

SeatGeek Brand Revitalization Campaign

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SeatGeek Brief History

SeatGeek is a mobile platform used to buy tickets for concerts, athletic events, theatrical performances, and comedy performances (SeatGeek, 2020). The company was founded in 2009 by Russ D'Souza and Jack Groetzinger; the headquarters for SeatGeek is located in New York City, New York (Forbes, 2020). "SeatGeek is currently the only ticket engine that deals with primary and secondary ticketing markets", making them a one-of-a-kind entity (Palaniappan, 2018). The platform analyzes data from over 350,000 venues and uses a Deal Score system to find the best ticket deal (Consumer Affairs, 2020). On their site, SeatGeek offers a refer-a-friend incentive where a user if a user refers a friend to sign up with their SeatGeek link, they will get \$20 off their first purchase and once they've made a purchase, the refer earns \$10 off for their next purchase (SeatGeek, 2020). In 2015, SeatGeek was listed as number twenty-six as one of America's Most Promising Companies (Forbes, 2015). Their primary target audience is "millennials to young adults" but broadens to any person interested in attending ticketed events (Palaniappan, 2018).

SeatGeek SWOT Analysis

SeatGeek SWOT Analysis

Strengths <ul style="list-style-type: none"> Totally digital platform Easy to re-sell previously purchased tickets Partnership with LAFC Provides show recommendation based on location and prior events attended Influencer marketing 	Weaknesses <ul style="list-style-type: none"> Fees aren't included in advertised ticket prices Standing out in a saturated market No printed tickets No rewards system
Opportunities <ul style="list-style-type: none"> Offer physical ticket options Increasing social media presence Loyalty incentive program Partnerships with organizations Room to grow 	Threats <ul style="list-style-type: none"> Saturated market Musician's personal pages Lack of press sponsorship Celebrity endorsements

Strengths

The company SeatGeek has a wide array of strengths – firstly, it is a totally digital platform; when seeking out tickets, performances can be searched for on the iPhone, Android, a tablet, a laptop; the application or website even allows a selection of ticket by venue map (SeatGeek, 2020). Once a ticket is purchased, the ticket automatically saves to the mobile device or utilized “app” where it can then be scanned for concert entry, making it so one will never have to worry about forgetting their ticket at home – that is unless the cellphone is left behind (SeatGeek A., 2020). Since the ticket is completely mobile, it also makes it that much easier to re-sell a ticket if last-minute complications prevent the purchaser from attending the previously arranged event; one simply puts the ticket up for re-sale on the mobile app or website, lists the desired sell price for the ticket and then once it is purchased, the funds get transferred to the purchaser’s bank account (SeatGeek A., 2020). In addition to being totally digital and very user-friendly, SeatGeek has a partnership with the Los Angeles Football Club also known as the “LAFC”; “SeatGeek will provide the marketplace for both primary and secondary LAFC ticket sales, as well as tickets for non-MLS events in Banc of California Stadium. The company will

also be a team sponsor with in-stadium activations, which currently include plans to put SeatGeek branding on the stadium's box office” (Smith, 2017). SeatGeek is also endorsed by athletes Eli and Payton Manning (Celebrity Endorsements, 2020). Lastly, a concrete strength of SeatGeek is the way they take advantage of influencer marketing; they use “direct traffic, promo-code redemptions and post-purchase surveys to track the success of its influencer marketing as well as its investment in podcasts” (Monllos, 2019). The reason for such prominent influencer marketing was stated by the CMO, Jenn Ogden-Reese: “all of our marketing is very mobile-first because we’re all about getting people to download our app” (Monllos, 2019).

Weaknesses

When utilizing SeatGeek for ticket purchases, one of the weakness is that the ticket fees are not listed with the initial ticket price, so when selecting a ticket, the user may end up paying more than they anticipated, which could cause frustration or avoidance from utilizing the platform (SeatGeek A., 2020). Additionally, SeatGeek is a saturated market with a lot of competitors such as RazorGator, VividSeats, Ticket Masters, Stub Hub, and the list can continue, many of these companies have been around eight years or longer than SeatGeek (Craft, 2020). With having such a saturated market, SeatGeek will need to find a way to stand out and be bigger and better amongst the competitors. Another weakness is the fact that SeatGeek does not provide a physical copy of their tickets; if the customer wants the ticket stub as a keepsake or to give as a present, they only have a digital copy (SeatGeek A., 2020). If a customer wanted a physical ticket, this could lead them to look for alternatives since SeatGeek does not presently offer hard copies. Lastly, though SeatGeek does provide a refer-a-friend program on their website, they lack any sort of reward system for loyal customers – leaving customers no reason to remain faithful to the platform (SeatGeek A., 2020).

