

Marketing Plan
Angelika Jasnós-2308967
Lecturer-Chris Wilkins
Word Counts-1598

HOUSE PARTY Swansea Arena

Introduction

The father of marketing is Philip Kotler. He is an American consultant and professor emeritus. Marketing is determining the customer's needs and desires in a more effective way than the competition. The marketing plan set out company's goals and an action plan to achieve these goals. This plan is sufficiently detailed to guide company's activities and clear as it contains information about strategy, tactics and execution. It helps inform relevant stakeholders about roadmap and ensure that their actions are aligned with the goal company wants to achieve. It was created with intention of organizing event-House Party. The following were used to prepare this report:

- **SOSTAC**- is an essential element of marketing communication plan as it shows and recall all key components to build a plan. SOSTAC include **S**ituational Analysis, **O**bjectives, **S**trategy, **T**actics, **A**ction and **C**ontrol. The creator of this analysis is PR Smith.
- **Marketing Mix**- McCarthy first created 4P's (Product, Price, Promotion and Place. In 1981 Booms & Bitner added another 3 P's to this (People, Process and Physical evidence).Marketing mix is the design and integration of marketing elements in a program. Program that will best achieve company's goal.
- **5'C**- marketing framework describes company's market, defined by customers, collaborators, competitors and climate. The creator is Dave Chaffey.

The event is held on 24th of February 2024 at 5pm in venue Swansea Arena. The budget allocated for this event is £500.

There will be eight bands performing. The headliner is Buzzard Buzzard. The rest of the line-ups: Pseudo cool, The fiends, Mojo JNR, Rainy Day Rainbow, Monet, Grey FLX and Kikker. All bands are local.

All proceeds from tickets sales and additional voluntary donation will be donated to one of the charity Music Venue Trust.

Company- SWOT ANALYSIS

The biggest strength of the event is that there are eight bands performing, and if one of the bands pull out, which is constitute a threat, the event will not be cancelled. On the other hand, the weak side of this party are unpopular bands performing. In turn, the biggest opportunity is small number of other events in this area.

Customer Analysis

Geography

Based on Similar Web at the event will appear UK residents, specifically local community as the bands are local. Market research shows that people are willing to travel from one to three hours.

Demographics

The event is open to male and female. Students are involved in organizing it, so other students will also attend. The age range is approximately 18 to +40.

Psychographic

This event will most likely attract fans of punk and rock music and people who like to have fun.

Customer Profile no1.

- Gender: Female
- Age: 23
- Localisation: Swansea
- Social Media: Instagram
- Interests: Music, dance

Customer Profile no2.

- Gender: Male
- Age: 30
- Localisation: Cardiff
- Social Media: Twitter
- Interests: Theatre, books

COMPETITORS

Perceptual Positioning Map available in Appendix.

Compare Swansea Arena with other venues in terms of tickets prices and localisation. The perceptual positioning map shows that Arena has lower tickets price compared to venues in Cardiff, but the lowest prices have Venue in Newport. While Tramshed and Utilita Arena Cardiff are in a better localisation. Cardiff has better access to public transport and a larger population. Public transport is an issue for people wanting to attend an event in Swansea Arena. The last train to nearby towns leaves around 11 p.m.

Partnership/Collaborators

- Bands
- Social media- event announcement and promotion
- University- students are involved in all aspects of the preparation process
- Local community/UK residents - customers
- Charity- Music Venue Trust
- Security group
- Photographer
- Bunkhouse Swansea-to promote the event
- Elysium Swansea- to promote the event
- Cleaning company

CLIMATE- PESTLE Analysis

Analysis available in Appendix.

One of the important economic impacts is that the UK economy suffer since first wave of Covid-19 and cost of living has increased, so people don't want to spend money. In turn, impact of technology helps in marketing and promoting the event. The LED display on Swansea Arena can attract more people and it is easier to announce an upcoming event through social media. The event may have a negative impact on environment. This will increase pollution: litter, noise, light.

Value Proposition

The best thing about this event is that the money will be donated to the charity Music Venue Trust. This is the charity that protects, secure and improve Grassroots UK Music Venues for the benefits of the community and future artists. Another thing is that the event provides opportunity for local bands to perform. People can see several bands live during one event.

STRATEGY

Ansoff's matrix

Market penetration- existing product to existing customers.

