**Chiara Filomeni**

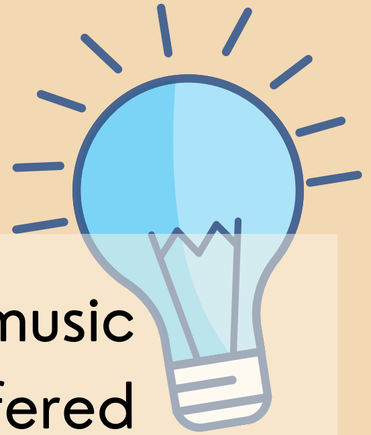
Term 3
Portfolio
MA International Music Marketing

# ALL ABOUT MUSIC

## A TAILOR-MADE MUSIC SCHOOL



# THE WHY

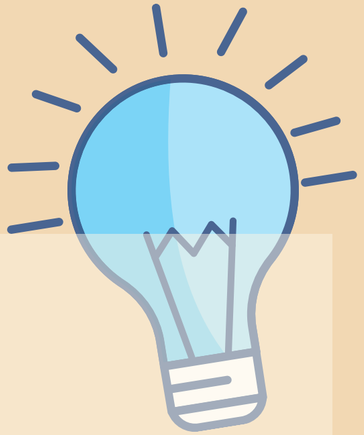


The main reason that prompted me and Daniel to the creation of a music school was the need to implement some shortcomings that we both suffered during our musical growth.

We wondered what would be useful to know from the first approach to music, and we noticed a lack of **connection** between **body movement**, **rhythm**, **singing** and **music theory**.

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

# THE WHY



We desire to:

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

The student will feel safe and comfortable, and decide freely and consciously which musical instrument to study in the future or simultaneously.

# THE USP

# A tailor-made music school



This is the main message and slogan of our music school.

My intention is to create a **USP** in the competitive market of music education.

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.

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 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

## W

- Restricted marketing resources
- Limited budget for marketing campaigns
- Lack of staff, which translates into work overload for the founders

## O

- Business with a low barrier to entry and no specific licensing requirements
- Chances to grow the business by connecting it to private singing and piano lessons

## 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



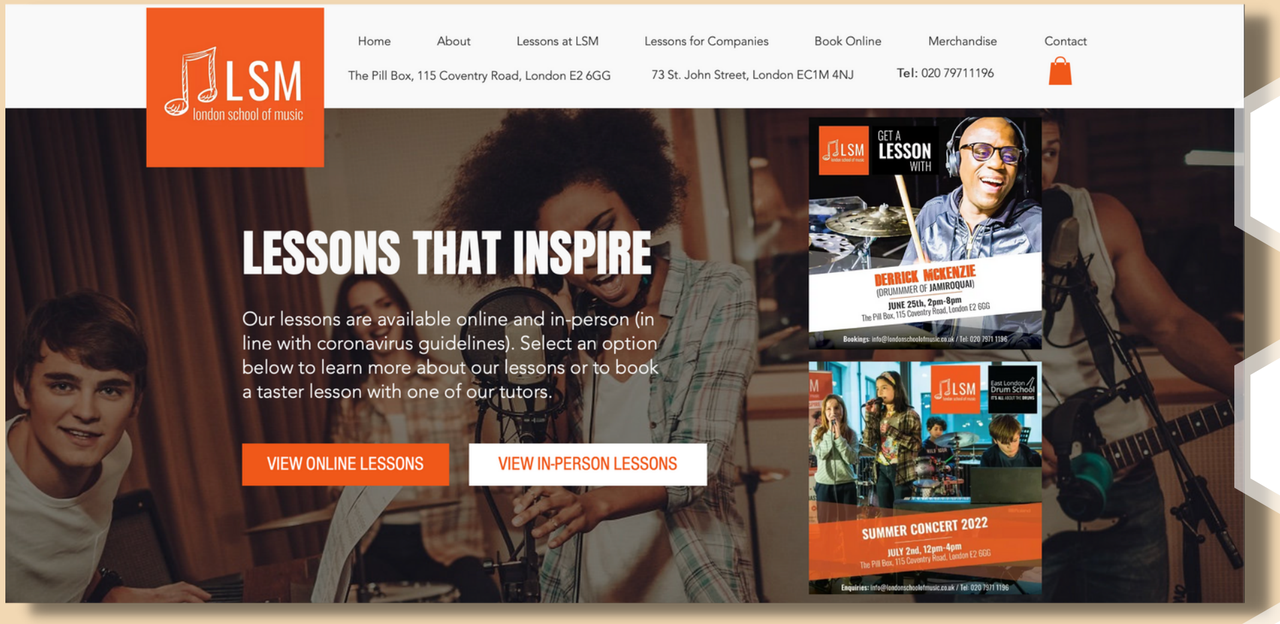
TCHAIKOVSKY LONDON MUSIC SCHOOL

LONDON MUSIC SCHOOL

LIMITLESS MUSIC ACADEMY

# THE COMPETITORS

# LSM




# THE RESEARCH

## HOMEPAGE

fixed image; description of lessons offered, location, upcoming events and quotes.

## LOCATION

mentioned on the homepage ;
2 locations in London

## ABOUT

description and pictures of tutors;
gallery with pictures and performances

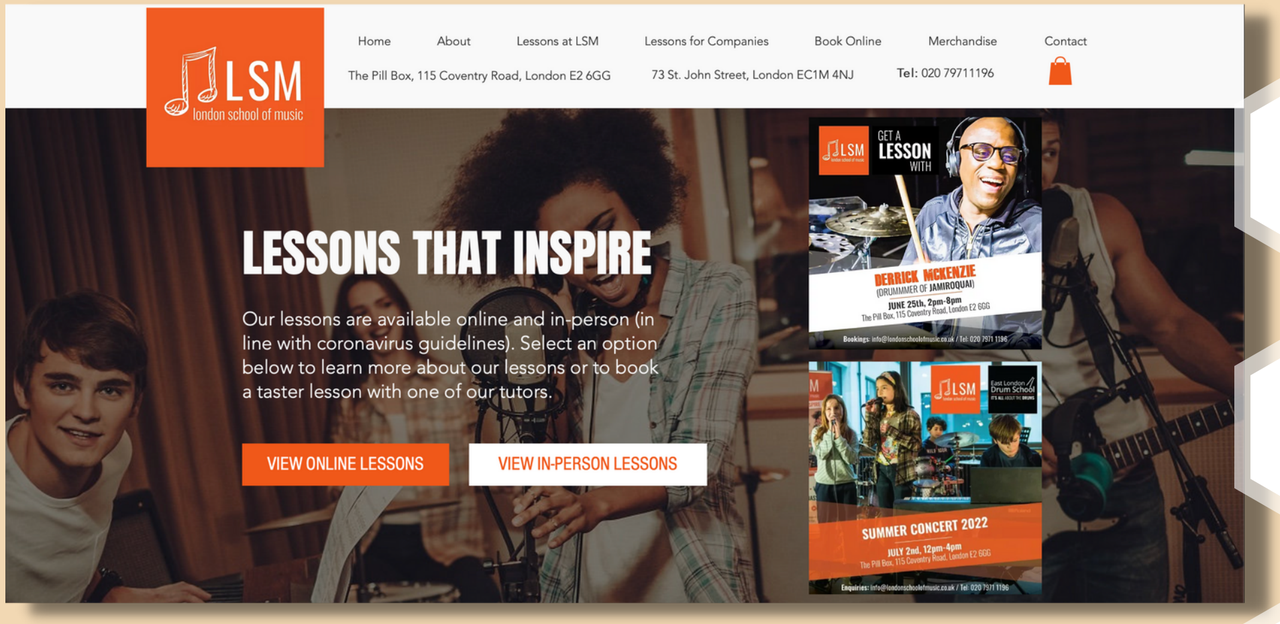
## TEACHERS

collocated in the "about" section;
pictures and description

Source: LSM website

# THE COMPETITORS

# LSM




# THE RESEARCH

## LESSONS

guitar, singing, piano, drums, online lessons, band sessions and masterclasses with world-class musicians

## PRICE

all the prices are written in a specific section called "book online"

## INSTRAGRAM

@thelondonschoolofmusic

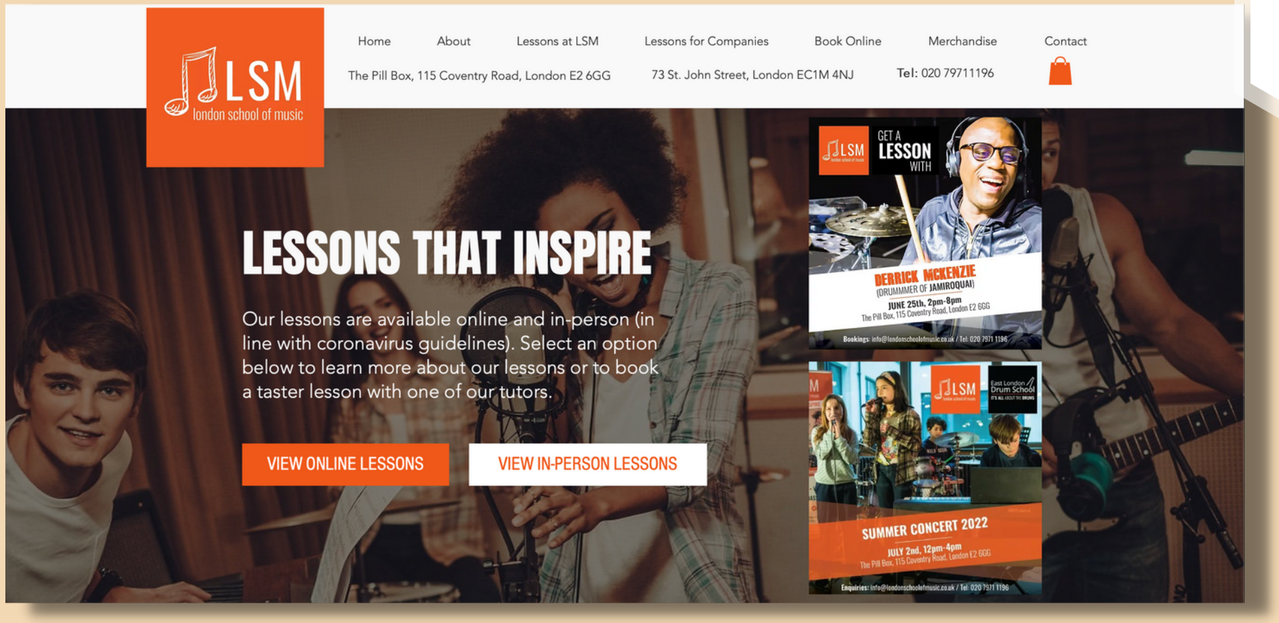
## FACEBOOK

London School Of Music

Source: LSM website

# THE COMPETITORS

# LSM




# THE RESEARCH

## PRICE

all the prices are written in a specific section called "book online"

- 30min —> £31
- 45min —> £46.50
- 1h —> £62

Trial Lessons:

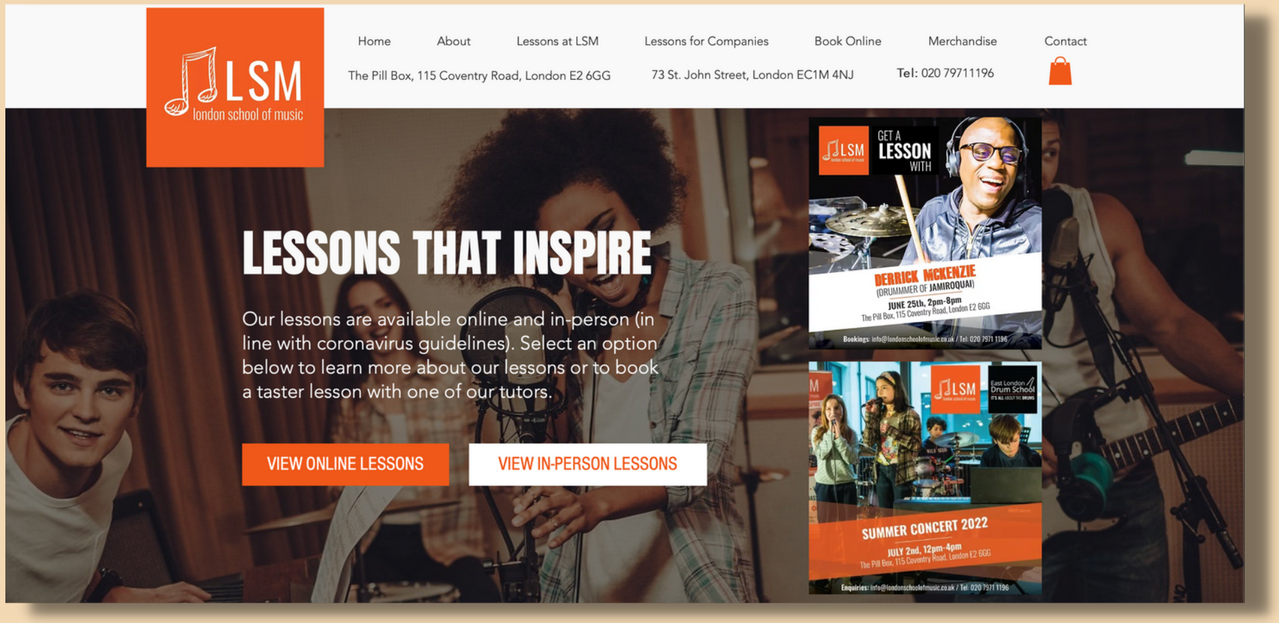
- 30min —> £22
- 45min —> £33
- 1h —> £44

