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Marketing Report on Swansea Arena's House Party

Niche Marketing & Social Media (BMTP4014)

Chris Wilkin

Amber Treharne (2502316)

1,649 Words

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

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Introduction

The House Party is an annual event celebrating the opening of Swansea Arena. For one night a year, grassroots bands have an opportunity to perform to raise money for Music Venue Trust and showcase local talent on this large scale (Swansea-arena.co.uk, 2025). The purpose of this marketing plan is to develop strategies to promote Swansea Arena's House Party event using the SOSTAC framework to research and find target audiences. The marketing plan is being prepared to reach the arena team's aim to increase ticket sales.

Situational Analysis

2.1: Company

Swansea Arena have strong partners and collaborators, leading to further advertisement and discounts for participating customers. Although for the House Party specifically, they need to advertise more often, further than Swansea, and collaborate with influential brands so more customers are influenced to attend. Opportunities include gaining more customers by directly identifying and marketing to the best audience. This includes a range of new ideas of how to market to this age group. Competition from other local venues providing more affordable tickets, food and drink with the same grassroots bands act as a threat.

(Refer to appendix 1 for SWOT analysis table.)

2.2: Customers

Swansea arena have a range of customers that are dependent on the type of event as they do not only host concerts and musicals. Each event has its own demographic.

According to Similarweb, recent visitors on Swansea arena's website consist of 55.16% women and 44.84% men who mostly range from 25 to 55 years old (Similarweb, 2025). Customer behaviours include regularly shopping for concert tickets, tuning in with news, media and drinking culture (Tripadvisor, 2025). The overall concept of the House Party is being targeted to young adults in local bands. Therefore, a range of customers which could be the best to target are 18- to 25-year-olds (see appendix 2 and 3 a/b/c/d/e) because this is the main demographic who visit local venues, perform in these bands and attend concerts.

2.3: Competitors

The perceptual positioning map (see appendix 4) shows that there are a range of events in venues near Swansea and across Wales which are near the same price as the House Party. Individuals attending the House Party may each value different aspects but with the event based in Swansea and the main demographic having little disposable income, the price of the event matters to this audience.

It is also important to be aware of other events in Swansea taking place on the same day as they are competitors that pose as threats. Sin City, Patti Pavilion and Urban HQ have events the same night such as sport and dance but not rock music.

2.4: Collaborators

The House Party is in collaboration with Music Venue Trust with aims of "preserving and elevating Grassroots Music Venues regionally" (Music Venue Trust, 2023). It is important for Swansea Arena to collaborate with this charity as it connects independent local venues with the arena's large-scale audience.

If the event was cancelled all collaborators and stakeholders would be affected such as Music Venue Trust, the local bands, UWTSD and all other local venues such as The Bunkhouse.

2.5: Climate

Factors such as limited transport, inflation rates, technological issues and curfew times need to be considered in the marketing plan.

See appendix 5 for PEST analysis.

Objectives

This marketing plan is to increase ticket sales by 20% for the Swansea Arena House Party by the date of the event in February. The marketing campaign consists of creating content and a PR stunt where bands perform live in Swansea city centre to advertise and attract new customers.

Strategy

Referring to the 7 P's or the marketing mix, the product that maintaining the same is the event. It is important to keep the House Party the same event for clarity and recognition as it in an annual event that has developed. What has changed is the lineup annually. The price of the event is in the same range as other Swansea events (see appendix 4), it should not increase or decrease any further from £12.50 as of 2026 the minimum and living wage is increasing in the UK (GOV.UK, 2025). Donating all ticket proceeds to Music Venue Trust (Price, 2024) gives the event an ethos factor, making the price fair for the cause, number of bands, activities and location in a premium venue. It is essential for the House Party to remain in Swansea Arena, but their promotion can take place around Swansea and across the whole of South Wales.

Promotion:

Advertising, sales promotion, public relations, direct marketing and content marketing can be used to promote this event. Content can be created globally on social media, displayed on billboards, posters/ flyers in music shops, local venues, music schools and in clubs such as Swansea Young Musicians Society and Future Blood. The promotion can include a 20% off discount code in which can be included on leaflets only so it encourages audiences to attend the preview performance taking place in the city centre, in the seating area of Copr bay next to the arena's bridge.

