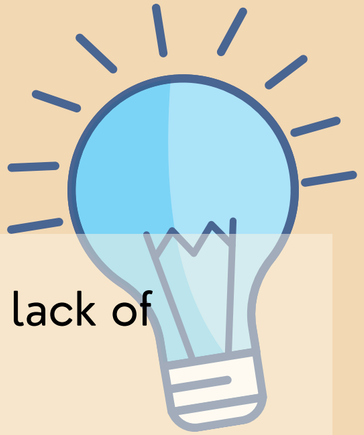
Chiara Filomeni
Term 3
Presentation
MA International Music Marketing

ALL ABOUT MUSIC

A TAILOR-MADE MUSIC SCHOOL



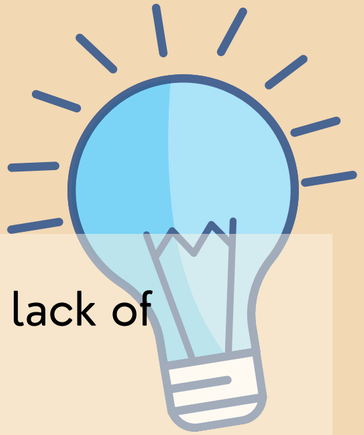
THE WHY



After talking about our experiences in music schools during our childhood, Daniel and I noticed a lack of **<u>connection</u>** between **body movement**, **rhythm**, **singing** and **music theory**.

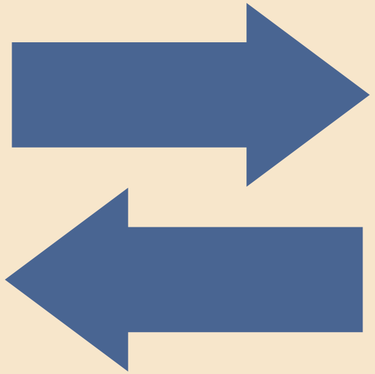


THE WHY

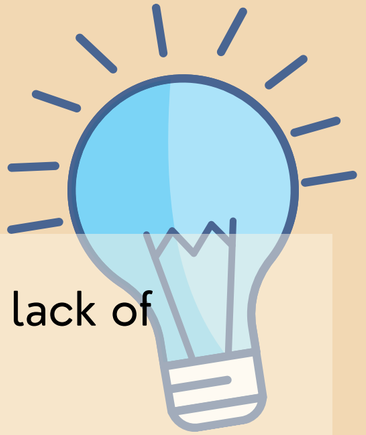


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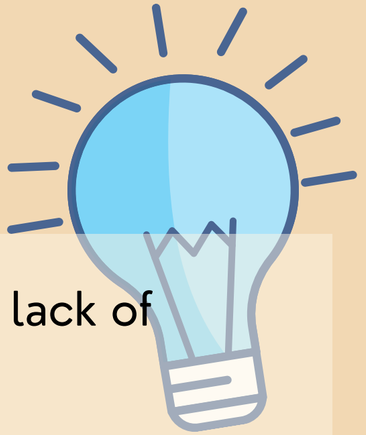
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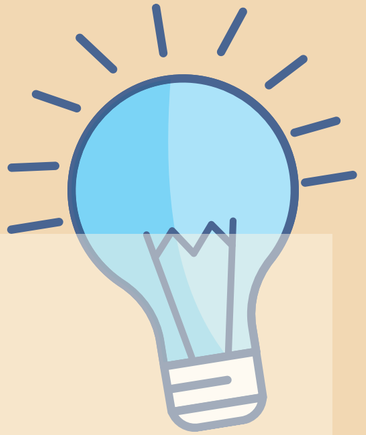






These elements are **essential** for any instrument you want to undertake in your musical path.

THE WHY

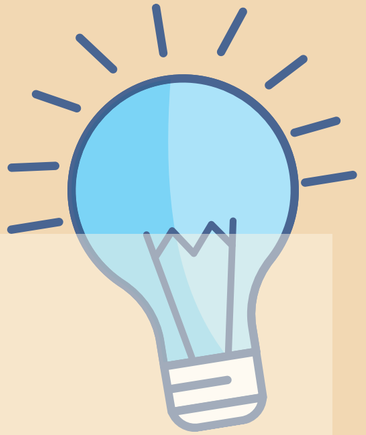


All About Music is a school that wants to:

- bring **awareness**
- show **how to approach <u>any</u> instrument**
- create a **solid foundation**



THE WHY



We want the students to feel **safe** and **comfortable** and to decide freely and consciously which musical instrument to study in the future or simultaneously.



THE USP



A tailor-made music school

The idea that this school is built perfectly fitting for our students draws attention to **why** the school exists and **how it differentiates** itself from its competitors.

THE USP



A tailor-made music school

I want to create a real **community**, in which **pupils** are also **involved** in the **method**: I truly believe that teaching is never one way.

THE USP



A tailor-made music school

The students will be free to express their ideas and **suggest songs** they would like to work on, to build their choir repertoire, involving them in the **decision-making**.

THE ANALYSIS

S

- A **unique methodology** for young students
- A distinctive **connection** between **different subjects** such as body coordination and the use of the voice
- An **ongoing word of mouth**

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- Limited **budget** for marketing campaigns
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- No specific licensing requirements
- Chances to **grow** the business by connecting it to private singing and piano lessons

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T

- Very **high competition**
- Although the teaching method is built to be recognisable, it might be **hard to stand out** from the crowd and deliver the message of what the school is offering

THE RESEARCH



Research is a **crucial** part to define a marketing strategy.

The next step is to:

- gather **information** about the market
- gain a better understanding of the size, **demographics** and social trends

(Queensland Government, 2022)

THE COMPETITORS

The first analysis of the market concerns the **competitors**' investigation.

LONDON SCHOOL OF MUSIC

FIREWORKS MUSIC SCHOOL

LONDON MUSIC ACADEMY



TCHAIKOVSKY LONDON MUSIC SCHOOL

LONDON MUSIC SCHOOL

LIMITLESS MUSIC ACADEMY

THE COMPETITORS



- HOMEPAGE
- LOCATION
- ABOUT
- TEACHERS

THE COMPETITORS



- LESSONS
- PRICE
- INSTRAGRAM
- FACEBOOK

THE COMPETITORS



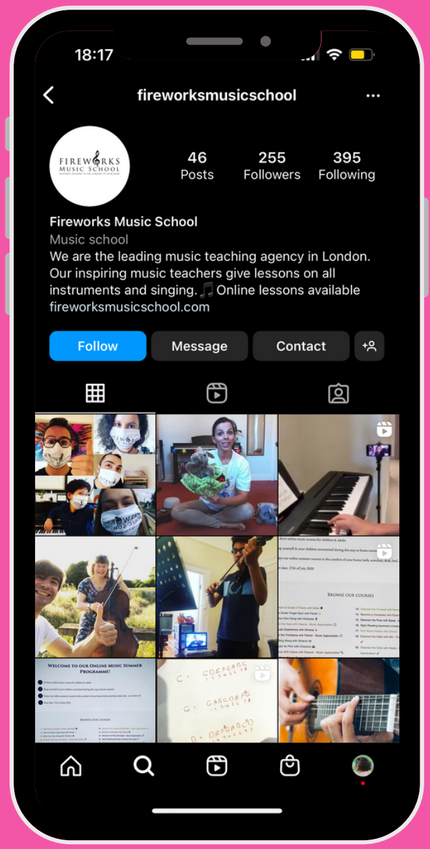
PRICE

I checked if the competitor school is specifying the price on the website, and if yes, I took notes to have an idea of the **market** to **define a price** for All About Music

THE COMPETITORS



INSTRAGRAM



N° of Followers

THE COMPETITORS



FACEBOOK



N° of Followers

N° of Likes

THE COMPETITORS



- REVIEWS
- TARGET
- CONTACT

THE MARKETING STRATEGY



After the Pandemic, the marketing and communications strategies have completely changed and people are no longer comparing a business only to direct competitors, but to **any online experience** they have.

The first step is to **design** a **website** and create a good experience, especially on mobile.

(Major, 2022)