Source: LSM website

# THE COMPETITORS

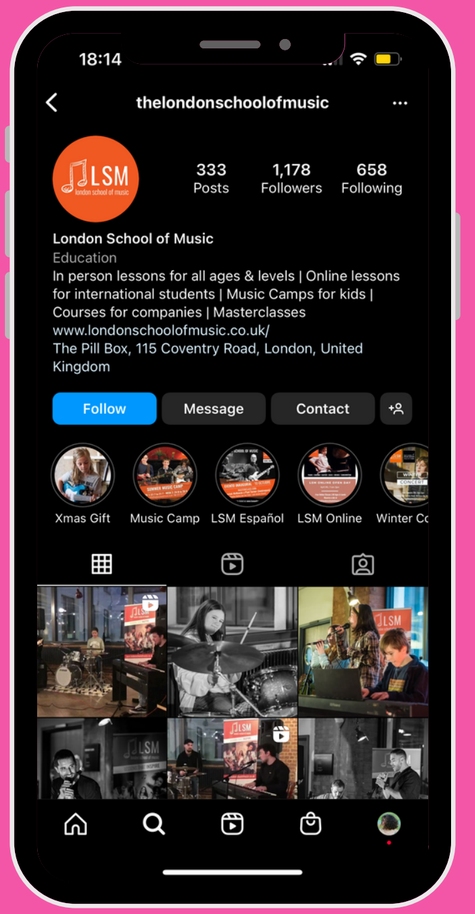
# LSM

# THE RESEARCH




## INSTRAGRAM

@thelondonschoolofmusic

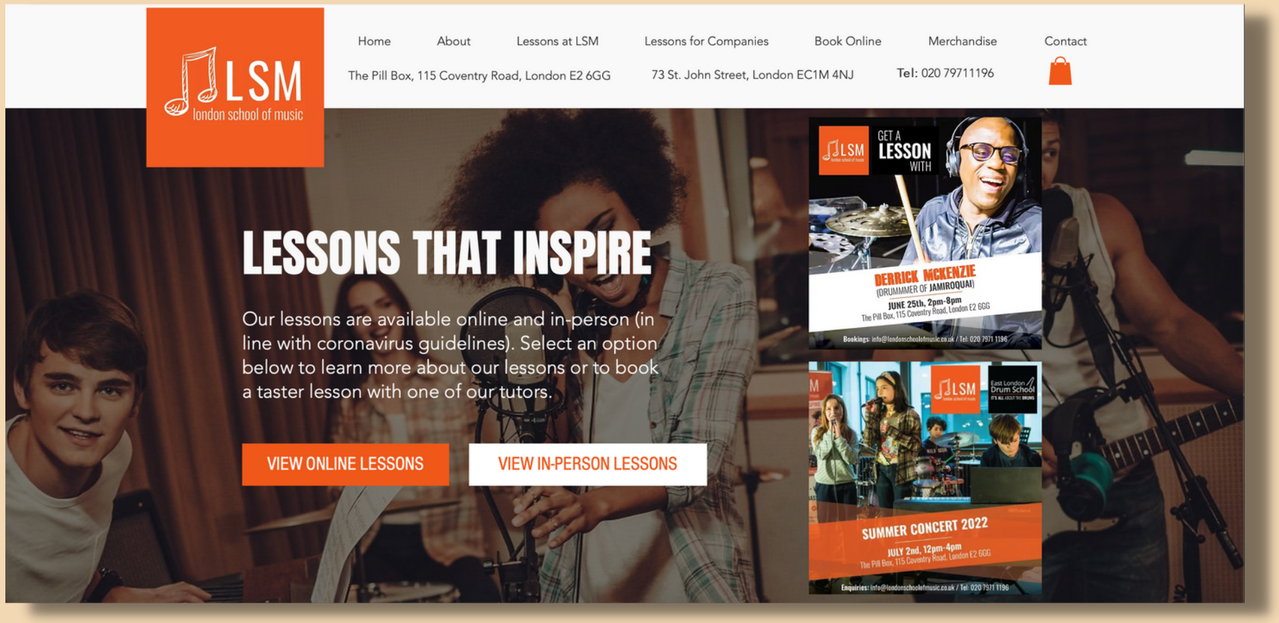



1.1K

Source: LSM website

# THE COMPETITORS

# LSM




# THE RESEARCH

## FACEBOOK

London School Of Music



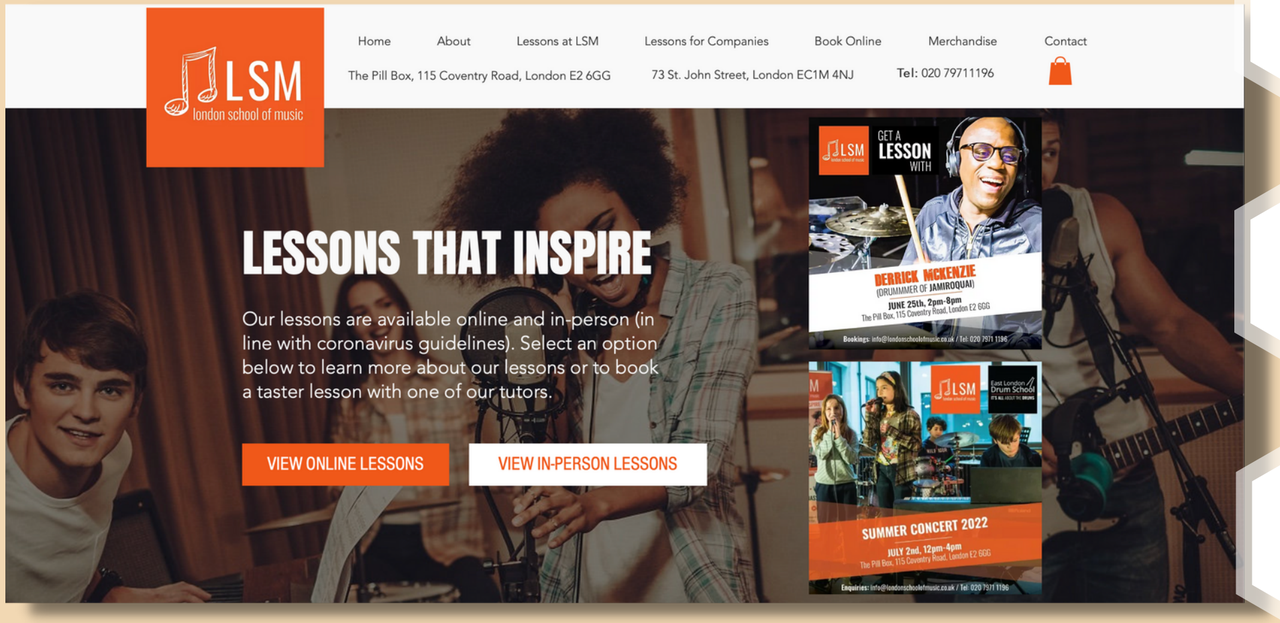

612

564

Source: LSM website

# THE COMPETITORS

# LSM




# THE RESEARCH

## REVIEWS

- quotes from famous musicians on the homepage
- students reviews on the "lesson" page

## TARGET

14 - 30 yo

## CONTACT

location, email and telephone number + the chance to send a message from the website

## MERCHANDISE

selling bags and t-shirts with the logo of the school

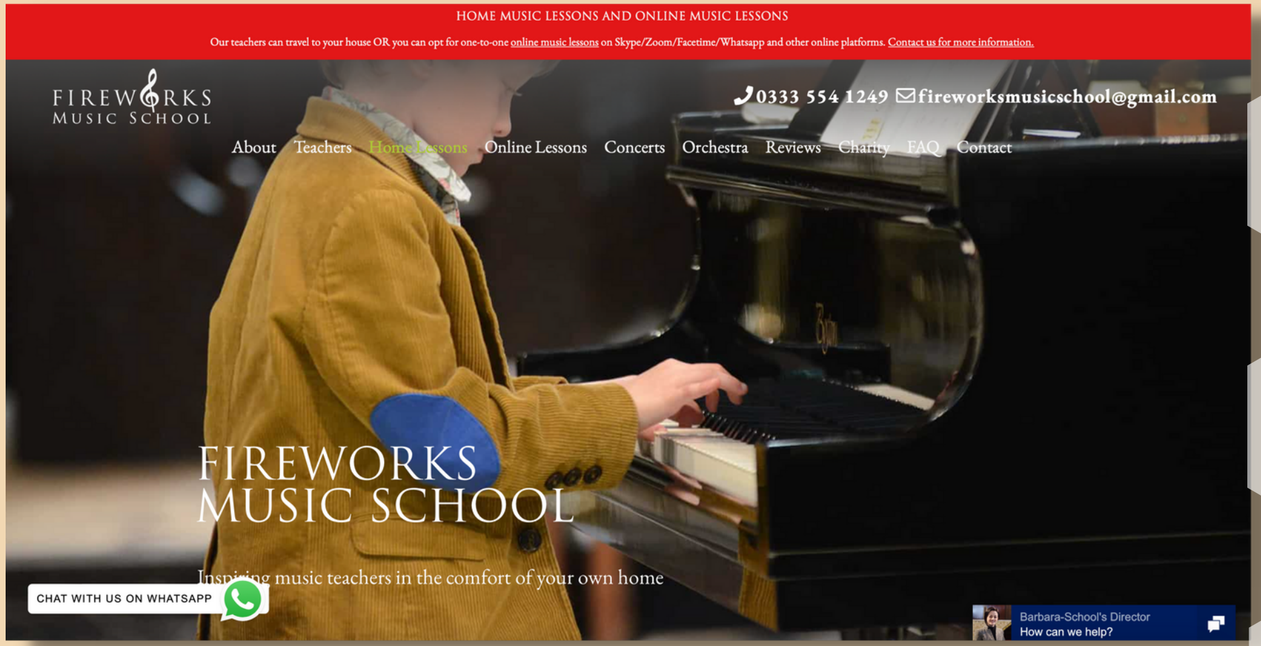
## LESSONS FOR COMPANIES

providing lessons and workshops for companies and their employees - individual or group lessons, DJ-ing, Brazilian percussion, music production, songwriting workshops

Source: LSM website

# THE COMPETITORS

# FIREWORKS




# THE RESEARCH

## HOMEPAGE

carousel; email and number; description of the school; age of students; teachers (with DBS checks); school's successes; a video of the director; students' reviews; number of students and teachers

## LOCATION

teachers are travelling to the pupil's houses or online

## ABOUT

inspirational sentence, a video and the story of the school

## TEACHERS

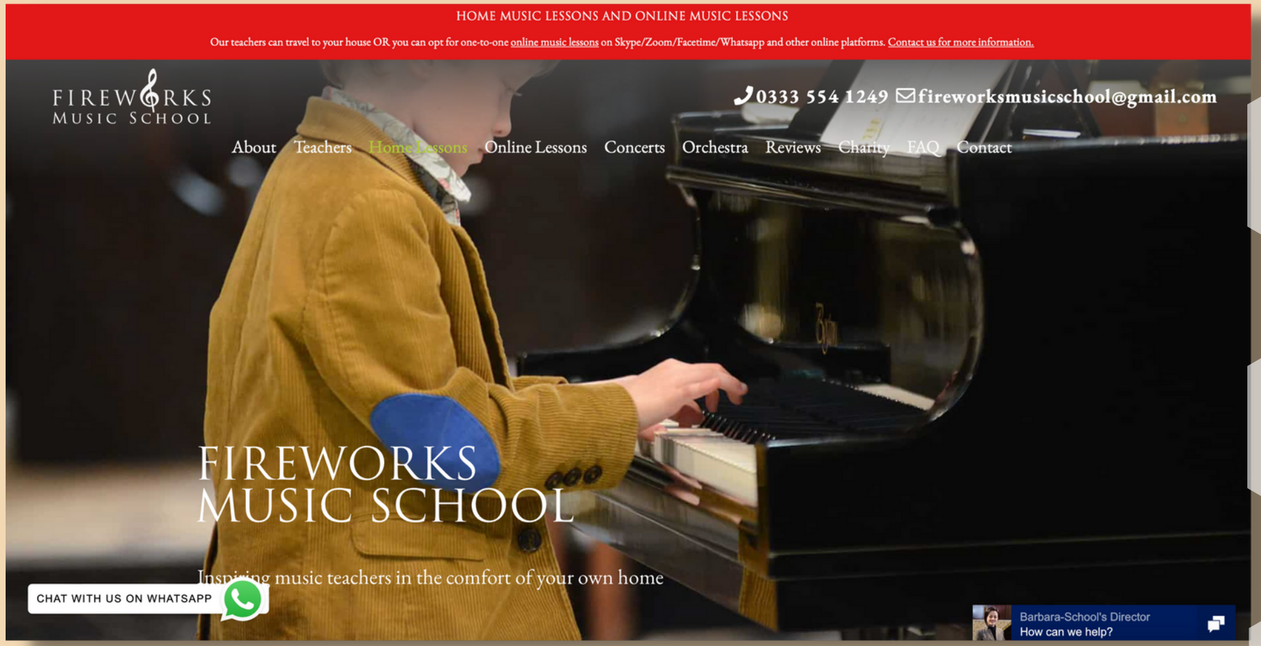
pictures and descriptions

Source: Fireworks Music School website

# THE RESEARCH

## THE COMPETITORS

# FIREWORKS




### LESSONS

all instruments and singing

### PRICE

all the prices are written in a specific section called "home lessons" --> "our rates"

### INSTRAGRAM

@fireworksmusicschool

### FACEBOOK

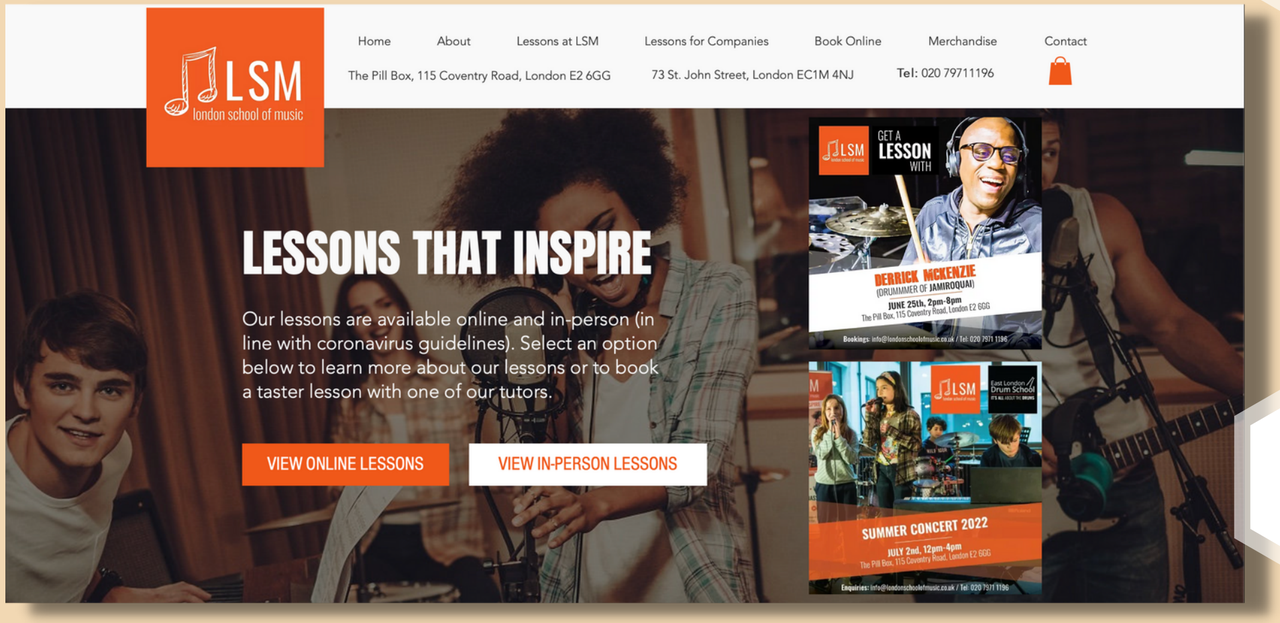
Fireworks Music School

Source: Fireworks Music School website

# THE RESEARCH

## THE COMPETITORS

# FIREWORKS




FIREWORKS MUSIC SCHOOL
INSPIRING TEACHERS IN THE COMFORT OF YOUR HOME

## PRICE

all the prices are written in a specific section called "home lessons" --> "our rates"

