

IMC Strategy

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Music Business Marketing

Marketing Objectives:

- Gain 500 Instagram followers on the @dareanddefy page from January to May 2022 (increase of 100 followers per month)
- Build Email List to 350 recipients from January to May 2022
- Host a workshop with at least 50 participants in the month of February 2022

Marketing Tactics:

Dare and Defy will use both push and pull strategies when disseminating marketing and promotional content in the hopes of increasing brand awareness and establishing ourselves as a credible brand. These efforts can include but are not limited to, guerilla marketing, performance videos and photoshoots from artists on our roster, testimonials, BTS content, short educational videos, book clubs, workshops, networking events and informational infographics.

When it comes to guerilla marketing, Dare and Defy will produce several pop up shows for artists on our roster in high traffic areas of Orlando. The sudden nature of pop-up shows will take the public for a surprise and easily draw attention. The goal is to have crowds form who will be interested in the artists themselves along with Dare and Defy, our services and events. These pop-up shows will feature 3-5 artists who each perform 2 songs. Ideally, the pop-up shows would occur on top of a moving trailer, giving the show the mobility to take place in several areas, possibly allowing us to repeat the shows with new audiences, in a brief period of time. This would cost \$900 to do three pop up shows using a trailer. We'd be able to rent a trailer for \$100 per day from Nest and Wildgoose. (Facebook) We' would take all of our own equipment and pay artists \$200 per day.

Dare and Defy will market through social media by posting various types of content to establish credibility, increase awareness and bring our audience value. The main way Dare and Defy will do this is by posting educational videos to platforms like YouTube, IGTV and TikTok, hosting virtual workshops on Clubhouse, promoted on Twitter, Instagram, and Facebook, and posting original informational infographics to Instagram and Twitter. All of these actions will also be posted to our company website. Over time the goal is to establish us as a brand independent artists go to for information, trust, and want to work with because of these sentiments and the value we've already brought to them. Most of the costs for these posts remain within promotion. Thankfully Dare and Defy has lots of in-house equipment to create content and therefore, there will be no cost to create content, it will just be time consuming. On any Instagram promotion we would spend only \$15 over a span of a week. With one cycle of each of the Instagram promotions mentioned that would total \$45. The only other application we'd pay for promotion on is Twitter, who charges an average of \$1.25 per interaction with a tweet. (Webfx, n.d) We would stop the promotion after hitting \$250, which converts to 200 actions.

Dare and Defy will also manufacture 250 brochures with VistaPrint, which will cost \$165.74. These brochures will be present at all events produced, sponsored by or partnering with Dare and Defy along with other promotional materials such as business cards. Through VistaPrint, 100 business cards would cost \$17. The events that these brochures would be present at are (but not limited to) educational workshops, mixer and networking events, and shows/concerts.

The final marketing activity that will be executed in order to meet the marketing objectives is public relations. Of course, these activity is free of monetary cost due to it's nature, but is costly in time. Dare and Defy will write and submit a minimum of 6 press releases, on different topics regarding the company. The first will be about our company in general, it's launch and culture. The following three will be about new artists signing our roster. The fifth press release will be all about the educational work that we do, and our promise to keep artists independent and self sufficient. The final press release will be about our pop up shows mentioned in paragraph two.

References:

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