



BL Marketing and the Entertainment Business

Marketing and Public Relations

Barter Luxury's Industry Professionals Can Help You To:

- ☒ Dramatically Increase Visibility of Your Production
- ☒ Ensure Proper Positioning Within Your Target Audience
- ☒ Maximize Internet Presence and Create Alliances That Generate Awareness
- ☒ Generate Marketing Initiatives That Result in New Ticket Sales
- ☒ Create Promotional Opportunities To Generate Business During Off-Peak Times
- ☒ Ensure Your Special Events, Celebrity Presence, and Other News is Noticed
- ☒ Seek Strategic Partnerships with Publications, Tour Operators, Corporate Accounts, Special Events Organizations, Etc.
- ☒ Ensure Listings In All Regular Trade and Consumer Publications Including Electronic Media
- ☒ Seek Public Relations Opportunities, E.g. Television Features, Radio Contests, Magazine Articles, Etc.
- ☒ Penetrate Into New Markets Such As Corporate, Group, Tour and Travel, etc.

Barter Luxury Will:

- ☒ Create a Marketing Plan Tailored To Your Individual Needs and Objectives
- ☒ Integrate With And Enhance Your Existing Marketing Function
- ☒ Have Barter Luxury Executives and Marketing Professionals Fully Support Your Marketing Objectives – We Do The Work For You

Gift Certificates – The Perfect Way To Pay

- ☒ Pay For Your Barter Luxury Services With Your Unsold Tickets
- ☒ Receive Full Retail Value Products and Services, All At Your Cost Of Unused Tickets
- ☒ Pay For The Products and Services Your Production Needs With Tickets, Rather Than Cash

Bottom Line Expense Savings

Purchase Essential Business Services With Tickets to Your Show. Some of The Services Available Through Barter Luxury:

- ☒ Media Including Print, Radio, Television, and Billboards
- ☒ Professional Services Including Graphic and Logo Design, Copywriters, Distribution Services, Website Design, Stylists, Makeup Artists, etc.
- ☒ Construction/Maintenance Services
- ☒ Printing, Window Cards, Posters
- ☒ Telephones Installation
- ☒ Floral Décor, Equipment Rental, Uniforms, Musicians, Photography
- ☒ Opening Night Events, Event Planners, Caterers
- ☒ Food Products

Employee Incentives and Benefits

- ☒ Performance Rewards – Travel, Hotels and Resorts, Theater and Sporting Events, Gifts
- ☒ Visits to Medical Professionals Including Dentists