- 30min —> £20
- 45min —> £25
- 1h —> £34

## FAQ

a section dedicated to the most frequently asked questions

## CHARITY

offering guitar lessons for PHASCA for kids with disadvantaged backgrounds

Source: Fireworks Music School website

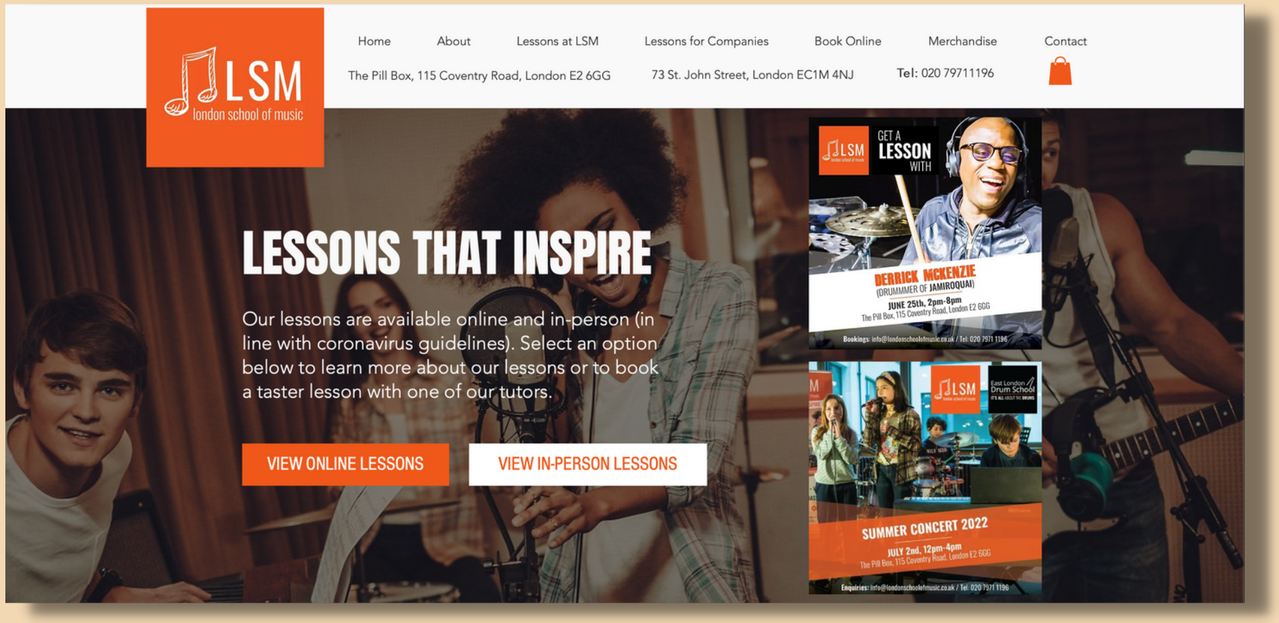
# THE COMPETITORS

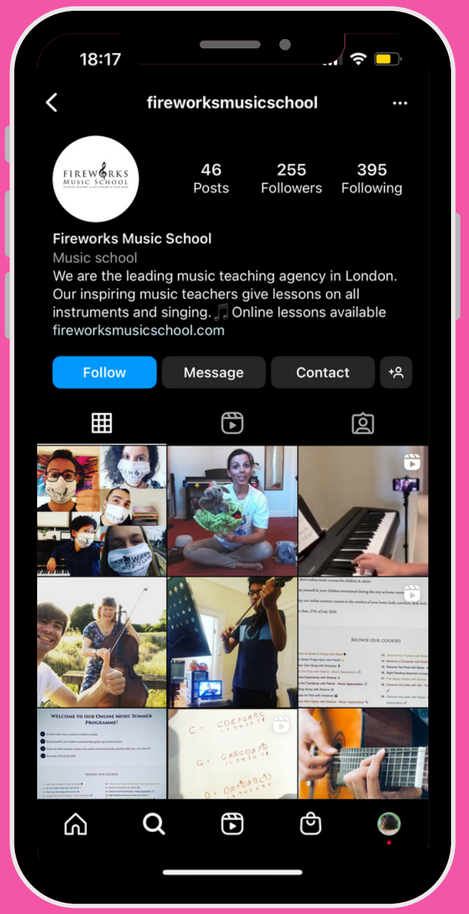
# FIREWORKS

## THE RESEARCH

## INSTRAGRAM

@fireworksmusicschool



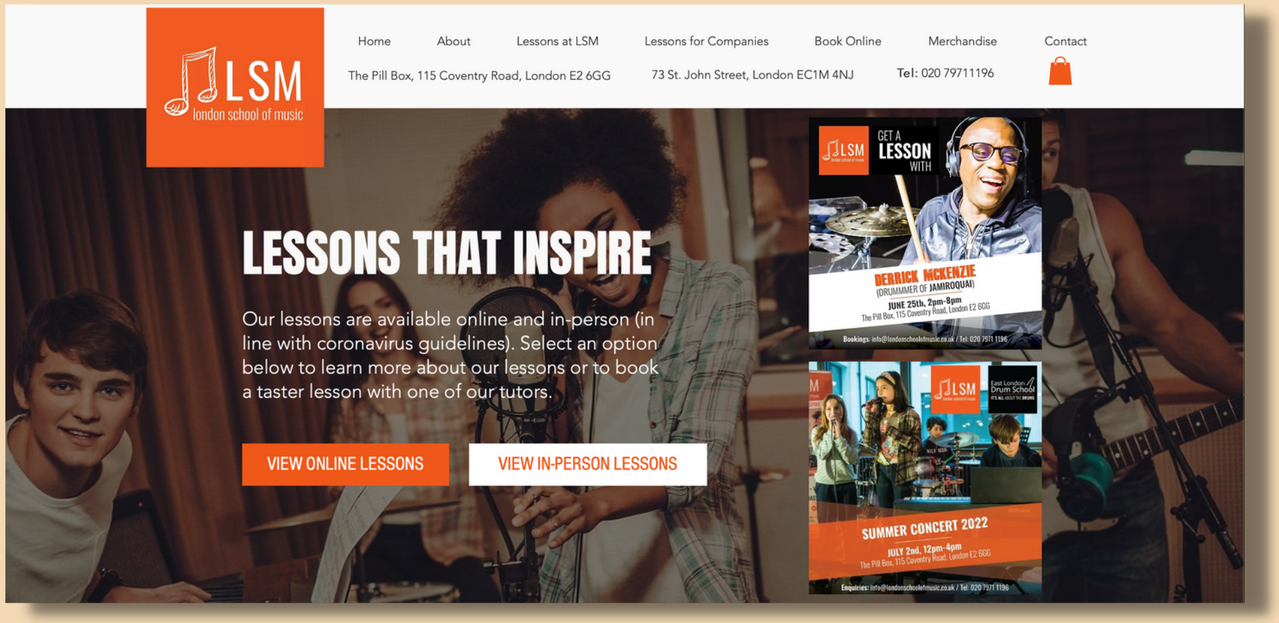

255

Source: Fireworks Music School website

# THE RESEARCH

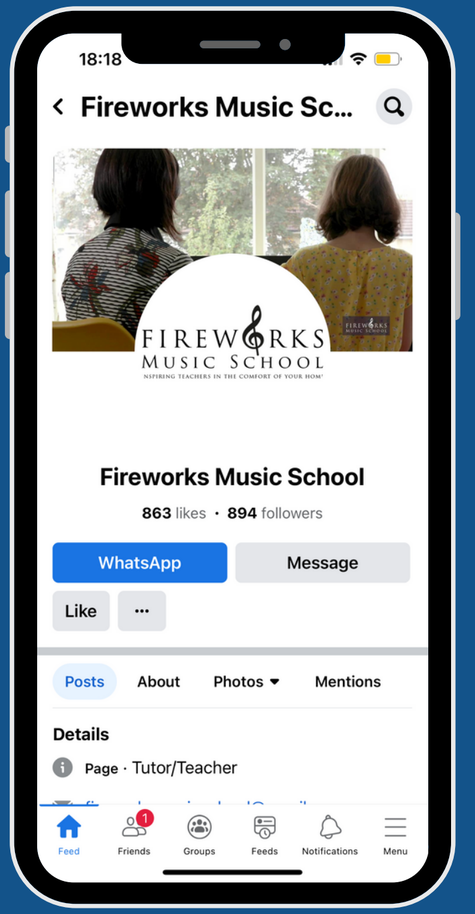
## THE COMPETITORS

# FIREWORKS




## FACEBOOK

London School Of Music



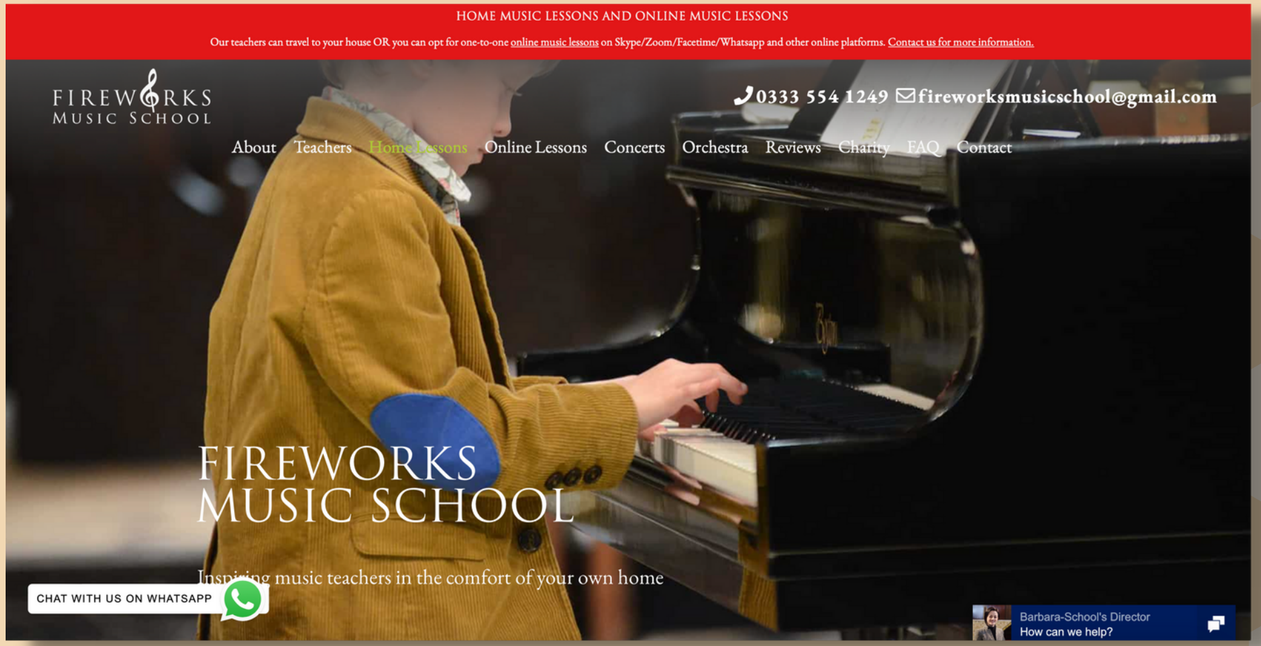

894

863

Source: Fireworks Music School website

# THE COMPETITORS

# FIREWORKS




# THE RESEARCH

## REVIEWS

- student reviews on "reviews" page
- students reviews on the "home lessons" page

## TARGET

6-20 yo

## CONTACT

email and telephone number + the chance to send a message from the website

## ORCHESTRA

6-16 yo of any level and ability;
£130 per term per child

Source: Fireworks Music School website

# THE COMPETITORS

# TCHAIKOVSKY




# THE RESEARCH



## HOMEPAGE

drawing of kids playing music together
and description of the method

## LOCATION

mentioned on the homepage ;
currently moving the location

## ABOUT

the about section is not present as
everything is explained in the homepage

## TEACHERS

there is only one teacher mentioned in
the section "our team"
--> picture and description

Source: Tchaikovsky Music School website

# THE COMPETITORS

# TCHAIKOVSKY




## THE RESEARCH



## HOMEPAGE

Tchaikovsky method:

Russian musical education includes individual instrument tuition, supplemented with music theory classes and choral singing

It's an all-round musical education method, built in a fun and engaging environment

Tutors can teach in English, Russian or German

Source: Tchaikovsky Music School website

# THE COMPETITORS

# TCHAIKOVSKY




# THE RESEARCH



## LESSONS

described in the "programmes" section ; divided by age and type of course

## PRICE

not mentioned

## INSTRAGRAM

the school doesn't have an Instagram page

## FACEBOOK

Tchaikovsky London Music School

Source: Tchaikovsky Music School website

# THE COMPETITORS

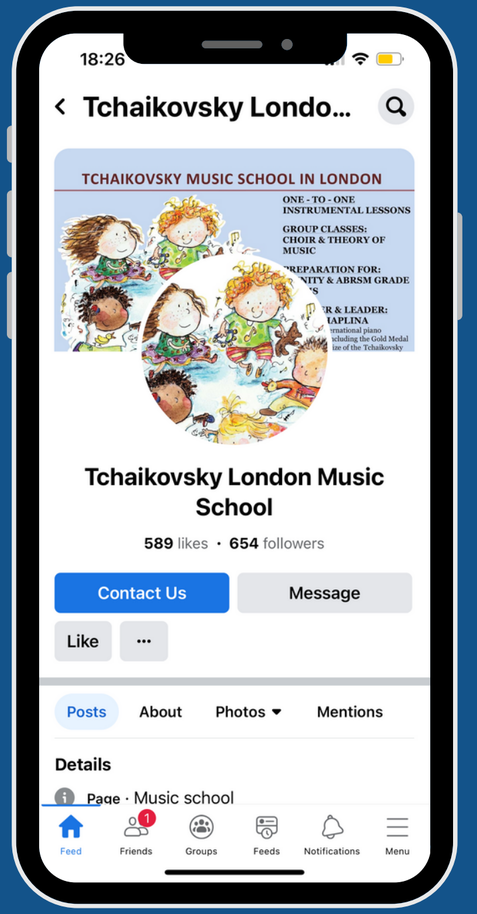
# TCHAIKOVSKY

## THE RESEARCH

### FACEBOOK

Tchaikovsky London Music School






654

589

Tchaikovsky London Music School

Home | Programmes | Our Team | Gallery | Contact Us

Russian version coming soon!



The Tchaikovsky London Music School is an international music school in central London. Our teaching is based on the famous Russian school of musical education, where students receive an all-round education of individual instrumental tuition supplemented with classes in theory of music and choral singing.

Our group classes are carefully designed for children aged 2 and above and provide a thorough, all-round musical education in a fun and engaging environment. We also offer indivudual tuition programmes for children and adults that you can take with or without the group classes. All individual tuition is tailored to suit your personality and needs, whether you aspire to achieve successful results in graded exams or simply play for fun.

All of our teachers are high-profile performers with international careers based in London, carefully selected for their deep passion for and experience in teaching. They can teach in English, Russian or German.