For the House Party event, the area of Ansoff's Matrix that is being used is market development. This is to keep the existing product (An entire day event with a range of local bands) but target new markets being their customers. Simularweb suggests that Swansea Arena's regular customers consist of audiences 25 and over.

Tactics

In order for marketing to be as effective as possible it needs to include a range of communications for different ideas and markets; the communications mix is often used for this. According to Kolter and Armstrong (2018), "The specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships." Defines this. The RACE framework is used to help integrate all marketing communications into one simple "easy-to-understand campaign plan" (Sestino et al., 2023, p.4).

5.1: Reach

- Create regular content to target audiences on specific platforms and collaborate with all relevant venues.
- Advertise the event using paid ads and monetising You Tube and TikTok videos.
- Pay per click ads and Search Engine optimisation on Swansea Arena's website can be prioritised to achieve views (Zakharko M, 2023).
- Surveys and social algorithms can be used to market posts to correct audiences.

5.2: Act

Audiences can act when they give their contact details to promoters for the house party in stands in local venues. They can then be entered into a prize draw to win free tickets to the House Party. Recurring text messages and emails could also be sent, giving updates on competitions they opt in, as well as links to Instagram, Facebook and YouTube.

See appendix 6 for an example of a piece of content, persuading viewers to act: Follow their page on social media, view content, like and comment.

5.3: Convert

In this context to convert the public to become customers, the event can collaborate with influencers to persuade and make the event credible. For example, Welsh music teacher and Youtuber Leigh Fuge could be invited to the event. Beforehand he could repost and collaborate with the venue on video content. Tickets could also be given to the press.

Customers who have signed up to emails and messages could receive:

- The first look at event reveals and presale tickets.
- Discount codes.
- Freebies like bar upgrades for returning customers.

5.4: Engage

To engage with audiences, emails can be sent out such as teasers for upcoming events and general newsletters associated with the arena and the area. If these are personalised, it can be more specific to the customer, allowing them to be more likely to be interested (Chaffey and Smith, 2023, p.534).

An idea which can be considered to reach, act, convert and engage is a PR stunt of some bands on the line-up, making an appearance in the city centre to persuade new and returning customers to buy tickets for the house party.

Action

Gannt charts are effective for event planning as they break down tasks into manageable activities in time scales (Aicher, et al., 2019, p.32). See appendix 7 for gannt chart.

The lack of interactions and acknowledgement for the event informs the decision to include a personalised chat, pay per click adverts, create social media content and collaborate with Music Venue Trust on marketing throughout the whole year. According to google trends, there is a decline of searches in June, August, the end of February and November (Google Trends, 2025). See appendix 8 for google trends statistics.

Control

Metrics guide marketers towards their goals, as they are "quantitative values used to measure and evaluate the performance of marketing efforts." (blueatlasmarketing.com, 2023).

Key performance indicators such as new customers who visit (18 to 25), all social media interactions, regular web searches and profits when looking at ROI are indicators of success in the marketing plan (see appendix 9, a /b/c/d). If these factors increase it shows that there is regular interest in the event and that marketing is working when there is an increase in searches

and decrease in bounce rate, leading for it to reach customers to make more ticket sales. Overall, these factors give a positive sense of "brand credibility" according to Popescu et al, (2022).

Conclusion and recommendations

Challenges such as a lack of audience engagement and limits on reaching customers can be combatted by advertising more frequently, personal selling and using public relations to gain attention. Regular advertising and creative strategies can be used to increase engagement and more specifically on social media and in local music venues for the target audience. Issues like poor train links, limited use of ticketing platforms and F&B prices need to be considered for the venue to be more competitive in the local area. Keeping a monthly record of statistics like ticket sales and interactions on social media can be useful for planning and adapting to future marketing problems.

