



shakespearenorthplayhouse

A NEW STRATEGY FOR A NEW THEATRE

HOW WE ANSWERED OUR AUDIENCES WITH CONTENT



ANSWERING OUR AUDIENCE

Please click the images to see the full post/video...

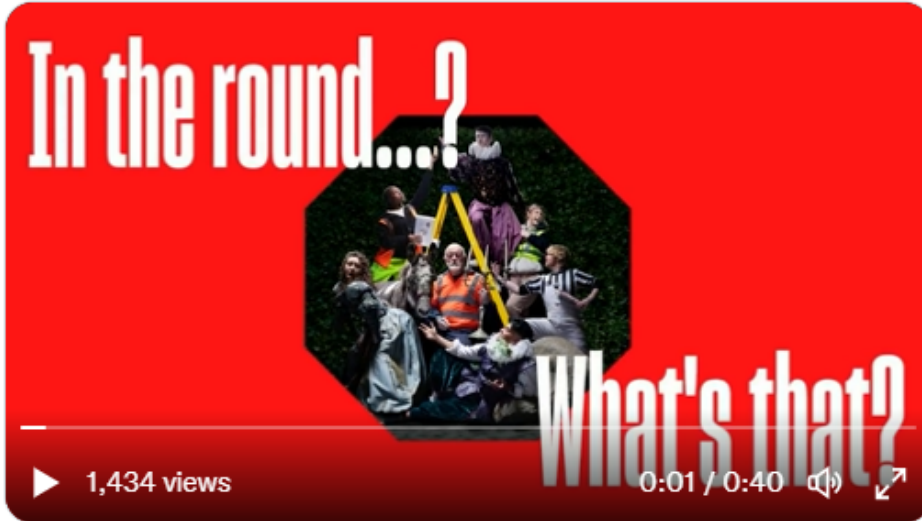


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Shakespeare North Playhouse @ShakespeareNP · Jul 21, 2022

Did you know we have a shape shifting theatre...



11



35



HOW WE ANSWERED...

"Why is the seating plan different for this show?"





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Shakespeare North Playhouse



HOW WE ANSWERED...

"How do I book
£3 tickets?"

THEATRE IS FOR EVERYONE



and that you shouldn't have to
break the bank to enjoy it.





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HOW WE ANSWERED...

"What are the seats like?
Do they have backs?"



Seat with
a back?
10/10

As a brand new theatre, and replica of a 1533 design, people had a lot of questions about our seats. Answering with a combination of funny videos and informative graphics meant reaching a broad range of audiences.





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HOW WE ANSWERED...

"Why can't we see inside the Cockpit?"



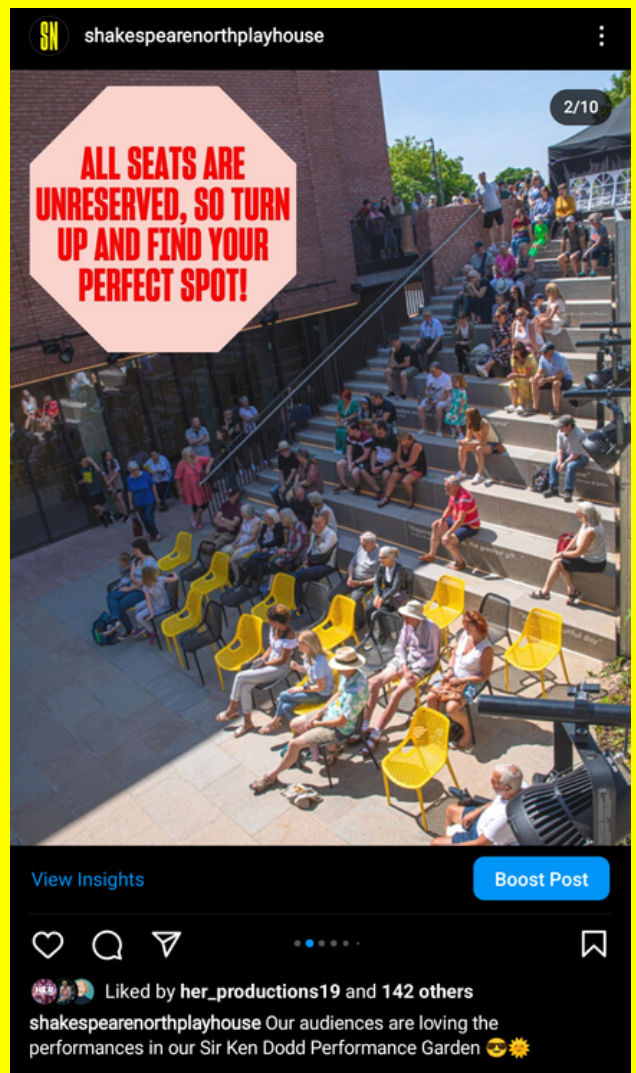
Our followers love behind the scenes content, so we put faces to our technicians and showed our audience what happens between shows. We want our audiences to feel ownership and let them know that our Cockpit Theatre is closed for a reason.



