

Marketing Plan for Music Therapy

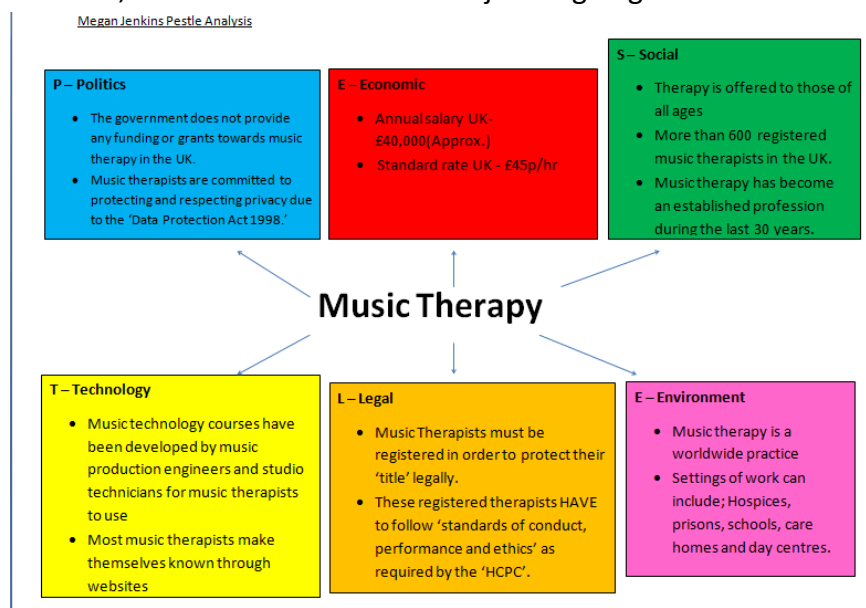
Market Research

My concept idea is incorporating music therapy into the everyday school curriculum. I feel like not only has nobody done this, but mental health illness are on the incline and hardly any focus is put on children. I think that not only will my idea provide children with a better quality of life; it will also be beneficial in terms of their concentration in the classroom. This can be proven by statistics and scientific study results.

My business will be focusing on the music and education industry. Despite rumours that music is a dying trade in education, "The government has announced more than £300 million to help young people from every background enjoy the benefits of music."
(18/06/2016, Gov.co.uk)

Even though the market revenue a present is steady, the government have announced future funding for this industry, which will increase the market trade over the next 5 years.

My business proposal is to initially incorporating music therapy into local schools based in the UK, taking growth and expansions into consideration, it could also be used internationally. In my opinion, my business would suit wide popularity due to being versatile. My business is suited to a wide audience in many sectors because it contains and revolves around two main topics that affect everyone. Music and health. With regards to financial value, the business's outgoings will consist of initial equipment which becomes assets, staff recruitment wages, fuel costs and an office to rent. Once these costs have been initiated, there will be no further major outgoings.



Customer Research

Because of the adaptability and uniqueness of my business, it has opportunity for a diverse range of clientele. My idea behind this business involves two of the greatest impacting subject matters of today's society, they are music and health. Due to this information, consumer group could potentially include;

- Prisons
- Schools
- Hospices
- Youth detention centres
- Nursing homes
- Mental hospitals

Some of the consumers maybe more interested than others, however, due to the nature of my business (music therapy) it can have an effect and make an impact on an extensive demographic. Presumably, the consumer groups my business could attract the most might include;

1) Schools

My business proposal will be mostly aimed towards schools, as most primary and secondary schools are interested in exploring new and creative ways in learning and introducing fresh and impressionable methods of encouraging children/students. There are already opportunities in schools for help and support for special needs children, however with the engaging and captivating characteristics of music, combined with the productiveness and successfulness of therapy, my business is unique and undoubtedly attractive to schools.

2) Youth Detention Centres

Because of the attributes of my business, it would work better and have the biggest effect on children as children have more room for growth and development in terms of progression and learning. In my opinion a youth detention centre would find my business and its idea satisfactory for them as the youths in the centres are there because of ill behaviour and criminal offences. The music and therapy aspects involved go hand in hand with these issues to assist in overcoming and aiding them.

3) Mental Hospitals

This consumer will benefit as therapy in particular is the main and most efficient tool used in bettering and progression of the health and wellbeing of its patients. With the inclusion of music into therapy, I offer a more captivating and engaging way of in aiding this process and offer something different.

Creative Promotion

The idea behind my business is incorporating music therapy into the everyday school curriculum. Not only do I think my business will be a success because the idea of music therapy in school hasn't been thought of yet, it will be successful because it is something I am passionate and enthusiastic about. Music is something that everyone can relate to, so emerging that into the powerful methods of therapy is a recipe for success.