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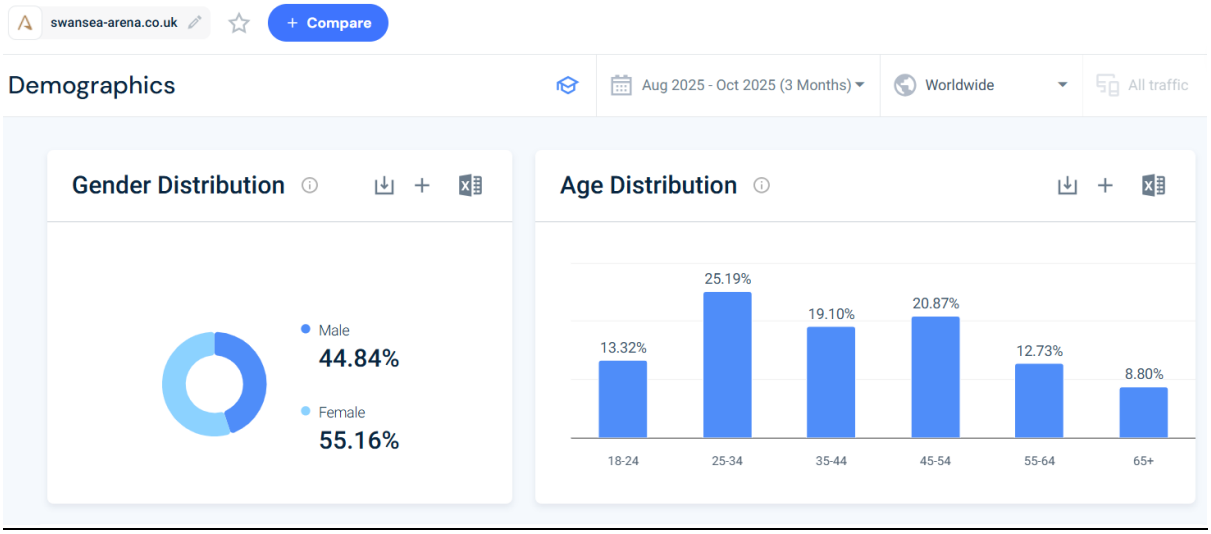
Appendices

Appendix 1:

SWOT analysis

Strengths:	• What the arena manages well during this event is using brand awareness. They use videos and infographics to clearly inform and define the house party event. • They collaborate with local bands and creative organisations on the event, with all proceeds going directly back into the local music scene for Music Venue Trust.
Weaknesses:	• Swansea Arena has issues with marketing the House Party as a "can't miss" arena- worthy event. • They should aim to market to those outside of Swansea by advertising throughout the whole of South Wales.
Opportunities:	• To gain more customers by marketing directly to the event's target audience. • To bring a variety of established local bands as well as grassroots bands who are only starting out.
Threats:	• Competition from other venues in Swansea whom these local bands already perform in regularly: The Bunkhouse, Elysium, Sin City, Hangar 18.

Appendix 2:



(Simularweb, 2025)

Appendix 3:

Customer profiles

A: Customer profile chart

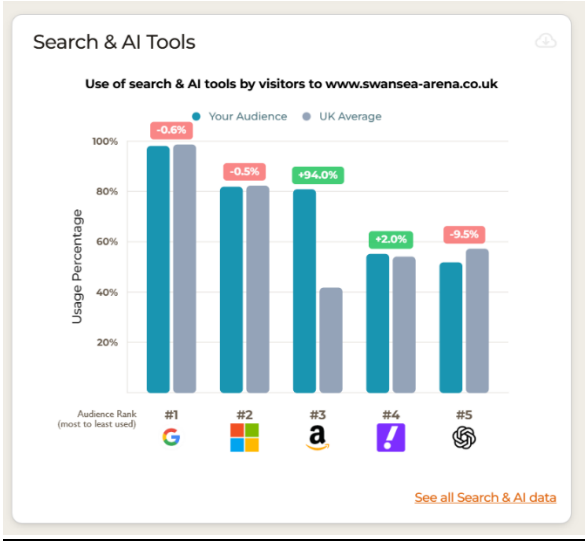
Customers:	**Age range:**	**Websites:**	**Social networks:**	**AI use:**
Best	25 - 34	atgtickets	YouTube	Google
Second best	45 - 54	Google	Facebook	Microsoft
Potential customer	18 - 24	Ticketmaster	YouTube	ChatGPT

B: Evidence from Simularweb (2025) suggesting customer searches.