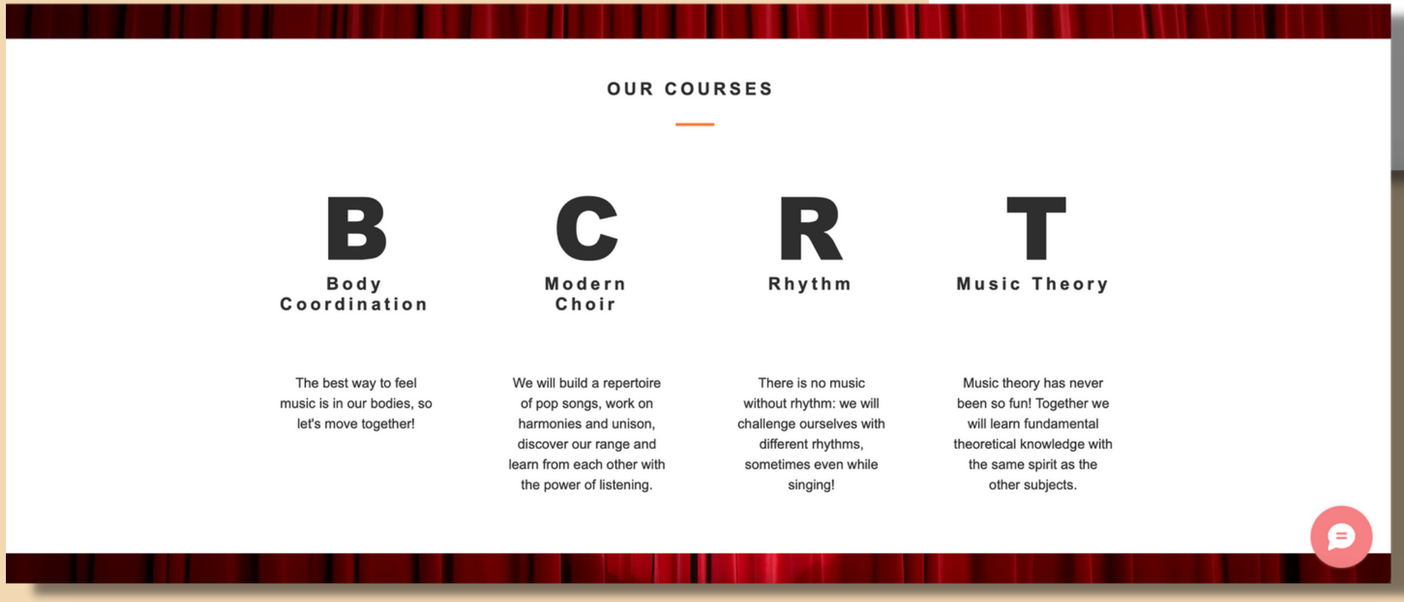
THE WEBSITE

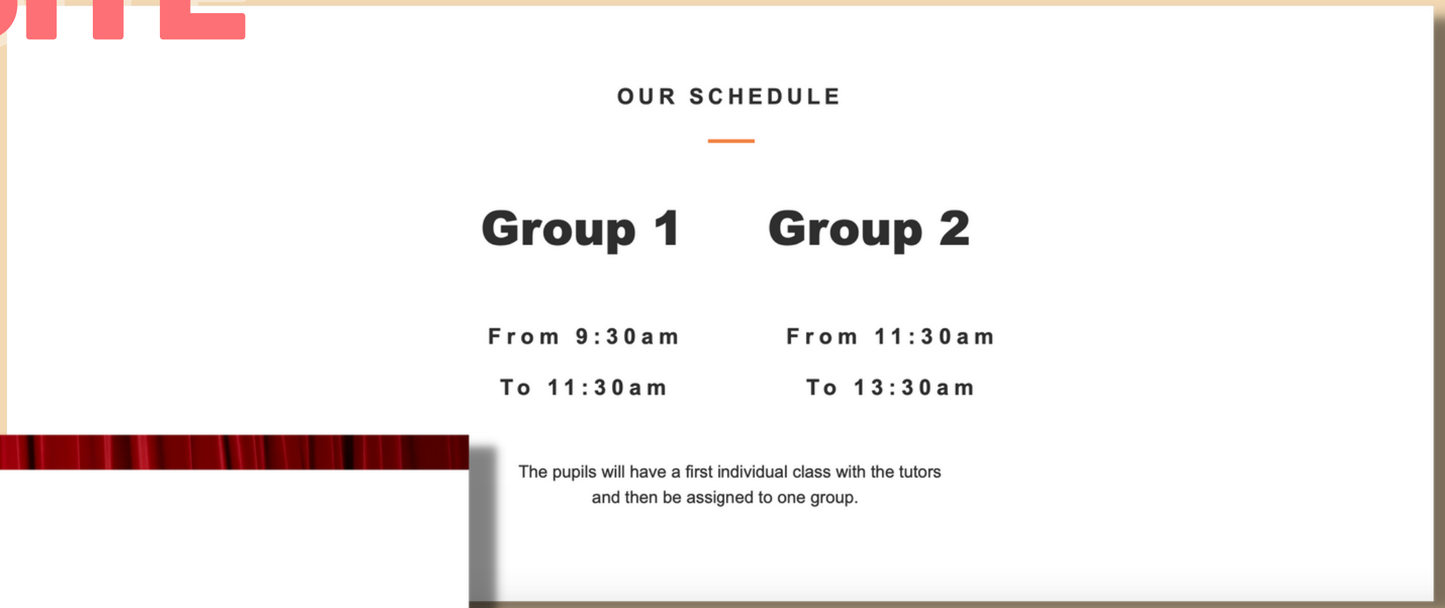

ALL ABOUT MUSIC
A TAILOR-MADE MUSIC SCHOOL


FOUNDERS/TEACHERS
Daniel Michalek
Chiara Filomeni

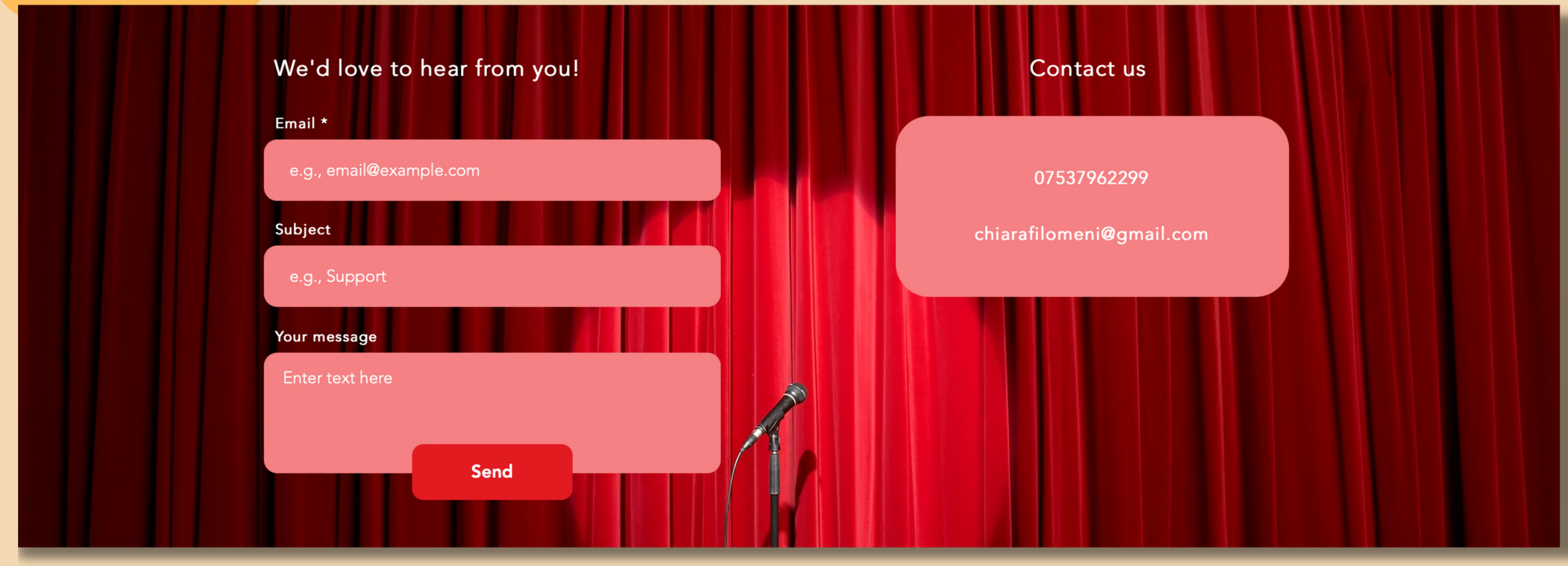
THE WEBSITE

THE MARKETING STRATEGY





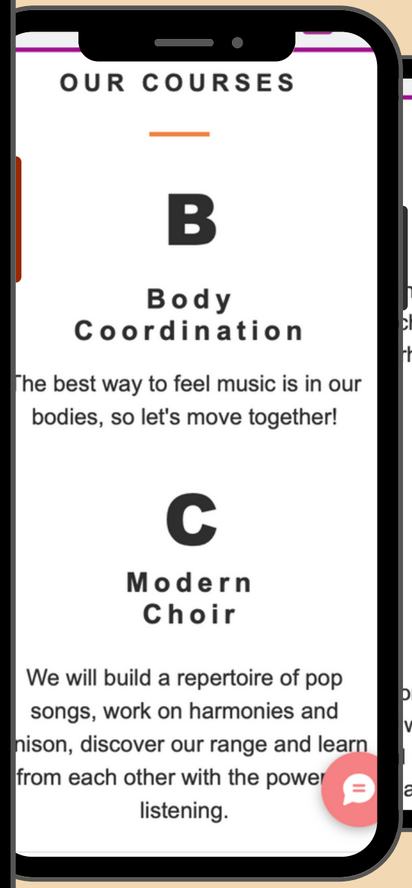
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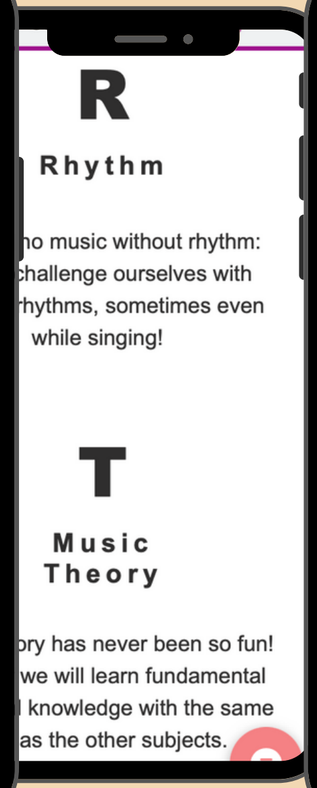

We'd love to hear from you!
Email *
e.g., email@example.com
Subject
e.g., Support
Your message
Enter text here
Send
Contact us
07537962299
chiarafilomeni@gmail.com