Swansea Arena event took place a year ago and in February has a 1st Anniversary it means this is the existing product. It is introducing to existing customers because the event takes place in the same venue and last year all tickets were sold out, so people know the product. Bands are local so most likely local community will come to see it.

TACTICS

Marketing MIX

Product

- House party in Swansea Arena

- Between 12pm and 5pm there will be various activities to attract as many customers as possible.

Activities before the event: Venue Tour, Magician, Face painting and fake tattoos, photo booth, open market (food), pop ups shop, band merch stalls, music zone.

Price

- £10 for a single ticket

Market research shows that people are willing to pay between £20 and £50. The ticket price for this event is lower because bands aren't popular so it might be difficult to attract people.

Place

- Visibility of event information on the Swansea Arena website
- Interview with BBC
- Visibility of event information on bands' social media
- The floor plans for this event is 'standing theatre style'. Market research shows that for people is important to have space to dance.

Promotion

- Social media (Facebook, Instagram, TikTok, Twitter)
- Press release
- Marketing on bands' social media/websites
- Marketing on Swansea Arena website

Physical evidence

- wrist bands for customers
- hi-vest for people working at event.

People

The following are involved in organisation this event: Swansea Arena staff, eight bands, UWTSD students with Jacqui Jones, charity Music Trust Venue, security and service workers. They all know their responsibilities.

Process – medium involvement for customers as people need to give input (personal details) and be present at event.

The process for company:

- before event: information delivery through social media, Swansea Arena website and local venues, advertising and promoting event,
- during sale: e-tickets available on official website of the venue but also on Ticketmaster and Skiddle (market research questionnaire in Appendix shows where people look for tickets)
- after sale: asking people to leave review on TripAdvisor, follow on social media,.

RACE – creator of this framework is Chaffey (2010). This is technique which helps to fully use digital marketing to reach, interact, convert and engage online audience.

Reach- is about to build brand awareness and to tell people we exist.
SEO- Search Engine Optimization.

There is no need to reach out to people because the place isn't new, so people probably know the venue and the story of the venue.

Act- it is about to get people to interact which will increase traffic channels.

There is an example in Appendix how we will be using social media (Facebook and Instagram) to get people involved through likes, shares, and comments. In this process persuasion modes will be used- ethos (trust, credibility), pathos (emotions) and logos (logic). The creator of this framework is Aristotle.

Convert- the aim is to achieve sales offline and online. Call to Action (CTA) or 'Contact us' these are the forms of convert.

Engage- encourage customer loyalty, relationship with first time buyer.

After event: thank you email after event, request to leave a review on TripAdvisor, send by text message single-question survey and ask how likely they are to recommend Swansea Arena as venue for party.

OBJECTIVES

The events have a several purposes:

- gather at least 2500 people at the event. The Swansea Arena has a capacity of 3000 but for people to have space to dance this number of tickets for sale seems rational. Market research shows customer expectations in relation to the event, one of the elements of which is providing space for dancing.
- 500 likes/comments and 50 shares on fb and Instagram
- 50 new followers on Instagram
- raise money for charity Music Venue Trust.
- Positive attitude towards brand

ACTION

Gantt Chart available in Appendix.

Referring to the Gantt Chart, there will be social media activity (post, stories). The frequency depends on social media and day of the week. Posting days and times on each social media have been determined based on Hootsuite's 'When is the best time to post' analysis. Most often will be posted on Facebook and Instagram because market research survey shows that people use them the most often.

CONTROL

The number of participants in the event will be measured by checking the number of tickets sold. In turn, social media goals will be measured by counting likes, shares, comments and new followers. The assessment of attitude toward the company will be based on reviews on TripAdvisor and customer rating from a survey conducted after the event in a text message.

CONCLUSION

This marketing plan was developed based on market analysis and research to bring the most benefits. Market research, in this case questionnaire helped to examine customer expectations.

Days, hours, and frequencies of posting on social media were changed based on Hootsuite analysis. Arena posted some of the events late in the day which resulted in a small number of interactions from the recipients.