	Domain (6)	Industry	Global Rank	Relevance Score	Cross-Visitation	PoP change	AdSense
1	atgtickets.com	Ecommerce and Shopping > Tickets	#10,989	100	65.10%	-	
2	google.com	Computers Electronics and Technolo...	#1	67	87.91%	-	
3	bbc.co.uk	News and Media	#85	30	32.82%	-	✓
4	en.m.wikipedia.org	Unknown	-	30	32.08%	-	
5	mail.google.com	Computers Electronics and Technolo...	-	29	24.62%	-	
6	youtube.com	Arts and Entertainment > TV Movies ...	#2	26	29.84%	-	✓

1 out of 1

C: Evidence from Sparktoro (2025) showing customer's use of AI tools.

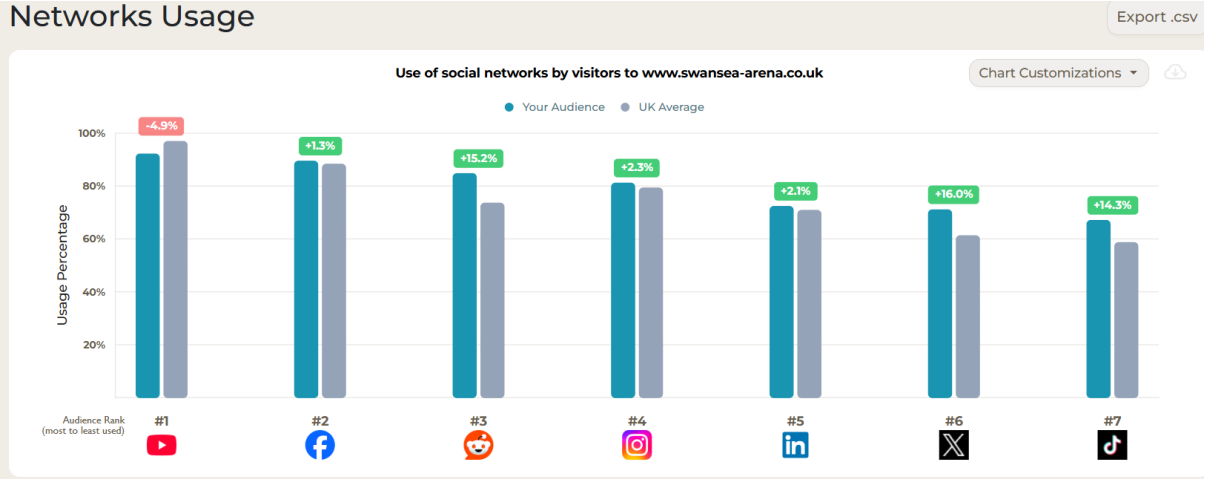


D: Evidence from Simularweb (2025) showing other frequent websites customers use.

