

Black Fret

SUPPORTERS OF LOCAL MUSIC



VALUE PROPOSITION

Black Fret focuses on BIPOC, local, and underserved artists in all genres of the music scene. The nonprofit and its supporters believe that popular music is art that is worthy of community support. Black Fret provides unique memberships that give opportunities to enjoy local music in an exclusive way.”



A musician wearing a hat is performing on stage, seen from behind. The stage is lit with various colored spotlights (red, blue, white). In the foreground, a crowd of people is visible, some with their hands raised, suggesting a live music event. The overall atmosphere is vibrant and energetic.

EXECUTIVE SUMMARY

Hip-hop, rock and roll, and indie local music supporters have one thing in common: Black Fret. Black Fret's mission is to engage the community with rising bands, one donor and member at a time. By acquiring members through multiple tiers, Black Fret is able to support the livelihood of local musicians in Austin, Seattle, and throughout Colorado. By improving the organization's SEO strategy and expanding engaging content on our website and social media, Black Fret will increase the total number of annual memberships by 15% by the end of the fiscal year.

MARKET ANALYSIS

- Black Fret mostly dominates the nonprofit music arts market through the unique support of all genres in Austin
- Give direct financial support to artists for their own projects
- Hold exclusive member events, ceremonies, and shows for their members and donors
- Black Fret is growing exponentially faster than other nonprofits within this sector

	Married with children	Single, Music Enthusiasts	Entrepreneurs
Age Range	Women 35-44 Men/Women 25-64	Women 35-44 Men/Women 25-64	Women 35-44 Men/Women 25-64
Gender	Mix	Mix	Mix
Music interests	Attending live shows, small intimate concerts, community based arts performances (Zach Scott, Hyde Park, etc.)	Attending live shows, small intimate concerts, individuals looking to discover new music.	Community based arts performances, and willing to invest in the VIP experiences.
Purchasing Behavior	Date nights to reconnect; once a month	Personal or social interests	Want to be a part of something bigger - networking
Main Channels	Facebook, Google, Youtube,	YouTube, Instagram, Twitter, Reddit, TikTok	YouTube, LinkedIn, Facebook, Instagram

AUDIENCE ANALYSIS AND SEGMENTATION

COMPETITIVE ANALYSIS



- Diversity
- Program Innovation
- Six Donation Tiers
- Sustainable Membership Opportunities
- Exclusive Event Opportunities



- Culture & Excellence
- Diversity
- 12 membership tiers



- Classically innovative
- Memberships Tiers



- Support at all stages
- Authority
- Limited funds
- Monthly donations

OBJECTIVES

Increase Individual Memberships by 15% by the end of 2022

- KPI - # of goal completions via GA

1

Grow brand awareness by 10% by the end of 2022

- KPI - number of new users on GA traffic report

2

Increase number of new followers on instagram by 20% by end of 2022

- KPI - increased # of new followers on instagram

3

Increase email newsletter signups by 10% by the end of 2022

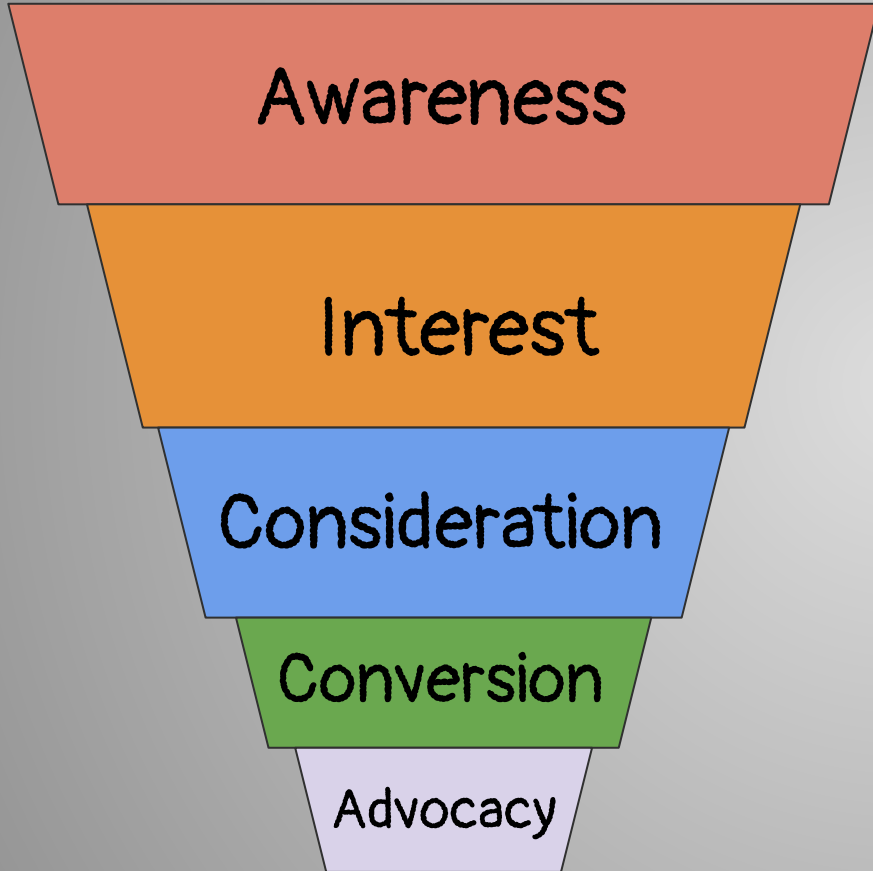
- KPI - # of "subscription-r eceived" goal completions via GA

