



HEARTWOOD
S O U N D S T A G E

CONTENT MARKETING CAMPAIGN
NOVEMBER 2022 - MAY 2023



To help Heartwood Soundstage become Gainesville's top melting pot of culture and craft, offering the opportunity for people from all over the city of Gainesville to enjoy good music, good food, and great company.

Opening Statement

Overview

Heartwood Soundstage has a prime location between the University of Florida and the Santa Fe Community College campuses. The Heartwood Soundstage is home to a weekly Farmers Market and hosts a variety of bands throughout the week. Patrons can speak with and support local businesses, including cheesemongers, microgreen farmers, ethnic foods from around the world, vegan bakers, crystal sellers, and so many more at the weekly Farmers Market. They can also buy tickets to see a variety of musicians ranging from indie rock to country artists.

The wide variety of things to do at Heartwood Soundstage should make the venue a hot spot for college students and Gainesville locals. Currently, attendance at the weekly Farmers Market and concerts has been mostly comprised of senior citizens and families with small children. The Heartwood Soundstage is missing out on Gainesville's built-in demographic of 18 to 22-year-olds Heartwood Soundstage needs a content marketing campaign to increase attendance at venue events and boost awareness of the venue itself.

Opening Statement

Goals

By implementing a content marketing campaign Heartwood Soundstage will be able to reach the following goals, listed in order by priority, by May 2023:

1. Increase weekly Farmers Market college student attendance by fifty percent.
2. Increase concert college student attendance by thirty-five percent.
3. Increase weekly Farmers Market vendor attendance by twenty-five percent.

Opening Statement

Target Audiences

Heartwood Soundstage has two audiences. While the primary audience will be the main focus of this content marketing campaign, it is important to acknowledge the secondary audience when creating articles and posts.

Primary Audience: Students at The University of Florida and Santa Fe Community College

- College students at The University of Florida and Santa Fe Community college will serve as Heartwood Soundstage's primary audience. Heartwood Soundstage and Farmers Market appeals to college students by offering local, affordable entertainment during the week and on weekends. The venue's event also appeals to the popular "natural" aesthetic that this age demographic strives to achieve on social media.

Secondary Audience: Musicians and Vendors of Gainesville

- In an attempt to increase Farmers Market and concert attendance, the vendors and musicians are vital to the articles created in the content marketing campaign. This demographic needs to be targeted in an effort to increase vendor attendance, which will draw more of our primary audience to the events.

Opening Statement

Key Performance Indicators

The content marketing campaign will have numerous indicators to measure the success of its strategy.

- **Event Attendance:** This indicator will be tracked by the number of attendees and vendors at each event at Heartwood Soundstage and will be recorded each week. For the weekly Farmers Market, the number of sales reported from vendors will also be recorded as a way to track event attendance growth
- **Social Media Engagement:** This indicator will be tracked across the social media platforms of Facebook, Instagram, and Twitter. Data that will be tracked includes the number of followers, follower demographic, likes, reposts, comments, and tags on each social media platform.
- **Website Visits:** This indicator will be tracked by the engagement on the Heartwood Soundstage website. The statistics gathered will show how many people are interested in the events at the venue and reading each blog post. Increased website traffic will elevate the site's ranking on Google, making it appear to more people.

Opening Statement

Return on Investment

The content marketing campaign will have easily identifiable, numerical data to track its return on investment for each of the above-mentioned goals.

- **Farmers Market Patron Attendance:** This will be the number of patrons attending the weekly Farmers Market. Hopefully, Heartwood Soundstage will see growth beyond a fifty percent increase in weekly attendance by May 2023
- **Concert Attendance:** This will be the number of tickets sold for each concert hosted at Heartwood Soundstage. The numbers will be compared to past concerts of similar genres to track success.
- **Farmers Market Vendor Attendance:** This will be the number of vendor booths at the weekly Farmers Market. Hopefully, Heartwood Soundstage will see growth beyond a twenty-five percent increase in weekly attendance by May 2023.

Scope of Plan

Content Marketing Calendar

Below is the campaign's content calendar for November 2022. A similar schedule will be made for the months of December 2022, January 2023, February 2023, March 2023, April 2023, and May 2023.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---------------------------------|---------------------------------|---------------------------------|--|---------------------------------|---------------------------------|---|
| | | 1 Social Media at 1 p.m. | 2 Social Media at 1 p.m. Knowledge Content Piece at 1 p.m. | 3 Social Media at 1 p.m. | 4 Social Media at 1 p.m. | 5 Social Media at 1 p.m. Signature Story Piece at 1 p.m. |
| 6 Social Media at 1 p.m. | 7 Social Media at 1 p.m. | 8 Social Media at 1 p.m. | 9 Social Media at 1 p.m. Knowledge Content Piece at 1 p.m. | 10 Social Media at 1 p.m. | 11 Social Media at 1 p.m. | 12 Social Media at 1 p.m. Signature Story Piece at 1 p.m. |
| 13 Social Media at 1 p.m. | 14 Social Media at 1 p.m. | 15 Social Media at 1 p.m. | 16 Social Media at 1 p.m. Knowledge Content Piece at 1 p.m. | 17 Social Media at 1 p.m. | 18 Social Media at 1 p.m. | 19 Social Media at 1 p.m. Signature Story Piece at 1 p.m. |
| 20 Social Media at 1 p.m. | 21 Social Media at 1 p.m. | 22 Social Media at 1 p.m. | 23 Social Media at 1 p.m. Knowledge Content Piece at 1 p.m. | 24 Social Media at 1 p.m. | 25 Social Media at 1 p.m. | 26 Social Media at 1 p.m. Signature Story Piece at 1 p.m. |
| 27 Social Media at 1 p.m. | 28 Social Media at 1 p.m. | 29 Social Media at 1 p.m. | 30 Social Media at 1 p.m. Knowledge Content Piece at 1 p.m. | | | |

Samples

Heartwood Soundstage Content Examples

The following are two examples of the Heartwood Soundstage content marketing campaign.