Websites

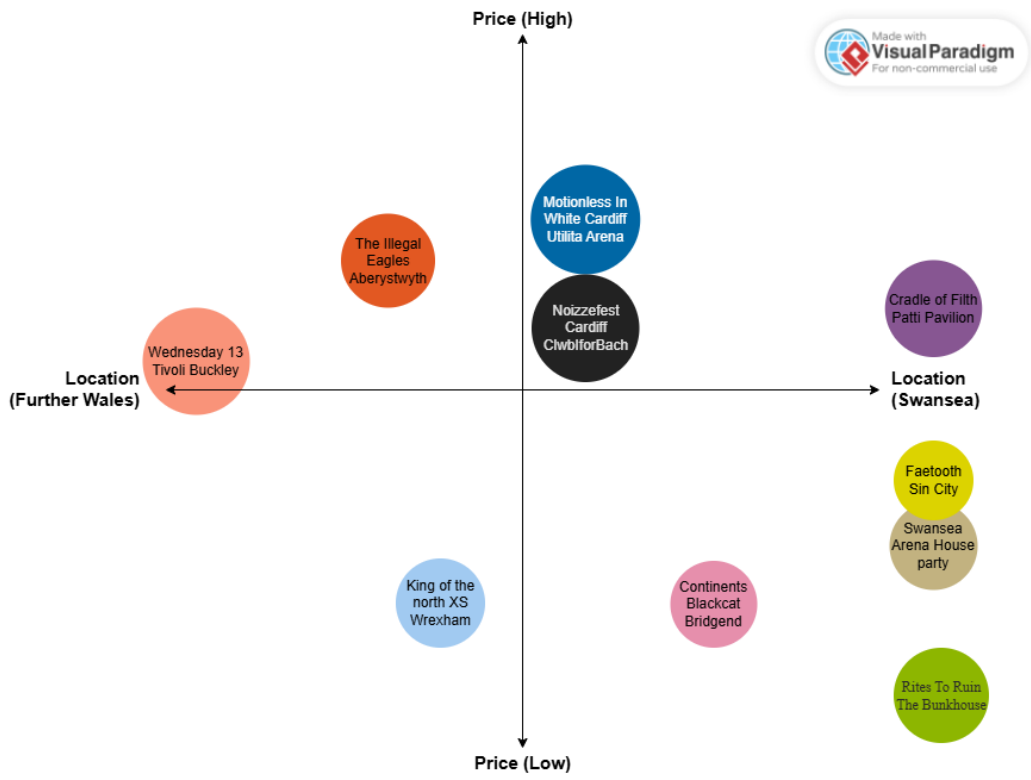
Website	Affinity	Domain Authority	Est. Visits/Month
Tripadvisor.co.uk	76/100	90	8.7M visits
Argos.co.uk	68/100	88	6.2M visits
Royalmail.com	67/100	84	6.9M visits
Rightmove.co.uk	65/100	84	8.9M visits
Tesco.com	63/100	91	5.3M visits
Ticketmaster.co.uk	61/100	81	5.6M visits

E: Evidence from Sparktoro (2025) showing the use of social networks for visitors of the Swansea Arena website:



Advertising on social media on specific platforms such as YouTube, Facebook and Instagram could be more effective than others (Sparktoro, 2025).

Appendix 4:



The perceptual positioning map as shown compare prices of events across Wales against location (closest to Swansea). Competitors include venues in Swansea with tickets starting from £5 for similar bands whereas the House Party starts from £12.50.

Appendix 5: PEST analysis

Political:	There are limited transport links such as "poor train services" (BBC News, 2023) during the evening on show nights at the arena. This affects customers as they will not be able to attend events if they cannot find transport after the show.
Economic:	Harari (2025) states inflation rates in the UK have reached as high as 3.6% in October 2025, this is over two times the

	inflation target. This suggests that inflation has left customers with less disposable income to spend at events. Therefore, if prices are too high, they will not participate. Swansea Arena changes ambitious prices for alcohol which customers can easily purchase for half of the price across the road.
Social:	The House Party gives a platform and opportunity to local artists competing to become recognised and perform in larger venues.
Technological:	There are concerns around AI having a negative impact on unique live music as young performers can now generate digital music simply online using AI. Suggested by Gumble (2025), 66% of correspondents say that "AI poses a threat" to careers as artists. There is technological convenience using e-tickets although there are potential issues to be aware of like problems with Wi-Fi connection and downloading apps.

Appendix 6: Piece of content made for audiences to act:

Appendix 7: House party event gannt chart

Tactics are summarised on a gannt chart, detailing the strategy for the event and what tools are used to market effectively (Chaffey and Smith, 2023, p.526).