Unlike other businesses, I am not offering 1-2-1 sessions at extortionate prices that you have to travel for. I am offering music therapy for children in the comfort of their own school after agreeing on a set contract price with the head teacher. Music therapy would/could be used not only with special needs children but for the everyday child.

After doing a SWOT analysis, it is clear to see that after researching all the strengths, weaknesses, opportunities and threats regarding my business, that there are more positives than negatives. Even though this may be, I believe that it is productive to have goals and prospects in place so there is room for growth and improvement within a business.

Some of the strengths and opportunities I unearthed during the 'swot' analysis include endless possibilities in the amalgamation of music therapy into different schools and maybe even different organisations. By this, I mean that most schools are always competing with each other to be the better school. Once an on looking school hears about my idea and witnesses the benefits and skills I am offering, It is nearly impossible for me to imagine how they would not take an interest in my business proposal.

Whilst doing this analysis, I also discovered some threats that may occur. One of these threats is lack of funding. This was concerning as like any new business , initial funds are vital to provide a good kick start for the business. However, after further research I have also discovered that there are certain charities that support music therapists and their businesses and grant them with 'MA Bursaries'.

"The government does not provide any bursaries or grants to music therapists, despite it being harder to find grants. The charity helps to address this problem with annual bursaries"- (The Music Therapy Charity/ 2014)

<u>S - Strengths</u> Advantages: *Promotion of mental and physical health awareness * Promotion of Music Therapy and the use of music in a classroom environment People: * Sole aim to improve the educational and personal development of the child. * Music therapy can affect not only children , but people of all ages. Marketing: *Music therapy as an additional element to the curriculum could potentially attract more pupils to the school in question.	<u>W - Weaknesses</u> Financials: *Lack of funding from government *Government cut backs with the 'arts' *Employment cost Expertise: *Lack of training for music therapists Policies: *All music therapists must be registered *'Data Protection Act 1998'
<u>O-Opportunities</u> Business development: *Endless possibilities in the amalgamation of music therapy and primary school education. e.g. having schools that solely concentrate on the teachings of music and music therapy. *Cultivating Partnerships e.g. 'BAMT' (British association for music therapy) and various primary schools across the U.K. Market development : * Business cards *Websites *Press Releases *Social Media *'Word and mouth'	<u>T-Threats</u> Obstacles: *Lack of funding *Lack of time in everyday school timetable *Lack of knowledge about the importance of music therapy and the teachings of music . Competition: *Private practitioners *Other specialised therapists Marketing Efforts: *Not enough publicity

Advertising & Promotion

There are certain aspects within the promotional mix that would work better with my business than others. For example;

Sponsorships

I believe that because my business works and focuses on mental health and other special needs/disabilities , other companies and charities will support and aid my business as mental health in particular is on the incline , so therefore there is a more desperate need to fund and support this growing concern.

Websites

Using my own website would be a useful form of advertising for me as not only do I feel people are more connected electronically these days and spend more time online, websites give me an opportunity to promote my case studies with patients/customers and exhibit my success.