References

- A. Chernev, 9th edition, Strategic Marketing Management, Cerebellum Press, 2018
- A. Chernev, The Marketing Plan Handbook, 6th Edition, Jan 2020
- Alcohol license regulations available at:
<https://www.gov.uk/guidance/alcohol-licensing>
- Chaffey and Ellise-Chadwick, Digital Marketing, Pearson UK, 2019
- Fire assessment regulations available here:
<https://www.hse.gov.uk/event-safety/managing-an-event.htm>
- Hootsuite Analysis 'When is the best time to post'. Available at:
<https://share.vidyard.com/watch/PHAGcdZduUAjzuZr3DeKLs?>
- Jobber, D. and Ellis-Chadwick, F (2020), Principles and practice of marketing. 9th ed. London

- Journal of direct, data and digital marketing practice. SOSTAC The guide to the perfect digital marketing plan, 2014. Available at: <https://link.springer.com/article/10.1057/dddmp.2014.79>
- C. Amos, L. Zhang, S. King, A. Allred, Journal of marketing communications, Routledge 2022. Available at: <https://web-s-ebscohost-com.ezproxy.uwtsd.ac.uk/ehost/pdfviewer/pdfviewer?vid=0&sid=30ef505d-c7ac-4c38-acfd-571f3e9fd9f9%40redis>
- Market Research questionnaire available here: https://docs.google.com/forms/d/1VhWQUAFs61_1qGR_UgiEz_qaiOevqyRdNpnkcGzqwlg/edit#responses
- The 4p's of Marketing, 2023. Available at: <https://www.coursera.org/articles/4-ps-of-marketing>
- PR Smith, J. Taylor, Marketing Communications, Kogan Page Publishers, 2004
- P R Smith & Jonathan Taylor, Marketing Communications an Integrated Approach 4th Edition, Kogan Page Publishers, 2004
- Stephen J. Page and Joanne Connell, The Routledge Handbook of Events, 2014
- Similar Web analysis of Swansea Arena available here: https://pro.similarweb.com/#/digitalsuite/websiteanalysis/audience-geography/*/999/3m?key=swansea-arena.co.uk&webSource=Total
- Swansea Arena website: https://www.swansea-arena.co.uk/?utm_source=bing&utm_medium=organic&utm_campaign=bing_places
- Tramshed: <https://www.tramshedcardiff.com/>
- The Neon Newport: <https://www.theneon.co.uk/>
- Utilita Arena Cardiff website: <https://www.utilitaarenacardiff.co.uk/>

Appendix:

Similar Web:

Traffic share by country

Aug 2023 - Oct 2023 All traffic

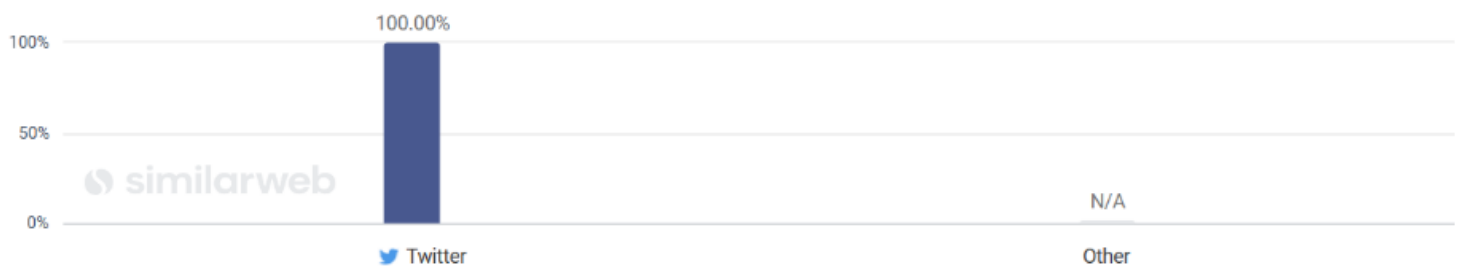


🔍 Search...

	Country (5)	↓ Traffic Share	Change	Country rank	Visit Duration	Pages / Visit
1	 United Kingdom	89.35%	↑ 64.11%	#58,423	00:02:56	2.64
2	 United States	10.05%	↓ 55.41%	#1,475,417	00:01:23	3.00

Social traffic

Aug 2023 - Oct 2023 Worldwide Desktop



SWOT ANALYSIS

HOUSE PARTY

STRENGTHS

- *eight bands performing
- *arena is a modern venue
- *lots of activities before performance
- *well-integrated team
- *collaboration and involvement of students from UWTSD

WEAKNESSES

- *unpopular bands
- *high prices in the bar of the arena
- *limited car park spaces
- *poor public transport from Swansea to surrounding towns
- *budgetary limitation

OPPORTUNITIES

- *small number of similar events in this area on that day
- *assistance of external companies