4

Increase Sponsorship Donor Partnerships by 5% by the end of 2022

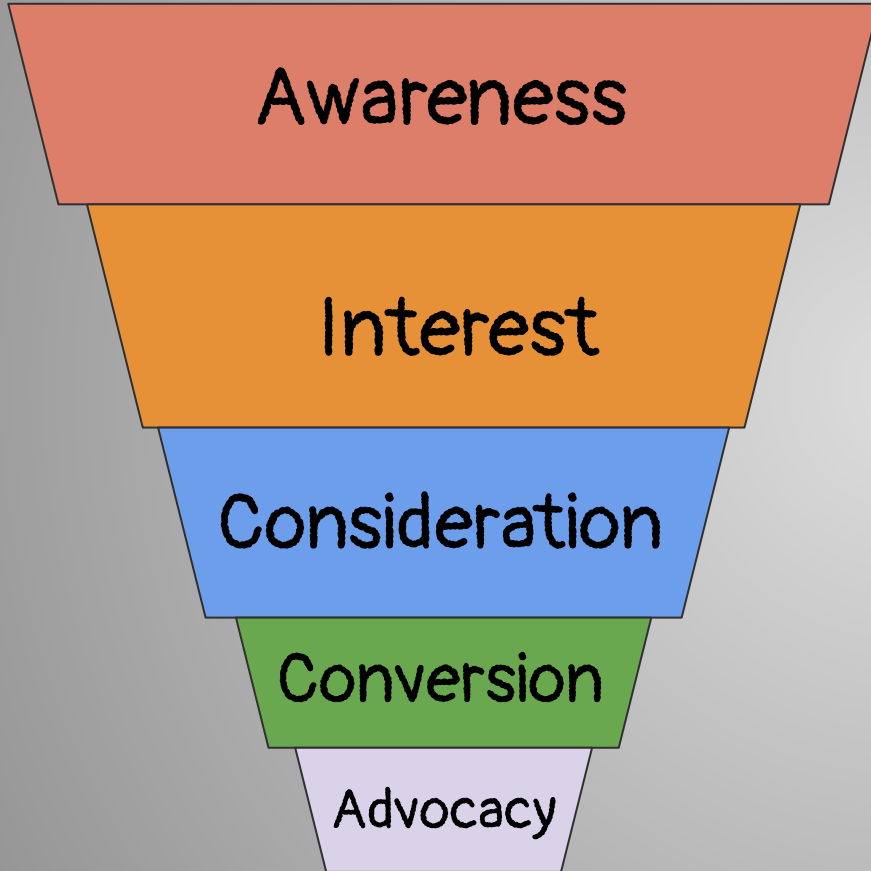
- KPI - # of donor goal completions via google analytics