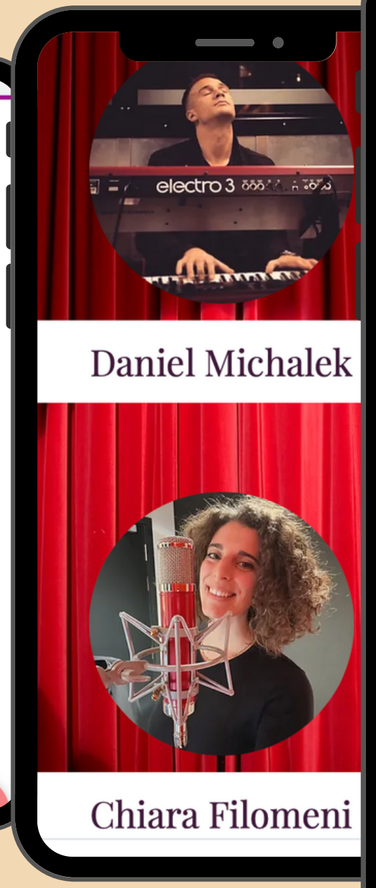
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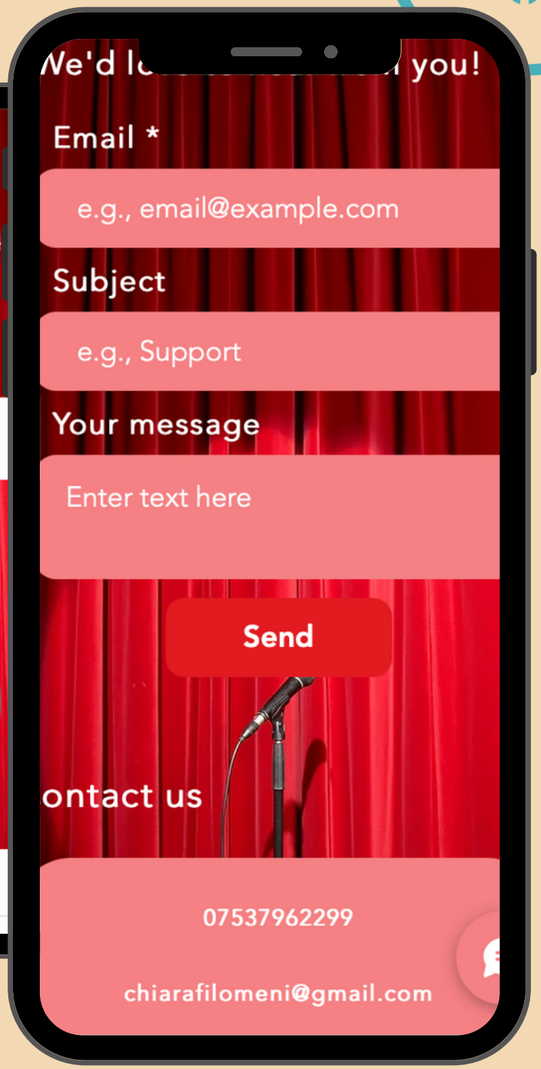
THE WEBSITE ON MOBILE



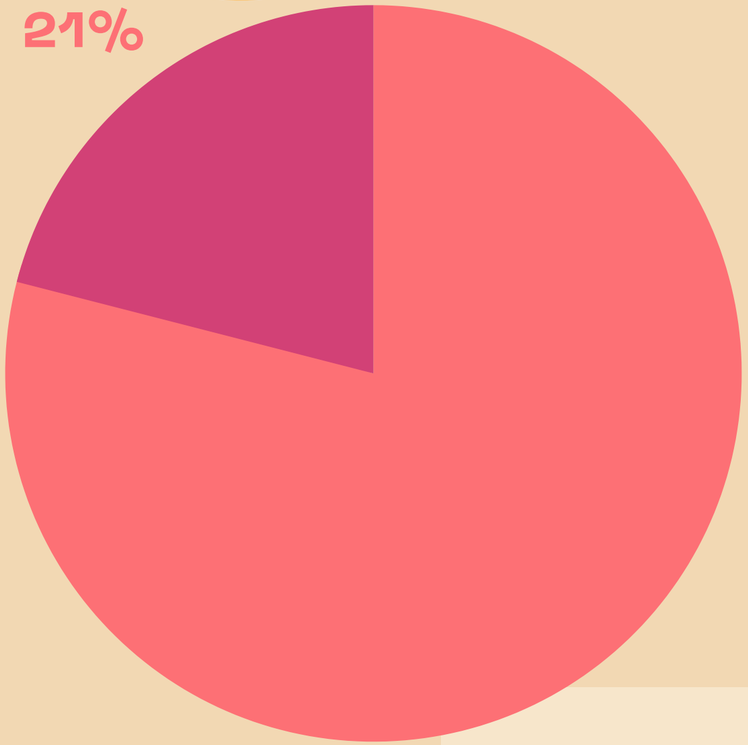








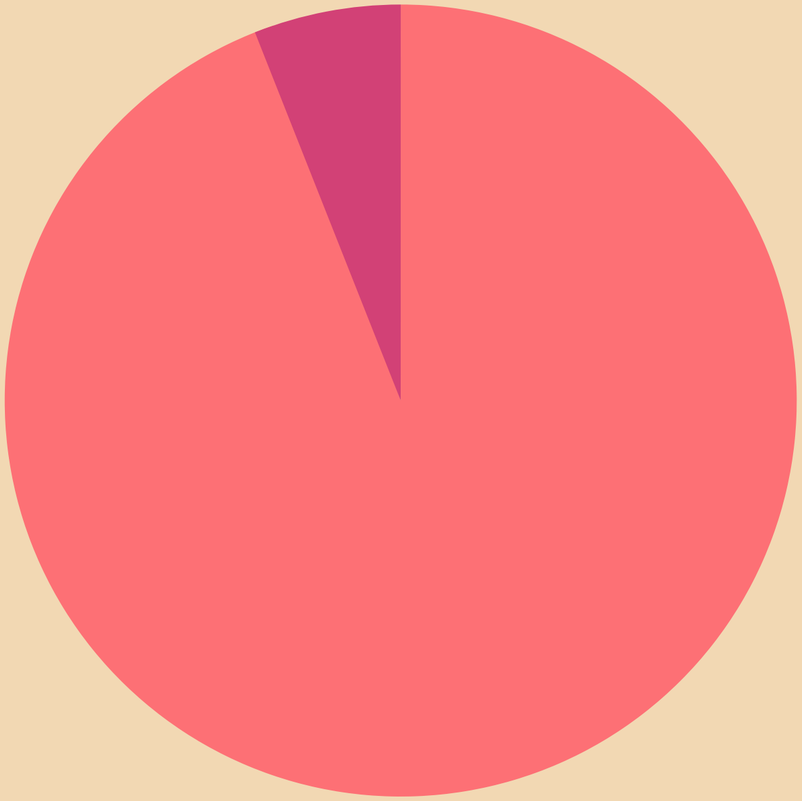
THE WEBSITE ON MOBILE



Mobile users are five times more likely to abandon a website if it is not optimised for mobile (Major, 2022).

79% of people who are **not satisfied** with what they find on the website will search for another one (Major, 2022).

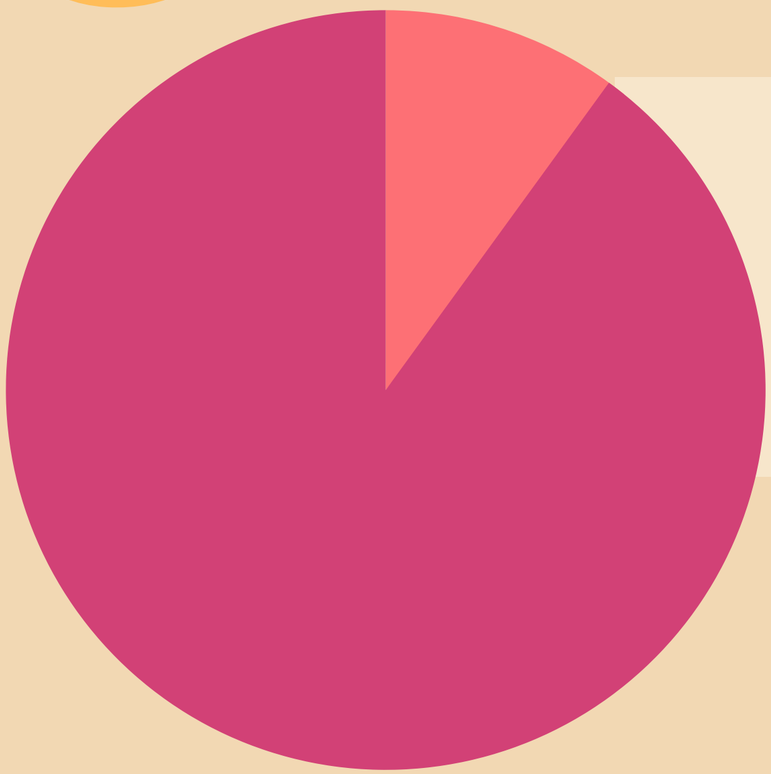
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94% of **first impressions** are design-related (Major, 2022).

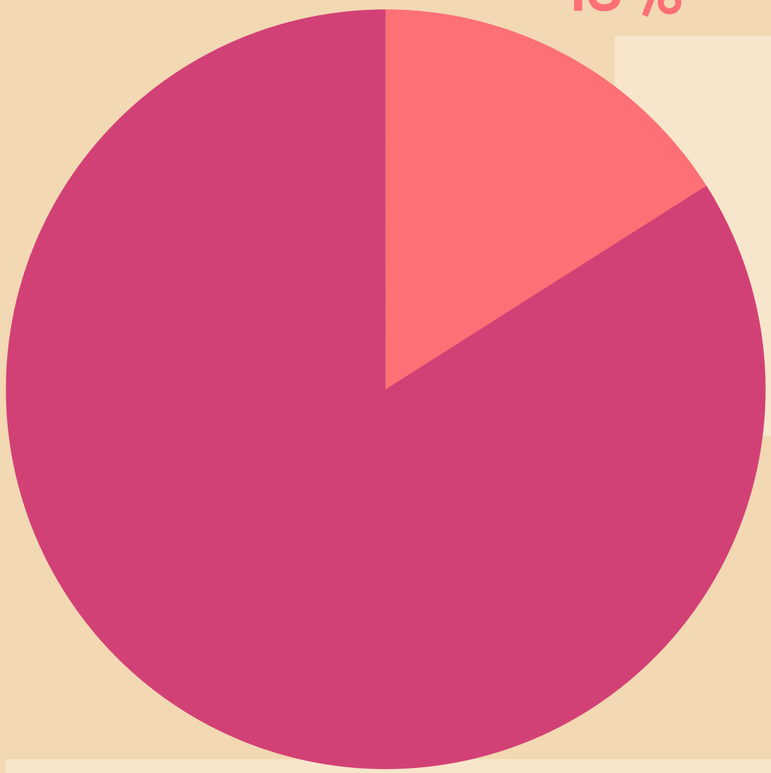
THE ONLINE REVIEWS



Online reviews have a very strong impact on the **school's reputation**.