Source: Tchaikovsky Music School website

# THE COMPETITORS

# TCHAIKOVSKY

## THE RESEARCH






### REVIEWS

not mentioned

### TARGET

4-60 yo

### CONTACT

email + the chance to send a message from the website

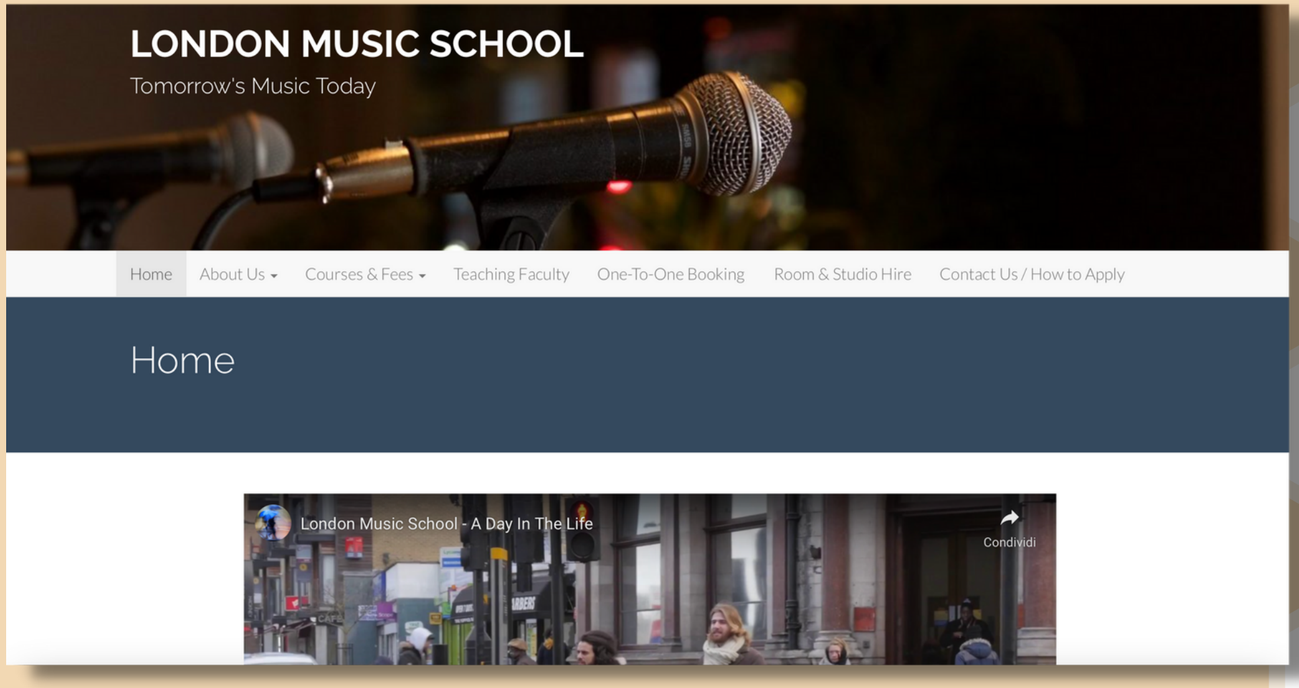
### GALLERY

carousel of pictures from past performances

Source: Tchaikovsky Music School website

# THE COMPETITORS

# LMS




# THE RESEARCH

## HOMEPAGE

fixed image; video; description of the school; sponsors; section "why to choose LMS"; past and present student videos

## LOCATION

mentioned in the description of the homepage; 1 location in London

## ABOUT

history of the school; local area; facilities; accommodation; visa info; events; open days

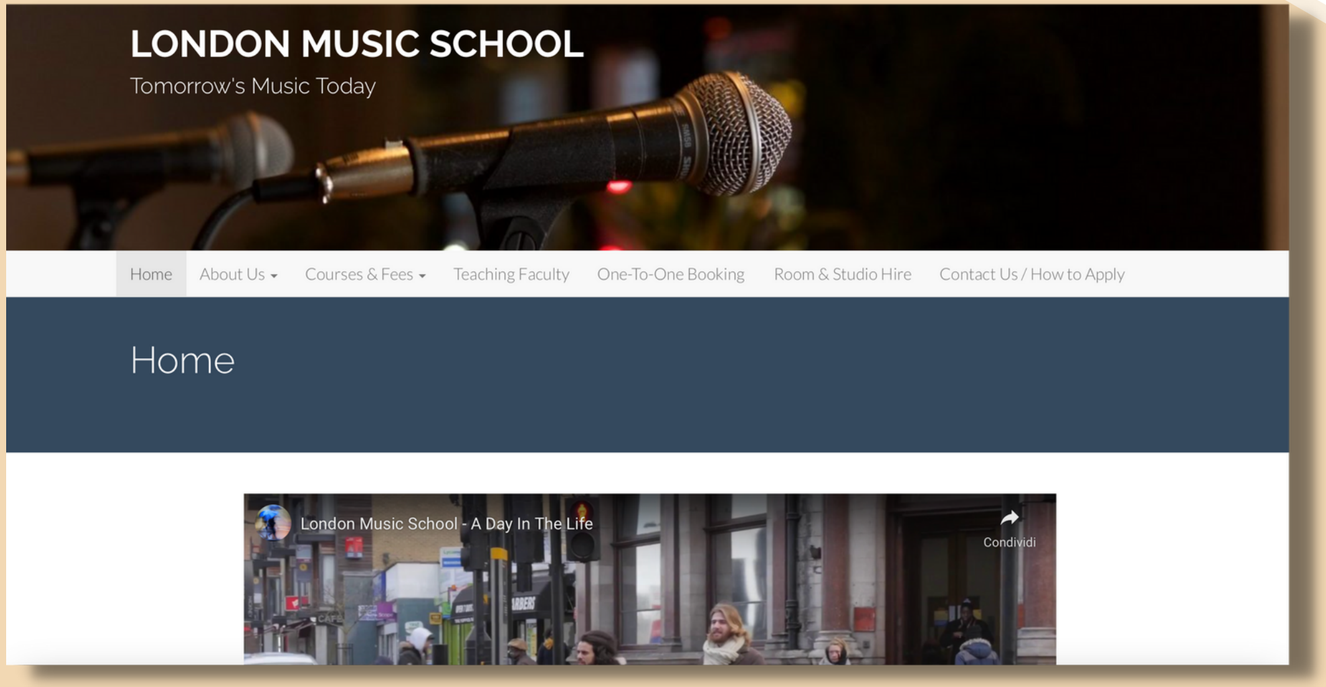
## TEACHERS

pictures and desriptions

Source: LMS website

# THE COMPETITORS

# LMS




## THE RESEARCH

## ABOUT

LMS is not a small private music school.

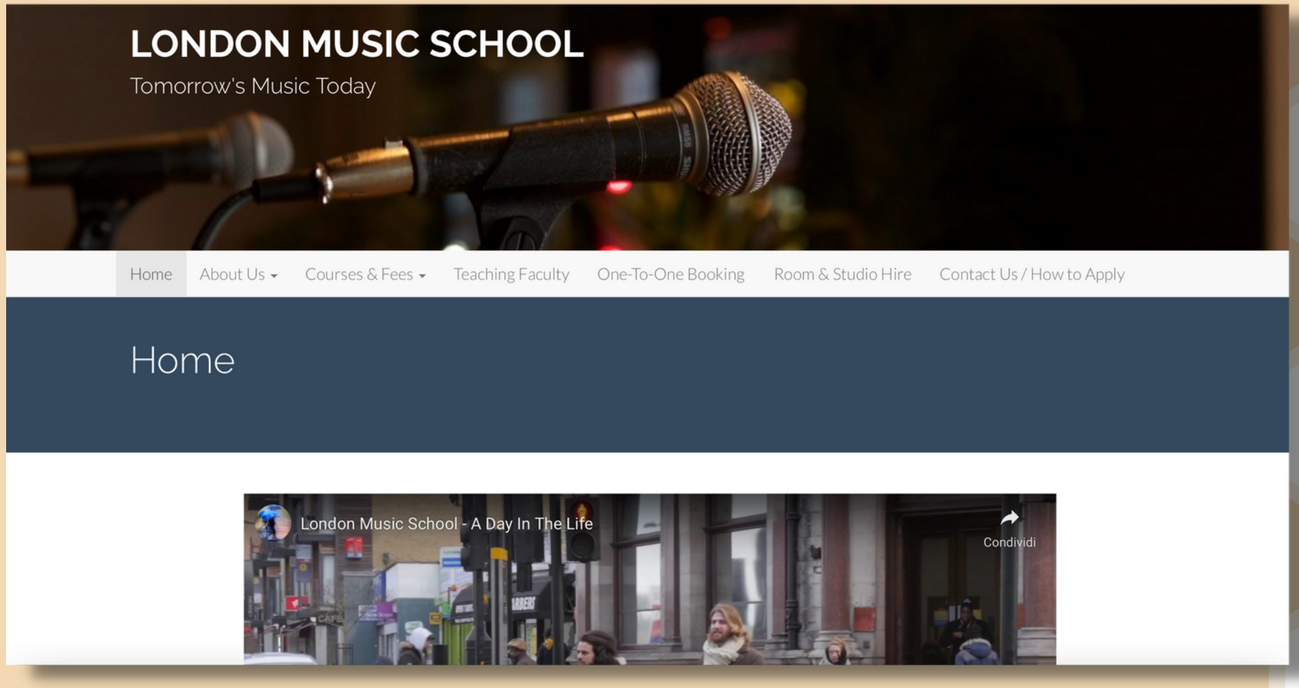
It is still relevant to my research because:

- it is also providing one-to-one lessons
- it is very well organized and apparently one of the best-known school of music in Europe
- I can compare the prices and have a better understanding of the market

