

MARKETING PLAN FOR KINGS AND QUEENS FUNCTION BAND ***(Including SWOT & Porter's 5 Forces Analysis, and Pricing Strategy)***

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1. MARKET RESEARCH

My business idea is to create a 3-piece female fronted, function band called 'Kings and Queens' offering a professional and unique live musical experience tailored towards an upbeat 80's theme.

The live music market overall is a large sized scale, which statistics to back this are stated below. Geographically, it is spread worldwide for the best of professional musicians. Live music can be found in pubs, clubs, holiday parks, corporate functions and even on a larger scale onto music festivals. The Festival market is growing significantly, during Glastonbury 2016, £40m was made which was a further increase on 2015's profits at £25.9m. (*Tremethick, 2016; Dakers, 2015*)

In 2016, £4.4 Billion is the total GVA (Gross Value Added) contribution generated by the UK Music Industry alone with $\frac{1}{4}$ (£1.1bn) of that being created from the Live Music Industry alone. (*Measuring Music, 2017*)

In 2016 alone, UK live music events were attended by 27.7 billion people and also raised £4.23 billion contribution in the industry upping by 8% from 2015. Music agents also expect to increase 83% headcount by the end of the financial year in 2017. 40 percent of these figures were tourists who travelled to UK for live music specifically, showing how far spread and how desired the live scene is. (*Measuring Music, 2017*)

From a political factor, there are two major acts which both benefit and hinder the live music industry. The Live Music Act 2012 is a follow up from the 2009 act, removes the need for a license to put on a live music event. This is a benefit to our business as a function band as this allows and makes it accessible for any type of venue to create a live music event generating more need for function bands.

This could also hinder our market as it would be easy for live events to fall in to the hands of venues who are not individually capable of holding events due to unprofessional management, poor conditions of venue i.e. too small or faulty electrics which could end up hindering the bands abilities to play due to now broken equipment or due to bad experience at a venue causing a bad reputation.

However, the Noise Pollution act, introduced by the council, which allows local authorities to intervene with live music if they are to receive noise complaints from the community. This affects our business as could reduce the amount of venues that offer a platform for live music which could hinder our numbers in bookings, yet a way to overcome this would be to ensure we take suitable measures i.e. Decibel monitors

and in ear monitors to allow ourselves control over the volume. This would then avoid any future or potential noise complaints.

According to MusicUK.org, as a whole, the live music industry has contributed to economy +14% more in 2016 than previous years alongside the employment sector creating +19% compared to 2015. (*Measuring Music, 2017*) This proves there is money to be made, a position in the industry for our band to provide a suitable and needed service to contribute and increase to the musical economy.

Festival ticket prices have been on the increase since 2006, using Glastonbury as one example. In 2006 a Glastonbury weekend ticket was £95, in 2015 it was £192.50 and for 2017's festival was £238. (*Digital, 2017; The Guardian, 2017*)

The ever-increasing prices within this industry could affect our business as people may not be willing to pay at any events where there is a ticketing cost or the venue may not be able to pay the fee due to lack of sales.

In order to overcome this potential barrier, we will ensure a contract is in place stating the cost of our services for every gig, this will also cover us economically as everything is processed legally in order for taxing purposes.

Social media and the internet have had a positive impact on gig promotion and still goes on. The internet allows easy access to find new acts through their streamed videos or music. For our band, this is beneficial as we have chosen to do Viral Marketing, which is what social media has been a well-known example for.

An example of Social Media working as part of Viral Marketing is the function band, Fonz and The Poet with their finalised promotional video. In March 2016, Fonz and The Poet attached a YouTube link to their promotional video on to their Facebook page, which to this day has created 289 shares and has 10,435 views as opposed to when I checked previously in Dec 2016 and it had 7,786 views. This is a 34% Increase already in one year alone, which shows the potential of customers you could reach by a social media post alone. (*Fonz and the Poet, 2016; Facebook.com, 2016*)

The UK Music industry has seen a 12% growth in audience attendee's in live music events, with the 2016 audience totalling 27.7 million and 2017 audience so far is 30.9 million, this benefits our band as the more of an audience attending increases the chance of further bookings, also improves word of mouth which gets our name out there and can drive traffic to our social media sites. (*Ellis- Petersen, 2017*)

New online technology has allowed bands to create internet shows and streams, for example, The band 'Borderline'. Borderline created an internet show which is like a radio show where they host other musicians as if they are guest artists. This led to increased ticket sales for the guest artists who aren't as well-known as Borderline, it also increased the traffic drive to their sites from worldwide.

