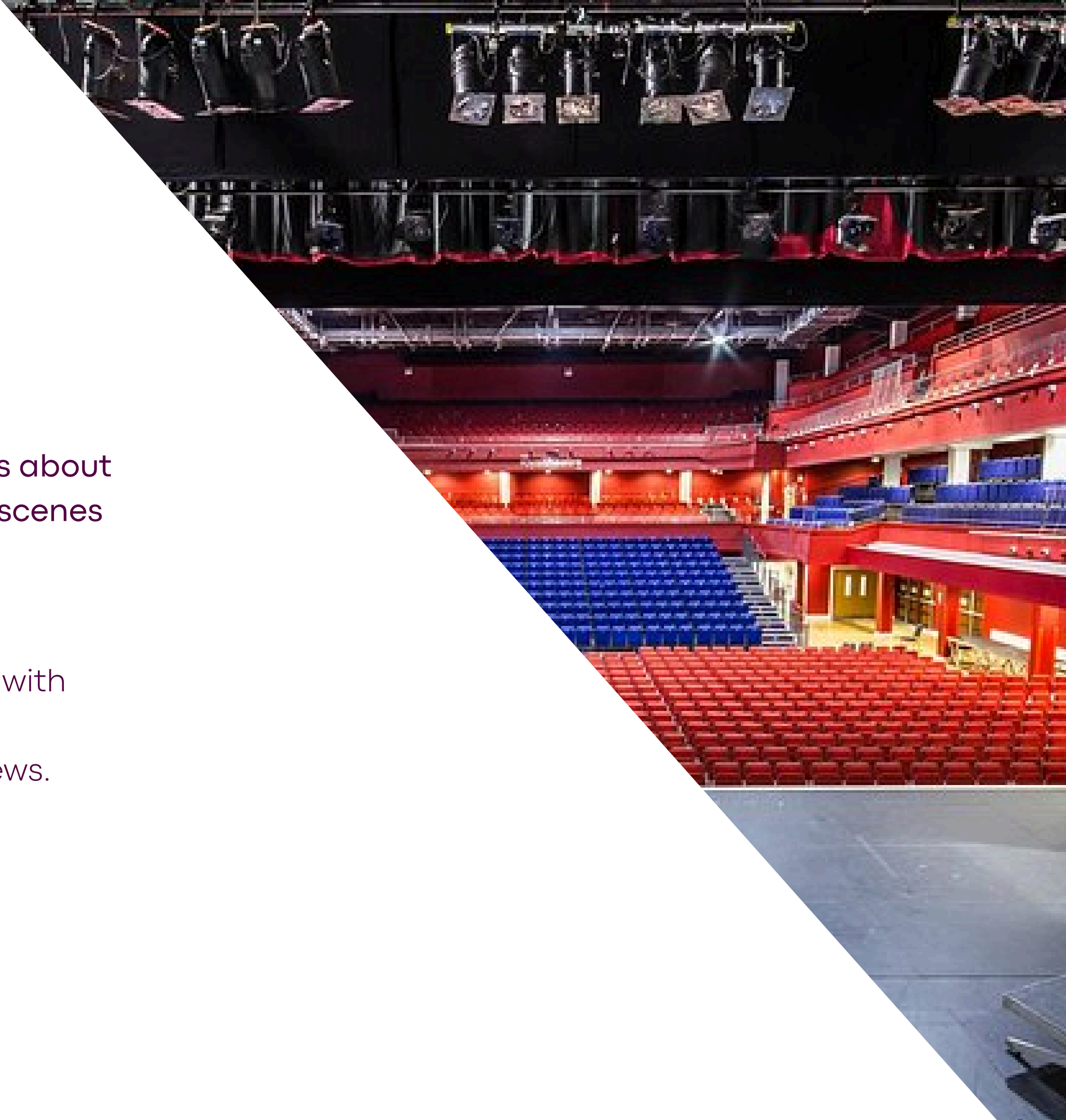
Social Media Presence

✅ **Platform Focus**

Prioritize Instagram, Facebook, and TikTok for event promotion.

Create engaging short videos of performers, audience reactions, venue tours, etc.

Use local and event-specific hashtags: #CastlebarEvents, #TFRoyalLive

✅ **Content Plan**

Countdown posts to shows

Flashback clips/photos from past events

Artist features and short Q&As

Ticket giveaway contests

Deirdre O'Kane (comedy)

🎯 GOAL: "Everyone in Castlebar knows Deirdre O'Kane is coming to TF Royal — and FOMO drives tickets"

🔥 1. Campaign Name & Hook - example (Castlebar Can't Handle Deirdre)
Use this consistently in all content — website banners, posts, posters, stories, etc.

🌐 2. Website Ideas
🔹 Interactive Poll
"What should Deirdre roast Castlebar for?"
 Create a poll (fun & fake):
- The Mayo accent
- Irish weather
- Public transport
- Castlebar nightclubs

Embed this poll on the homepage or event page — collect emails to vote and offer a €5 discount code.

🔹 Add a "Laugh Meter" - Add a fake meter or rating widget:

📱Social Media Campaign Ideas

"Castlebar's Funniest" Reels Contest

Ask locals: "Can YOU open for Deirdre?" (even if it's fake)

- People send 10-second joke reels/stories (PG-rated).
- Winner gets 2 VIP tickets and gets featured on your page.
- Build hype and UGC (user-generated content).