Source: LMS website

# THE COMPETITORS

# LMS




# THE RESEARCH

## LESSONS

vocals, guitar, keyboard, bass, drums, percussions, sax

## PRICE

one-to-one lessons: £35

## INSTRAGRAM

@londonmusicschool

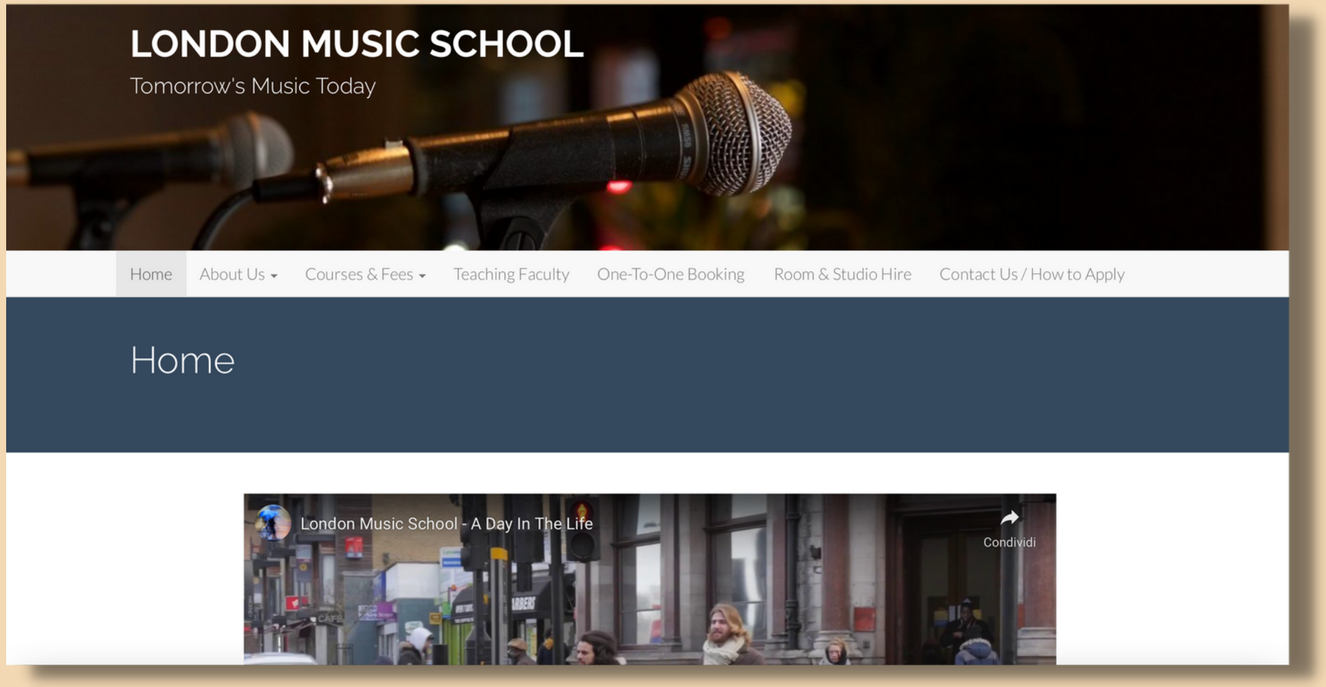
## FACEBOOK

London Music School

Source: LMS website

# THE COMPETITORS

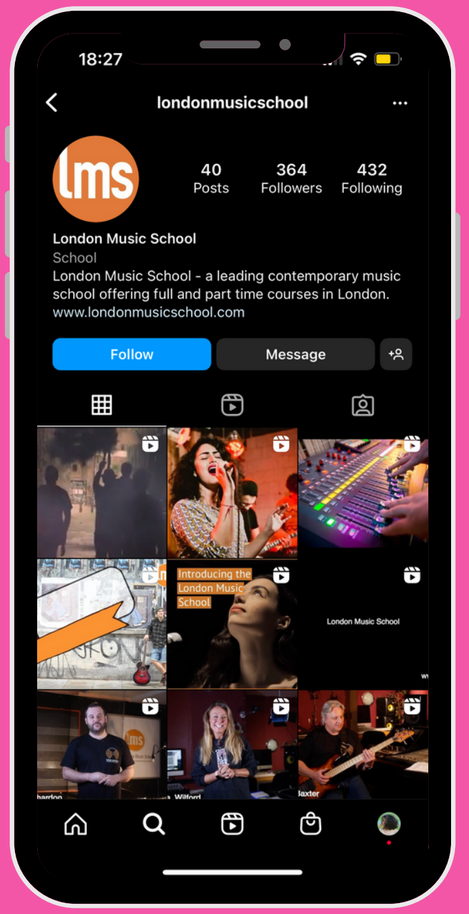
# LMS




# THE RESEARCH

## INSTRAGRAM

@fireworksmusicschool

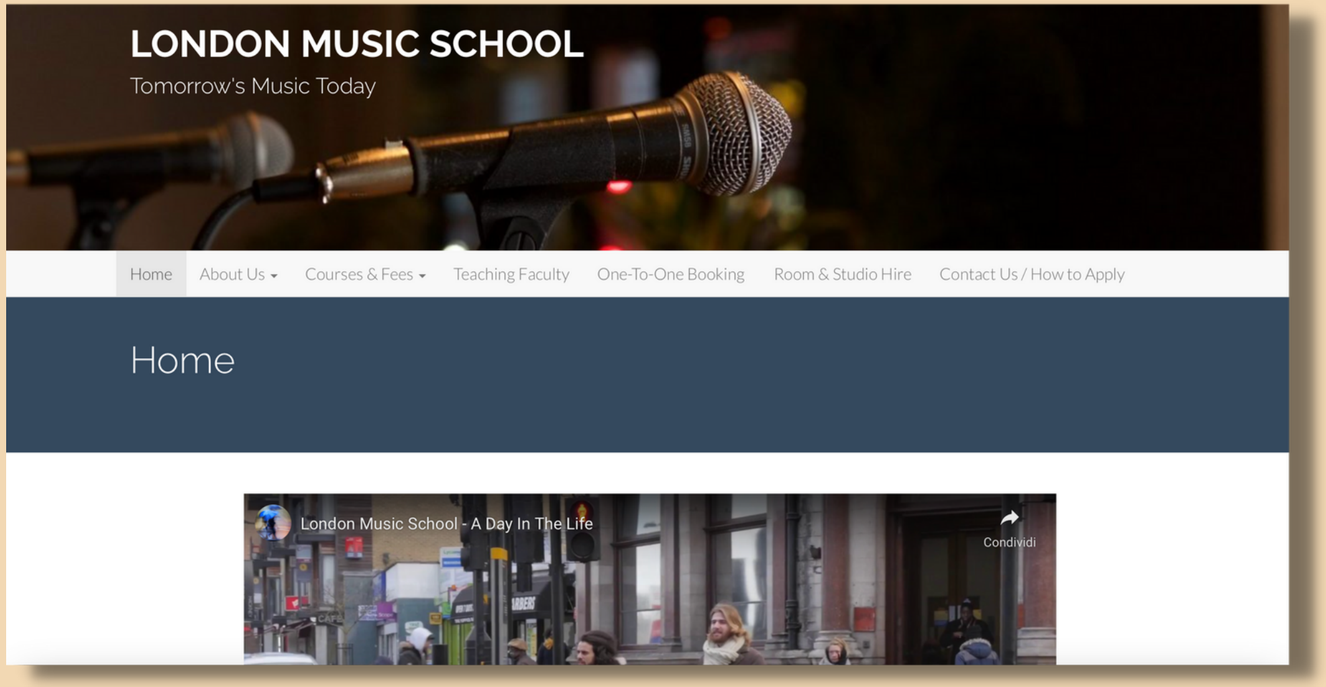



364

Source: LMS website

# THE COMPETITORS

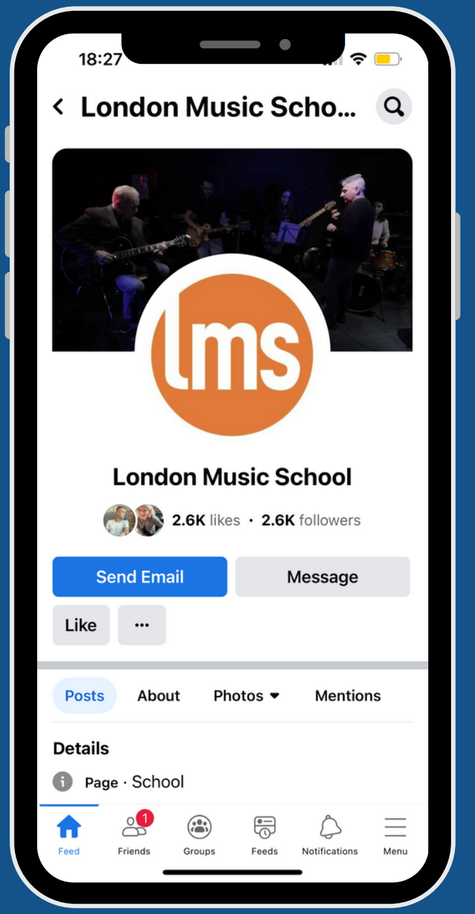
# LMS




# THE RESEARCH

## FACEBOOK

London School Of Music



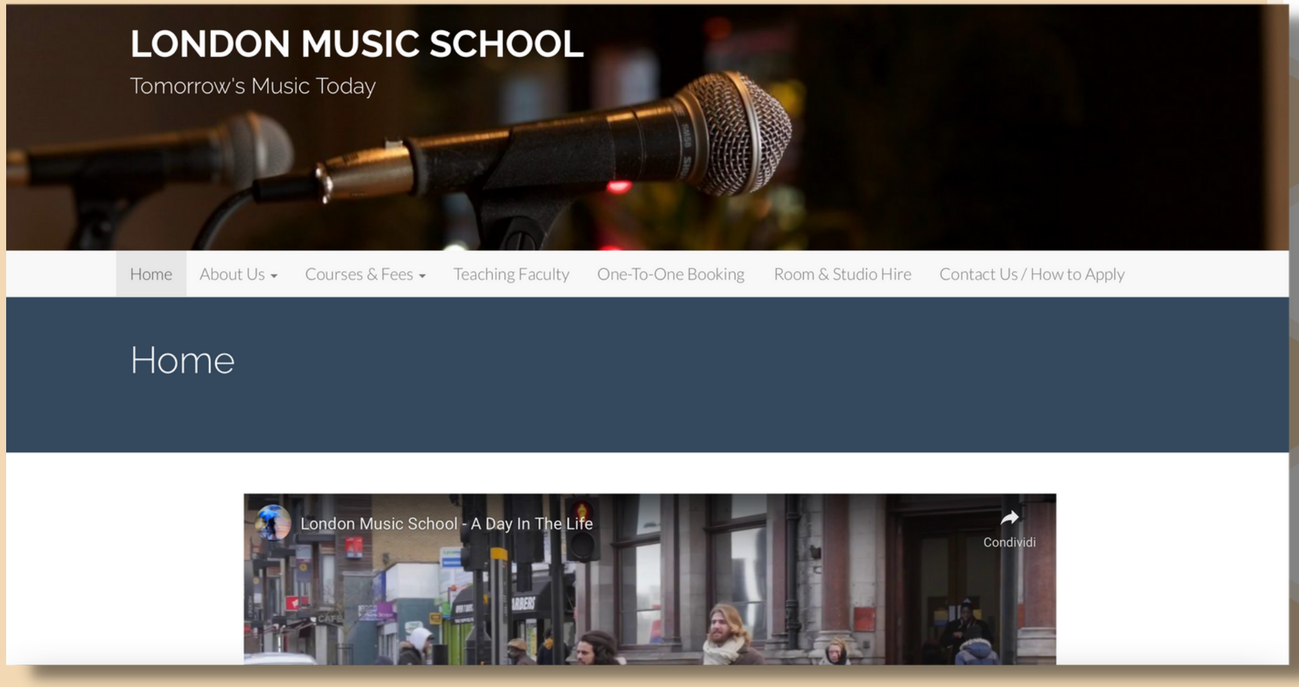

2.6K

2.6K

Source: LMS website

# THE COMPETITORS

# LMS




# THE RESEARCH

## REVIEWS

not mentioned

## TARGET

18-35 yo

## CONTACT

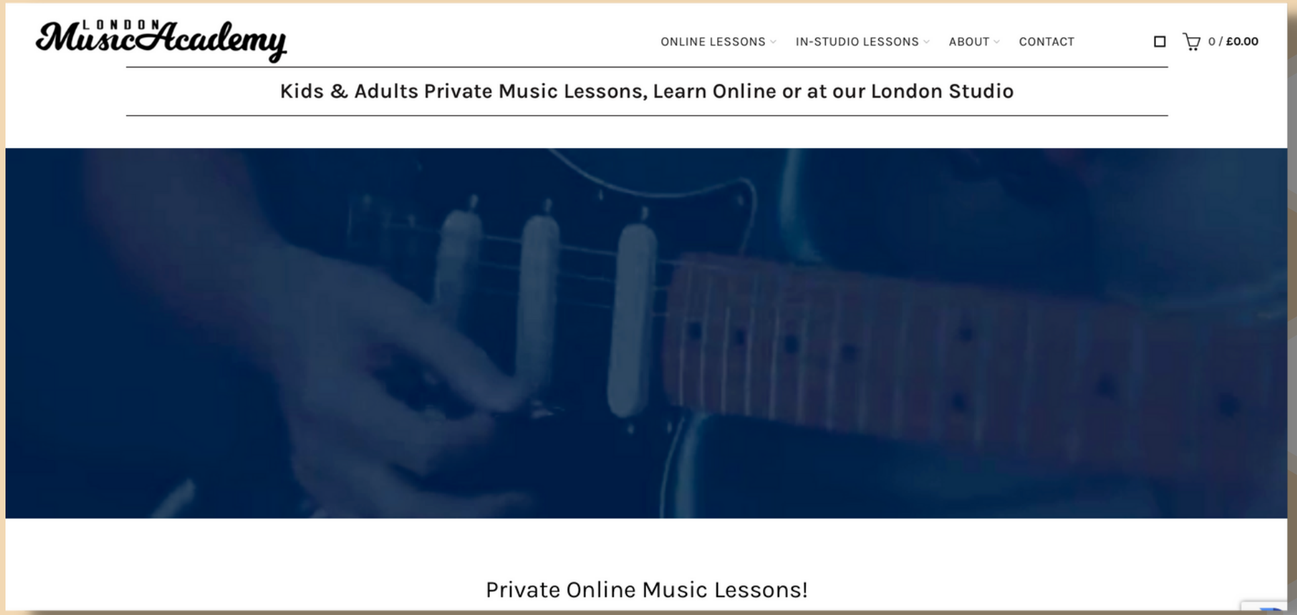
location, email and telephone number + the chance to send a message from the website

Source: LMS website

# THE COMPETITORS

# LMA

## THE RESEARCH




### HOMEPAGE

video; lessons; get in touch; gift certificates; the vision; reviews

### LOCATION

1 location in London + online lessons

### ABOUT

the vision

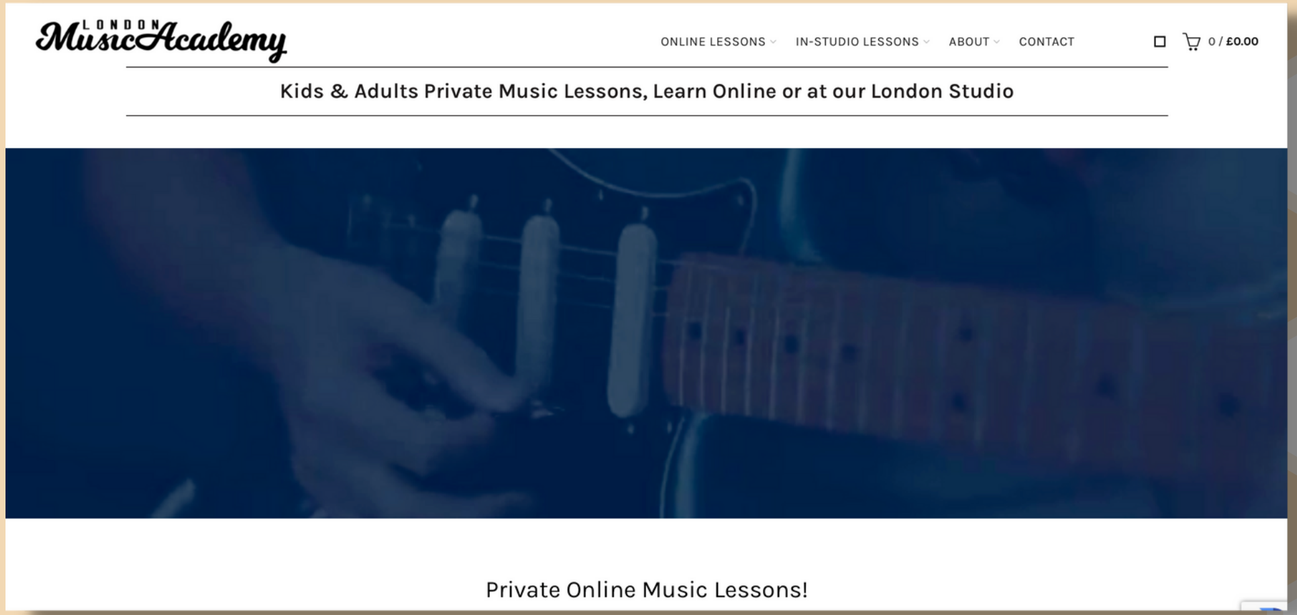
### TEACHERS

pictures of the tutors

Source: LMA website

# THE COMPETITORS

# LMA




# THE RESEARCH

## LESSONS

banjo, mandolin, drumming, DJing, studio production, songwriting, Bluegrass, classical or jazz.singing, guitar and piano