This will enable us to connect and engage with band followers and clients through this technology and getting our promotion seen and also heard in the comfort of their own home.

Technology has also improved in the sense that you can now create electrical (midi) instruments, this can remove obstacles such as member commitments, illness or any personal problems. The business benefits from this as we use click tracks which includes midi bass and synth on every track, therefore we have no need to employ further staff and can benefit from this also through competitiveness in price due to only needing to make a sufficient amount for 3 people.

1.1 CUSTOMER RESEARCH

A general overview to our clientele would be people who are in need of live music for their organised events whether that be a weekly occurrence/residency at certain venues/pubs or on a one-off occasion for a special function which could then lead into further bookings.

It is important to take the client's needs into consideration for every event or potential booking to ensure that you really personalise the experience for them.

As a marker, we would look at performing around 104 gigs a year, meaning 2 gigs per week every week. The amount of venues we would work alongside could be anything from 70 onwards, the aim of this is to work with as many venues as possible to gain a potential residency for further functions and also then pick up further venues from other connections to build a further customer market.

So far, in 2017 30.9 million people have attended live music gigs yet there are a few days left within the year to add further to this figure. Over a year this figure rose 12% from 27.7 and UK Music predicts this is set to rise yet again but to double in figures. (*Measuring Music, 2017*)

Consumer Group 1

A significant consumer group to consider are wedding events. When speaking to Dean O'Keefe, Founder of The Decades Limited, regarding his company's statistics he found 80% of their bookings were for wedding events with the further 20% being private function work.

Geographically wedding events could be placed anywhere throughout the UK and even worldwide for the right costing, aged approximately between 25-60. Another thing O'Keefe found through his research was that his customers were sold within 30 seconds of a band's promotional video if they were to seem professional and include a re-occurring and obvious theme.

As we have a female 80's based theme, this is more likely to get us bookings, also the band will have the options for many different services such as multiple set lists, requests service and a DJ service to ensure the night is personalised and covered from start to finish.

1.2 Consumer Group 2

Private functions such as corporate events and weddings are another consumer group which we would target our market too. Depending on the size of the company,

offering a choice of packages for set durations, styles and even offering a DJ service through the night with effects such as lighting and smoke for a more valuable experience.

One's I have done in previous function bands involve BMW, Mercedes and even for the Welsh Army Regiments for 3 consecutive years running who are willing to continue this residency through us. We bring not only an atmosphere but energetic vibe which will keep everyone involved and enticed throughout the night. Our optional DJ service would also be something the Regiments would benefit from as they wouldn't have to hire any extra staff and could rely on us to provide a professional service.

1.3 Consumer Group 3

Varying to Consumer Group 1 and 2, would be the casual pub and club gigs, who generally have a lower price range/budget and can vary in age of customers from 18-75. Geographically, due to the budget of a pub/club you would find them more located to our base in the Swansea/ Neath Port Talbot area. In order for pubs and clubs to buy into our market we need to diversify our set list combining all eras from 50's through to modern day music.

The amount of venues in Swansea are hard to determine but Diamond Bookings and Management company work with venues through Swansea, Neath, Port Talbot and have been running less than a year and already have secured control over venue's entertainment and already have 40 venues secured and this is not all.

They have also secured a further 10 throughout Wales and even contracts with Haven holiday parks. To know there is such a demand for live music and already 50 venues hunting makes it clear our job fits its purpose.

Already we have played at 24 venues within Neath, Swansea and surrounding areas of these such as; The Arch Bar and Nightclub in Neath, Tonyrefail Rugby Club, Bambu in Swansea, Copper Beach in Abercave to name a few.

By exploring different parts of Wales, we are ensured our business will be talked about like many of our prior gigs in separate bands.

2. PRODUCT/SERVICE DESCRIPTION

Kings and Queens are a 3-piece function band, Vocals, Guitar and Drums, who will then further use click tracks with bass and synth on for added effect and a thicker/more complete texture to the band. This gives us a difference to a 4-Piece band (Guitar, Bass, Drums and Vocals) and really allows us to work on our technical skills and professionalism removing the worry of mistakes.