Opportunities

Based on the aforementioned weaknesses outline, SeatGeek has a great deal of room for opportunity. They are a brand with some following, but not so drastic that revitalization would confuse the masses – on Instagram SeatGeek has 43 posts, 86.7K followers, and follows 431 accounts; on average they post on a bi-weekly to monthly cycle and their posts range from 200-800 likes on average, so they have some engaged but nothing so intense that change would shake the company and its loyal members (SeatGeek B., 2020). On that note, SeatGeek must take this opportunity to develop a routine social media schedule, specifically on Instagram highlighting the experiences, high lights, benefits of what purchasing tickets with their platform entail. This should include clips from concerts, informative blurbs about the artists selling tickets, digital partnerships with local restaurants in areas where tickets are being sold, and antecedes from customers about their experiences using the platform. Lastly, to create a sense of loyalty, the company must create a loyalty system where each time a user purchases tickets, they earn points towards money off future purchases. This will ensure more user-loyalty; “A rewards program can accelerate the loyalty life cycle, encouraging first-or second-year customers to behave like a company’s most profitable tenth-year customers” (O’Brien, & Jones, 2014). With so many competitors, it would be in the brand’s best interest to develop loyalty, reward system.

Threats

The main threats that SeatGeek faces include: the saturated ticket-buying market with better-known competitors (previously outlined), artist’s or tours’ websites where consumers can find tickets, their lack of press coverage, and lack of celebrity endorsement. Touching on personal websites, fans will purchase tickets from the artist’s page to receive free merchandise. For example, if a fan were to purchase tickets for a Gary Clark Jr. concert, they would receive a

free CD with ticket purchase (Gary Clark Jr. and Warner Records, 2020). SeatGeek also does not have outstanding press coverage or online ads promoting their business – they mainly rely on influencer marketing, whereas places like Ticket Master and Stub Hub are frequently advertised in magazines and website banners (Monllos, 2019). Lastly, though the Manning brothers do endorse SeatGeek, they lack any other celebrity endorsement for the many genres for which they sell tickets and therefore that leaves other performers and organizations room to form alliances with competitors (Celebrity Endorsements, 2020).

Creative Strategy Statement

The advertising will convince millennials that SeatGeek is the best, most convenient way to buy tickets to any event and get rewarded. The support will be exposure of the user-friendly platform, the lure of ticketed events experience and a new loyalty points system. The tone will be friendly yet informative/persuasive; the idea is to sell experience here and to make people want to be a part of it.

Creative Brief

Background: SeatGeek is not a well-known brand for people to purchase tickets from

The Objective: We want our brand to pop out amongst the competitors and to sell the idea that we deliver the best experience

The Audience: Millennials

Audience Insights: Audience interacts with us via their mobile devices and laptops

Key Consumer Takeaway: SeatGeek delivers the most stress-free, fun ticketed experience

The Support: SeatGeek has a user-friendly app which allows customers to pick their seat on a map and filter by prices, tickets are all mobile so they never have to worry about leaving them at home, SeatGeek provides recommendations based on prior purchases (SeatGeek, 2020)

The Tone of Voice: The best tone will be friendly yet informative and persuasive; we want them to believe that our app is the easier to use and will deliver the best experience

The Mandatories: Must include sports, concerts, comedic, or theatrical events experiences

The Deliverables: Social media, digital ads, website banners

Day in the Life

What kind of person uses SeatGeek? Let us picture a young man in his mid-twenties named Eric. Eric wakes up at 6:40 AM and takes a total of 30 minutes getting ready for his day. He does alongside his partner June. He usually leaves the house by 7:15 AM and goes immediately drives to Starbucks where he always has his order, a Carmel Macchiato rapid pickup prepared. On his way to work, Eric listens to either a sports or Joe Rogan podcast. By 8 AM Eric is settled in his office where he works as a corporate recruiter. During the day he handles clients and scheduling times for interviews to play matchmaker for people seeking talent. During his lunch break, he eats somewhere with a window view. He puts in his AirPods and listens to another podcast while enjoying his lunch. The rest of his day is spent sorting through talent and scheduling more interviews. He leaves the office at 5 PM and goes home to June. They have dinner – tonight June has made Mexican cuisine. After dinner, they play a videogame and then some chess. They end their evening by watching an episode of HBO's Westworld and go to bed by 11:30 PM.

Eric and June live together outside of the District of Columbia – they do not yet have children but hope to one day when they have experienced life a little more. June is a marketing manager for a yoga company. As a couple, they make around \$85,000 a year. Eric is a friendly, happy-go-lucky sort of gentleman and is very interested in staying informed and up-to-date on everything pop culture. He also loves music and has a thirst for entertainment. His ideal way to spend a weekend would be with June attending a concert or athletic event or exploring somewhere new.