## PRICE

first lesson 50% off --> £18

## INSTRAGRAM

@londonmusicacademy

## FACEBOOK

London Music Academy

Source: LMA website

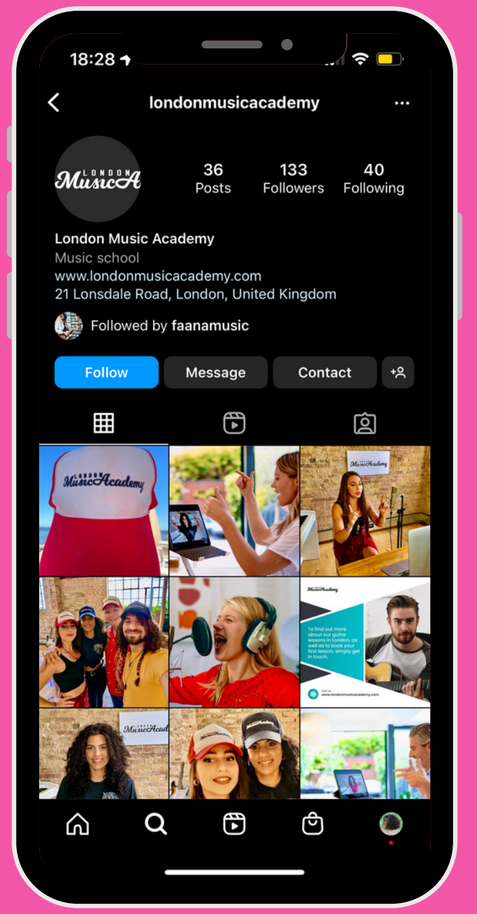
# THE COMPETITORS

# LMA

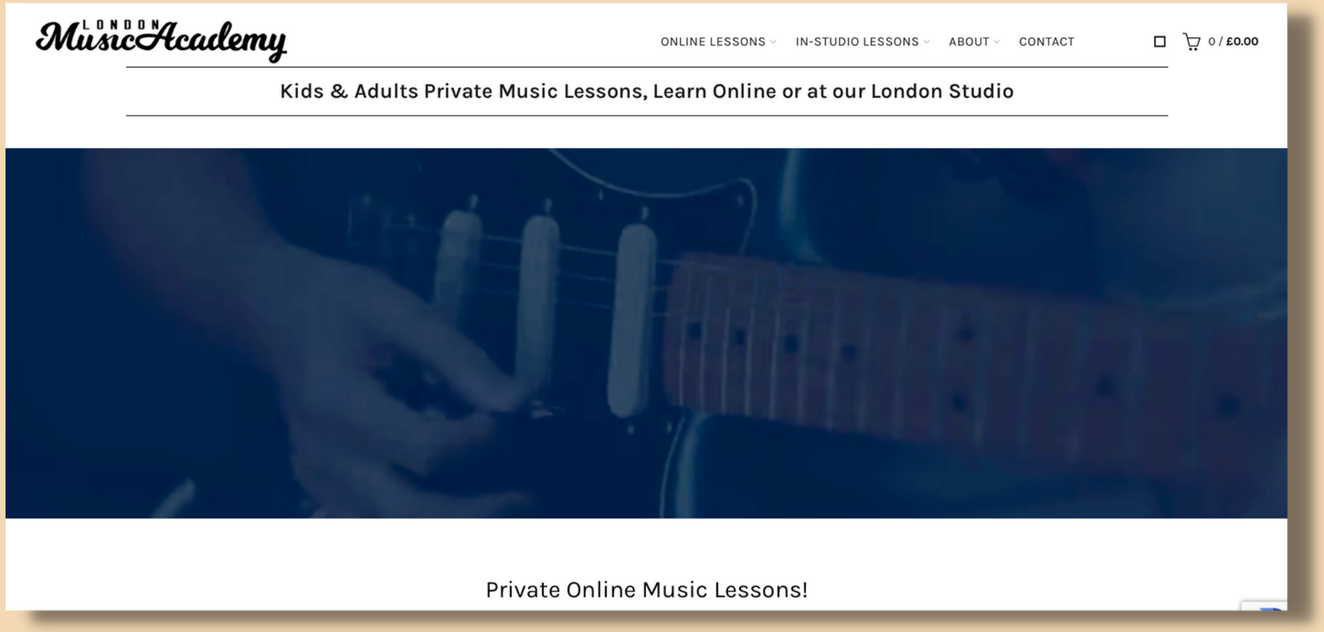
## THE RESEARCH

## INSTRAGRAM

@fireworksmusicschool




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Source: LMA website

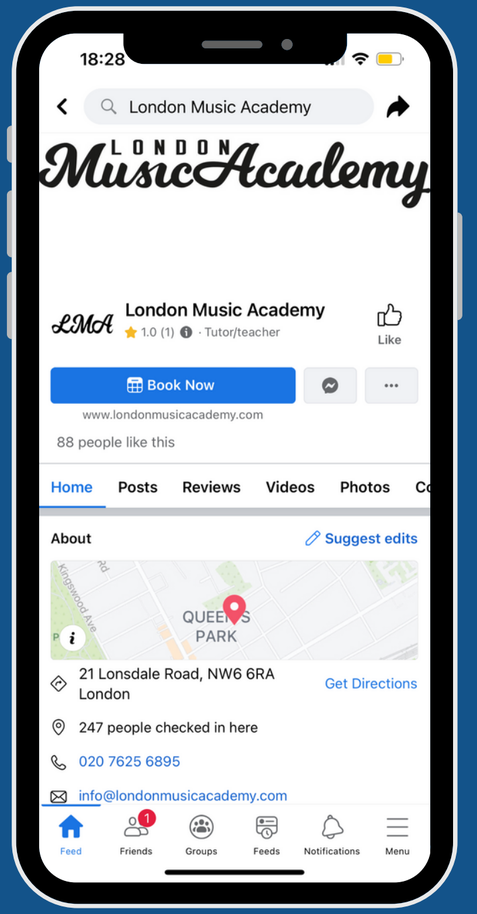
# THE COMPETITORS

## LMA

# THE RESEARCH

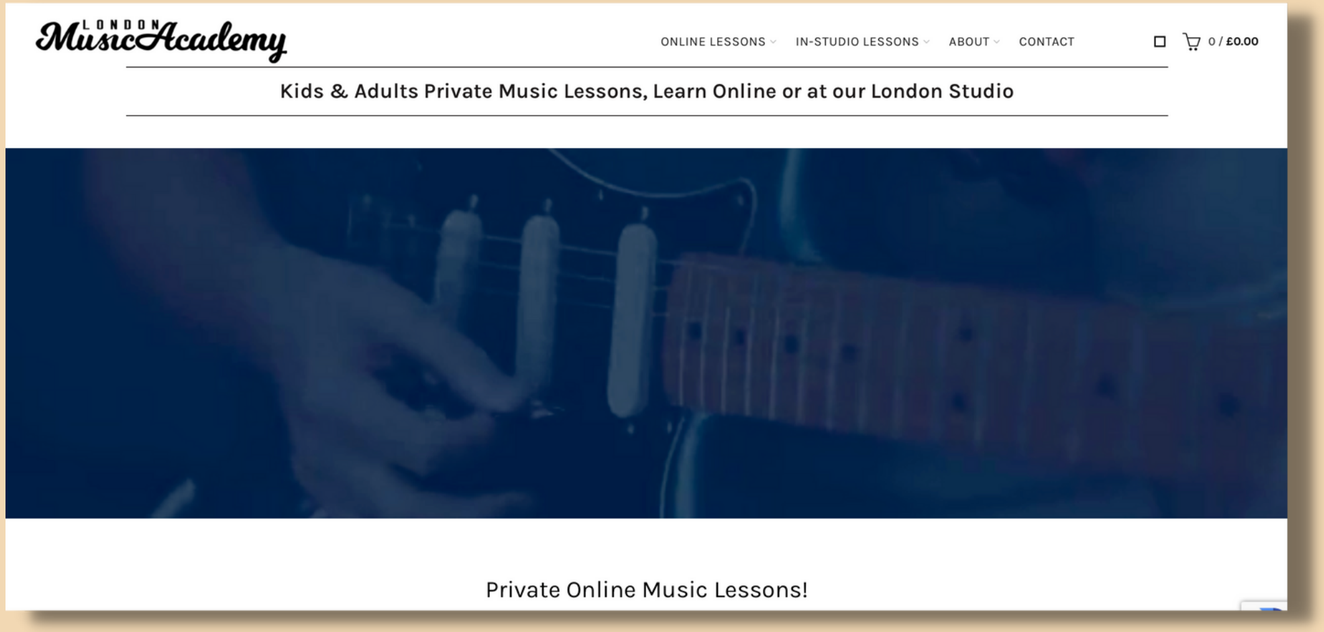
## FACEBOOK

London School Of Music




102

89

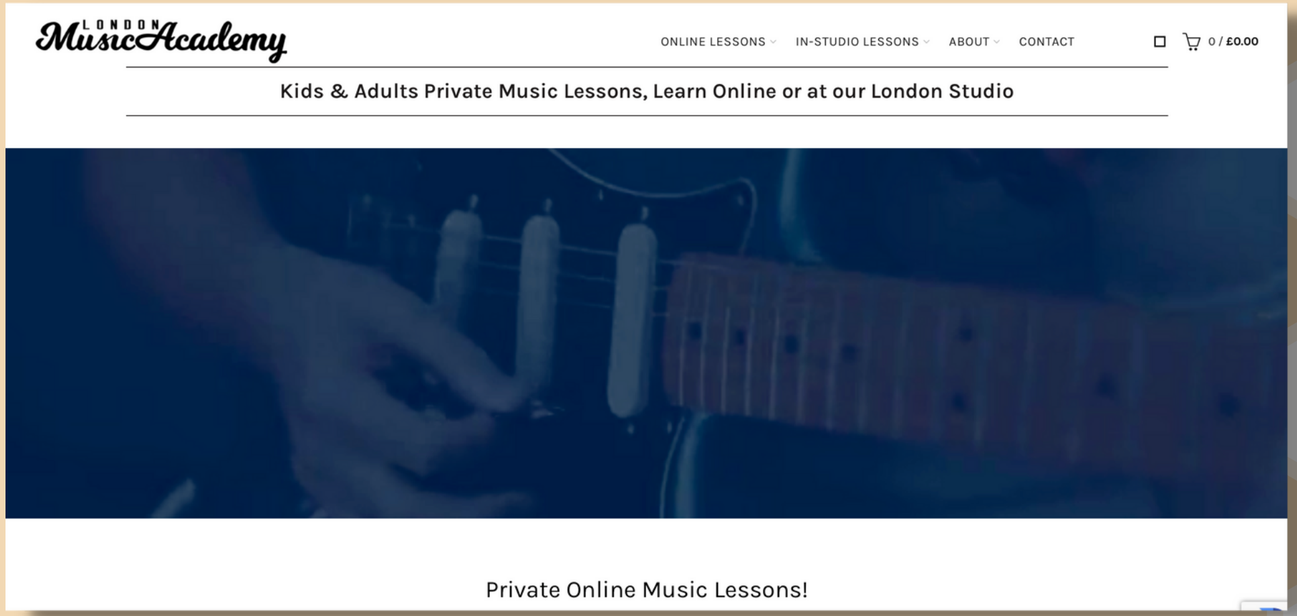



Source: LMA website

# THE COMPETITORS

# LMA

## THE RESEARCH




### REVIEWS

"our pupils say" section

### TARGET

4-60 yo

### CONTACT

location, email and telephone number + the chance to send a message from the website

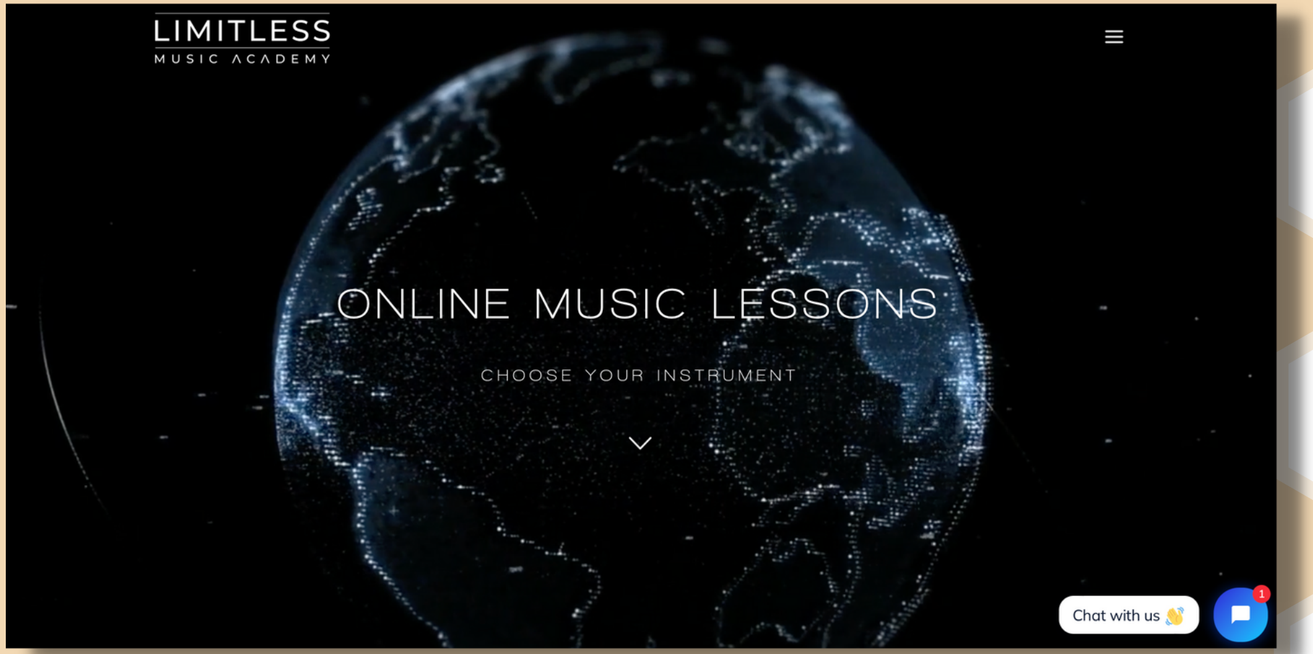
### BLOG

tutors talking about the lessons and the method

Source: LMA website

# THE COMPETITORS

# LIMITLESS




## THE RESEARCH

LIMITLESS MUSIC ACADEMY

### HOMEPAGE

animated picture; lessons; "about us" section; client reviews; book a lesson; concerts; meet the owner; contact us

### LOCATION

mentioned in the homepage; only online lessons

### ABOUT

divided in: overview; how do we work; student and parent experience

### TEACHERS

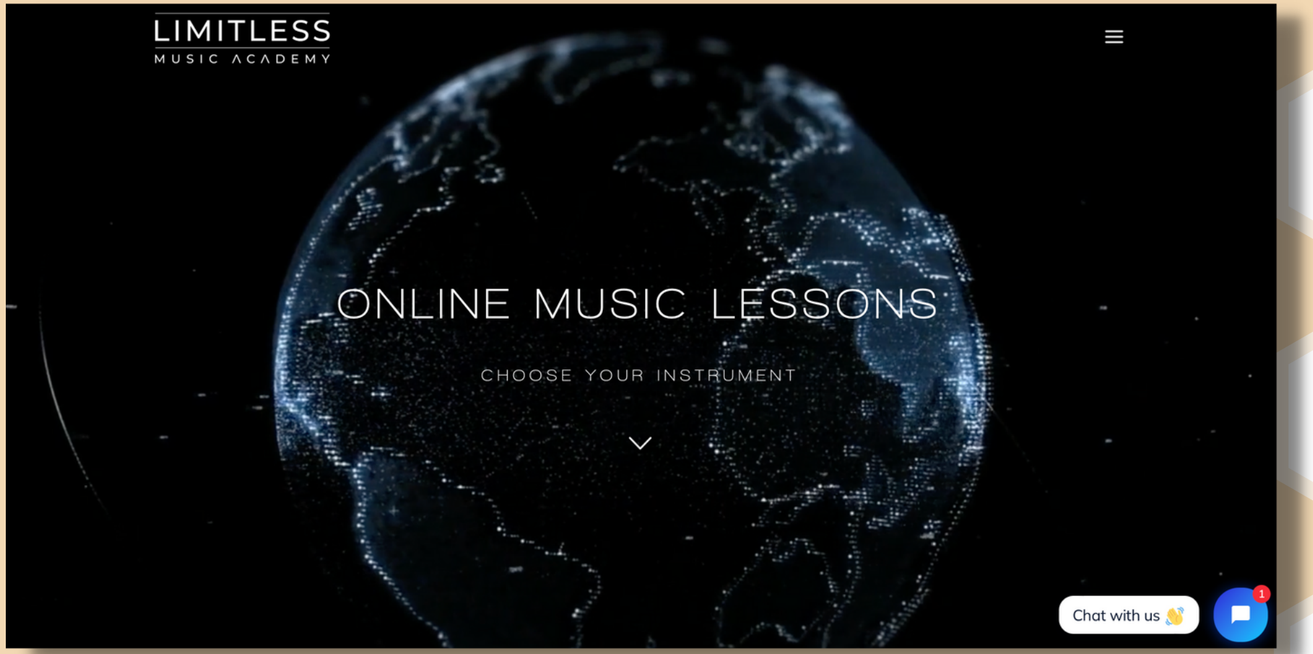
pictures and descriptions + tutor videos

Source: Limitless Music Academy website

THE RESEARCH

# THE COMPETITORS

# LIMITLESS




LIMITLESS MUSIC ACADEMY

## LESSONS

mentioned in the homepage with logos of the instruments;