Members include;

Katie George- Vocals

Sunnie Davies- Guitar

Callum Van De Bogerd- Drums

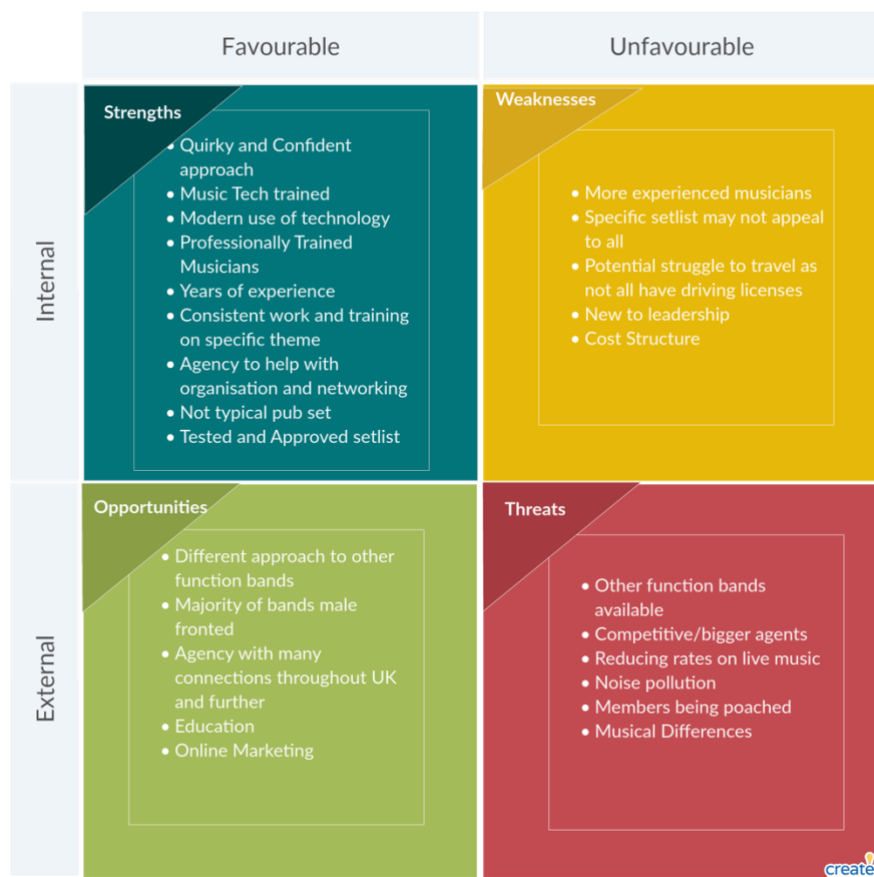
With myself having 8 years of experience within the music industry, Sunnie being professionally trained and Callum Van De Bogerd having worked as a session musician for MTV really creates a well-rounded and knowledgeable team to provide a seamless service to all customers.

The main focus placed on the band is an 80's inspired theme to really portray a difference that isn't found in other function bands. With a quirky and upbeat set list bringing you the likes of Cyndi Lauper, Whitney Houston, Corona, KC and The Sunshine, Gloria Gaynor and so much more it's guaranteed to be a floor filler of a night.

We offer a multitude of services being 80's inspired live set including click tracks, acoustic 80's inspired set, DJ Services, Lighting and Effects (smoke machines) and even the option to personalise your set with the opportunity to request your favourites.

These services are available throughout the UK and Europe with the aims to become a global success and travel worldwide and to any live event such as pubs, clubs, functions, corporate events and even to agents who want to hire our services to fulfil their bookings/client's needs.

2.1 SWOT ANALYSIS



Through my findings with the SWOT analysis, I have found my quirky, confident and different approach alongside consistent work/training on the 80's theme, can really

shine through and show a commitment and dedication which would be attractive to potential buyers.

Having a modern approach with the newest technology, all members being professionally trained and having an opportunity to further grow made an Agency 'Decades Entertainment Agency' want to work alongside us. We are still in full control of our business but then allows us to further our connections throughout UK and Ireland with a potential to be booked worldwide.

Consistent work and training on improving and maintaining our set theme will ensure that we are the best at what we do and making the process and final outcome seem effortless to clients.

Being new to leadership can be deemed as a weakness due to a lack of experience and not knowing how the role works. However, having successful meetings with agents and potential clients underway has really outweighed its weakness and will only further turn into a strength to add to our business.

