



Introduction

This presentation will show why businesses should use social media for marketing purposes. It can aid them to boost brand awareness, build customer loyalty, it can also provide an easier way to reach targeted and new audiences, understand new and upcoming trends as well as gaining insights to competitors. The piece of content provided has been made primarily for Instagram as it aligns with the customer profile.

(O'Grady, 2025)

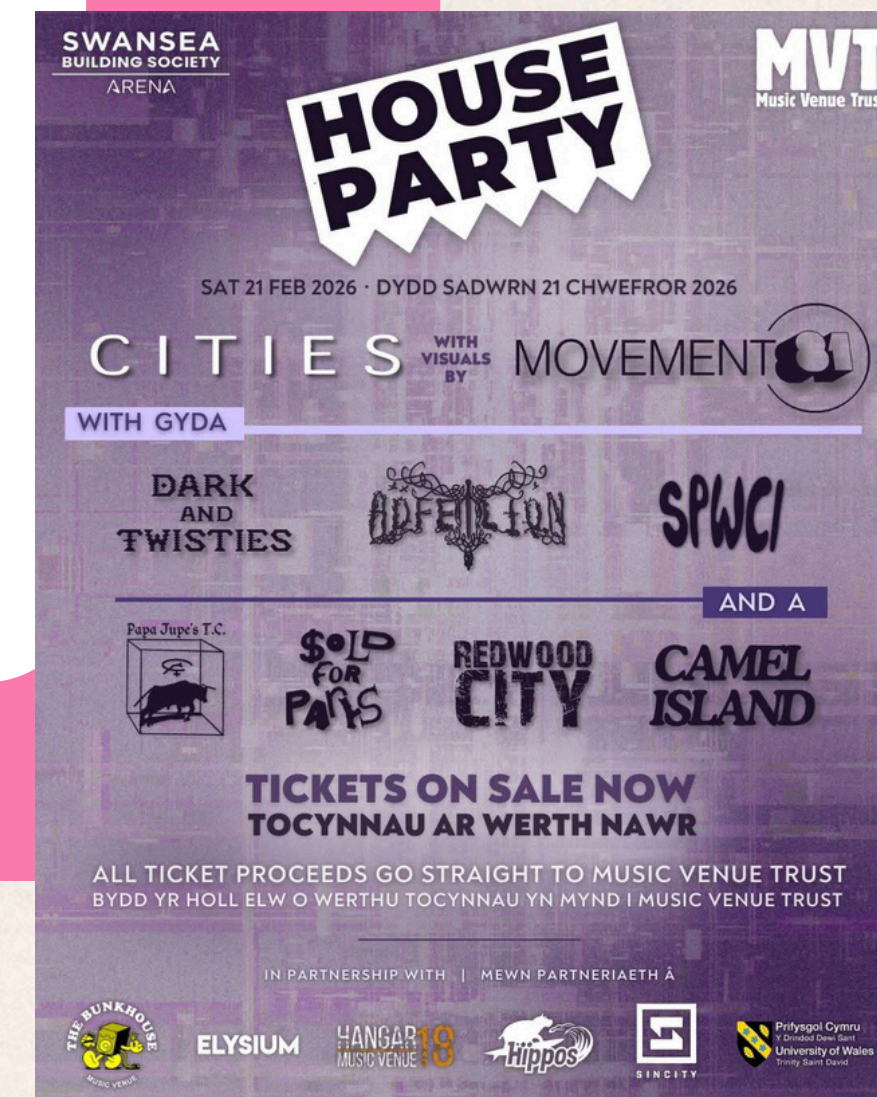
Profile 1 She regularly attends local gigs in her area and enjoys all types of festivals whether alone or with friends. She lives near Swansea so would be able to travel in for the house party easily.		 Olivia Wilson
Social Media: Instagram, Tik Tok, Facebook, X		
Likes ▪ Drinking ▪ Dancing ▪ All types of music ▪ Spending time with friends. ▪ Parties ▪ Social Gatherings	Dislikes ▪ Being Inactive ▪ Quiet nights in	Gender: Female Age: 28 Home: she is not a home owner Job: Marketing Assistant Location: Neath, Swansea

The ideal customer
Age:28
Social Media: Instagram
Enjoys: parties and music Events

What is the House Party



The house party is an event held to promote and celebrate local music artists from south Wales, allowing them to perform on a larger scale. They also raise money for the Music Venue trust (MVT) to support grassroots music venues.
(Trust, 2023)



RACE Framework

This is a framework that businesses use to monitor customer awareness, it stands for:

- Reach
- Act
- Convert
- Engage

(Chaffey, 2024)

In the piece of content made it uses Reach and Act.