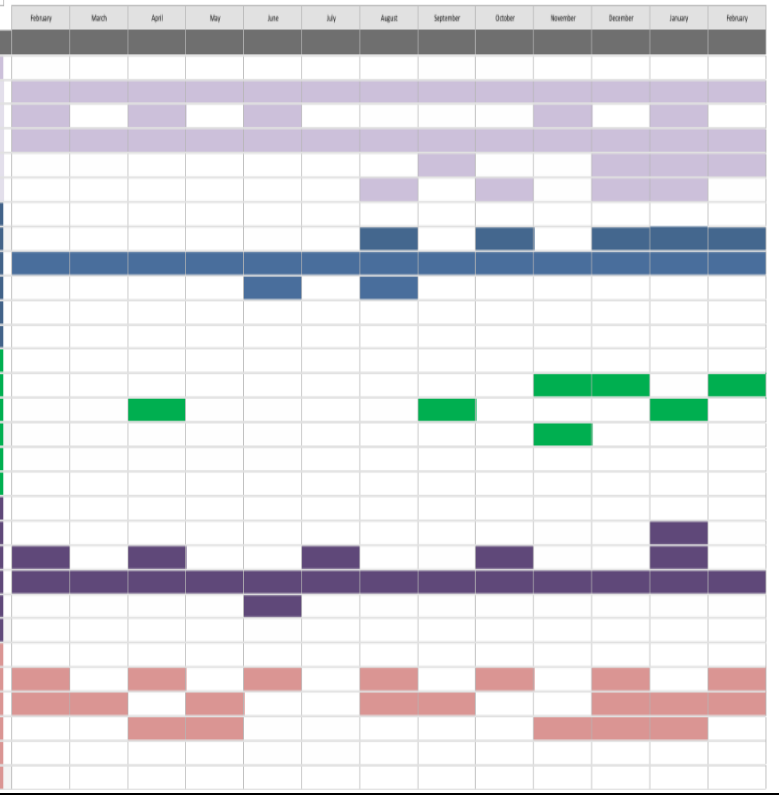
Gannt Chart House Party.pdf

Communications Plan

Company Name
Project Lead

Project Start: February 2025 to 2026

TASK	Metrics	START	END
Advertising		February	Feb (year after)
Social media content	Likes, shares, comments	February	February
Radio	Promotional code	February	January
PPC	Click rate	February	February
Youtube paid ad	How many views.	September	February
Leaflets	How many completed surveys	August	January
Personal selling			
Stalls in local venues	How many QR codes scanned - to win tickets	August	February
Personalised chat on website	Click rate/ amount of interactions	February	February
Participate in local Summer mark	Amount who visited social media/web searched afterwards	June	August
Sales promotion			
Hidden promotional code/websit	Social media engagement	November	February
Giveaway competition/Facebook	Comments/shares/entries	April	January
Youtube livestream giveaway	Social media engagement		November
Public relations			
Free live performance	Increase in searches/followers/bookings		January
You Tube video/local music influ	Interest on social media	February	January
Collaboration with MVT	Number of referals to the website/ bookings	February	February
Arena staff beach clean up for M	Positive mentions/ increase of bookings		June
Direct marketing			
Personalised email with booking	Click rate + Bar upgrade add on for returning customers	February	February
Algorithm/ personal ads	Call to action - Click rate and google trends	February	February
Text message	Click rate and promotional code	April	January