Cost structure can really hinder our business due to the competitiveness of other function bands and the reducing payment rates on live music. As our costs are hard to define and to fix, we need to ensure we are not underselling our worth. To avoid these types of issues, we will keep on top of our market, conducting weekly research and always keeping on top of our competitors with our competitive rates and prices. To ensure this doesn't happen, we are working alongside 'The Decades' who are able to liaise and organise a price structure for us to follow from their personal experience and we will manage costs for other products i.e. promotional videos to guarantee we still profit from our business.

Online marketing through social media is an opportunity we can strive from by using marketing tools such as Boost and Promote on Facebook we can drive traffic to our sites and videos which should then boost the number of bookings/clients we encounter.

Further Education is an opportunity as one can never be fully developed from just a college and university course, for example. There is always room for improvement, so to ensure this opportunity is fulfilled I will ensure I take online courses, train professionally and get my grading's for vocals as personal development. Performing events will also count as further education as you can learn whilst you earn.

Musical Differences can be seen as a threat as everyone's' musical tastes vary and also playing styles can differ; a jazz trained guitarist may struggle to incorporate and fulfil the roles of a Funk/Disco track which can be found throughout the 80's. This could also be seen as an opportunity as someone who is trained in a specific musical style would be able to incorporate different technical styles (finger picking, soloing) with the tracks to a professional standard.

To insure musical differences didn't hinder our band we've discussed and rehearsed the set list and tried different techniques and all 3 members are happy with the outcome.

Political risks can then be found by the government's ability to change business rules, as discussed in Marketing Research, The Noise Pollution Act. With the local authorities having the permission to intervene and prevent live music if noise complaints have been made, could cause a bad reputation for the band playing or in fact, close down live music venues giving a lack of venues to hire our band.

To avoid this, purchasing the newest technology i.e. a Behringer X18 X Air Digital mixer with a decibel (what music is measured in) counter installed, we can ensure we're playing to a safer level which reduces the risk of a noise pollution complaint.

3. ADVERTISING & PROMOTION

The elements of promotion Kings and Queens will be following are:

Social Media

By using social media such as Facebook, Instagram and Twitter to promote our promotional video, website and photo shoot material will gather a further audience.

Our message to everyone on social media is that we are different and we are ready to take over the function band industry with our brand-new idea.

A creative/original idea for our marketing campaign is that we could offer a free professional and personalised poster that advertises us as entertainment for their event. This would be free to any clients that book us via social media, this would not only be a benefit to the customers but would also benefit us by promoting our band also.

Another idea would be once we hit a certain number of likes/shares or comments to offer a free 45 set of their choice whether it be our upbeat 80's set or an acoustic set to play to in a venue or even to a loved one at home. This would be given to the final liker/sharer or commenter. We could then stream this performance live for all to see which would hopefully give us a bigger following and that they will buy into us from this taster.

Agency

By connecting with an Agent, you have the use of their promotion campaigns, Agency website and their connections, although they may take a cut from your dedicated pay.

The idea is for the agency to promote your work and sites in order to gain more bookings, a personalised way to win over an agent could be contacting them in their preferred method, knowing a lot about the agency's background and tailoring the message around that in order to win over the client.

Wedding Fayres

Wedding Fayres are a good and creative way of promoting business, setting up a stand and using pull up banners with our logos on, having an ipad or laptop available with our promotional video on and rough guiding's to package details and also a

personalised touch for when they book with us getting a personalised thank you card from us.

Not only will we set up a stand for meeting and greeting but also will pay for a slot to perform for an hour, playing various different genres to entice potential customers and also getting the opportunity to see what we can offer for them, like a try before you buy option.

Whilst performing in the paid slot we could also personalise the performance by taking names from people watching and adding their names into the song or taking a request and improvising it on the spot to make them feel special and show what we are capable of.

4. COMPETITOR STRATEGY

You can type in “Function Bands” on google and 22 pages are returned some with function bands and agencies yet not all the pages are relevant. This does explain how large scaled the business can be, however, as there is no research stating exactly how many function bands are on the circuit I cannot give a definitive answer.

None the less, there are many competitors in my market and within Wales and one function band is Festival Heart. Festival Heart are a Female fronted indie orientated band but are strictly attached to a music agency Music HQ, meaning they aren't able to create their own bookings or organise any local gigs and have to follow strict instructions which have been contracted to them.