MARKETING STRATEGIES



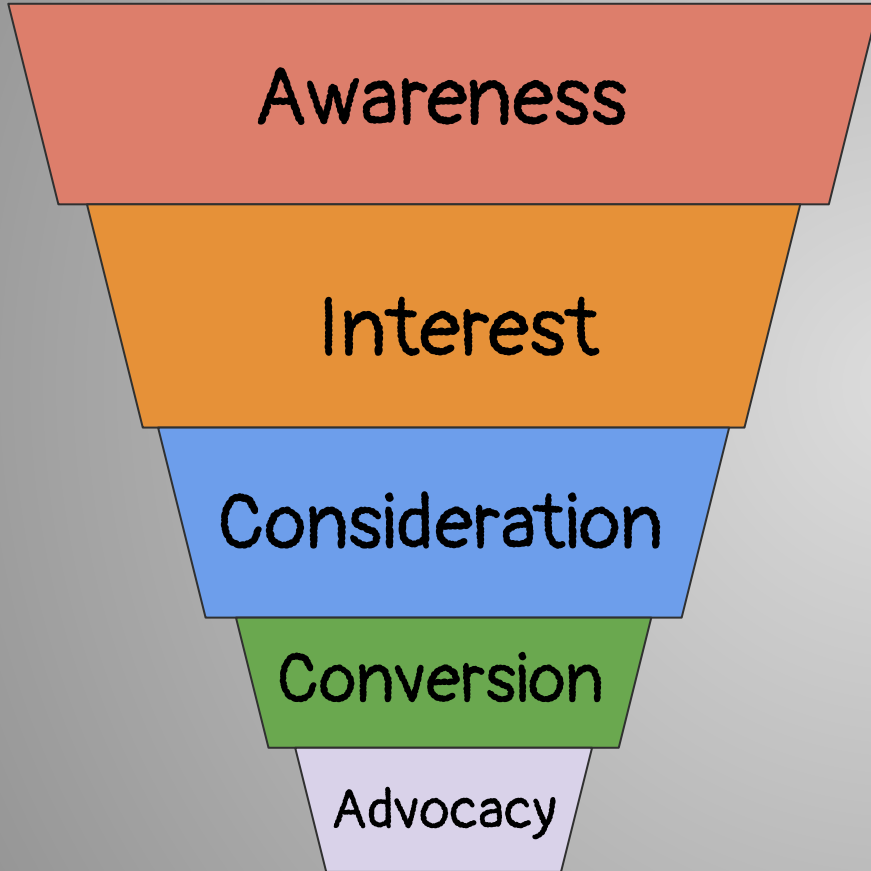
- Interest-based ads on Spotify, Facebook, and TikTok; CTA button to **“About Us” page** (*artists page internally linked*)
- Organic Social Media Posts with repurposed content - “About the Bands,” spotlighting events, volunteers, how bands use grants; link to **membership landing page**

MARKETING STRATEGIES



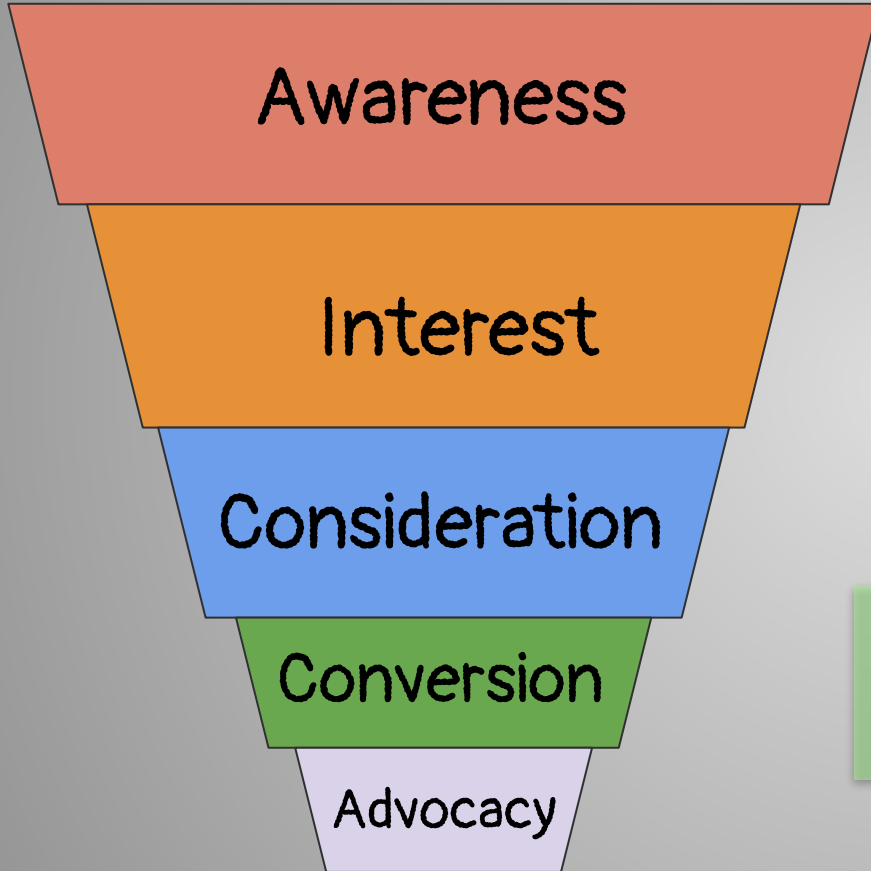
- Email listicle newsletters featuring top five bands of the month under Black Fret umbrella, band updates, snippets from shows, and upcoming shows; CTA button to **membership page**
- Each artist page has links to band's social media channels

