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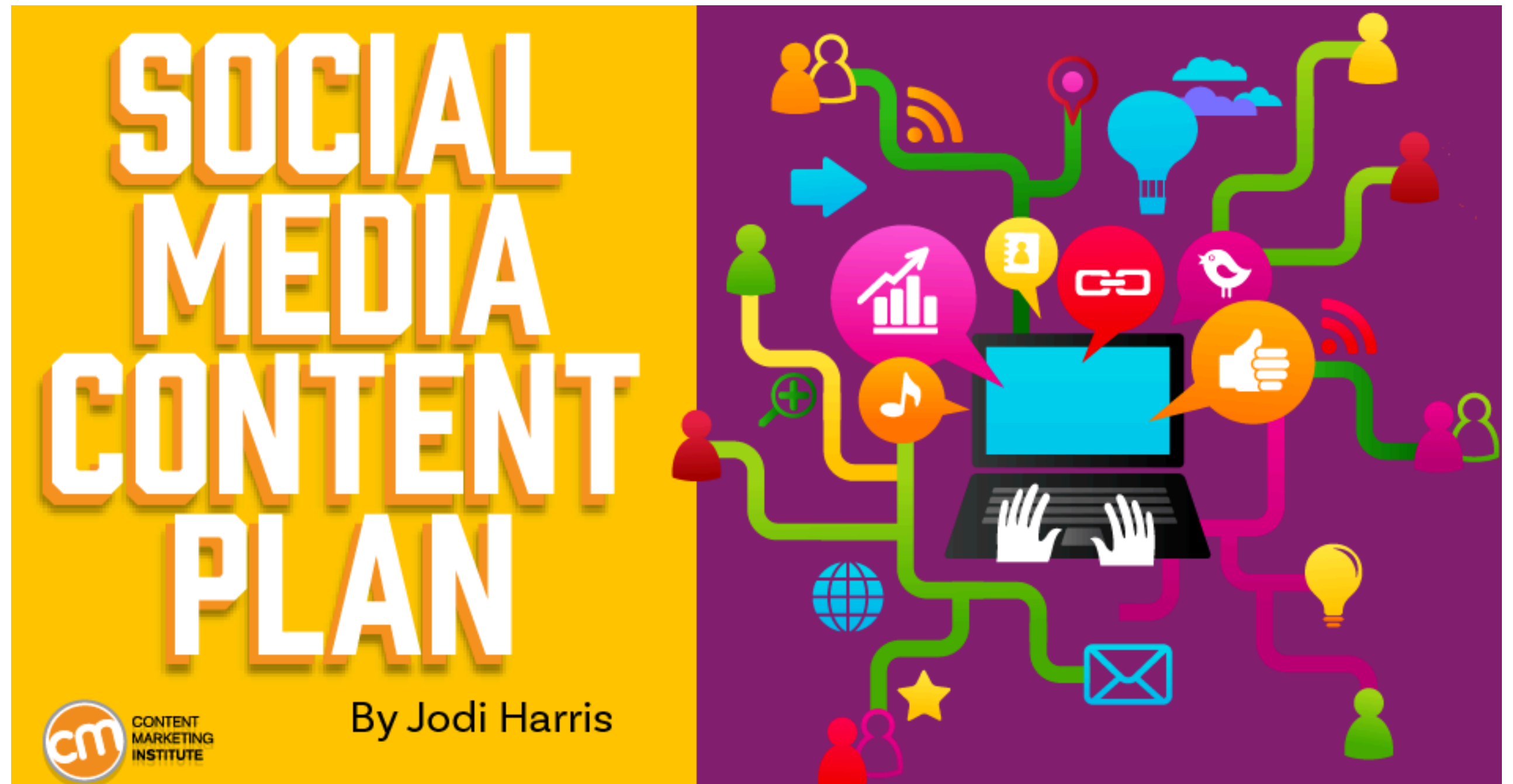
Title: Social Media Content Presentation

