

Entertainment Marketing

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1. **Marketing Plan - seven sentences**, needs to focus efforts, let all persons in the organization read the plan, so everyone is operating from the same perspective. Preparing plan also helps you focus on your goals, looks at who your audience is and helps identify the best way to approach your audience. IF you've stopped to identify each of the known steps to achieve a particular goal, then you have something concrete to work on and towards. Many are caught up in what we call the day-to-day hassles. They know what they want, yet they have not identified the specifics of how to get there.

If you get up in the morning and you are overwhelmed, because you have thirty things to accomplish and you don't know where to start, NOTHING HAPPENS!

2. **Marketing calendar-projects one year**. Compare calendar to actual accomplishments. **Eliminate** things that didn't work. **Double up** on things that did work.

3. **Niche** - positioning is critical. When people hear name of your company, what do they think?

4. **Name** of company...make people think of your company.

5. **Logo** important - visual, points to eye. 60% more effective - When you out a flyer or promote an event (especially if events are perceived worthwhile) the identifier brings instant attention. MIDE M

6. **Theme** - set of words you live by "Things go Better With Coke!" Needs to last for 20 years. Don't switch. *Creative Entertainment Services Since 1964*

7. **Stationary** - will have influence over perception. What we include.

8. **Business Card** - logo & **theme**, list benefits on it. Works as a small brochure.

9. Don't use word image, as it seems to create a facade. Use **identity**, as its automatically honest

10. **Outside signs** - Use community signs, very inexpensive (major logo with your name, Coke does a lot of this) PPI on vehicle

11. **Hours** of operation-people need access, adjust hours to customers needs, answering machine so they may at least leave message. 7:30-5:30. We are avail 24 hrs - Japan, UK, Balloons, gigs

12. **Package**...All businesses have a package, not just those with shelves. What is your package? Can be a person or a band.

13. **Word of mouth** - ways to speed the process up. Inexpensive brochures made for new clients only. If someone else comes in give them the "other" brochure. The moment of the sale is the "Moment of "Maximum Satisfaction (MMS)." From moment of purchase for 30 days, they want to be sure they made the right choice in their purchase, so they brag to others. They'll also tell you who the others are that they patronize. How can I do a favor for these folks? Do something with no strings attached. Send gift. Give away gig passes or two free dinners, not buy one, get one free.

• 14. **Community Involvement** - if you work hard for the community, it proves you work hard in your business. People perceive this and want to do business with you.

15. **Neatness** reflects how a person does business. How does your staff/band show up for gigs or meetings with others. Group will be judged by worst looking, unless that is the image the group is looking to project.

16. **Referral Program** - richest source of business is old clients. Get 5 names at point of sale. MMS - SEE #16. A couple of weeks later, 4 names of persons a satisfied customer believes would like to do business with you at the point of sale. A satisfied customer wants to see you succeed.

17. Be **easy** to do business with

18 **Sharing** - If someone gives you a good idea, let them know it worked well and give back your good ideas or improvement suggestions?

• **Media combination savvy.** If you send out a survey, you can expect 2 or 3% return. If you follow that up with telemarketing, that % jumps up to 20%. TV advertising marketing has dropped considerably. Now \$20-\$30 for CNN and other cable networks.

20. **Gift certificates** - don't be locked into thinking you have to have a store to give.

21. Something that is happening here today. Club and Association **memberships** - again if you help out and work hard, it will attract work. Get together with persons in own profession or like profession. Networking sessions - listen and ask questions. Write persons you make contact with in two weeks. It's not the place to blow your own horn. LISTEN. Sharing - let them know worked well & what worked well for them? The Executive Committee 1-800-274-2367 Call for their free info

22. **Brochures** let you put in all the details. **MYTH** - that people do not read long copy. If they look at it and are immediately not interested, they will trash it. If they are the least bit interested, they WILL read 50 to 1,000 words and not fall off, if it is well written. This allows you to do the 2-step about your services.

23. **Audio and visual aids.** Do not expect a video to do the selling. It only reinforces...(show balloon marketing from ABC). Video prod- group your video shots, combine several training shots in one session. Keep it interesting. People expect high quality video these days. - Professional production - hire expensive ad designer for your 1st ad and then hire an inexpensive layout person to continue the professional design.