## PRICE

not mentioned

## INSTRAGRAM

@limitlessmusicacademy

## FACEBOOK

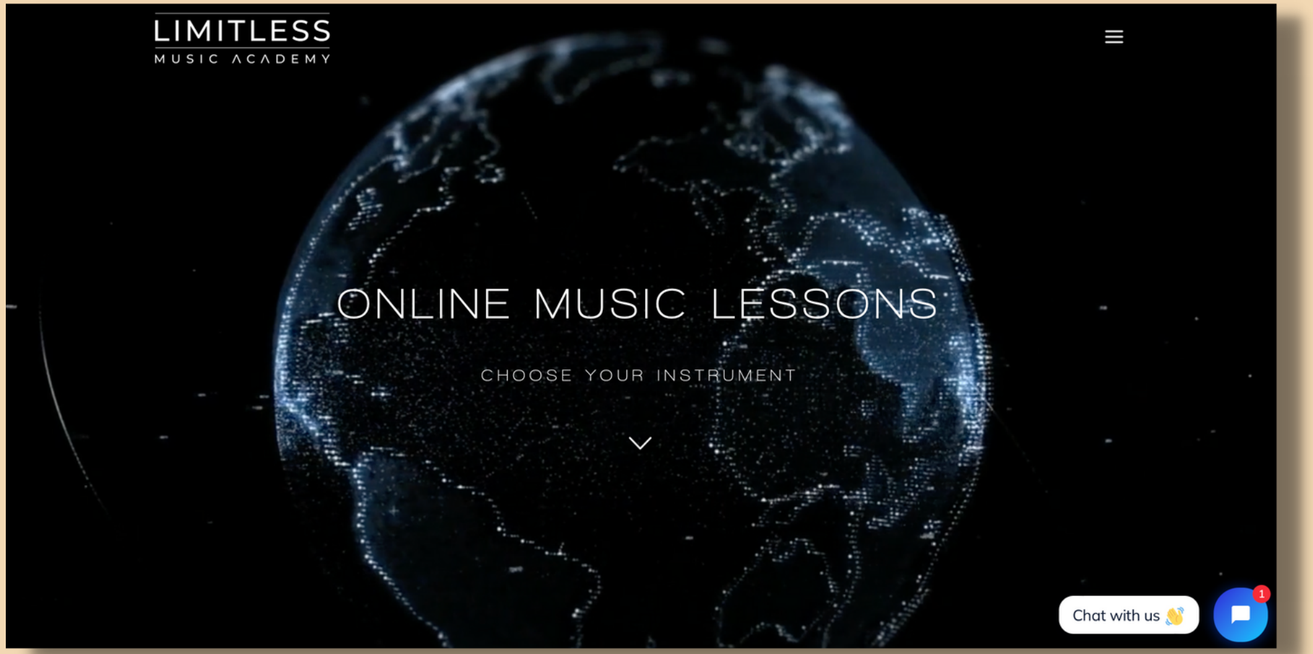
Limitless Music Academy

Source: Limitless Music Academy website

# THE RESEARCH

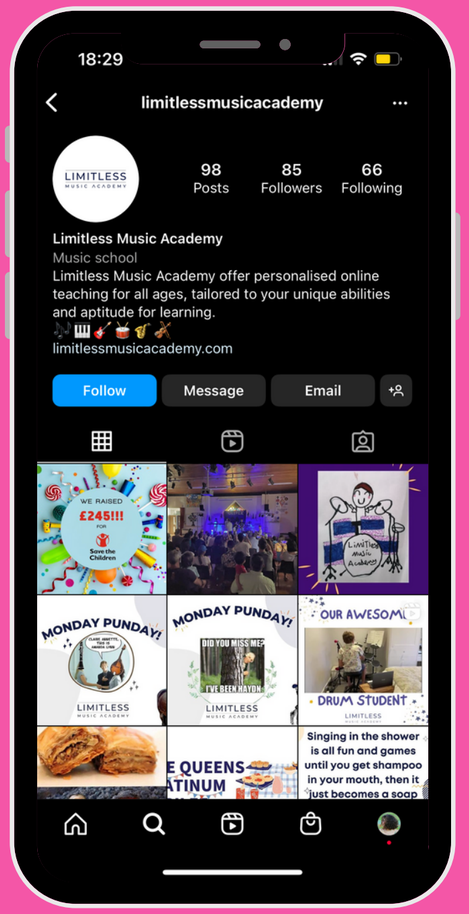
## THE COMPETITORS

# LIMITLESS




## INSTRAGRAM

@fireworksmusicschool

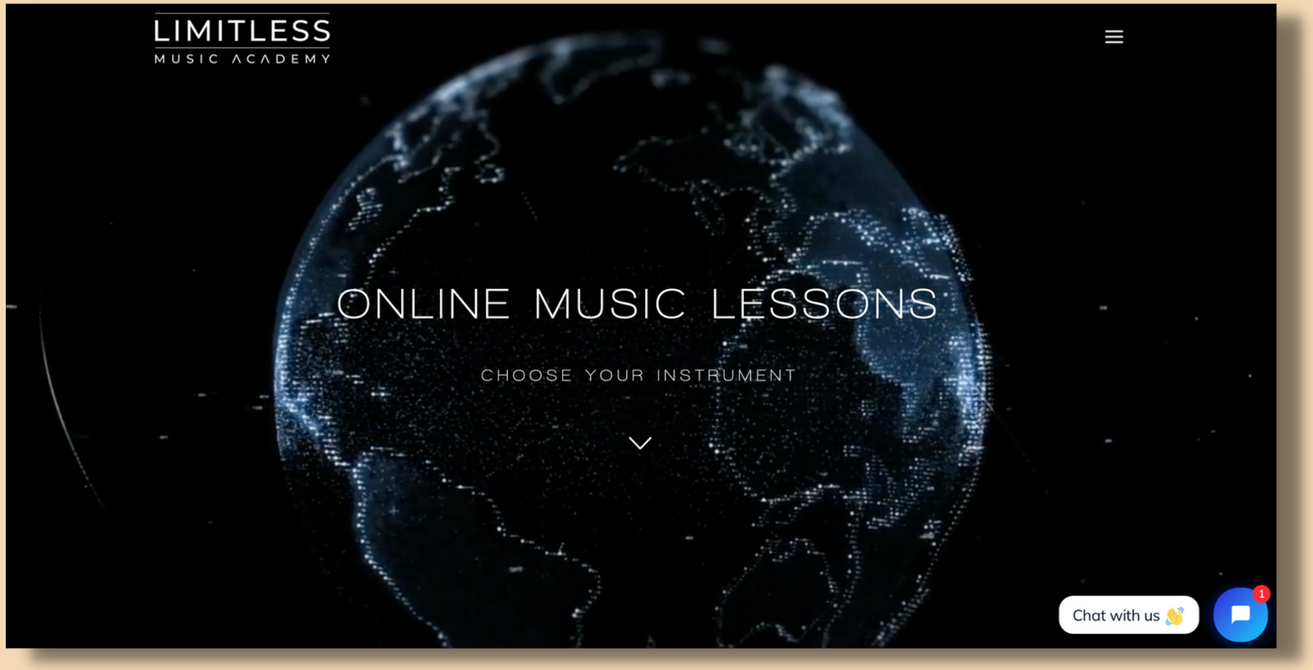



85

Source: Limitless Music Academy website

# THE COMPETITORS

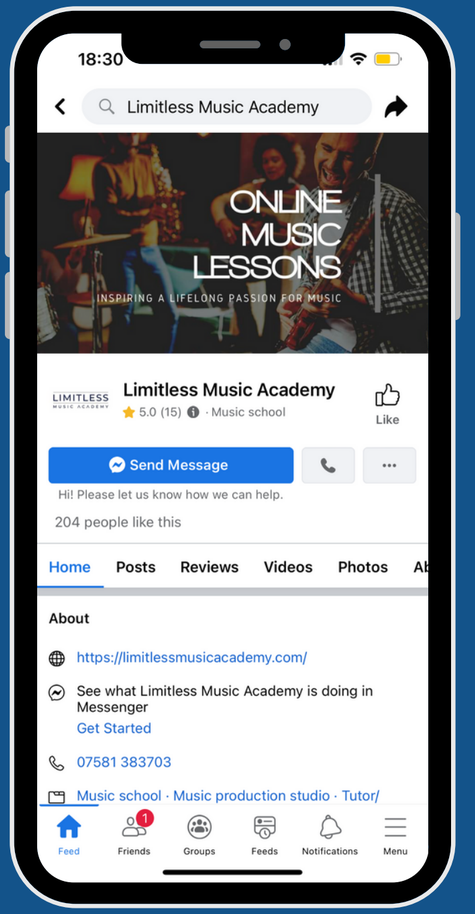
# LIMITLESS




# THE RESEARCH

## FACEBOOK

London School Of Music




220

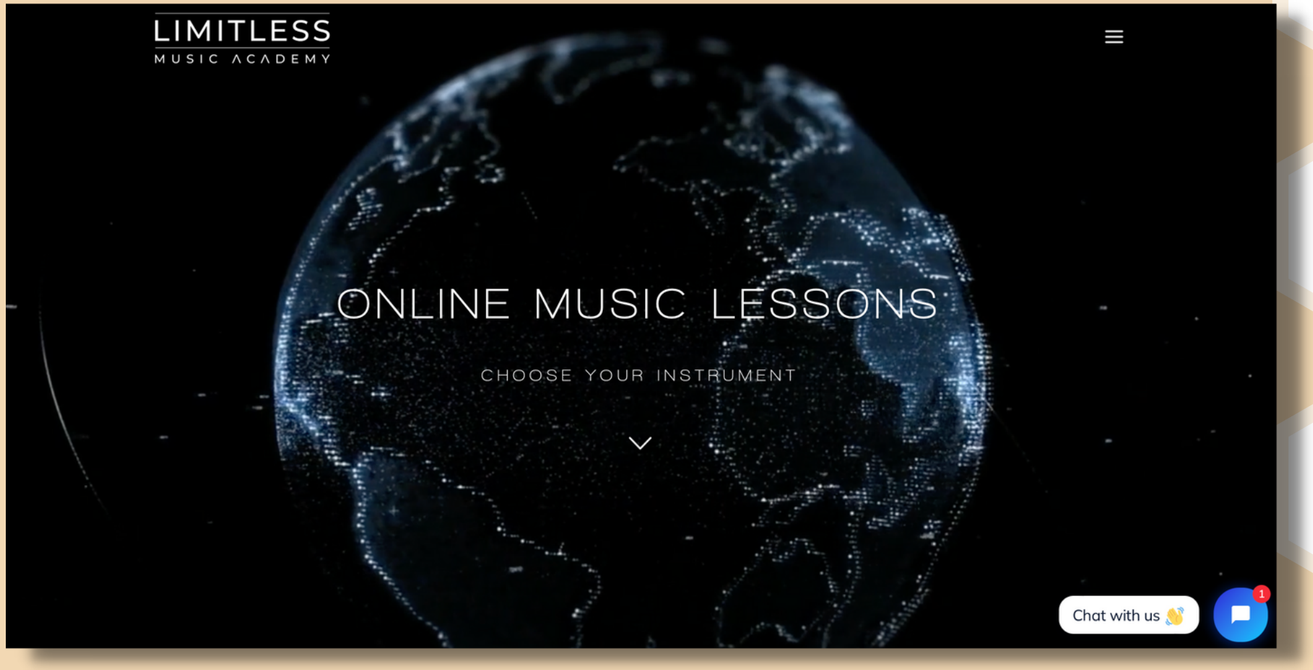
205

Source: Limitless Music Academy website

THE RESEARCH

# THE COMPETITORS

# LIMITLESS




## REVIEWS

mentioned on the homepage and on the "about" section

## TARGET

4-60 yo

## CONTACT

location, email and telephone number + the chance to send a message from the website