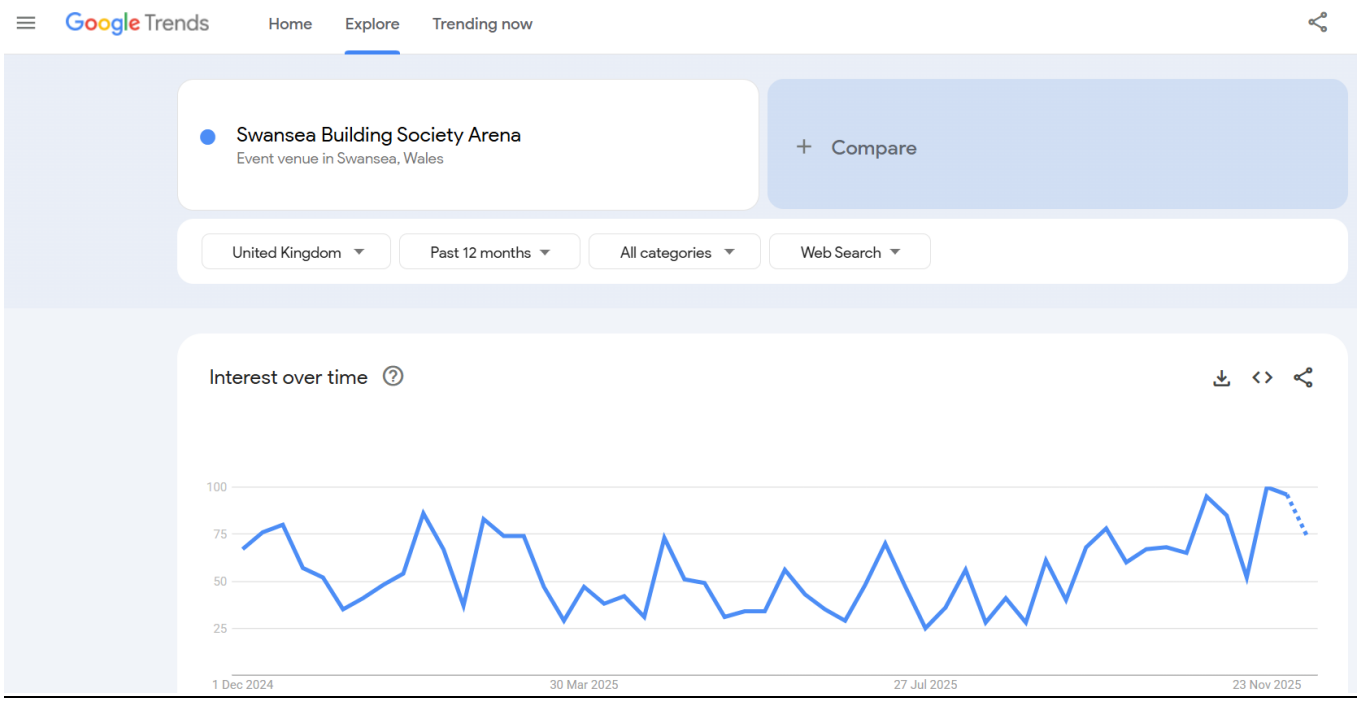


To build awareness for Music Venue Trust there can be QR codes in front of the performers for sustainable digital donation, as well as a box to donate for cash. After donating, the public receive a freebie gift card to use in any Swansea local venue. After this, the marketing department can edit a video showcasing this teaser event, how much money has been raised, how much more could be raised if they come to the main event and the impact it would have on Swansea.

- Reward engagement can be used to engage with customers by offering a freebie when they sign up to the arena newsletter.

- Battle of the bands type of event prior
  Engaging with audiences for this event before the main event to see who is on the lineup for the House Party.
  So there is a public vote element instead of favouritism from arena staff.

Appendix 8: Google trends.



Appendix 9: Marketing effectiveness and metrics infographic using Canva.