24. **Location** where presentation/showcase is provided...Have you set up situation that distracts?

25. **Advertise** - 1% of marketing - you have a lot to do, don't get bogged down in advertising

26. **"In-house" training** - once a week - listen to people doing well. We have a vocabulary of 250,000 words and 600,000 gestures. Pay attention to successful performer's/promoter's gestures.

•27. **Reputation** You can do 100 things right. Do one thing wrong & they & 20 others will find out.

28. **Networking sessions** - listen and ask questions. Write persons you make contact with in two weeks. It's not the place to blow your own horn. LISTEN

29. **Quality** 2nd most important item to your program

30. **Reprints** and blowups of PR about you (also becomes part of brochure)

31. Flip charts - **portable, pictures** (like album DP mentioned)

32. **Partial payment plan.** Customers like it. Call Jane Applegate 818-768-7018 & Say, please send me your free brochure!..

33. Offer "**deluxe**" version at point customer decides to buy. Look at how to design in upgrades

34. **Contests** - check with travel agencies who often have free trip giveaways

35. **Barter options** - 55% of media was bartered in 1990. Call 714-495-6529 & Say, please send me your free brochure!..

36. **Publish a book** on your topic (knowledge base), it establishes you as credible

37. **Catalog** of courses available

38. **Phone demeanor** - Remember how you make the client feel. Make client feel important. Don't be in a hurry. Take your time. No one is more important! Get the right people on the phone. **Midas Muffler** increased phone sales from 74% to 95% by getting the right people on the phone.

39. **Toll Free #** - It increases client responses by 30%. Call 1-800-888-5524 & Say, please send me your free brochure!..

• 40. * **Free consultation** - give information in short period of time. Limit the time. Don't make sales pitch, just consult.

41. **Free demos**

- .. **Free samples**, estimates are also appreciated
- 43. Present **free seminar** or clinic - NO selling, just help. "Free" is most important word.
- 44. Phrase for the 90's "**electronic brochure**" or video. 77% of people have VCRs. 44% have audio cassettes (?) Costs for tapes under \$2. 5-9 minutes optimum. Average cost \$1,000 per minute. Don't give it to people who don't ask. Creative production 1-800-553-0032. Call free info.
- 45 **Tape performances** both to improve skills, also marketing by making tape available to those who could not attend
- 46. * Top three Japanese companies use **FUSION Marketing**. Newest growing marketing form. I'll do for you, what can you do for me, Let's get together. They'll send their brochure and enclose your brochure. Average franchise owner, owns five franchises and the share ownership. They use cooperation rather than competition. Join "lead" clubs.
- 47. **Posters** - high emotional impact
- 48. "**Givers**" Vs "**Takers**". Exp.: Apartment complex. All the buildings were identical, however the average occupancy was 71%, except in one where it was 100%. That one had the identical lease agreement, except they added a person who washed every renter's car once a week.
- 49. "**Marketing on hold**" good music with your identity, played with helpful or inf. on company. 1-800-4-ON HOLD & Say, please send me your free brochure!... Doesn't recommend letters on 1-800 #s. Some phones don't even have the letters on them anymore.
- 50. **Past success** stories work well. Testimonials - incorporate in all materials
- 51. **Attire worn by employees**. Company will be judged by worst looking
- 52. * **Service** - 3rd most important. Tailor to client's needs.
- 53. **FOLLOW-UP** (one of top three also) Understand the importance. 80% of lost business is due to "love them and leave them". If you sell one person \$200 item and kiss them good-bye, then that's it...Write them a note within 48 hours. Write again in 30 days, asking if they are having any problem with the product. At the end of three months, write again and share information on your other products. At six months, ask them for 3 names of persons they would recommend. Nine months, offer your Fusion Group products (see 46 above). Send Xmas card. Send one year anniversary note. Send customer questionnaire (no head in sand approach, Know what's not quite right). This person will give you at least four others and that initial \$200, will turn into \$4,000.
- 54. **Yourself and your employees**
- 55. * **Advertising specialties** - gifts (bribes) Ad says, "If you request our brochure within two weeks, we'll send you..." Look under specialty in phone book.
- 56. **Catalog** - 93% of products are bought from catalogs. people hold onto catalogs longer.
- 57. **Yellow page ads** - Only if your clients would normally be looking for you there. Otherwise when you say "see our Yellow Page ad", you're only telling them to look at your competition
- 58. **Article for publication**, establishes you as the authority.
- 59. Offer to **speak at club**. Don't sell, just give inf.. TOASTMASTERS 338-0669
- 60. Put out **newsletter** - great follow-up Call 1-800-748-6444...Call for their free info....
- 61. **Markets** - look at where your potential clients really are.
- 62. **Benefits of offering** - make list and update at least once every month or two. PPI Summary
- 63. **Computerize** - keep all records current; Phantom keeps; **media** (sending out fax Press releases) **International, record co's, corporations, venues, Artists, support services, hotels and travel services**
- 64. **Selection** is 4th most important. **What do your clients have to choose from**. This has to do with content as well as methods of delivery. WHAT'S IN IT FOR ME? Look at that same point from your audience's point of view. Does your staff have input to content? At what stage?
- 65. **Contact time with customer** - market other things, not just what they called about.