Signature Story Blog Posts

- Signature stories will include profiles of Heartwood Soundstage owners, Farmers Market Vendors, and Heartwood Soundstage musicians.*
- Signature stories will achieve the goals of this campaign by giving consumers a personal connection to Heartwood Soundstage. By showcasing the owners, vendors, and musicians, the audience will be made aware of the cultural melting pot that occupies Heartwood Soundstage.*
- See pages 12 - 13*

Samples

Knowledge-Based Blog Posts

- *Knowledge-based blog posts will include “How-to” guides and informative articles on the different things at each vendor’s booth. These articles will encourage readers to stop by the vendors’ booths to learn more about the topic. These pieces will be posted on the Heartwood Soundstage website, and the links will be posted on social media platforms every Wednesday at 1:00 PM.*
- *Knowledge-based blog posts will achieve the goals of this campaign by building a rapport with potential consumers and encouraging them to visit the Farmers Market. By posting these pieces the day before the weekly Farmers Market, consumers will be more likely to attend as their questions and excitement will be fresh in their minds.*
- *See pages 14 - 15.*

Closing Statement

Heartwood Soundstage's content marketing campaign will be a powerful, key factor in meeting the venue's goal for increased attendance at both the Farmers Market and concerts. As a venue with so much potential, Heartwood Soundstage needs to take advantage of the opportunity to be Gainesville's top melting pot of culture and craft.

My team looks forward to executing this content marketing campaign for Heartwood Soundstage.

The Heartwood Love Story

I was 19, a student at The University of Florida, and a couple of buddies and I went to a concert, and food truck night hosted by the Student Government. When my order was called I went up to grab it when the prettiest girl I had ever seen snatched my order of tacos out of the window. Apparently, we both had a taste for pickled onions because we ordered the same exact thing: hard chicken tacos with pickled onions, no jalapenos. Just after we figured this out, Sadie's order came out. We sat together at that concert, and I remember thinking "I'm going to marry this girl."

Over the next two years of college Sadie and I attended countless food truck invasions and concerts. We fell in love, deeply and truly. It was not puppy love, though our friends may have thought it was. It was not a college fling, the kind that you remember fondly. This was the type of love that they write songs and movies about. This was the type of love that entangles your hearts together like the roots of a tree. This was the type of love your grandchildren tell their children about.

The Heartwood Love Story

I proposed to Sadie at our graduation party. We got married a year later. I would have married her as soon as she said yes, but Sadie wanted a wedding, and I wanted whatever Sadie wanted.

After we came back from our honeymoon, we filled our small studio apartment with good music, good food, and great company. One night, our friends told us that the old stage out by Depot park was getting sold, to be torn down. This was the same stage where Sadie and I met all those years ago.

We couldn't let it go, it meant so much to us, and so many others in the community. After very little debate, we decided to use a little bit of our savings to buy the stage and the surrounding area. We wanted to create a place in the Gainesville community where people could be brought together by good music and good food. So we opened Heartwood Soundstage and Farmers Market in the same spot our love began to grow.

executing this content marketing campaign for Heartwood Soundstage.

How to Begin Your Own Micro Garden

Plants provide tons of benefits to human and animal health. Having plants increases dopamine and serotonin levels. They are also very calming to be surrounded by. If you are living in a dorm or an apartment, you may think having a garden is out of the question, but you can have a micro garden with limited space and supplies.

If you want to grow microgreens in your dorm or apartment you will need a glass container with a lid, a grow mat or pad, sprouting seeds, water, and a window. A simple mason jar or Tupperware will suffice for your container. Any natural fiber will work as a grow mat.

Once you've found a window where you want to grow your micro garden, you'll need to decide what you want to grow. Any of these plants will work great in a micro garden:

- Mustard
- Beets
- Buckwheat
- Chard
- Cabbage
- Cilantro
- Basil
- Broccoli
- Kale
- Peas
- Arugula
- Radish
- Chia

How to Begin Your Own Micro Garden

Now that you've decided on the plants to grow in your micro garden just follow these 6 steps:

1. Soak seeds for 6-8 hours
2. Soak the growing mat with water and place it in a container
3. Spread out seeds
4. Cover and place near a window until the seeds sprout
5. Remove the lid and let grow
6. Water daily

You will be able to harvest your microgreens within two to three weeks after planting your micro garden. Once you harvest your microgreens you can add them to any recipe you would use the store-bought version in. We like to make our own homemade dressing and eat our microgreens in a hearty salad!

If you have any questions regarding growing your own micro garden or want to try our homemade salad dressing, please stop by our booth at the Heartwood Soundstage Farmers Market: "Bill & Cindy's Micro Gardens.". We're there every Thursday and would love to help you in any way we can!