Appendix A: Research on marketing metrics

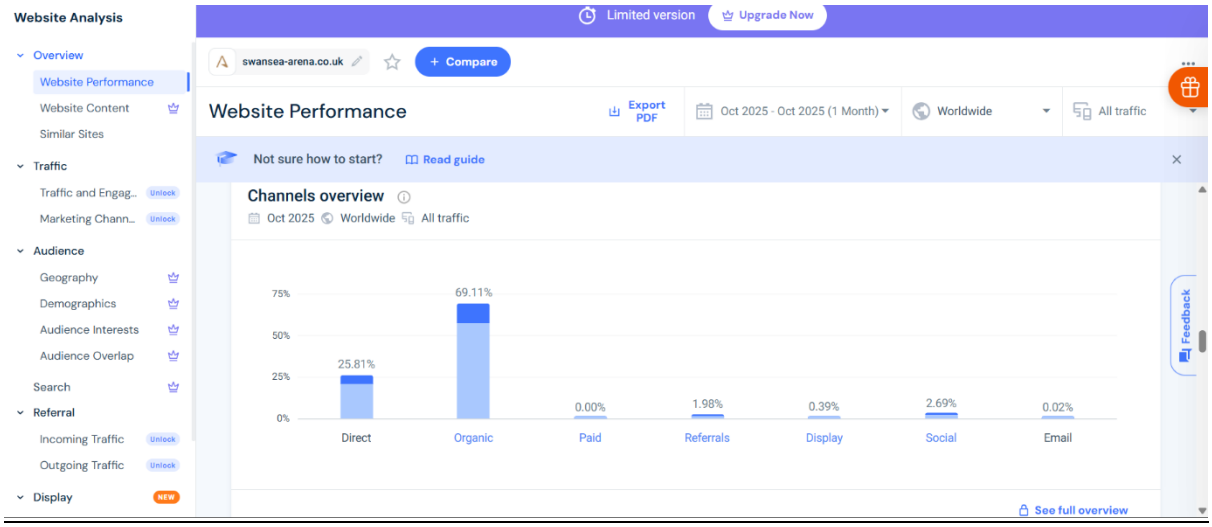
- Number of views, likes, comments, shares.
- Increase rate– measured within a week.
- If the number of searches or links clicked directed to the website increases.
- Bounce rate

Appendix B:

Social media engagement	Engagement on social media can track progress by gaining a wider audience when boosting awareness and advertising to better attention. This includes to the specific customers that need to be targeted when they show interest on these platforms.
Website traffic	Website traffic can be helpful to examine so marketers can strategically plan when is the best time to put out specific information. For the gannt chart in this marketing plan, actions such as competitions, promotions, targeted advertisement and PR stunts are planned when the public are searching for the venue the least. Whereas, live streams, personal selling in local venues and paid ads could be utilised in the months leading up to the event, where according to google trends, audiences are searching for it the most.
Return on investment	This metric is useful in this context for the marketing department to know what works and what doesn't, to understand what form of strategy to increase to make more profit and achieve goals.
Bounce rate	This is expressed as a percentage to refer to the rate at which customers leave the site. Authors suggest a bounce rate between 40% and 60% is typical for most websites (Nguyen, 2022 as cited in Adwan, 2023). According to Simularweb, the bounce rate of Swansea Arena is 46.39% (Simularweb, 2025). This is important for marketers to do more research in target audiences, show more personalised advertising and algorithms and have an increased understanding on how engaging their website is.

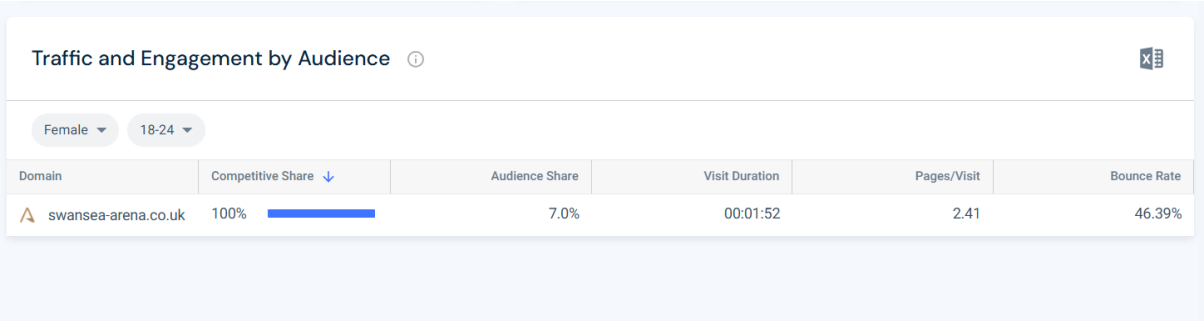
Appendix C:

Evidence from Simularweb (2025) examining website performance.



Appendix D:

Evidence from Simularweb (2025) showing engagement from Swansea Arena's website such as bounce rate.



Domain	Competitive Share	Audience Share	Visit Duration	Pages/Visit	Bounce Rate
swansea-arena.co.uk	100%	7.0%	00:01:52	2.41	46.39%