- 66. (One of top 10) **How do you say hello and good bye** - use their NAME, smile & look them in the eye.
- 67. **Public relations**
- 68. **Publicity contacts** - Who does the agency newsletter- know them personally - let's have lunch - 76% of the news you read has been planted. Most through good PR.
- 69. **Annual reports** are not just for the "big" guys. Reports to clients are very powerful
- 70. ~~Direct mail letters~~ - have on hand an **inventory of letters** so they don't have to be composed each time. NEVER send a letter without a PS. People read an opening line and they always read the PS.
- 71. **Classified ads** - 61% of Americans read magazines back to front. Guess what they see 1st?
- 72. **Newspaper ads** - use weekly and on regular basis or not at all
- 73. **Magazine ads** are most cost effective. Full page ad in TIME is \$87, 000. A regional ad is \$2,000. Write timeless ads (1-800-225-3457 & Say, please send me your free brochure!..) so it may be reproduced for long time. Use as mailing. A friend in Sacramento with a furniture store checked out Time's regional prices and found that Savannah, GA was the cheapest, so he ran the ad there with the sole purpose of reproducing the ad "as seen in TIME magazine."
- 74. **Radio commercial** - go for talk radio and other listening stations, not those folks use for background music. Target the market. Find out who their listeners are.
- 75. **TV commercials** - interconnects with other advertisers
- 76. **INFOmercials** - 30 minute commercials
- 77. **Show displays** - majority of business has come from intense follow-up (within 2 weeks)
- 78. **Direct mail letters** - have on hand an inventory of letters so they don't have to be composed each time. NEVER send a letter without a PS. ~~People read an opening line~~ always read the PS.
- 79 **Direct mail postcard**. Person doesn't have to decide whether or not to read, its already in front of them.
- 80. **Post card decks** receive 20% response. call 415-485-0996.
- 81. **Outdoor billboard**
- 82. Support staff (even technical staff) must be **people oriented**
- 83. **Special events** - several times a year
- 84. **Music bed** - ties to your identity UNITED AIR, Folgers, etc.
- 85. **Enthusiasm**
- 86. **Credibility** - treat people right. Use professional marketing items not homemade
- 87. Research studies - **Knowledge is powerful**. Customer questionnaires with at least 20 questions. Say why you are asking.
- 88. Look at **competitor's** marketing.
- 89. **Marketing insight**...learn and translate.
- 90. **Speed** - Prevent others from dictating time frames. Time is more valuable than \$. You cannot get more time. From 1988 forward, "time" was #1 on all polls. Don't waste people's time.
- 91. **Testimonials** - incorporate in all materials
- 92. What are your **strengths & weaknesses?** How do you find out? Spying on yourself. (Exp. **Yard boy calling to get job**. We already have a good yard boy). Tape yourself & your trainers regularly. Try to place yourself in the audience and react to what you see. What distracts from your presentation? Is there dead space? How do you begin a training session? Do you let people know who you are? State your intentions; what's being covered, time expectation. What do you do (sincerely) to let the audience know you appreciate their being there?