Communicative Ad





YOU DESERVE TO ROCK OUT!

YOUR NEXT GREAT EXPERIENCE IS ONLY A TAP AWAY!
DOWNLOAD THE USER-FRIENDLY SEATGEEK APP TODAY!



SeatGeek

**YOU DESERVE
TO LAUGH
UNTIL YOU
CRY!**

YOUR NEXT GREAT EXPERIENCE IS ONLY A TAP AWAY!
DOWNLOAD THE USER-FRIENDLY SEATGEEK APP TODAY!



**YOU DESERVE
TO SEE A TONY
WINNING
PERFORMANCE!**

**YOUR NEXT GREAT EXPERIENCE IS ONLY A TAP AWAY!
DOWNLOAD THE USER-FRIENDLY SEATGEEK APP TODAY!**

Poster Ad







LAUGH OUT LOUD!

(YOU DESERVE IT)

DOWNLOAD THE USER-FRIENDLY SEATGEEK APP TODAY!

Audio Spot for SeatGeek

30 second ad:

Admit it. It's just not as much fun to watch the game from the couch! You deserve tickets to watch your favorite sports teams and entertainers live! SeatGeek is a user-friendly mobile app that provides instant ticketing to athletic and entertainment events. You can filter and sort by price as well as seating preference. Order now with **SeatGeek** and receive 20% off of your first purchase with the promo code "BEACHY". That's "B" "E" "A" "C" "H" "Y". "BEACHY".
Download SeatGeek today!

a :05 to :10 audio tag for an Internet pop-up ad:

Admit it. It's just not as much fun to watch the game from the couch! Download the user-friendly mobile app, **SeatGeek**, today for instant tickets to your favorite athletic and entertainment events.

Television Spot for SeatGeek

PROJECT: SEATGEEK - BECAUSE YOU BOTH DESERVE IT

**SCENE 1**

It's Charlie's Dad's birthday

**SCENE 2**

Charlie waited last minute to buy a present

**SCENE 3**

Charlie downloads the SeatGeek app

**SCENE 4, MEDIUM SHOT**

Charlie buys tickets to his dad's favorite sports team

**SCENE 5**

Charlie gives his dad the birthday present and the dad is so excited

**SCENE 6**

Charlie and dad enjoying the game. Message ends with "SeatGeek - you deserve it" the "You" gets crossed out and replaced with "they"

Non-Traditional and Interactive Media Plan

Introduction

Having components of non-traditional and interactive media when it comes to my SeatGeek Brand Revitalization campaign will prove to be very valuable for brand awareness and user engagement. In terms of non-traditional media, I will be utilizing Instagram and YouTube for contests and influencer collaborations. For interactive media, I will be constructing a website game that will allow participants to play for the chance to win points that will add up to different prizes. With this combination I am certain that my creative strategy will be one that possesses “wow-factor” as well as intrigue.

Non Traditional Media – Social Media Contests

For my first campaign, I will develop a series of Instagram contests and title it #FeelGoodFriday. Social media contests are a “fun, organic, moderated and provide direct engagement with the user base” (Jonhston, 2019). These contests will take place every Friday for the 1st quarter (January-March); if they prove to be successful for user-engagement and branding purposes, perhaps I will tweak and renew them for longer than just a quarter. For these contests,



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micaahcarolinebeachy It's SeatGeek's #FeelGoodFriday and you deserve to rock out!! We're willing to upgrade one lucky fan's tickets. To participate, you must complete the following steps:

1. Follow us on Instagram
2. Like the photo
3. Tag three friends
4. Comment your dream show/event to go see
5. Share the contest on their Instagram story

Contest will end at 12 PM tonight EST. The winner will be announced tomorrow morning on our Instagram live session.

all of SeatGeek’s Instagram followers will be able to participate in exchange for the chance to win upgraded tickets or tickets to see a show. The image on the left is an example of what the contest would look like.

By doing this contest series, SeatGeek will gain exposure and user engagement. Most importantly, we will be rewarding SeatGeek fans and creating an even stronger loyalty system.

Non Traditional Media – YouTube/Instagram Influencers

For my second campaign, I will partner with famous influencers on YouTube and Instagram. “More than 80 percent of marketers find influencer marketing effective. Collaborating with influencers helps companies create content that rises above the noise and resonates with their target groups. It also helps them build trust, establish brand ideals, and circumvent ad-blockers” (Lisk, 2020). I want SeatGeek to become a trusted brand that fans have a sense of loyalty to. In order to make certain that I have a robust audience I will include personalities from a variety of blogging genres such as sports, beauty, entertainment, and lifestyle that have built strong relationships with their following. Their viewers will get a special promo code to use as a discount on their first SeatGeek purchase. With the promo code, I can track which influencers are actually getting a lot of reach and which are not. All influencers will receive free tickets once a month to their choice of SeatGeek event in return for promotion on all of their videos.