MARKETING STRATEGIES



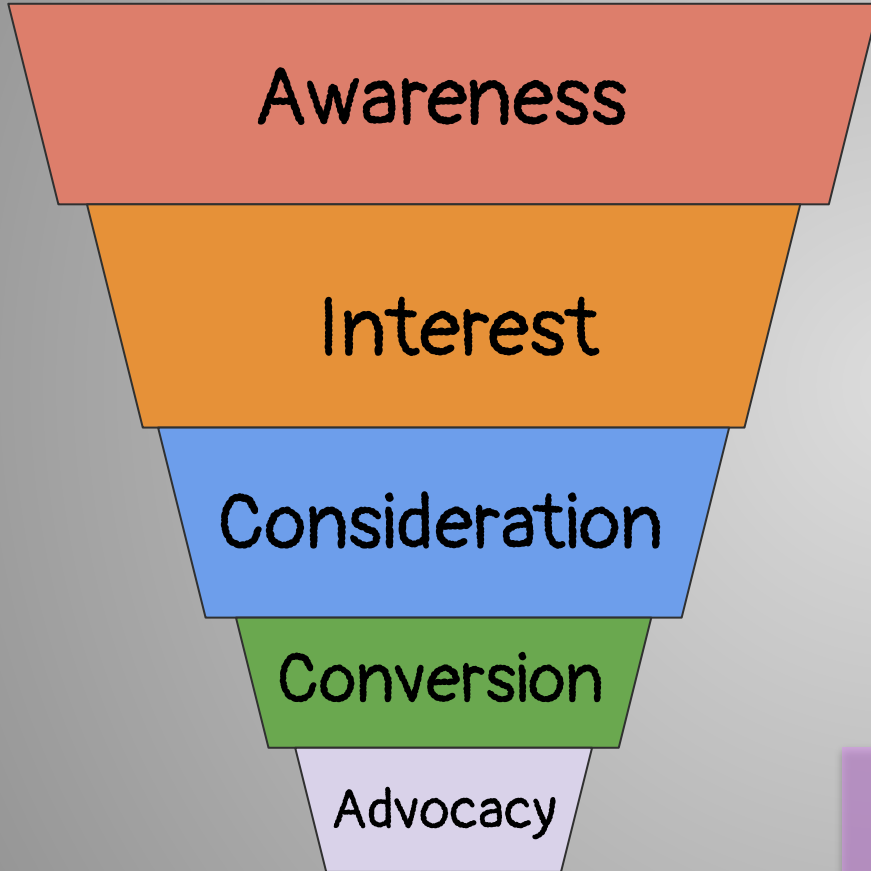
- Artists pages with full **“About the Band”** videos - testimonials from bands; members experience
- Podcasts with advisors, board members, bands, CTA to **membership page**
- Blogs - Events, Artists, “Media Coverage”
- Donations to access “vaulted” videos / livestream events

MARKETING STRATEGIES



- Optimized membership page
 - Clear Membership Tiers with exclusive opportunities
 - FAQ

MARKETING STRATEGIES



- Testimonials from current members - “The Black Fret Experience”
- Ticket giveaways - “ACL” culture

KPI METRIC PLAN

Grow brand awareness by 10% by the end of 2022



Increase website traffic from 2,003 to 2,500 users per month through paid ads.

Paid ads will be utilized on Instagram, Facebook, and TikTok to achieve the targeted goal.

Website traffic reports will be accessed through Google Analytics -> acquisition -> all traffic -> source/medium -> segment -> new users

Increase Social Media Engagement by 20% by end of 2022



Increase followers on all social media platforms by posting engaging, consistent, and relevant multimedia content about Black Fret artists and member's experience.