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HOW WE ANSWERED...
"What happens if it rains in the Performance Garden?"



Adding faces and personality to our content makes it informative and entertaining. People can often have anxieties about a new space, but if they can see themselves reflected back they instantly feel a sense of comfort.



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HOW WE ANSWERED...

"Why don't we know the runtime of the show yet?"



Letting our audiences hear about the rehearsal process from the creatives so they understand how the show is constantly developing





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HOW WE ANSWERED...

"What do you sell at the bar?"



Using trending sounds to entice new audiences and entertain current followers



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DIVERSE

Our audience are

So we use a diverse content strategy to engage with them. Videos, text, graphics and quizzes mean that however our audience prefer to interact with us, there's a space for them.

Our new strategy also saw us begin a weekly education series,

#OnSundaysWeShakespeare

to answer all the questions about why we're connected to our namesake and building on our identity.



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HOW WE ANSWERED...

"Why Shakespeare? Why
Prescot?"



shakespearenorthplayhouse and knowsleyhall

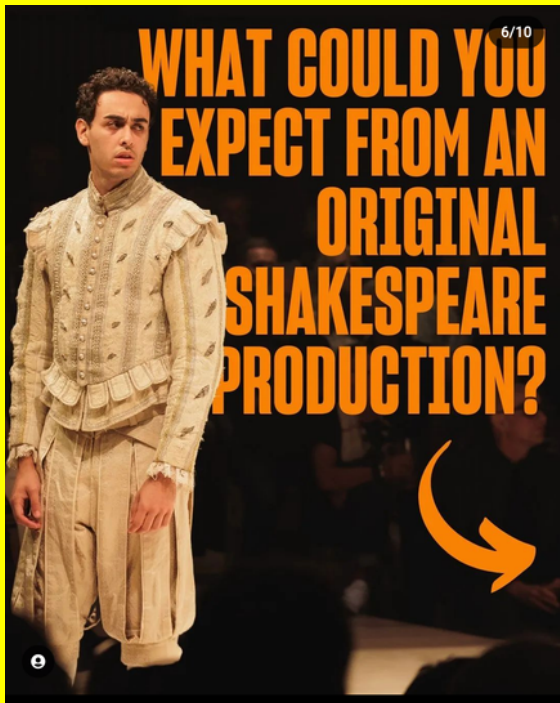
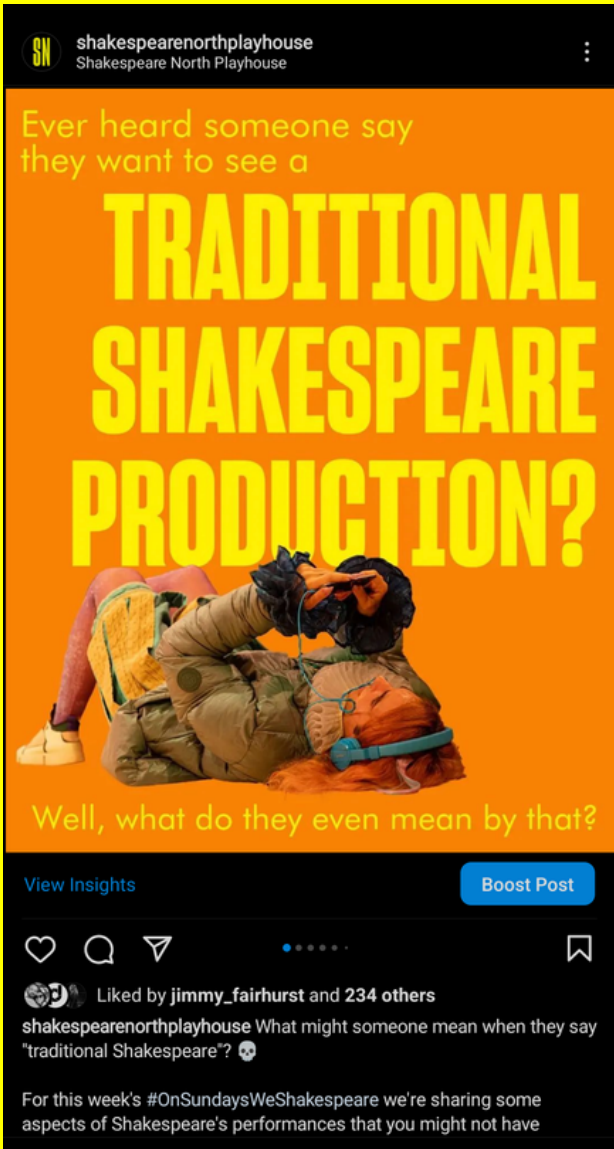


