



Integrating Marketing and Indian Performing Arts

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Marketing in the cultural sphere, especially performing arts has its own characteristics due to certain market requirements in this field of activity. It is distinguished by a special approach to traditional categories of marketing activities, thus defining the content of its functions. The key point of the management process in the performing arts field is the study and evaluation of the marketing environment of a cultural institution. The marketing environment consists of macro and micro factors, which influence the activities of the institution. The use by individual artist and cultural institutions of the whole complex of marketing technologies will not only improve the quality of services provided

by a given institution in a certain market segment, but will also allow moving to a new stage of evolution of the whole market of sociocultural services, which corresponds to the requirements (needs) of consumers to a greater extent.

Keywords: *Marketing, Marketing mix, Performing Arts, India, Strategy, Indian Music, Indian Dance.*



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1. Introduction

In the dazzling world of performing arts, making your mark requires more than just talent; it demands a marketing strategy that echoes the creativity and passion of the performances themselves. The journey to captivating an audience begins long before the curtain rises, with imaginative promotional efforts that weave a narrative as compelling as any stage story. For those navigating this vibrant industry, understanding how to effectively showcase their business is crucial. It's about painting a picture so

vivid that potential patrons feel an irresistible pull towards experiencing your artistic endeavours firsthand. Employing a mix of traditional methods and modern digital platforms can create a symphony of interest and engagement. Craft a campaign that reflects the unique spirit and energy of your performances, turning mere viewers into lifelong fans.

2. Research Gap

Did you know that the heart of a performing arts business doesn't solely beat in its

performances but also in how it connects with its audience outside the stage? Indeed, it's an interesting dance between showcasing artistic talent and engaging potential patrons through effective marketing strategies. How to market such a unique blend? Well, it requires understanding not just the art form but also the audience's desires and expectations. It's about creating an experience that starts long before the curtain rises and continues well after it falls.

3. Marketing Mix

Integrating a marketing mix model, especially the 7Ps framework, into the performing arts sector involves strategically aligning product, price, place, promotion, people, process, and physical evidence to create a holistic and compelling experience that resonates with the audience and fosters loyalty. For performing arts, the product is the performance itself, price involves ticket sales and packages, place is the venue and online presence, promotion includes digital and traditional campaigns, people are the artists and staff, process relates to the customer journey from booking to attendance, and physical evidence encompasses the venue's ambience and marketing materials.

The traditional marketing mix, known as the 4Ps, comprises product, price, promotion, and place and this model has been widely accepted and used in marketing research (Rafiq & Ahmed, 1995). As the term mix implies, the four variables are interrelated and depend on each other to some extent (Zeithaml et al., 2009), with the objective for marketers being to achieve an optimal balance

of the four variables to maximize the effectiveness of the marketing plan.

However, the 4Ps framework has received some criticism as marketing functions have become more complex and diverse (Zeithaml et al., 2009). Unlike traditional manufacturing businesses, where products are made and then delivered to customers, in service organisations the outputs are produced and consumed simultaneously (Bitner, 1992). The intangible nature of a service means that customers instead evaluate surrogate measures of quality, such as the appearance of facilities and staff members. Perceived service quality is unpredictable because of the high level of human involvement (i.e., staff, consumers) and time-related capacity constraints. Taking into account these unique characteristics, several scholars (e.g., Ivy, 2008) have suggested that, in the context of service organisations, the marketing mix variables should be expanded to include 7Ps by adding three service-related elements—people, physical evidence, and process. As the performing arts share many aspects with service organizations, understanding patrons' perceptions of the 7Ps is essential for the survival of this industry.

From cultivating an organization wide marketing mind-set, doing market research, and understanding your target market to delivering an effective message, designing attractive offerings, managing volunteers, and sustaining viability through fund-raising, the book covers everything you need to know to put a strategic marketing program in place and run it for the future (Kotler, P and Scheff, Joanne. 1997)

4. APPLYING THE MARKETING MIX (4PS) TO PERFORMING ARTS



Product:

For performing arts, the "product" is the live performance itself, whether it's a play, dance, or musical production. This includes the quality of the artistic work, the artists involved, and the overall audience experience.