- 93. **Designated Guerrilla.** Have someone assigned to track and look for new possibilities
- 94. **Customer mailing list**
- 95. **Competitiveness** - measure your sense of excitement
- 96 **Satisfied customers** - the more satisfied customers, the more marketing weapons you have.
- 97. **Organizations** - Get together with persons in like businesses. TMA (TMA Answering machine 441-7111, Carlyne Majer, Lori Luschei), NARAS, (Nashville 615-255-8777) Songwriters Group, Manager's group (Leslie Crunden 512-459-1790). The Executive Committee 1-800-274-2367. Please send me your free brochure.
- 98. **Priorities are difficult** to maintain. "Squeaky wheels" make their own priorities.
- 99. **Be prepared** - (Paul Pryor & Mark Luke Daniels- Xmas fair on radio. MLD was scheduled to play live that night...Paul P said on the air... "I haven't heard Mark Luke...", I was 5 min from Paul & had CD with me. It instantly got played because I responded to his "on-air" comment) **Be prepared & Follow through.**
- 100. **Conducting Interviews.** Entertainment depends a great deal on publicity. Publicity comes from the media unless you have the bucks to advertise.
 - How to **control an interview** so your information gets across
 - determine three major or vital points
 - redirect the interview to those points at every chance
 - prepare - yourself and the interviewer by providing info in advance
 - spend some time developing info about you and/or your program then have these available for interviews and other opportunities
 - Opportunities are most often created rather than luck (refer back to MLD)
 - The key is in the ability to respond to the opportunity

Important:

Commitment

Investment

Consistent

Confident

Patient It will be 2 years before you reap results from active marketing

Assortment

Convenient

Subsequent - (follow-up)

Amazement - (special)

Measurement - (where do your clients come from and who does business with you.)

Implementing the Guerrilla Plan

Step 1 - **Plan attack** Look at "best" times to launch attack. Have a theme

Step 2 - **Launch plan**, but not all at once. Set priorities and implement one piece at a time

Step 3 - **Maintain** marketing plan - How things are going? Do more of what is going right

Step 4 - **Measure** the attack - bottom line

creator picks with name banner behind band

all bands need new fans

AUSTIN COMMUNITY COLLEGE

MARKETING COURSE OUTLINE

Created for course beginning 10/08/90 • Updated for course 7/8/91

TO DOs

1. Make folders for each day with resources for that day
2. Review Guerilla Marketing book
3. Review Career Book
4. Select posters for that day
5. Select audio tapes for display

POSSIBLE RESOURCE PERSONS:

Barbara Horak, Kinkos
 Ed Mabery, KLBJ
 John Conquest, Austin Music
 Sandy Edwards, Franklin Savings/Rusty Weir's road manager
 Jurgen Kramer, International A&R, INTERCORD RECORDS, Germany
 Susan Walker, Jerry Jeff's manager
 Mike Blair, GSD&m
 Christine Albert
 Tamara Baldwin
 The Twins

THE DAY TOPICS ARE:

- DAY 1 - OVERVIEW, INTRODUCTIONS, DESCRIPTIONS OF MARKETING
- DAY 2 - DEVELOPING AN IMAGE, MARKETING PLANS AND STRATEGIES
- DAY 3 - FUNDING THE MARKETING PLAN
- DAY 4 - PRINT MEDIA, PROMO PACKS, PHOTOGRAPHY
- DAY 5 - MERCHANDISING
- DAY 6 - AUDIO/VIDEO MARKETING
- DAY 7 - RADIO & TV MEDIA
- DAY 8 - NETWORKING & RECAP

Ann January →
Rock Arts ←
Arts ←
Columbia Press - editorial
Jerry Dambury

Jeffrey - Alt pop
band will see goal
Mitchell - put out album
song writer

Stew - new band
John - put together promo
for Salt - mid

Yo - How this relates to music
Don - computer - music
Digital 103 feed
Market strategies
Elphelt - few fans
bro - music