Reach raises awareness for customers through using clips of the event to show the atmosphere of the event for new and returning customers.

It also uses Act by using the words 'tell us what you want to see', keeping them engaged throughout the video, getting them to like and share the video to create engagement.

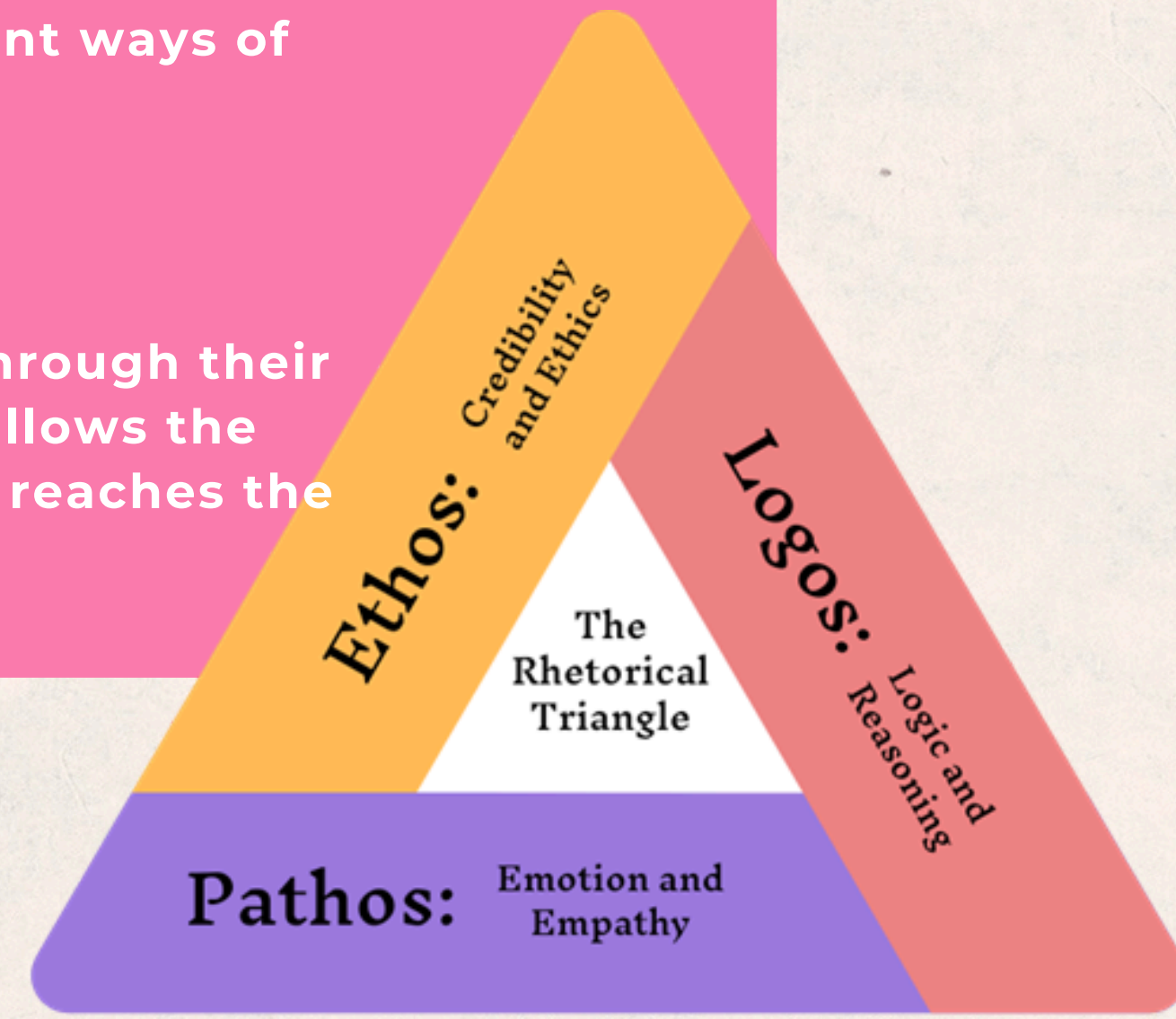


Aristotles Modes of Persuasion

This piece of framework references three different ways of Persuasion:

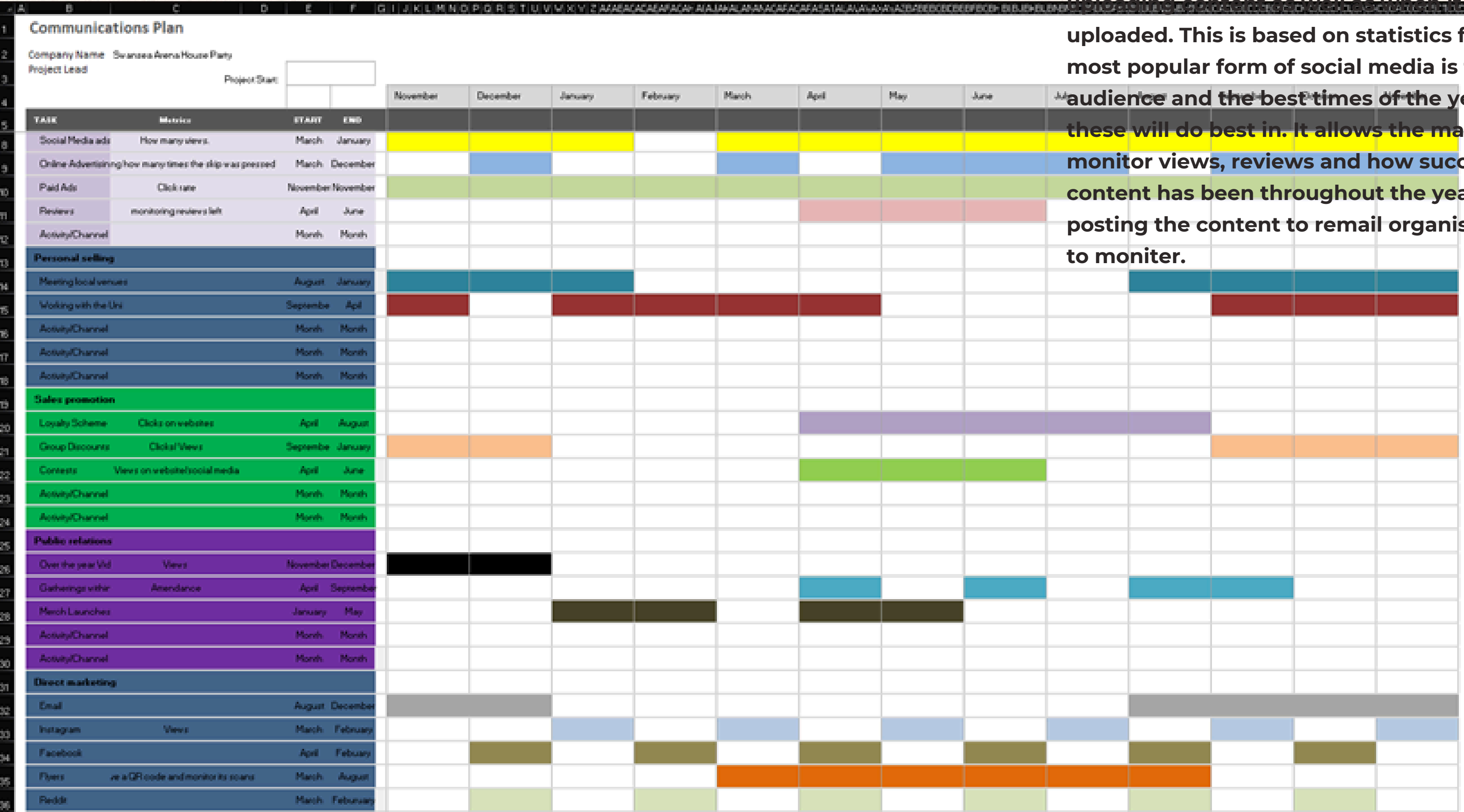
- Ethos- Credibility
- Pathos- Emotions
- Logos- Logic

Each of these will appeal to different audiences through their emotions, personal character and logic which allows the businesses to reach more people. It ensure that it reaches the targeted audiences on various levels.



Gantt Chart

This is a Gantt chart showing the modes of uploading content as well as when it will be uploaded. This is based on statistics from what the most popular form of social media is for the targeted audience and the best times of the year that each of these will do best in. It allows the marketing team to monitor views, reviews and how successful the content has been throughout the year. It also allows posting the content to remain organised and easier to monitor.



