

PERFORMING & TOURING

RESOURCES

Tour Marketing Assets Checklist

BY JESS WUST, SENIOR BOOKING AGENT, CULT ARTISTS

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This resource provides a checklist to help artists plan and deliver effective tour marketing, covering key assets, formats, timelines, and promotional tactics to drive ticket sales.

Having your tour graphics and promo materials ready and organised is crucial for successful show promotion. These assets help your audience understand who's playing, where, and how to get tickets, while also giving your tour a professional and consistent look.

What to prepare

Your tour promotional materials should include:

- Tour artwork: include your artist name, venue, city/region, ticket purchase info (website or ticketing platform), and presenting partners if applicable.
- Artwork for each show: if certain shows have unique guests or special features make sure this is reflected in the artwork.
- Press shots: high-quality images suitable for ticketing pages or press announcements.
- Logos: your artist logo and any partner or sponsor logos.
- Tour blurb: a short, engaging description that explains why the tour is happening and gets fans excited.

Artwork formats

Most venues and ticketing platforms will require artwork in specific formats:

- Square: 1080 × 1080 pixels (for social posts)
- Story: 1080 × 1920 pixels (Instagram, TikTok, etc.)
- Widescreen: 1920 × 1080 pixels (for websites or video use)
- A3 Print File: for posters that may be displayed in-house at venues

Planning & timeline

Set a clear timeline for your tour announcement. Coordinate with venues, promoters, and any partners well in advance, and provide them with all the necessary assets, including artwork, ticket links, copy, and approved visuals. Everyone involved should know the announcement date and any pre-sale plans so that all promotion goes live in sync.

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Announcing the tour

When it's time to announce:

- Post across all your social platforms and use collaboration features where possible. Tag support acts, venues, promoters, and partners to maximise reach.
- Create Facebook events for each show and link them correctly to venue pages and your artist profile.
- Update your social media bios and link-in-bio tools so ticket links are easy to find. Make the path to purchase as direct as possible - ideally no more than one or two clicks.

If engagement starts to dip, refresh your campaign by sharing behind-the-scenes content, announcing support acts, or posting new video material. Videos are especially effective for giving static tour posters new life and re-energising interest.

Most importantly, interact with your audience. Reply to comments, re-share fan posts, and keep the conversation active. Tour promotion isn't just about broadcasting information - it's about building excitement and community around the show.

Marketing Checklist

Here's a basic list to tick off for each show or tour announcement:

- Post on all social platforms, tagging venues, presenters, and supports (if announced)
- Share and boost posts, if possible, with a minimum ad spend for initial traction
- Create and share Facebook events
- Coordinate with venues, support acts, and ticketing platforms to ensure posts and EDM (email) campaigns go out
- Ask venues if they can display in-house posters
- Use different assets and angles to keep messaging fresh (e.g., announcing support acts, new visuals, or behind-the-scenes content)

By following a structured promotion plan, you can maximise awareness, sell more tickets, and make fans excited for your shows.



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