Interactive Media – Website Games

For my third campaign, I will rollout a SeatGeek Game Room platform. The games will have their own dedicated section on the mobile app/website. The SeatGeek Game Room will also be advertised at sporting events as well as concerts so that while fans are waiting for their entertainment to start, they will engage with the games. There will be three different games to play: Follow the Ticket, Plink, and Trivia.

Follow the Ticket

This game will consist of three cups. A ticket will be placed under one of them. Then, the cups will rapidly swap places and the player will have to select which one has the ticket. Here is a graphic to demonstrate the game:



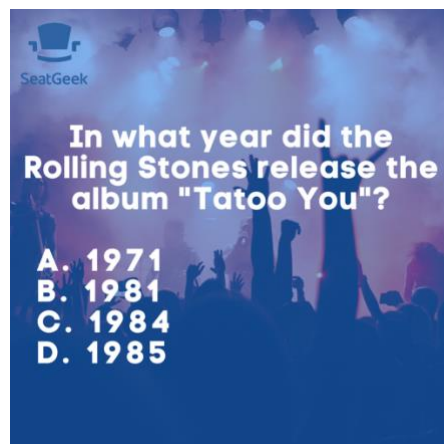
Plink

This game will have different point levels at the bottom. To play, the gamer will just digitally select where they would like to put their gaming piece. The piece will then drop down between the rings, into the winning slot.



Trivia

For trivia, there will be a different sports and entertainment question to answer. The gamer will only receive points if they choose the correct answer.



Game Regulations

Users will be able to play all three games in one day, but can only play and receive points for each game once in 24 hours. All of these games will be very user-friendly, and for playing, members will receive points. There will be different scales for point redemption – these points could include a free drink at a concert, a free artist or sports team merchandise item valued at \$20, then up to \$50. Depending on user-engagement levels, more games could be added to the game room to increase reward potential.

Conclusion

With this combined non-traditional and interactive media strategy, SeatGeek will have opportunities to increase brand awareness, user engagement, and create a loyal fan base. By rewarding SeatGeek users for participation, they will have a reason to continue engaging and buying tickets through the SeatGeek platform versus competitors.

Utilizing Mobile Technology

In terms of mobile presence, SeatGeek already has a big foot in the door. The mobile app allows tickets to be purchased and downloaded straight to cellular devices so there is never a need to worry about forgetting your tickets at home again! Currently, the app has the sections: Browse, Search, Tickets, Tracking, Me. I will add a swipe right or left feature for recommended concerts/sporting events – almost like a dating app but for events. From this our app can collect what type of events people are interested in and make suggestions for other events to purchase tickets to. We will also be able to see regional trends in what events people like or dislike.

Additionally, to increase community presence, I will add a “Community Board” section. This will be a place where there can be threads for different cities/areas where people can discuss the tickets, share photos, and get to know one another should they choose to. Perhaps they have a funny picture from something that happened at the show or somebody wore a wild outfit and they took a picture together – the Community Board will be a place for connection. This area will make the online presence more personal, but it will also increase our app usage performance.

The last I will be adding is a “Profile” section that can be public. On this profile, people can list their favorite artists or teams, events that they’ve been to, and their top 3 dream concerts to attend. Along with this, there will be different kind of badges people can unlock for how many concerts they’ve seen, different places they’ve been to concerts at, times they have purchased from SeatGeek, and how active they are on community boards. By creating a social media aspect to our app, we will have something our competitors do not – a sense of community. Instagram is a hugely popular platform that people love utilizing because you can express yourself, share, communicate, and follow what people are doing in their lives (Gilbey, 2020). By adding that

same depth to SeatGeek, people will be able to showcase their brilliant SeatGeek experiences in a way that allows them to express themselves but also promote our brand. With this extension of the mobile app, we will work with Instagram so that when people share a picture onto their SeatGeek profile, they can have an option to share it to Instagram as well where a small SeatGeek logo will be in the corner.

Conclusion

In order for SeatGeek to be competitive and the first-choice ticket sales platform, they need heightened brand awareness, a reason for customers to continue to using the platform, and a way to convey what type of amazing experiences utilizing SeatGeek can give customers. By educating consumers, revitalizing the social media presence, and keeping a relaxed yet informative tone the brand can accomplish the aforementioned goals. The key here is not to just sell tickets, SeatGeek must sell experiences, too.

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