**SO WHAT IS
KNOWSLEY'S
CONNECTION TO
SHAKESPEARE?**



HOW WE ANSWERED...

"When are you going to do traditional Shakespeare?"



In Shakespeare's time... **AROUND 80% OF PEOPLE WERE ILLITERATE**

So most actors would have learnt their lines by ear

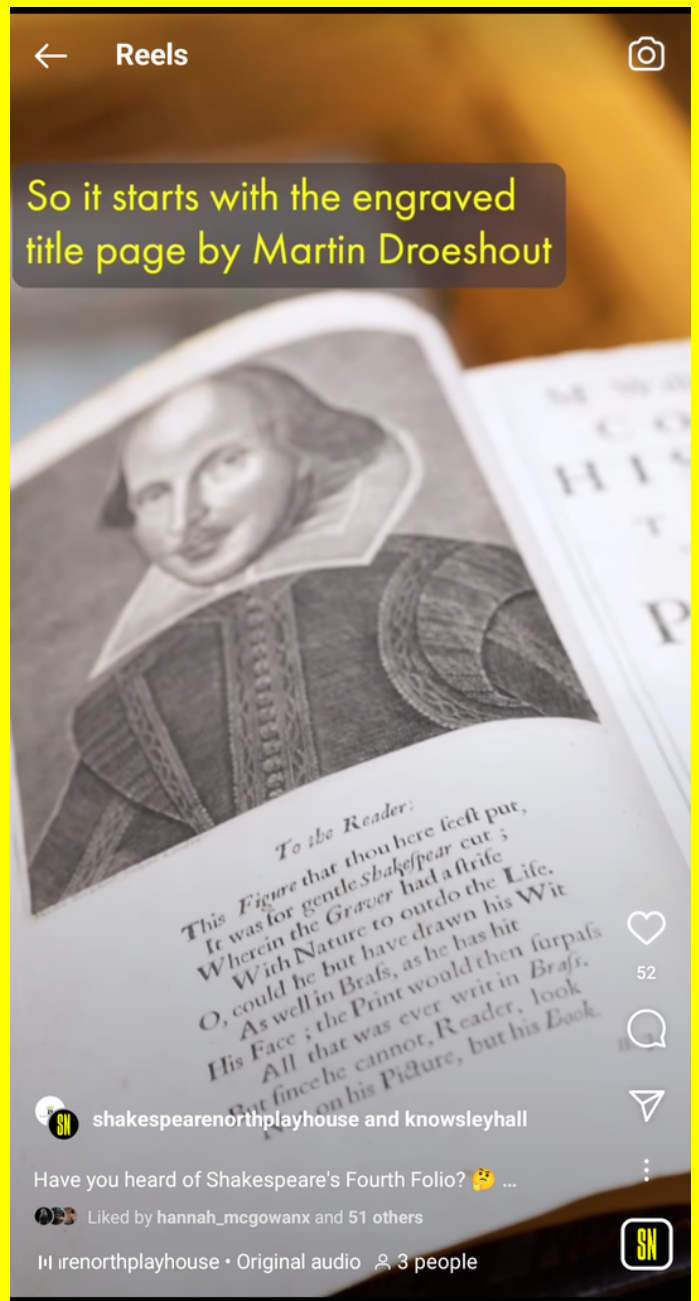
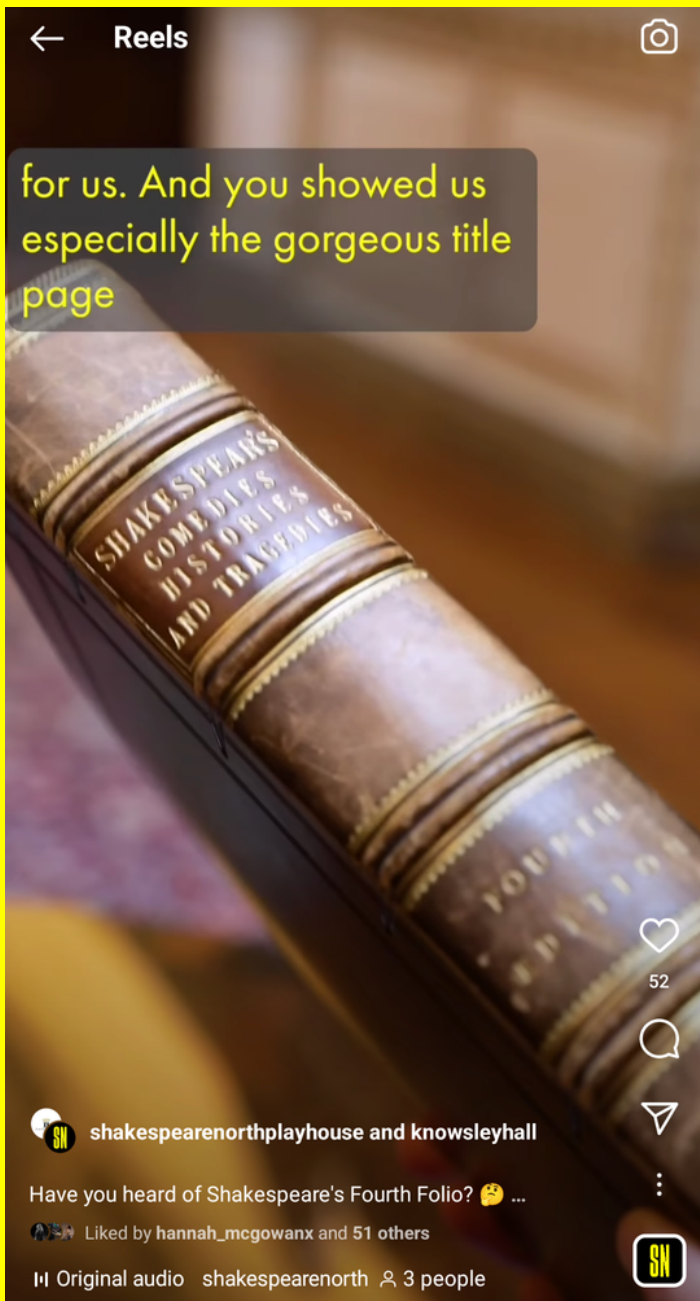