Price:

Pricing strategies for performing arts often involve a blend of revenue generation and accessibility. This can include ticket prices, subscription models, and even dynamic pricing based on demand.

Place:

In performing arts, "place" refers to where the audience can access the performance. This can be a physical theatre venue or a digital platform for streaming or online access.

Promotion:

Promoting a performance involves a range of activities to build awareness and encourage attendance. Common promotional channels include:

Digital Marketing:

Social media, email campaigns, and online advertising to reach target audiences effectively.

Traditional Media:

Print advertisements in newspapers and magazines, radio, and television.

Partnerships:

Collaborating with other organisations, influencers, or community groups to broaden reach.

Word-of-Mouth:

Fostering positive audience experiences to encourage repeat attendance and referrals.

5. Integrate the 7ps in the Performing Arts Sector:**Product:**

- Craft exceptional performances: Focus on the quality and artistic merit of the show to attract audiences.
- Tailor offerings: Develop varied productions or events to appeal to different segments of your audience.

Price:

- Implement flexible pricing: Offer discounts, bundles, and group rates to make performances more accessible.
- Consider value-based pricing: Align ticket prices with the perceived value of the

artistic experience to encourage purchasing.

Place:

- Optimize online platforms: Ensure a user-friendly website for ticket sales and information.
- Create inviting venues: The physical theatre or performance space should be comfortable and contribute to the overall experience.

Promotion:

- Utilize diverse channels: Leverage social media for storytelling, email marketing for direct engagement, and traditional media to reach a broader audience.
- Highlight success stories: Use testimonials and reviews to build credibility and encourage ticket purchases.

People:

- Emphasize artist and staff engagement: Highlight the talent of performers and the helpfulness of front-of-house staff.

- Foster a welcoming atmosphere: Ensure all customer-facing personnel are trained to provide a positive and welcoming experience.

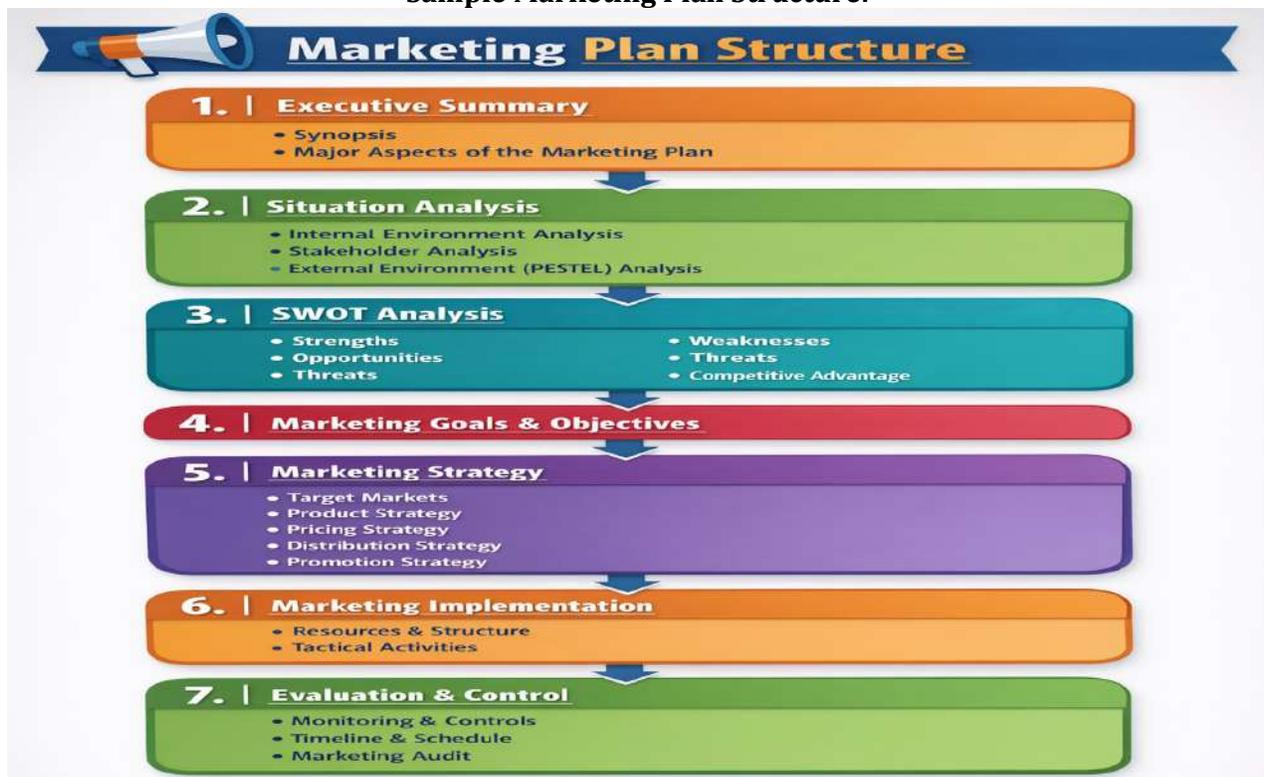
Process:

- Streamline the booking experience: Make it easy for customers to purchase tickets online or in person.
- Enhance the attendee journey: Ensure a smooth process from arrival to departure, including clear directions and comfortable seating.

Physical Evidence:

- Professional branding: Design compelling promotional materials, signage, and digital assets to create a strong visual identity.
- Aesthetically pleasing venues: Ensure the venue's decor and facilities create a memorable and immersive environment for the audience.

Sample Marketing Plan Structure:



Marketing Strategy, Text and Cases, [O.C. Ferrell, M. Hartline \(2014\)](#), South West Cengage Learning

6. Tips for writing a good marketing plan:

Plan ahead. Writing a comprehensive marketing plan is very time consuming, especially if the plan is under development for the first time. Most time usually is allocated for writing the situational analysis which is a vital part of the marketing plan.

Revise, then revise again. After the situation analysis, you will spend most of your time revising the remaining elements of the marketing plan to ensure that they match with each other. Once you have written a first draft of the plan, put it away for a day or so. Then, review the plan with a fresh perspective and fine tune sections that need changing. Because the revision process always takes more time than expected, it is wise to begin the planning process far in advance of the due date for the plan.

Be creative. Writing a marketing plan is an art and requires creativity and personal involvement. Two main elements account for the success of the marketing plan and these are the accuracy of information it contains and the effort and creativity that go into its creation.

Use common sense and judgment. Common sense and judgment are necessary to sort through all of the information, weed out poor strategies, and develop a sound marketing plan. Managers must always weigh any information against its accuracy, as well as their own intuition, when making marketing decisions.

Think ahead to implementation. As you develop the plan, you should always be mindful of how the plan will be implemented. Great marketing strategies that never see the light of day do little to help the organization meet its goals. Good marketing plans are those that are realistic and doable given the organization's resources.

Update regularly. Once the marketing plan has been developed and implemented, it should be updated regularly with the collection of new data and information. Many organisations update their marketing plans on a quarterly basis to ensure that the marketing strategy remains consistent with changes in the internal, customer, and external environments. Under this approach, you will always have a working plan that covers 12 months into the future.

Communicate to others. One critical aspect of the marketing plan is its ability to communicate to colleagues, particularly top managers who look to the marketing plan for an explanation of the marketing strategy, as well as for a justification of needed resources, like the marketing budget ([Ferrell & Hartline, 2014](#)).

7. Conclusion:

Marketing planning is a key element of the successful business strategy of any company, including one involved in the fields of arts and creative industries. Creative industries are defined as industries that produce goods and services and provide artistic, cultural or entertainment value to the customers. Marketing in the fields of arts and creative industry implies the application of a range of techniques and a business philosophy that centres upon the customer and potential customers of arts and related products and services in order to meet the long-term goals of the organisation. Hence, Marketing planning is the development of a logically structured format for those activities that lead to the setting of marketing objectives and the plans for achieving them, especially with respect to Indian classical dance and music. The marketing plan largely determines the future success of the enterprise. Effective marketing requires sound strategic planning at every stage and level in an organisation. The marketing plan provides an account of the existing external environment (political, economic, social, legal, and environmental) and how this environment could affect positively or negatively the company's objectives. It also gives outlines of how the organisation will combine product, pricing, distribution, and promotion decisions to create an offering that customers find attractive. Integrating the Marketing mix and Marketing plan will surely help individual artists as well as art organisations to position, communicate and be better present in the industry.

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