90% of consumers read online reviews even **before** visiting the official website (Major, 2022).

THE ONLINE REVIEWS



Online reviews have a very strong impact on the **school's reputation**.

84% of people trust online reviews, **in the same way**, they trust personal recommendations (Major, 2022).

THE AMBASSADORS

Recruiting some **parents** as **Ambassadors** for the school:

- can improve the enrolments, informing other families about it - **worth of mouth** is a great way to advertise a business.

(Perez, 2020)

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- can improve the enrolments, informing other families about it - **worth of mouth** is a great way to advertise a business.

- can leave **positive reviews** of an experience they are actively part of.

(Perez, 2020)

THE AMBASSADORS

As a reward for their significant role in the school, the ambassadors will be offered **50% off** for the first **6 months** of their children's enrolment in the school.



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This is:

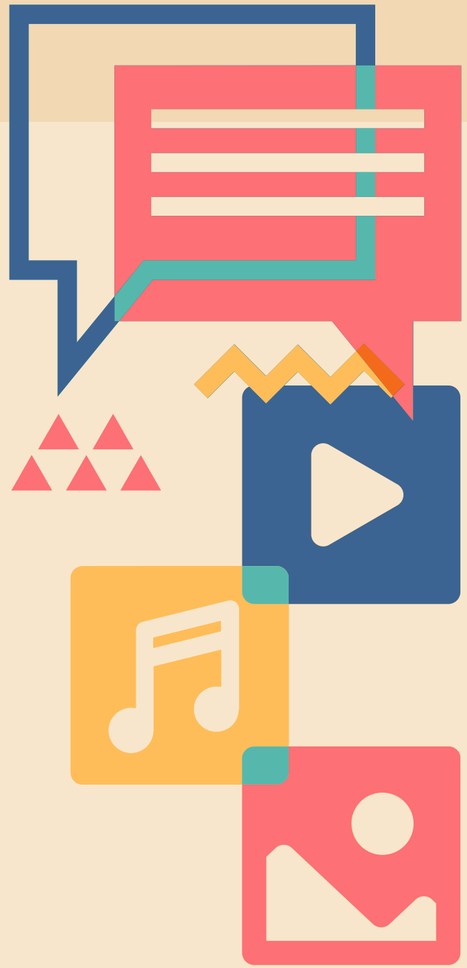
- an **incentive** for parents to become ambassadors
- a way to **increase the signups**

(Hughes, 2022)

THE BLOG

The school blog will include:

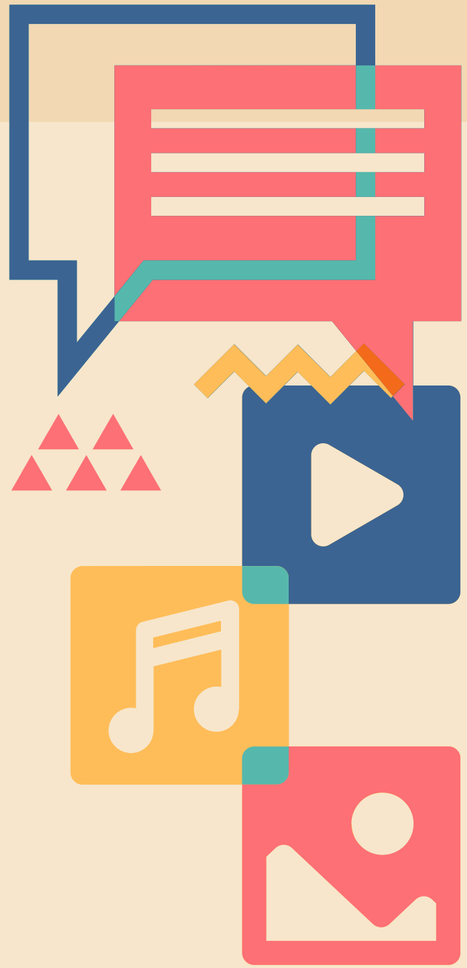
- Helpful **information** for parents



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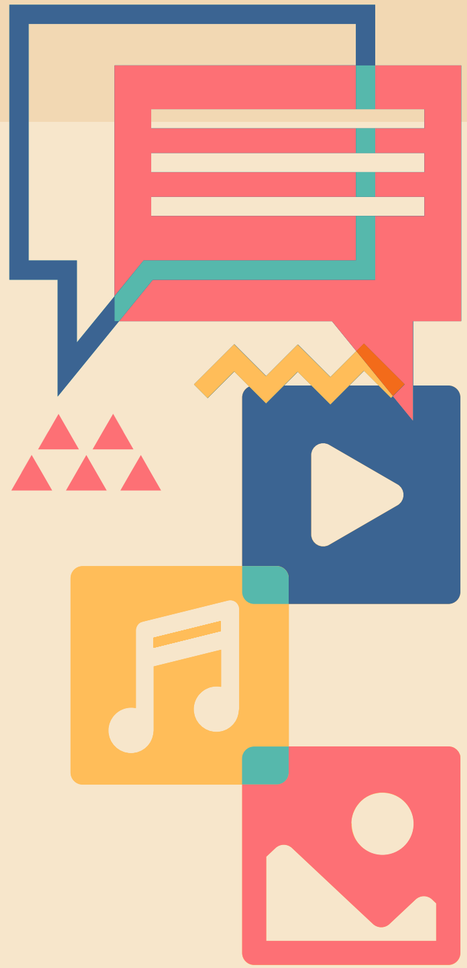
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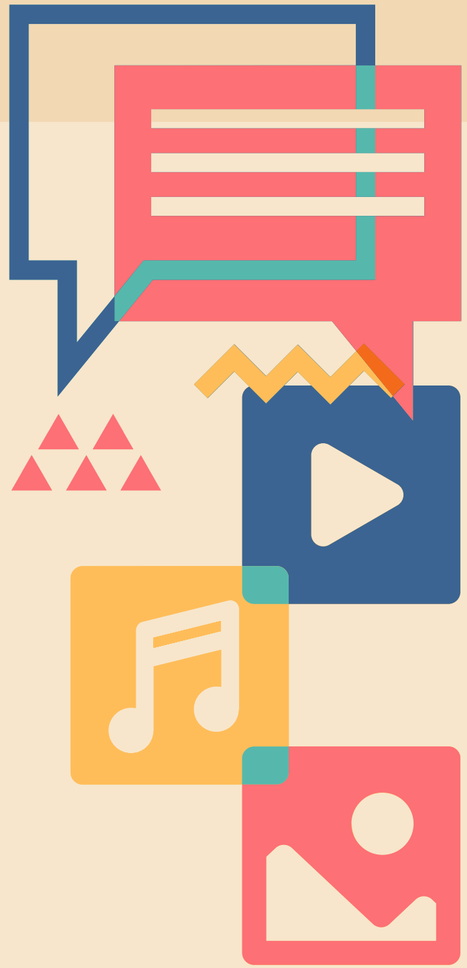