What makes Festival Heart a strong competitor is the fact they have a set theme, like our idea, and also a professional promotional video which portrays all musician's abilities. They have a website through their agency which allows them to create bookings direct and entails all key points about the band including their set list, reviews and photoshoots.

The Flicks are yet another function band who play local gigs and have a theme tailored to film soundtracks which is diverse to the 'typical band' set list. Although, The Flicks, describe themselves as a function band they are yet to play many high corporate functions or weddings as they place their main focus on the live music scene as they believe this is deteriorating rapidly.

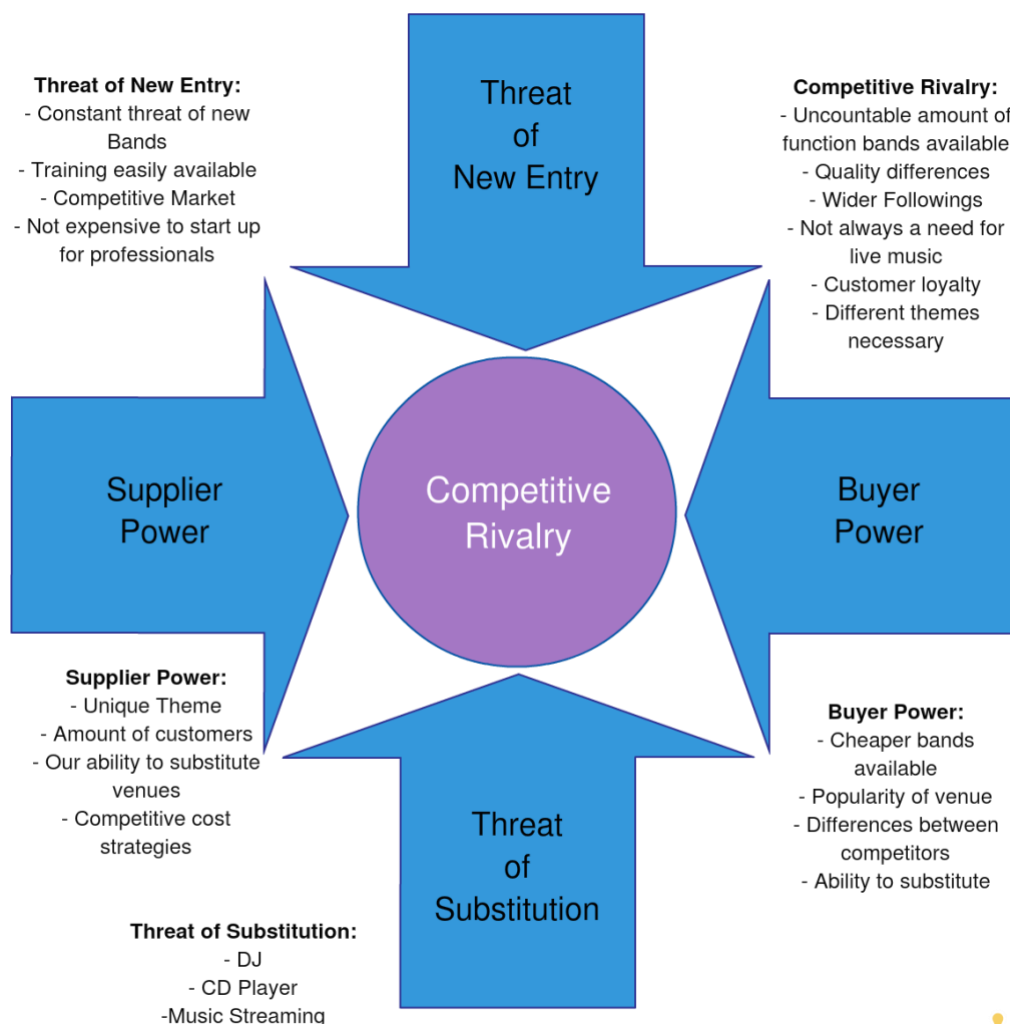
Where 'The Flicks' lack an advantage is their lack of effort to promote themselves. They use social media as it's a modern approach but fail to have a promotional video showing what they can do or a website to further themselves. (*Facebook.com, 2017*)

A final band to look into is Fonz and the Poet. Fonz have been a part of Music HQ agency but when their contract finished, decided to create their own business through their band by becoming self-employed musicians. Fonz do not have a set theme but have a rather global following, being flown out to destinations over the world such as Madrid and even Turkey to play for function events.