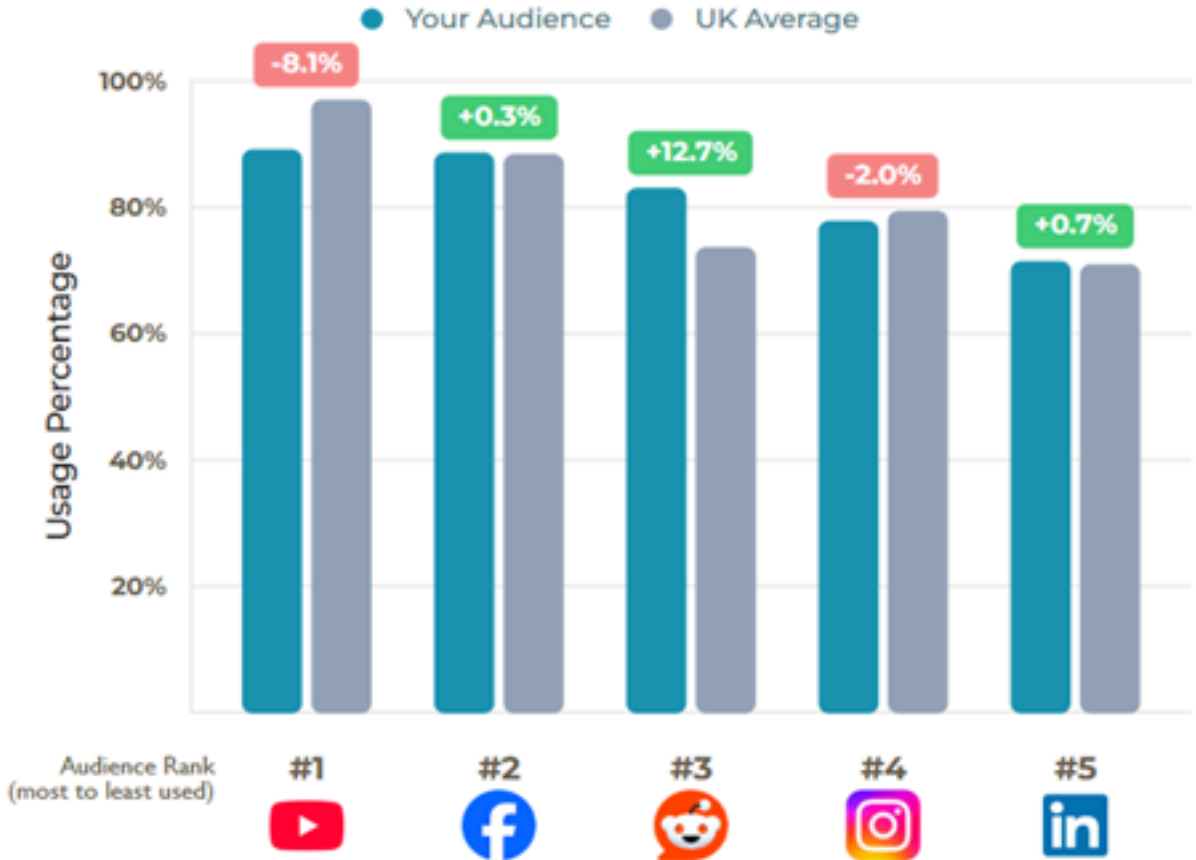
The decision for the social media platform (Instagram) was based on Social Media usage for Swansea Arena based on Results from SparkToro. However, the content can be shared across other platforms like Facebook, YouTube and Tik Tok.

<100

SparkToro estimates <100 people search for swansea arena house party each month in the United Kingdom. This audience...

Social Networks

Use of social networks by searchers of swansea arena house party



See all social networks





Conclusion



Overall, the social media is important for Swansea Arena to use in order to efficiently promote their House Party. The video successfully applies the RACE frameworks and Aristotle's modes of persuasion in order to reach the intended customer. It demonstrates how and when it is going to reach the intended market through a schedule in the form of a Gantt chart. The video itself encourages engagement and appealing to their emotions by building excitement. It successfully promotes the event and creates engagement opportunities for the viewer. The content actively engages the ideal customer through these different frameworks, engaging her in the content, getting her to relive her previous experience with the house party and building loyalty by making her want to return to Swansea Arena.

Reference list

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Content