THE BLOG

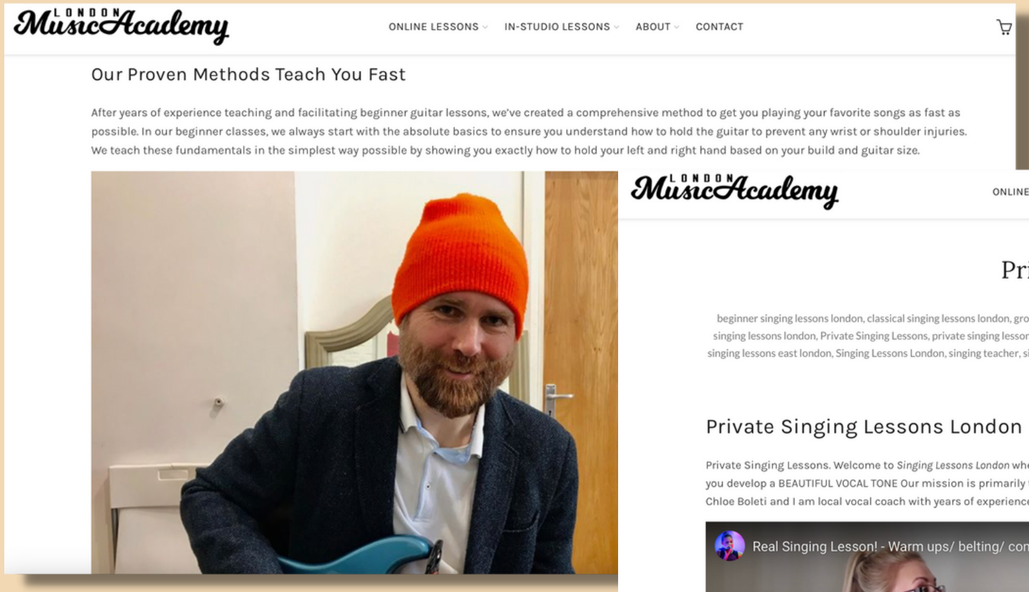
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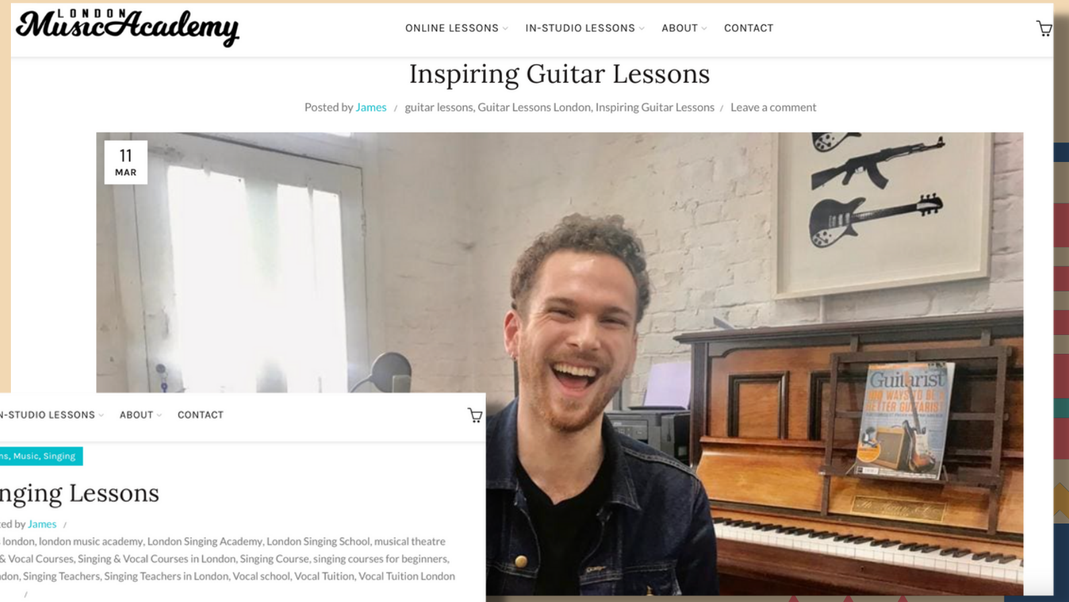
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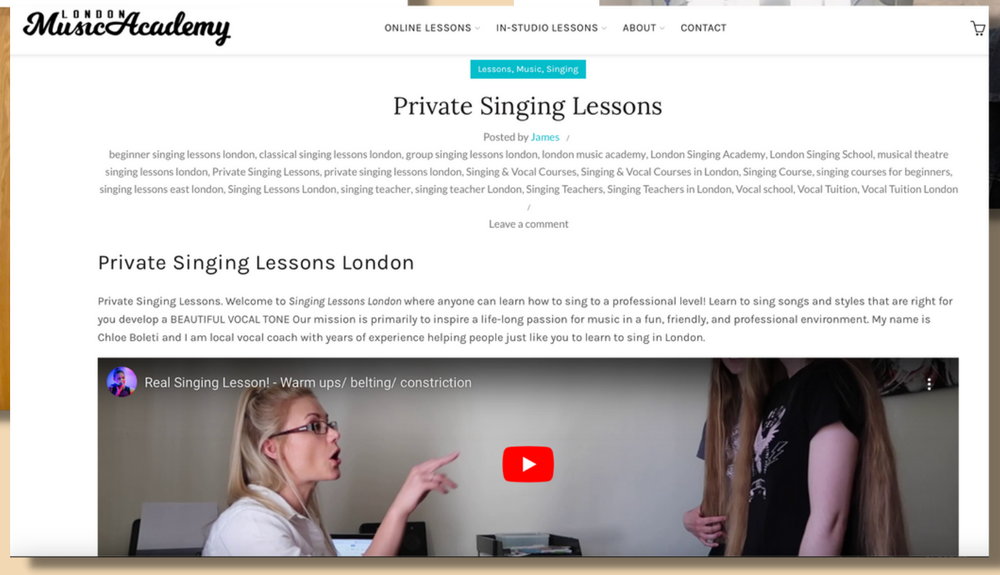
This will imply **consistency** in resources to post and different topics to write about (Major, 2022).



THE BLOG







Among the competitors I analysed, only LMA - London Music Academy - is having a blog, talking about the teaching method and the students' experience in the school.

THE MARKETING PLAN

The marketing plan will be formed by:

- the definition of the **brand**
- the identification of the **target**
- the establishment of the **goals**
- the **marketing mix**
- the **budget**
- the determination of the **action plan**



(Wiebe, 2022)

THE BRAND



The brand strategy is the **DNA** of an organization. Building a brand DNA means building a **personality**. It means that the service we are offering is recognised because it has a **strong vision**.

(Von Furstenberg - Masterclass)

THE BRAND

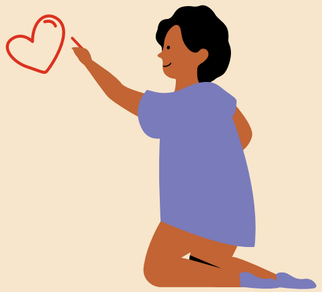
Brand values are describing the character, the personality of a business. Thanks to them, the customers know how the company **behaves**, the tone it uses in communications, and how it presents itself to the world.

THE VALUES

The values we stand up for are:

- empathy
- creativity
- respect
- collaboration





- open-mindedness
- inclusivity
- quality
- impartiality



THE VALUES

When I read Start With Why by Simon Sinek, I also understood the importance of the **articulation** of values.

Instead of just leaving those words as nouns, I decided to translate them into **verbs**, therefore into **actions** (Sinek, 2009).



TAKE ACTION

THE VALUES

EMPATHY

All About Music wants to **connect** with the students, making them feel **safe**.

THE VALUES

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CREATIVITY

The school approach is based on **encouraging** the pupils' **free creative expression**.

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We believe in the demonstration of **mutual respect** in the student-teacher relationship.

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We believe in the demonstration of **mutual respect** in the student-teacher relationship.

COLLABORATION

Helping each other is as essential as the help given by the teacher to the student.

THE VALUES

OPEN-MINDNESS

The school is committed to staying open-minded, **welcoming suggestions** and innovative ideas.

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INCLUSIVITY

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We are devoted to maintaining a **high standard** of quality in terms of contents and methods.

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We are devoted to maintaining a **high standard** of quality in terms of contents and methods.

IMPARTIALITY

All About Music **doesn't support prejudices** and wants to make sure that pupils don't have any among each other either.

THE VISION

Our vision is built on the belief that music learning works best when the **voice** and the whole **body** are involved.



THE VISION

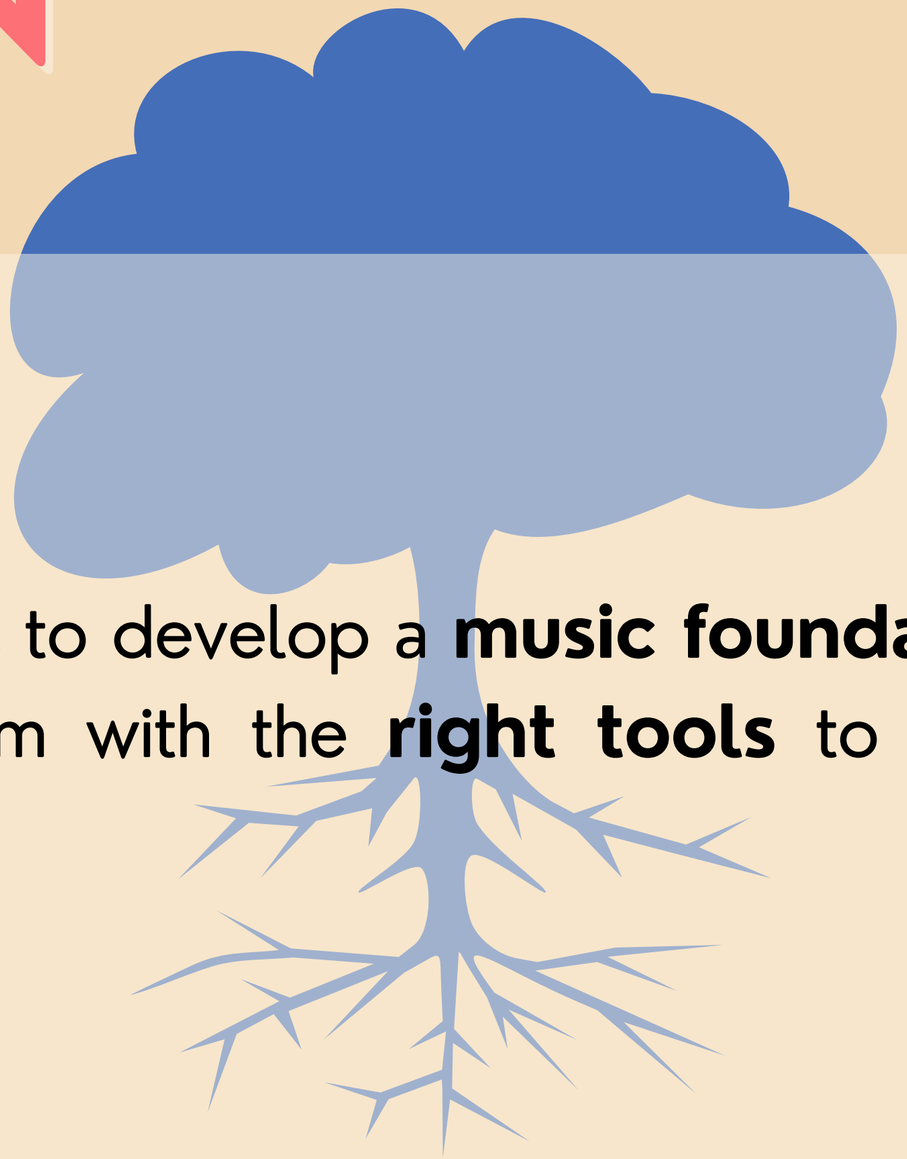




We encourage children and young people to take **bold** and **fearless** musical steps, to approach any instrument they are playing or want to play following their **predisposition** and **interest**, learning to express themselves in a very personal musical way.