Module: Niche Marketing and Social Media

Module Code: BMTH4014

Lecturer: Chris Wilkin

Due Date: 16th January



Customer Profile



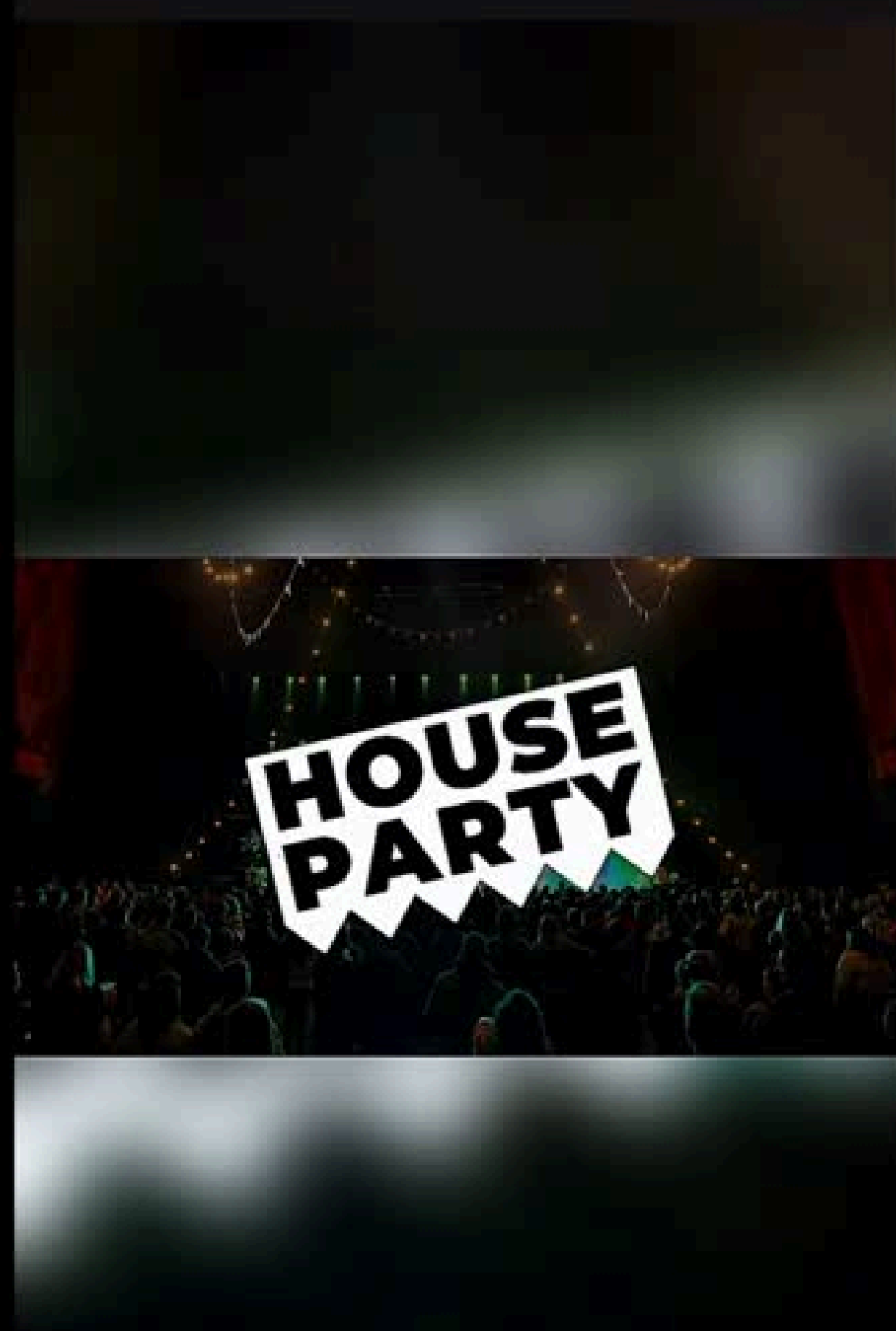
Ben Howells
St. Thomas
19
Male
Student



The House Party- Swansea Arena



The House Party at Swansea Arena is a live music event that collaborates with bands all across South Wales. It tends to run annually in February with a different line-up every year. All the tickets proceeds are donated to Music Venue Trust, which is a charity to help grassroots music venue and to support wider music community in the region.



REACH

How and why I made this?

ACT

CONVERT

ENGAGE



References:

CapCut: Available: [https://www.capcut.com/tools/desktop-video-editor?](https://www.capcut.com/tools/desktop-video-editor?utm_medium=sem&utm_source=googleadwords_int&pid=359289&af_c_id=22709924066&adset_id=178353916741&ad_id=760089509671&placement=&keyword_name=capcut&targetid=kwd-1406970026529&matchtype=e&gad_source=1&gad_campaignid=22709924066&gbraid=0AAAAACROvhmoT5yyarWUeklz6RJTb6TVm&gclid=CjwKCAiAvaLLBhBFEiwAYCNTf10uwqtGl5JsyJT6BQwhi2fD7FgY_ppE3x0UicN5KOywctADRdPlGxoCukUQAvD_BwE)

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SWANSEA BUILDING SOCIETY, Available at: <https://www.swansea-arena.co.uk/shows/house-party-2026>

Niche Marketing and Social Media Module Handbook 2025-2026-co.dox