An arguable advantage/disadvantage to their band is their 'typical pub set list' which can be heard throughout Wales and further and covers all decades.

What makes Kings and Queens different to other local function bands is a new set theme to the circuit but has been tested through functions throughout the UK via a DJ set which we analysed and found got the crowd up and dancing so are ensuring a great experience. Our promotional video ideas bring professionalism with quirkiness/cheekiness which is yet to be seen and has a different feel as opposed to the everyday show reel. Festival Heart have a theme but unlike us, haven't projected differing services or song requests which could really hinder a personalised experience, whereas The Flicks lack in promotion and rely on word of mouth.

4.1 PORTERS 5 FORCES ANALYSIS



My findings from this analysis made me realise there will always be another band who is available in such a competitive market but a way to remove this rivalry and threat is to make sure we're always on top of the changing live music scene, to keep a fresh and updated set list to keep people interested whether they are seeing you for the first or seventh time.

This will also be our competitive advantage as we are all self-employed live musicians we work with other bands, venues and DJ's and find the stronger links i.e. technology, songs and appearance which will allow our theme to keep going. With buyer power as a threat, we will ensure that our pricing is always competitive but we are never underselling our product and worth so that we gain a respect from buyers and then a loyalty for further bookings.

One threat of substitution found was a DJ. What really makes us stand out is we take our own twist on songs and charts and can portray them differently to what a DJ will play that can be heard everywhere else.

Online Music Streaming such as Spotify, YouTube and Apple Music are yet another substitution as they can be on hand and used for as little as £3.99 a month. Yet, differing to that you won't get the same experience from a set list on Spotify playing in the background that you would with the experience of a live band.

PRICING STRATEGY

Pricing for Kings and Queens service's will vary. The reason being is that it will all depend on how long they want us to perform, where they would like us to travel to and any specific requests i.e. song requests which we would then need to cover rehearsal space or if they require an after-performance DJ Set in which we would stay longer and use our equipment.

Our Aim will be to earn a minimum of £125 per person per gig for local functions. One example could be a holiday park performance of 2x 45 minute sets, travelling on the basis of around 1 hour 45 minutes and no set list changes, requests or DJ Service would be £525.00. This cost would then cover the costs of Van hire and petrol for transportation purposes, a contribution towards our Public Liability Insurance and then the rest to be divided by the 3 members for their musician services.

Venues such as local pubs and clubs aren't able to pay the same amount as holiday parks or functions and this is where we have to become competitive to ensure we gain any bookings where possible. A typical pub based in the Swansea area will set on a budget of £250-£300, as this involves less travelling a hire van is not necessary and costs for travelling are less than expected. In this instance, we would be earning £80-100 per person, which although is less than our aim will show our competitive edge and show what we are capable of in order to potentially gain residency or even further functions from the crowds within the gig.

Weddings who ask for specific requests in set lists/songs, require a DJ service before and after the live music and require us to travel 4+ hours will incur an approx. charge of £950, this will include, rehearsals for song requests, travel costs i.e. van hire and petrol, an overnight stay due to length of service requirement; avoiding any road incidents and then the remainder to all members of the function band for further live music and DJ services.

4 SELLING METHODS

Customers will have several options to book us, they would have the opportunity at any wedding fayres we attend, via social media with links to our website, through our website, via email, over the phone and also face to face meetings.

We can then be contacted via all mediums stated above, phone, email, social media or face to face if they would like to book a free consultation for any needs or enquiries. Our service will then be distributed as per contract agreed with customer. This could be tailored diversely for every customer.

5 CRITICAL TASKS

ACTIVITY	TIMESCALE/DEADLINE	ASSIGNED TO	BUDGET (Rough idea of cost)
<i>Social Media i.e. Facebook, Twitter, Instagram</i>	<i>3 days to create</i>	<i>Designated to me</i>	<i>Free</i>
Sponsored link on Facebook	Run for 2 weeks	Designated to me	£70 a week
Promotional Video Shoot	4 weeks	Designated to WeCreate video makers	£900 including editing
Recording Studio for Tracks	1 week	Sonic One Studio	£1000 including mixing and mastering
Website	1 week	Assigned to Sunnie created via Wix	£6.51 a month

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