THE MISSION



Our mission is to prepare the pupils to develop a **music foundation** that will inspire them and provide them with the **right tools** to approach different musical instruments.

THE MISSION



We want to help young people to be able to learn music starting from their **internal instrument** - the **voice** - and being aware of the **rhythm** while moving their bodies.



THE NAME

The **brand name** is also an important component of the brand strategy. There are different types of names for businesses:



1. **Transactional**: it is based on the product or service;

2. **Traditional**: it might be the name of the founder of the company;

3. **Transformationa**l: it evokes something commonly known or tries to capture the values of the brand.

(McKinnon, 2019)

THE NAME

All About Music is a self-explanatory **transactional** name, which provides useful information about the business itself.



THE LOGO

The logo is the manifestation of the brand experience and the **identity** system.



(McKinnon, 2019)

THE LOGO

A good logo is appropriate to the service offered and it's designed to **differentiate** you from competitors and create **brand loyalty**.

A well-designed logo validates your **professionalism** and **builds trust**, explains to potential customers who you are, what you do, and how this service can benefit them.



(Krause, 2022)

THE LOGO

A small business logo must be **simple** and **clear** to connect easily with your target audience.

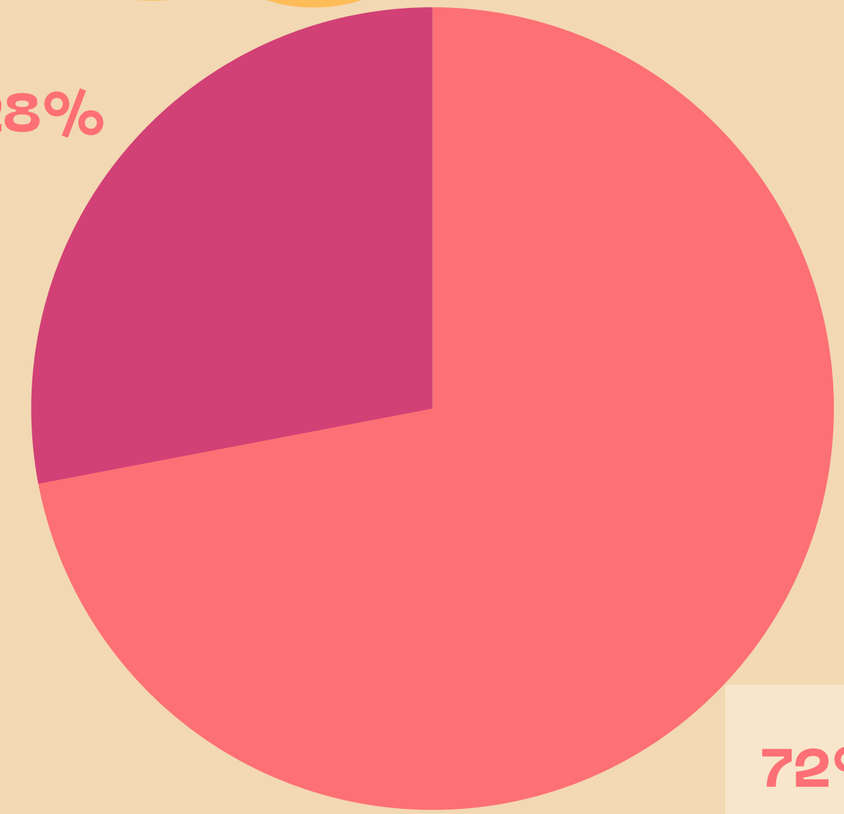
Simplicity is the key to making the logo work and fits across multiple media platforms.

Most small brands don't have years of brand recognition or a large marketing budget to help new clients understand what business does.

So, your logo needs to communicate your brand as distinctly as possible.

(Krause, 2022)

THE LOGO



- Graphic elements
- Symbols
- Icons

Those are valuable elements to include in a logo, as they add interest and make the logo memorable.

The main goal is to catch **10 seconds** of customers' **attention** - enough for them to memorize it.

72% of the best brand names include words or acronyms

(Krause, 2022)

THE COMPETITOR'S LOGO

LSM
london school of music



LONDON MusicA

FIREWORKS
MUSIC SCHOOL
INSPIRING TEACHERS IN THE COMFORT OF YOUR HOME

lms

LIMITLESS
MUSIC ACADEMY

ALL ABOUT MUSIC LOGO



THE TARGET AUDIENCE

Two different categories will be considered:



- The **Decision Maker**: parents are the ones who ultimately make the final decision.



- The **Supporter**: pupils themselves can play an important role in the decision-making as they influence whether or not to enrol in the school.

(Marketing Evolution,2022)

THE TARGET AUDIENCE

Considering that the **two target audiences** are having **distinctive demographics** and **psychographics**, the approach to reaching them will be different.





THE TARGET AUDIENCE

Therefore, social media campaigns will be run on **various platforms**, but still bearing in mind that the final decision is up to the parents:

this means that the **format** and **platform** might be **different** for reaching pupils, **<u>but</u>** the content and the **message** need to be comprehensible, clear and **engaging** likewise for **parents** and **students.**

THE MARKETING GOALS

Broadly, the main marketing goals towards the whole 3-year marketing plan are:

- **BRAND AWARENESS**

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Broadly, the main marketing goals towards the whole 3-year marketing plan are:

- **BRAND AWARENESS**
- **BRAND LOYALTY**
- **INCREASE IN MEMBERSHIPS**

THE MARKETING MIX



PRODUCT

- Developing a strong brand, with a clear vision and message - **starting with Why** (Sinek, 2010)

THE MARKETING MIX

PRODUCT

- Developing a strong brand, with a clear vision and message - **starting with Why** (Sinek, 2010)

PROMOTION

- Recruiting **ambassadors** - parents who can promote the school by word of mouth

THE MARKETING MIX

PRODUCT

- Developing a strong brand, with a clear vision and message - **starting with Why** (Sinek, 2010)

PROMOTION

- Recruiting **ambassadors** - parents who can promote the school by word of mouth

PRICE

- Initial discounts for the first customers - **incentivise** the first customers with a **special treatment**

THE MARKETING MIX



PRODUCT

- Developing a strong brand, with a clear vision and message - **starting with Why** (Sinek, 2010)

PROMOTION

- Recruiting **ambassadors** - parents who can promote the school by word of mouth

PRICE

- Initial discounts for the first customers - **incentivise** the first customers with a **special treatment**

PLACE

- Active presence on **social media** and creation of a **professional website**

THE MARKETING MIX

PEOPLE

- Once the school is solid, we will **train other tutors**, following the method we created.

THE MARKETING MIX



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PROCESS

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PHYSICAL EVIDENCE

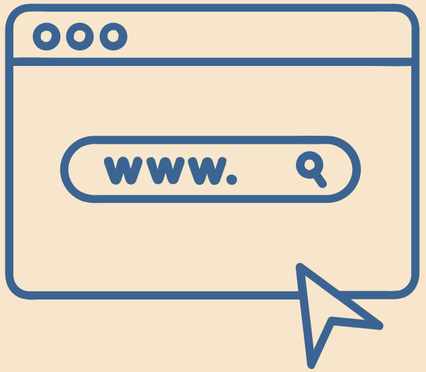
- Finding a **nice place to rent**, showing our **qualities** as professional tutors and keeping our **brand consistent**

THE BUDGET









The main initial expenses will involve the **rent** for having a space where to give the lessons, the **marketing** campaigns and promotions necessary to start building brand awareness and the creation of a **website**.

THE BUDGET

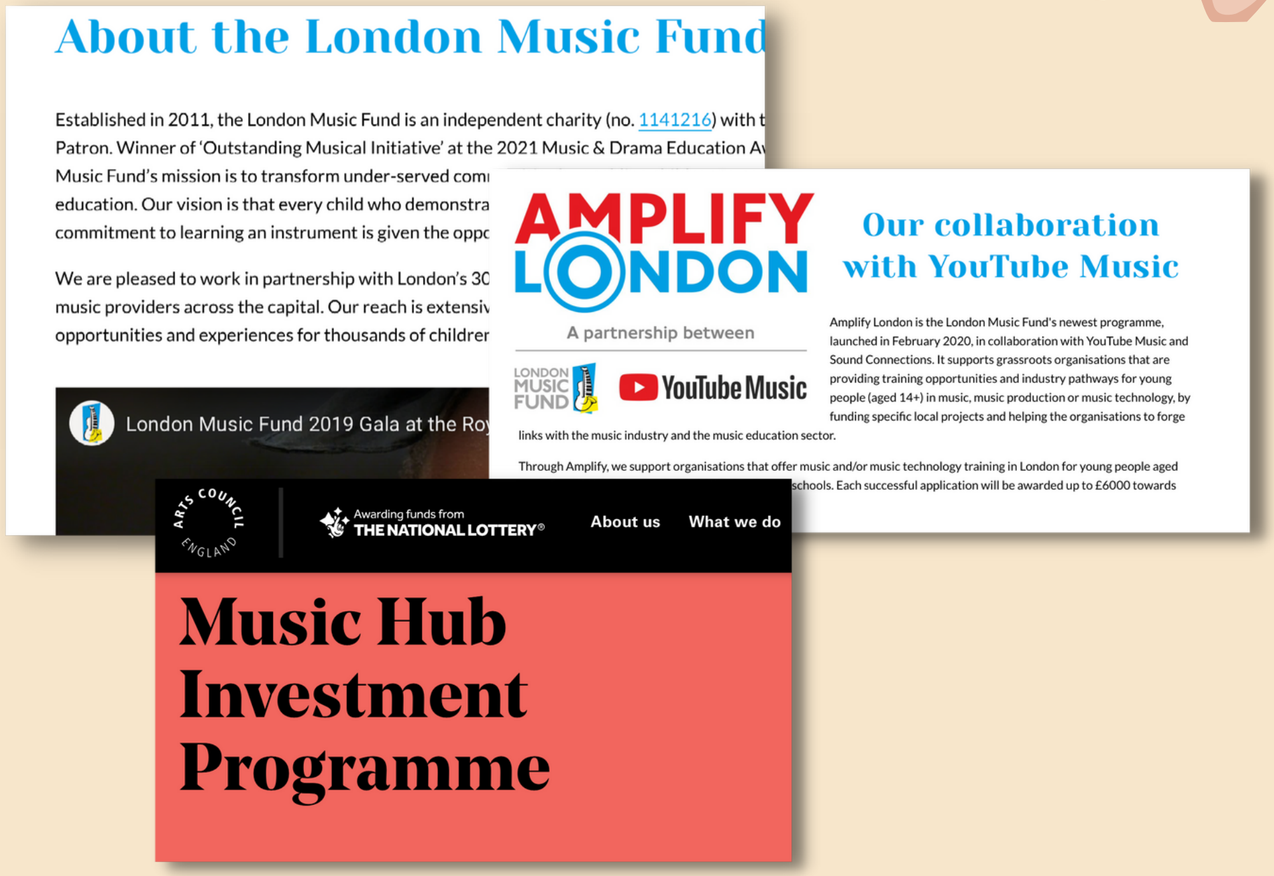


All About Music will apply to:

- **London Music Fund**
- **Amplify London**
- **Art Council**

to receive a fund which will help to open the school.