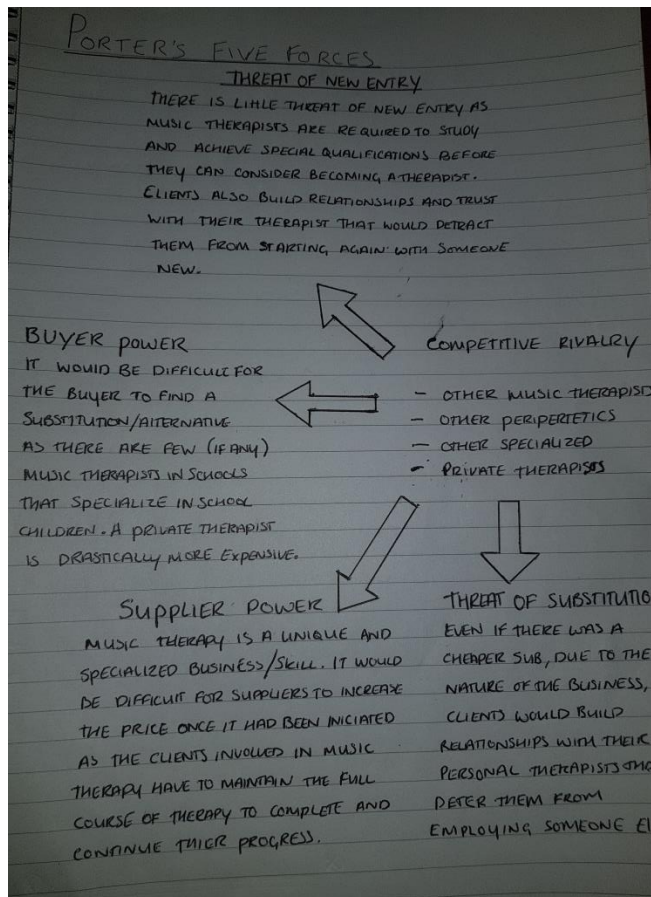
Creative Proposal

My own personal idea to advertise and promote my business was to put my company logo and information/contact details on musical instruments such as bass drum skins and guitar picks etc. I feel that this would be a good marketing strategy as musicians often go out and gig in surrounding venues, thus displaying my company logo to potential local customers.

For my loyalty strategy customer I think firstly it is paramount to obtain high standards of professional practice. For example, good personal appearance, making appointments on time, is polite and courteous etc. I believe that it is these smaller qualities that represent how your business is run. Also, when a customer is comfortable that they have a trusting relationship with their therapist, they are apprehensive about then moving to a new therapist and having to start a new relationship from scratch. More specifically, to obtain customer loyalty, I will be offering discounted session prices after a total number of 5 sessions. I have decided on 5 sessions because in my opinion, once a customer has remained a customer with your business for this number of sessions it is unlikely they are going to decide to stop using me.

Competitor Strategy

One of the biggest competitive rivalries in my market is other therapists. Even though they are offering something different to what my business is offering, realistically, they achieve the same outcome. By this I mean, that both my business and the competition business offer therapeutic help and both aspire to help and support the patient/customer, however, we both have different paths/routes to get that end goal. The advantages that I imagine other therapists have might include the flexibility of being self employed. Being self employed means that they are more flexible to take on as much work load/customers as they wish and re-arrange appointments as they wish also. This may appear more attractive to the customer as the customer can then decide to fit their therapist into their schedule when it suits them. This becomes a threat to my business as what I am offering is a fixed music therapy placement in schools.



From the porter's five forces analysis it is clear to see that my main competitive threat is going to be other therapists as there are so many of them offering the same service just delivered in a different style. Even though this is the case, through practicing and researching information with my porters five forces analysis (shown above); I have engineered mechanisms that will support the growth and success of my proposed business idea. After researching into other local and surrounding therapists, I found that the ones that are available do not specialize in schools alone. With my business, I intend to have an agreeable payment contract with the school in question as paying per session, which is what other therapists usually do, is drastically more expensive. My competitive advantages include;

Cost advantage

- Access to cheaper inputs
- Skilled workforce
- Affordable price compared to competitors

Differentiation advantage

- Specialized skill service that requires qualifications
- Variety of market areas/customers
- Product diversity

Pricing Strategy

To price the service of my business, I want to be affordable but also have enough profit to maintain and grow my business. To do this I will be using a profit margin. I will be selling my services at a price that I know will make me money once I take business and revenue cost away from the total income. I believe that because I am offering a specialized skilled service, and a service that is limited and unique that I will be able to charge more for it. After doing further research and calculating my financial projection (Find attached) , I have discovered that the government loans new business £5000-£150,000 . From my financial projection , I will have to borrow an estimated loan of £25,000.

Selling Methods

Because my business is looking for customers such as schools and possibly other institutes I would first have to apply to become an accredited centre with the British council. This accreditation enables me to offer my services to these organizations legally. I will be offering my sales online and offline to strive for maximum publicity. These will include business websites, Facebook pages, online updates etc. And then posters, business cards and merchandise to follow offline. To make bookings and get in contact with either myself or my PA, there will be multiple opportunities available and easily accessible such as online link buttons in bright bold colouring, and then bold eye catching numbering offline for the business cards and posters etc.

Critical Tasks

<i>Activity</i>	<i>Timescale</i>	<i>Assigned</i>	<i>Budget</i>	<i>Review</i>
Designing of Business logo	3 months from launch of business	Promoter & advertiser	Staff wages (£9p/h) Cost of materials (£300)	How much publicity the logo brings the business
Renting of base/office	Before business if launched	Arranged by myself	Funded by grants and bursaries	Review of space and comfort of work area
Employing of staff	At the start of the business	Interviewed by myself	Staff wages: promoter (£9p/h) PA (£8p/h)	Probation period staff review (6 weeks)
Making of offline advertisers	A.S.A.P from when the business launches	Invest In a card/printing/posting company	To print cards (79p) Posters and leaflets (£1.99)	How much publicity they bring the business
Designing of the websites	3 months from the launch of business	Promoter & advertiser	Staff wages (£9p/h)	Success of website and record of website visits