



Content Marketing Ideas:

# Arts & Entertainment Edition

## Spotlight on Artists/ Athletes/ Performers

Feature the individuals that make up your business. Most entertainment and artists companies are looked at as a group, but here's a chance to show the individual talent and creativity that makes the business what it is.

## Plan a Night Out

Create a perfect schedule for a weekend night that features your show or event. Try partnering with a restaurant to make it a full night. Groups can enjoy a delicious dinner and then walk down the street to an amazing show.

## 30-Day Challenges

Your company is filled with creative people. Challenge not only them, but also followers online to take part in a 30-day challenge. Each day everyone must produce a small drawing or try to keep up with the sports team's workout schedule.

## Product Review

The products you company uses might be key to the performance or final outcome. Share your thoughts with your audience on what are the best products out on the market today.

## Inspire with the Work of Professionals

Post online examples of professionals in your field. Use them to inspire not only your students or athletes, but also followers online. Instagram and Pinterest are great platforms for inspiration.

## Tips on Perfecting a Skill

As one of the best in your field, teach inexperienced individuals the best ways to perfect a skill. Whether it is shading on a drawing, hitting the right note, or improving your flexibility educate people so that they can share a similar passion as your business.

## History of your Media

Every form of art or sport has a story behind it. Share that little history lesson with your audience to make them have a deeper appreciation for your craft.

## Comparisons between Techniques

There's hundreds of different styles out there. Show the variety that your business is able to produce and let the audience choose their favorite one.

## Create a Time Lapse at an Event

Not only is this a fun video to watch, but it also shows how large and what kind your audience is. It serves as a form of social proof, which helps encourages new individuals to try out the event next time.