Considering the chance that the school might not receive any of these funds, the initial budget Daniel and I are willing to invest is a maximum of **£2000** per year.



THE ACTION PLAN



Taking into account the information previously acquired from the supported research, the **action plan** to **promote** the school and **build brand awareness** and consequently **brand loyalty** - with the final goal of **increasing the memberships** and the enrolments in the school - will be focused on the **social media strategies** and...

NEWSLETTER

.. the creation of a **newsletter**

On the website, there will be the chance to subscribe to the newsletter



This will:

- give to the **school** the opportunity to **learn more about the target audience**.
- offer to the **parents** who will subscribe some **benefits**, **news** from the music industry, **auditions** to apply to, **music tips** and much more.

THE SOCIAL MEDIA STRATEGY

As previously mentioned, the social media platforms taken into consideration for the social media strategy vary considering the target audience.



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For pupils, social media marketing will revolve around **TikTok** and **Instagram.**



For parents, **LinkedIn** and **Facebook** are going to be the targeted platforms for the social media campaigns aimed specifically at them.

THE SOCIAL MEDIA STRATEGY



Starting a business from scratch means that it is not so immediate to know what your target audience expects from you on social media.

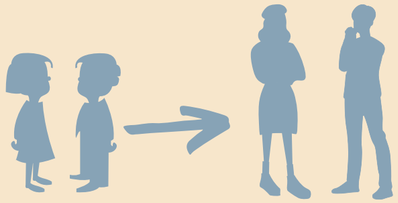
Therefore, the first approach will follow the 80-20 rule:

- **80%** of the posts will **inform**, **educate**, or **entertain** the audience.
- **20%** will directly **promote** the brand.

(Newberry, Wood, 2022)

THE USE OF REELS

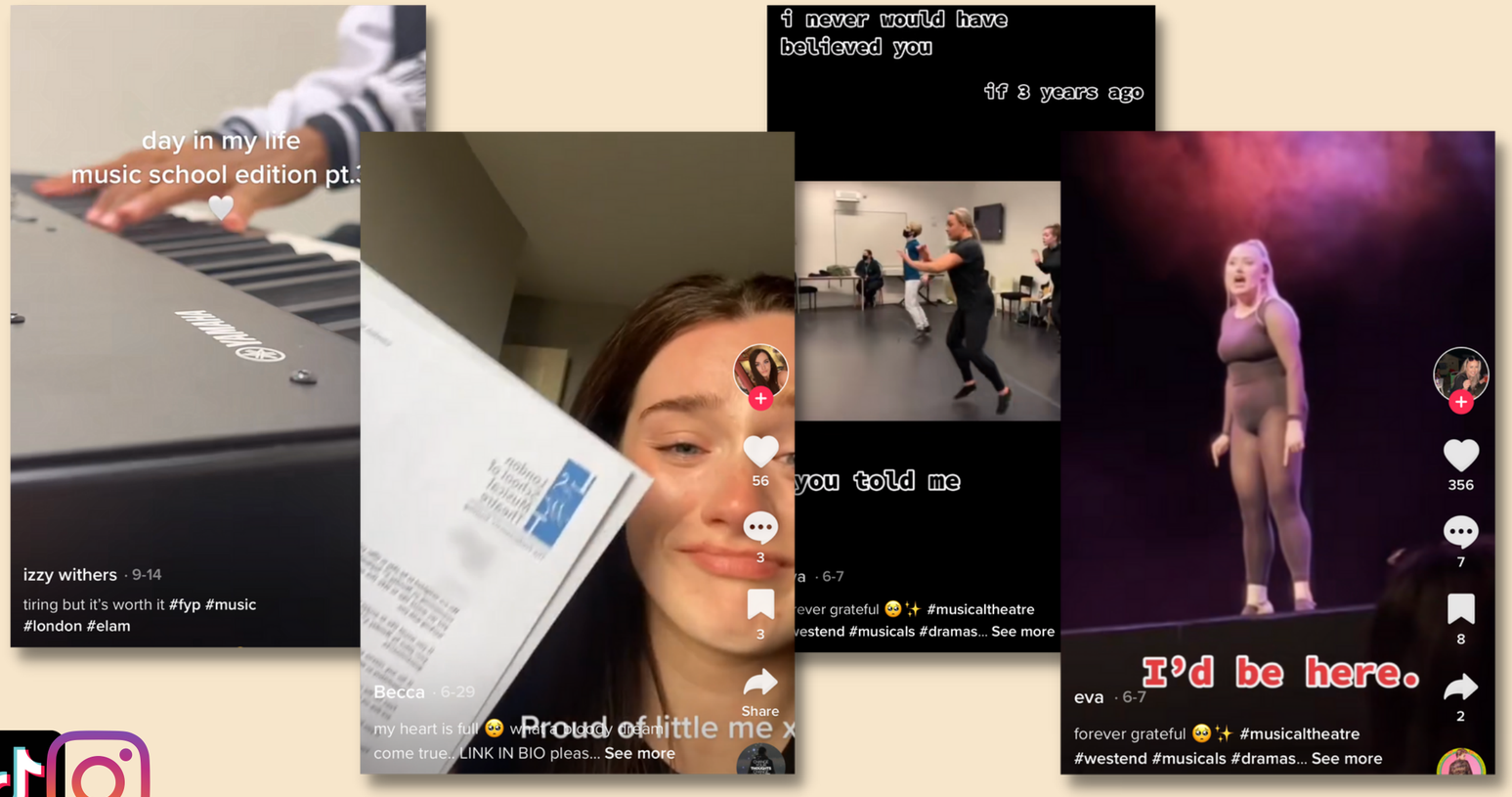
Target audience: **7 to 17** years old



Initially, the **reels** will be oriented to explain what kind of lessons to expect from the school, the environment and the culture.

The **tone of voice** of the content aims to be **friendly**, informal, **joyful** and playful.

THE USE OF REELS



The subjects to be shown on the reels can be associated with the **trends** that develop in the platforms considered.

After some research, the content of the reels concerning music school alternate:

- a **typical day** in the school
- the **successes** achieved since the start of the musical journey

USER-GENERATED CONTENT

Sharing the **content** of the **community** means **involving it** in the **development** of the brand.

User-generated content can be relevant for:

- **pupils** --> who want to see how it works if they join the school.
- **parents** --> who can immediately encounter the credibility and seriousness of the school because supported by other parents who already entrust their children to All About Music.