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HOW WE ANSWERED...

"What's the Folio?"

We worked with Knowsley Hall and historian Dr Stephen Lloyd to create a series of Reels and a podcast to explain the connections between Knowsley and Shakespeare, and the Fourth Folio.





HOW WE ANSWERED...

"Why are you doing Dickens?"

We're back with another **#OnSundaysWeShakespeare QUIZ**. And this week it's all about the author of A Christmas Carol, Charles Dickens!

"BUT A CHRISTMAS CAROL ISN'T SHAKESPEARE!"

Don't fret - there are more Shakespeare themed questions than you might think in the mix...

Charles Dickens was a member of the "Shakespeare Club".

TRUE OR FALSE

A True

B False

Dickens led a campaign to buy Shakespeare's Birthplace.

TRUE OR FALSE

A True

B False

Shakespeare's plays weren't published until after his death, but how old was Charles Dickens when he published his first novel?

???

A 19

B 22

C 24

D 36

In Dickens' book, Great Expectations, there is a comically awful production of which Shakespeare play?

???

A Hamlet

B Macbeth

C The Comedy of Errors

D Much Ado About Nothing

Dickens is buried next to Shakespeare.

TRUE OR FALSE?

A True

B False

False! Dickens was buried next to a Shakespeare memorial.

Who was the first person to perform A Christmas Carol?

???

A Henry Irving

B James Planch

C William Charles Macready

D Dickens himself

We use the quiz functionality on Instagram to keep the content varied and our audience engaged