◆ Meme Series: "Things Deirdre Might Say in Castlebar

Make fun, satirical memes like:

"Why do Castlebar people never leave the pub?"

– Deirdre, probably

Post 1 every day leading to the show.

◆ Teaser Video With a Twist

If Deirdre can send a voice note or short clip — great. If not:

- Do a "deepfake" comedy voiceover using her persona.
- Use stock footage of Castlebar and pair it with:
- "Castlebar, I'm coming for you – hope you're ready to laugh till your Guinness spills."

This gets shared like wildfire if funny and well-cut.
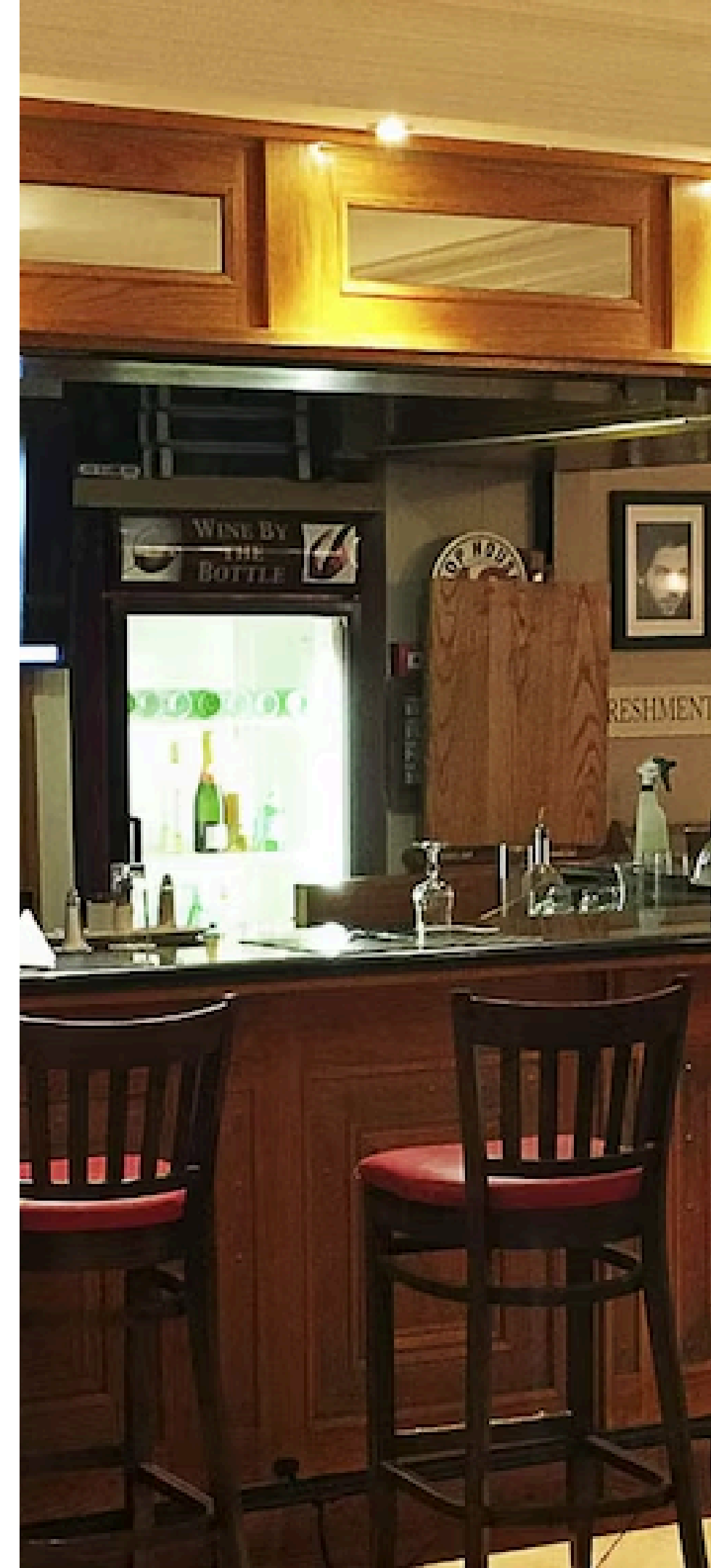
📢 Offline Marketing — Guerrilla Style

🧻 Public Bathroom Posters

Print mini posters for pub, cafe, and salon bathrooms with:

- Big image of Deirdre laughing
- Caption: "You'll laugh harder than you did in here."
- QR code to ticket page

Funny, eye-catching, and fits the tone.

💬 WhatsApp Viral Idea: "Voice Note from Deirdre"

Record a voice note in a Deirdre-style tone (or her actual voice if possible):

"Hiya Castlebar! Deirdre here — I've been working on a roast especially for Mayo... if you're not there, you're safe. If you are... well, God help ya 😂 See you at TF Royal!"

Send to your list — encourage people to forward it.

👥 Targeted Micro-Influencer Challenge

Ask 5–10 local micro-influencers (500–2000 followers):

- To post: "Guess who's coming to roast Castlebar?"
- Follow up post: "It's Deirdre! And I'm going — see you there?"

Give them a unique discount code ("DEIRDRE10").

🎟️ **"Group Roast Deal**

Promote a Group Ticket Offer:

"Bring 3 friends to get roasted – 4th ticket is free!"

 Make it easy to book in 4s or 5s — encourage group attendance.

THANK YOU