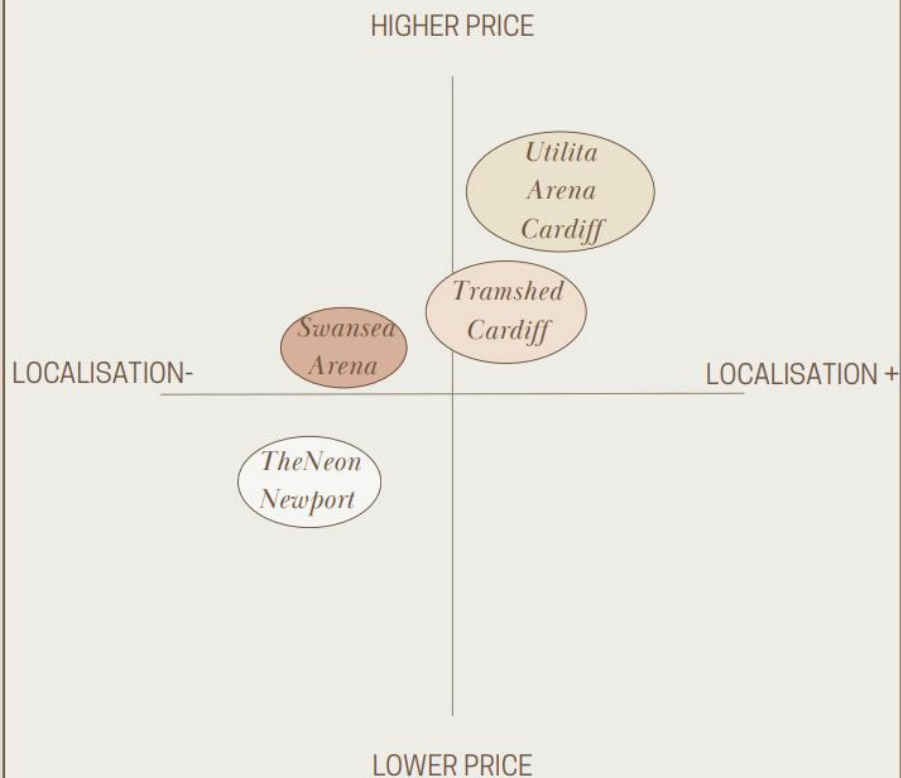
THREATS

- *some of the band pull out
- *fire alarm
- *behaviour of the crowd

The example of social media story:



Competitor Analysis



PESTLE ANALYSIS

POLITICS

- Traffic congestion- travel is a part of event industry as it allows people access to their destination.

ECONOMIC

- The money will be spent where it would not have been if the event had not taken place.
- People spend more money when they see the product is for charity.
- Promoting local region
- Creation of jobs- more people will find a temporary work at the event

SOCIAL

- Socialisation- people can interact and become more familiar with each other. It provides opportunity to expand a social circle.
- New experience- event offers opportunity to extend people cultural horizon and experiences.
- Diseases and viruses- a lot of people will be in one room, which may cause the spread of viruses (e.g., Covid 19) or diseases.
- Anti-social behaviour- it can cause harm and distress to community
- Lift and emergency wheelchair access- gives disabled people the opportunity to participate in the event

TECHNOLOGY

- E-tickets and online registration access- nowadays we all have mobile phones, mobile tickets provide greater convenience and efficiency
- Huge LED display- possibility of event promotion, will attract more customers as people are curious to see it
- Social media- more people will find out about event through social media
- Payment via smartphones- easy and convenience payment, people don't have to carry a wallet
- Internet- to make a payment through phone or display a ticket we need broadband connection, the interfering factor may be the connection speed or wrong settings

LEGAL

- Fire risk assessment- The Regulatory Reform (FSO) places legal duties to undertake and record fire risk assessment.
- First aid- Legal requirements (Health and Safety regulations 1981) require employers to provide first aid for employees.
- Alcohol license- business who wants to sell alcohol must have a license.

ENVIRONMENTAL

- Litter pollution- in the area around the event.
- Pollution from vehicle emissions- as many people will be travelling to get to the venue.
- Energy- additional energy consumption due to a LED lights display on the arena and lightening in the arena.
- Noise pollution- caused by bands playing and people talking/ singing.
- Public service- additional consumption of other services e.g., cleaning, security.

Gantt Chart:

Communications Plan

Company Name: Swansea Arena

Project Start:

27.11.2023

[illegible]