Social media content will be updated regularly in conjunction with topical music scene to improve organic rank on SERP.

Channel follower count on all social media platforms will be monitored weekly.

Increase email newsletter signups by 10% by the end of 2022



Potential leads will be incentivized to sign up for emails to receive exclusive offers, event alerts, and access to new music by bands; join email newsletter CTA displayed on each page within website.

Newsletter sign-ups will be monitored through Google Analytics; click through rate from social media to website to sign-up completion.

Conversions -> Goals -> goal URLs (/subscription-received)

Increase Individual Memberships by 15% by the end of 2022



Capitalize on exclusivity of joining Black Fret by giving members access to exclusive content; such as sharing the experience of current members through a social media series to increase total memberships from 780 to 900.

Memberships report will be accessed via Google Analytics.
Conversions -> Goals -> goal URLs (/welcome-to-black-fret)

SEO RECOMMENDATIONS

SOURCE CODE

Original:

```
<title>Black Fret - Patrons of Local Music Public Charity in Austin and Seattle.</title>  
<meta property="og:description" content="Black Fret is a membership-based community of art patrons dedicated to supporting exceptional local musicians.>
```

Optimized:

```
<head>  
<title> Support Artists in Austin, Seattle, and Colorado - Black Fret</title>  
<meta name="og:description" content="Black Fret is a membership-based community that supports local artists. Rock, Indie, Pop, Hip-Hop, Country, and Classical music - join today to donate to talented musicians and have access to live shows.>
```



SEO RECOMMENDATIONS: REPUTABLE BACKLINK OPPORTUNITIES

Renowned Black Fret Artist Websites:

- Gina Chavez
<https://www.ginachavez.com/>
- Black Pumas
<https://www.theblackpumas.com/>
- Jeff Plankenhorn
<https://jeffplankenhorn.com/>
- Riders Against the Storm
<https://www.rashiphop.com/>
- Shiny Ribs
<https://shinyribs.org/>

Reputable and Relevant Websites:

- Texas Music Office
<https://gov.texas.gov/music>
- Austin Chamber of Commerce:
<https://www.austinchamber.com/>
- KUTX
<https://kutx.org/>
- PBS ACL TV
<https://www.pbs.org/show/austin-city-limits/>
- Amplify Austin
<https://www.amplifyatx.org/>

Short Tail Keywords



The short term keywords “music donate” and “music and charity” have the largest volume for Black Fret.

Optimization:

- ACL
- Music Grant
- Support Local Artists
- Community grants
- Events in Austin
- Live music in Austin
- Venues in Austin
- Names of Artists

Long Tail Keywords



Optimization:

- What is a music patron?
- How to Support Local Austin Artists
- Donate to local artists
- Donate to a local charity
- Music Trusts and Foundations

Interest Stage:

- What is Black Fret?
- Black Fret Nominees
- Black Fret Artists
- How to join Black Fret

WEBSITE ARCHITECTURE

- Artist & Advisor Spotlight to highlight and backlink to their website pages
- Be able to support directly on the website
- Embedded YouTube Videos of Black Fret Mission
- Users can subscribe and Join Black Fret and find out about upcoming Events
- Events have backlinks

The screenshot displays the Black Fret website layout. At the top left is the Black Fret logo with the tagline "Supporting Local Artists". The top right contains a navigation menu with links for Home, About, Artists, Blog, Support, Contact, and Member Login. Below the logo is a large "BLACK FRET PATRONS OF LOCAL MUSIC" header. To the right of this header is a newsletter sign-up form with the text "Sign Up For Our Newsletter", an input field for an email address, and a "Subscribe" button. Below the header is a "LOVE YOUR MUSIC" section with a black background and white text. This section includes the text: "BLACK FRET SUPPORTS LOCAL MUSIC AS ART, WORTHY OF THE SUPPORT OF OUR COMMUNITIES.", "LOVE YOUR LOCAL MUSIC?", and "JOIN BLACK FRET AND BECOME A PATRON OF LOCAL MUSIC TODAY." Below this section are three columns: "Check out our latest YouTube video!" with a video player for "Black Fret NW", "Band Of The Month" featuring "Beverly Crusher", and "Featured Bands" with a carousel for "Acid Tongue". At the bottom is a dark banner with the text "Check Out Our Upcoming Events!". The footer contains links for "Edit Site", "Edit", "Stats", and a menu icon.