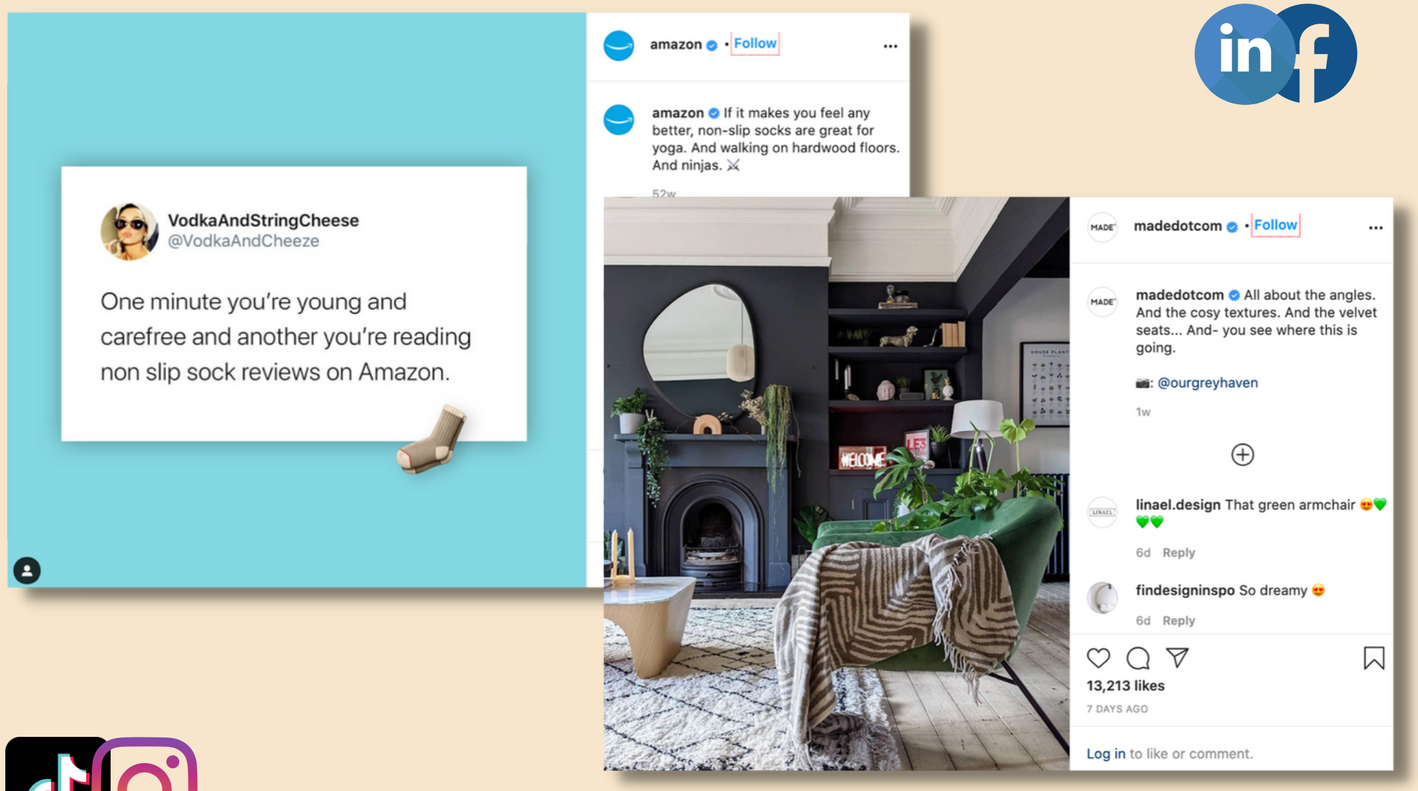
USER-GENERATED CONTENT

This is why I would share this type of content on all the platforms taken into consideration, **adapting** the **descriptions** and the **format** considering the platform.

This means:

- short videos will most probably work better on Instagram and TikTok.
- wordy posts mainly with pictures will be posted on Facebook and LinkedIn.

USER-GENERATED CONTENT



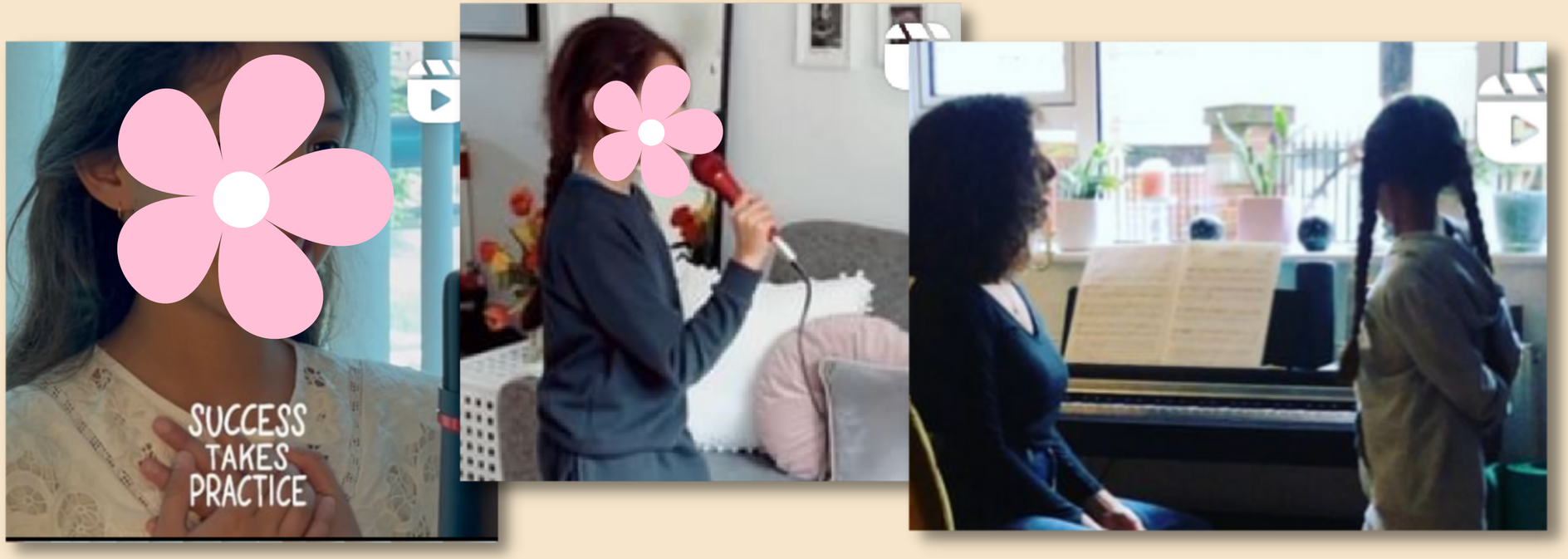
Amazon and Made.com are just a couple of examples that demonstrate the **effectiveness** of sharing user-generated content on their official Instagram profiles.

This strategy makes the business **core values** more organic, more human and **authentic** because **spontaneously** delivered by a person who has no interest in promoting this business except to share a truly **positive experience**.

(Neal Schaffer, 2022)

USER-GENERATED CONTENT

The content to repost could be **pictures** or **videos** taken by parents during the lessons and shared on their social media. Another example might be the **pupils' daily practice** at home to prepare for the lessons.



Source: Instagram profile of one of my student

CUSTOMER REVIEWS



Sharing customer reviews on LinkedIn and Facebook is part of an **earned media strategy**, which refers to an advertising approach that aims to **expand** the **notoriety** of the school **organically**.

In the same way as user-generated content, customer reviews **gain trust** in the brand through the **promotion** of the company by third-party credibility.

(Indeed Editorial Team, 2021)

STORYTELLING



When telling a story, **engagement** becomes real, because people can identify themselves with it.

This can lead the customers, in particular parents, to believe in the school in a much deeper way: it's all about **humanity** and **real connections**.

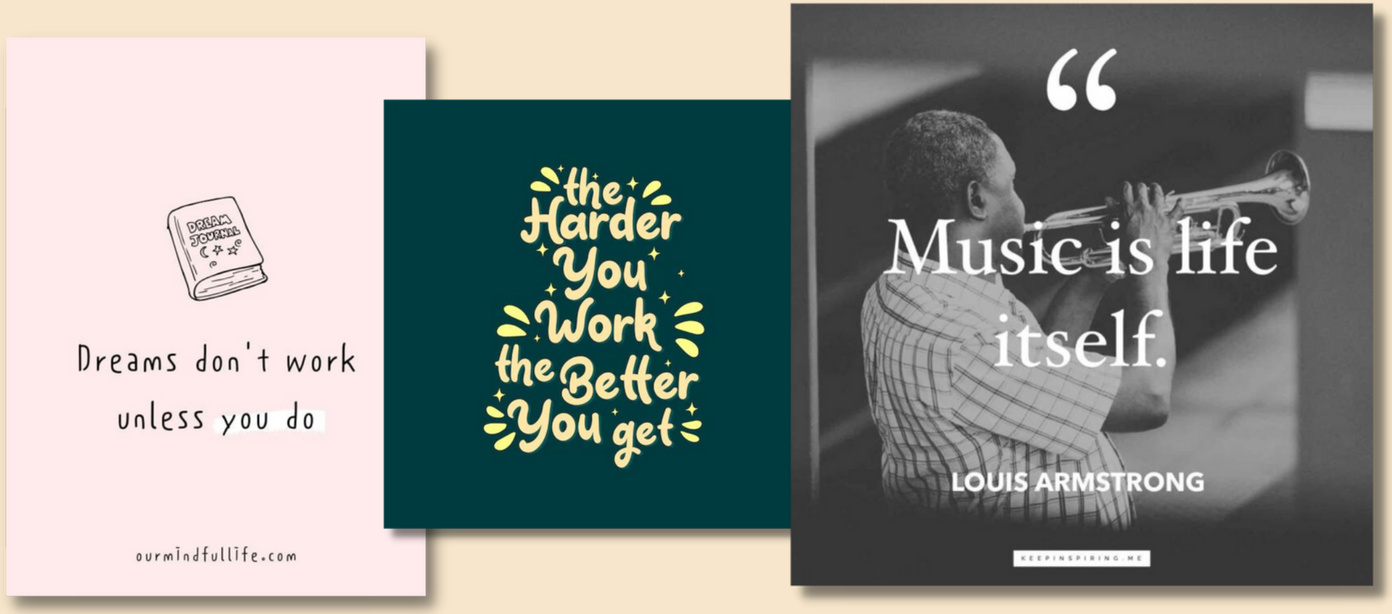
This justifies the elaboration of the **values**, the **mission** and the **message** of All About Music, previously analysed and determined.

(Newlands, 2017)

STORYTELLING



The visual representation of the storytelling can be a **motivational quote** with a longer caption that describes the choice of the sentence.



STORYTELLING



Another way to tell the story of the school is to explain **why** it was born and what is the **main purpose** of All About Music.

STORYTELLING



The type of content will be:

- **pictures** of the founders - me and Daniel - while playing together
- **pictures or videos** showing the work in progress while Daniel and I were brainstorming some ideas for the school.

STORYTELLING



The type of content will be:

- **short videos** in which Daniel and I describe our mission
- **reels** showing our personalities without any filter that sometimes wordy posts inevitably create.

PROMOTION

Although most of the social content will be addressed to other topics previously mentioned, it is also relevant to encourage potential new customers to enrol using **promotion strategies** like:

- **Free trial class**: offering the lesson for free, to show the new students how the school works.

(Gendusa, 2021)

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- **Time-sensitive tuition discount**: inviting new customers to enrol before a certain date to receive a discount
- **50% off for ambassadors' children**: to show the gratitude that the school feels towards parents who have chosen to be ambassadors, their children will receive a 50% discount for the first 6 months of enrollment, without being asked to pay 6 months in advance.

(Gendusa, 2021)

THANK YOU!



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