

ONE SHEET

pandora AMP™

PROMOTE SHOW



## WHAT IS THE PROMOTE SHOW TOOL?

The Promote Show tool in Pandora AMP streamlines the process for creating an Artist Audio Message to drive ticket sales for a particular event or tour date and makes it easy for you to build Campaigns around your live shows.

## WHAT CAN YOU PROMOTE?

While you are welcome to promote any of your shows using Artist Audio Messaging, the Promote Show tool will streamline this process for any show at a Ticketfly venue and/or any show you've entered into Songkick.

### Pro Tip:

Shows booked at Ticketfly venues will also be supported by any combination of our automated promotional tools built exclusively for Ticketfly:

- Mobile Push Notifications
- Mobile Feed Notifications
- Personalized Concert Digest Emails
- Now Playing & Artist Pages

## USING THE SELF-SERVE TOOL

The Promote Show tool can be accessed by clicking on the blue plus sign labeled "**Create Campaign**" on any artist profile within AMP. From the dropdown menu, select "**Promote Show**."

1. You'll be brought to a screen to create an Artist Audio Message with a search bar at the top of the page. **Follow the prompt to type the name of the city or venue at which you'll be performing into this search bar.** As you type, a pop up list will display your upcoming Ticketfly or Songkick shows in that city or at that venue. **Select the show you'd like to promote.**

2. When you select a show, the flight dates, call-to-action, and geo-targeting for **the Artist Audio Message will automatically customize** to the specifications of that show.
3. **Upload the audio for your Artist Audio Message.** This should be a maximum of 15 seconds long.
4. Optional: **Update the photo for your Artist Audio Message**
5. Optional: Add additional elements to your campaign by clicking the blue plus sign labeled "Add to Campaign"
6. Optional: Name your campaign
7. Click "**Submit Campaign**" if your campaign is ready to go live or "**Save as Draft**" to save your work now and finish your campaign later

#### **Additional Information:**

Additional information about Artist Audio Messages can be found [here](#).

Additional information about Campaigns can be found [here](#).

Additional information about Ticketfly can be found [here](#).

## HOW TO GET HELP

Support is available at [ampplaybook.com/help](http://ampplaybook.com/help) for all questions regarding the AMP suite of products and programs.