Source: Limitless Music Academy website

# 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)

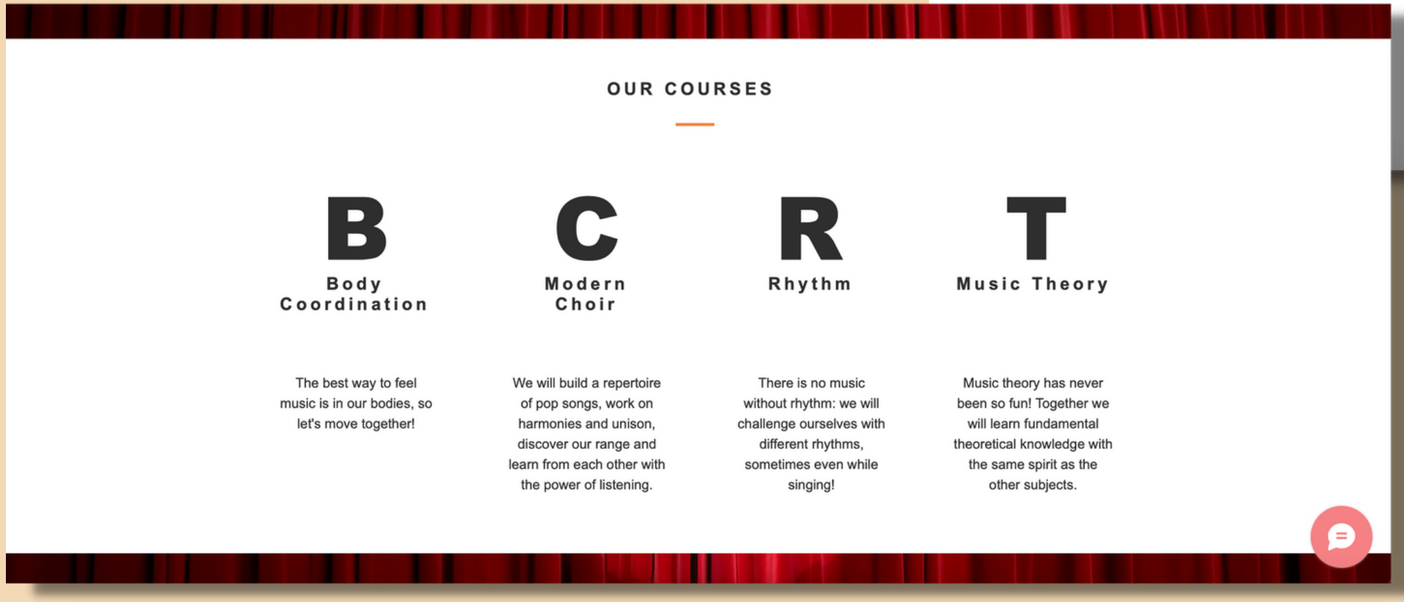
# THE WEBSITE

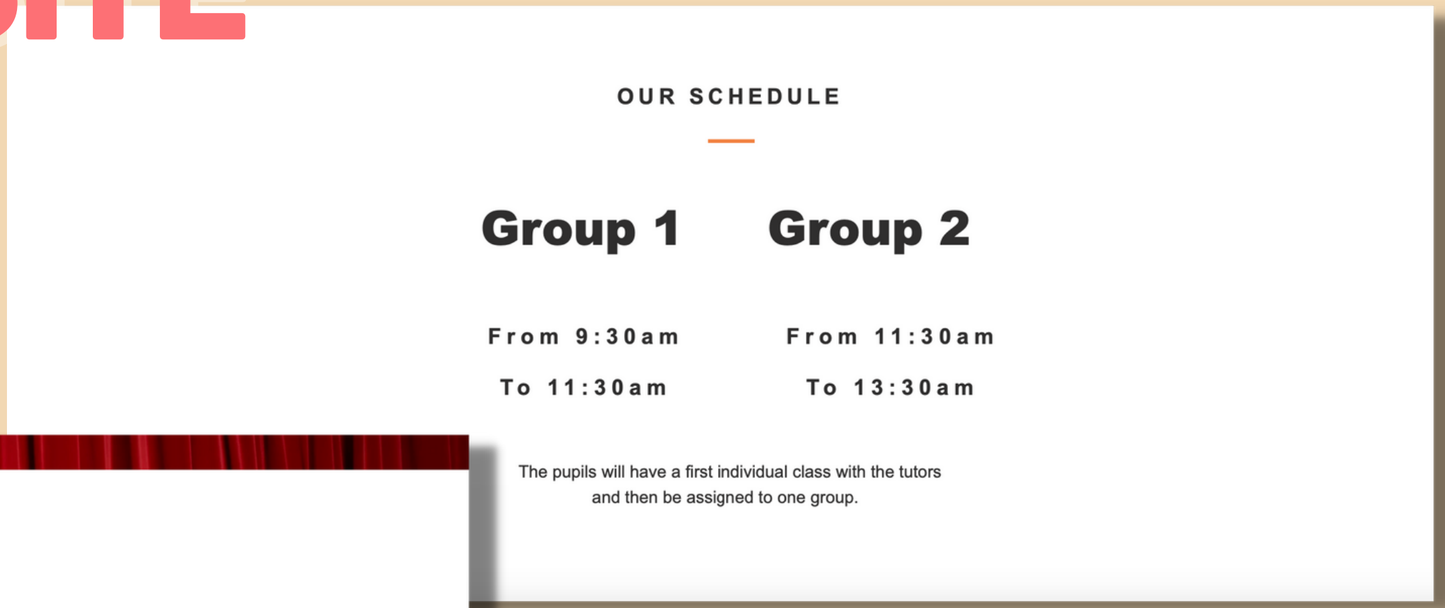

ALL ABOUT MUSIC
A TAILOR-MADE MUSIC SCHOOL


FOUNDERS/TEACHERS
Daniel Michalek
Chiara Filomeni

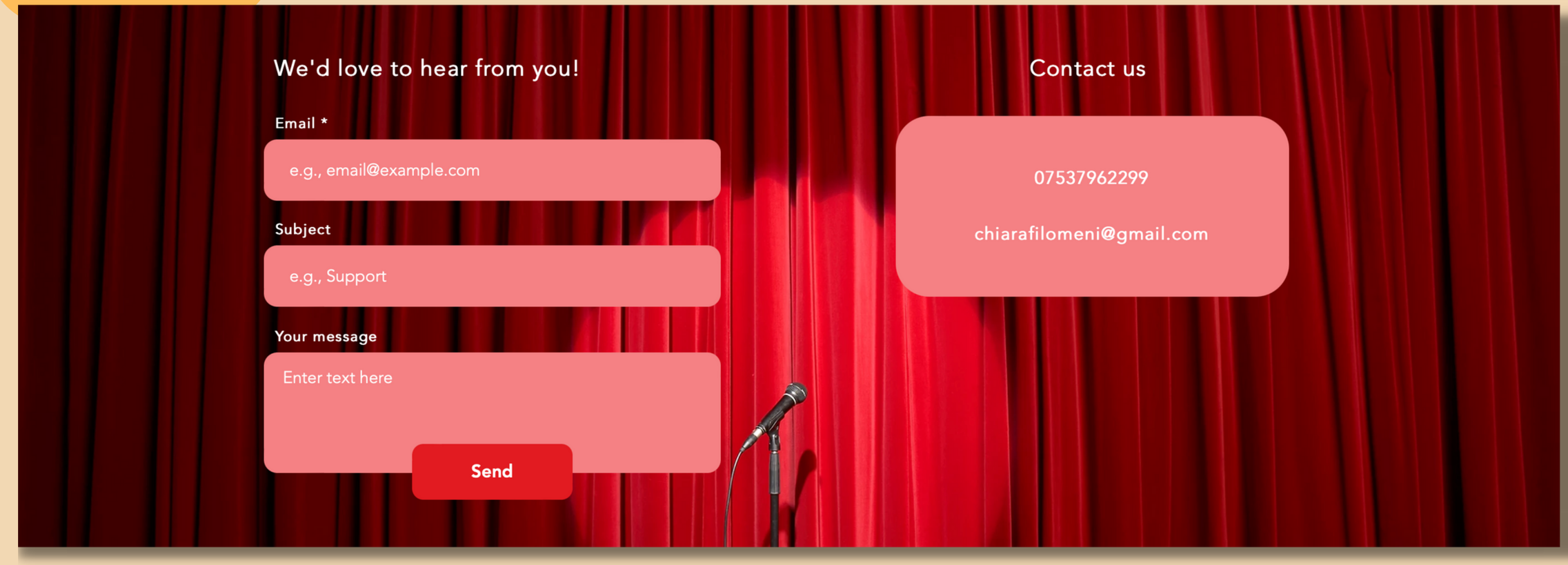
# THE WEBSITE

## THE MARKETING STRATEGY



# THE WEBSITE

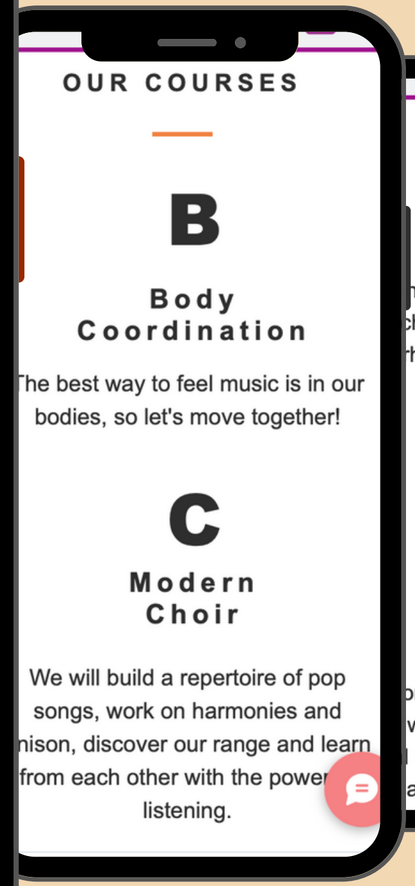

We'd love to hear from you!
Email *
e.g., email@example.com
Subject
e.g., Support
Your message
Enter text here
Send
Contact us
07537962299
chiarafilomeni@gmail.com

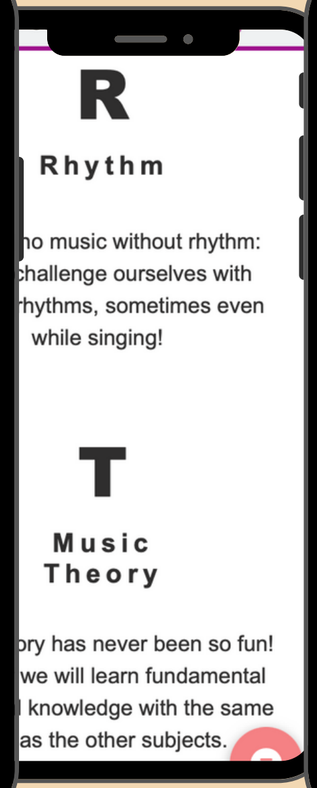
THE MARKETING STRATEGY

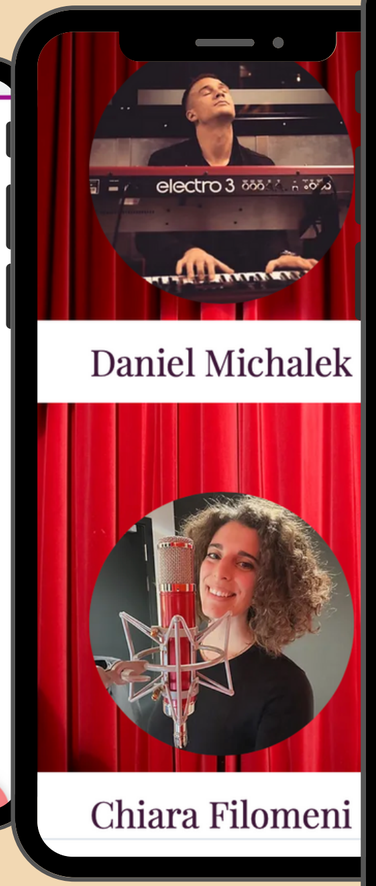
THE WEBSITE

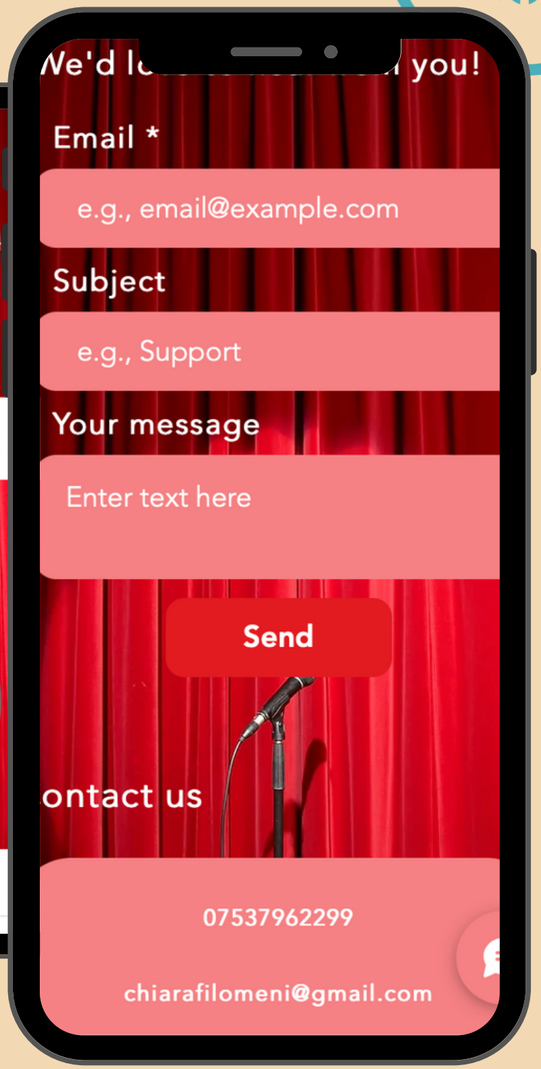
# ON MOBILE



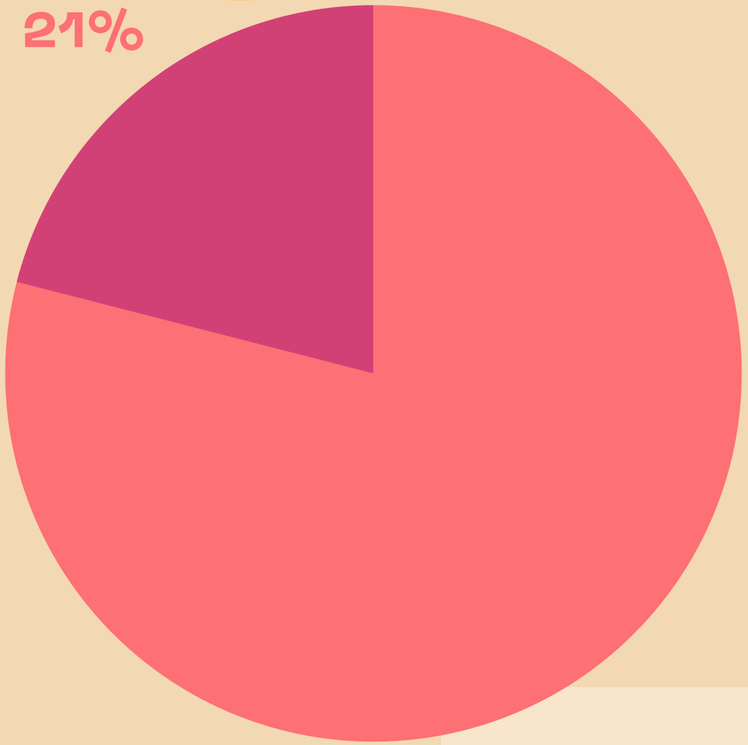



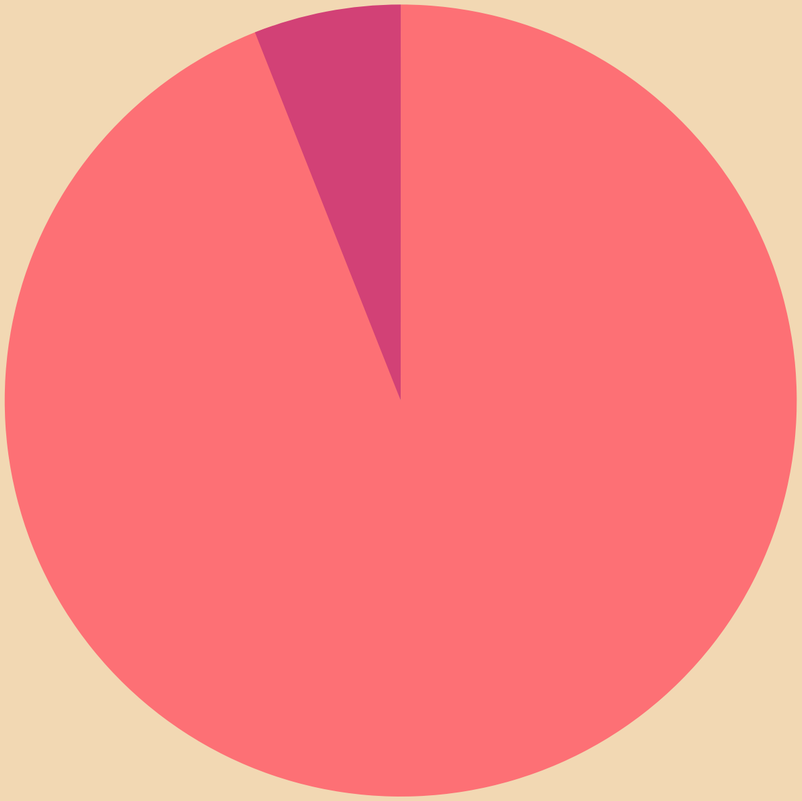
# THE WEBSITE ON MOBILE




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).

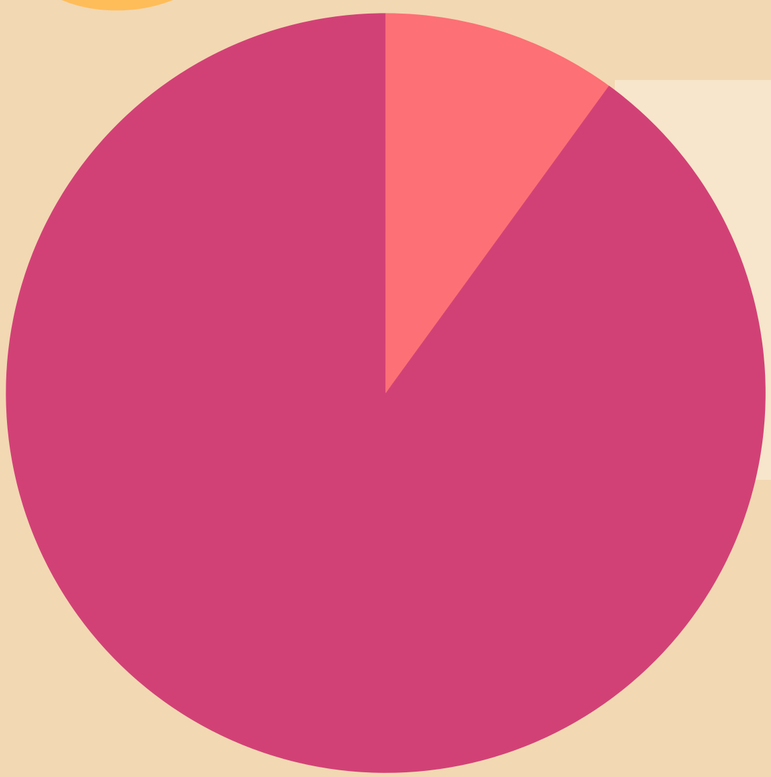
# THE WEBSITE ON MOBILE




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

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

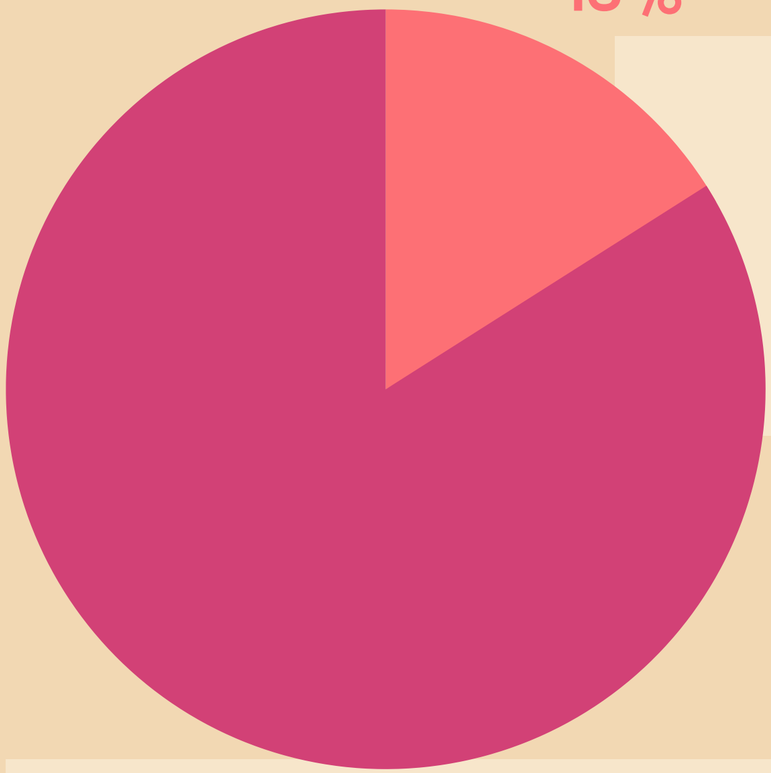
# THE ONLINE REVIEWS




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.

- 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.

This is both an incentive for parents to become ambassadors, but also helps the school to **increase the signups** and reach a decent amount of students in a shorter time.

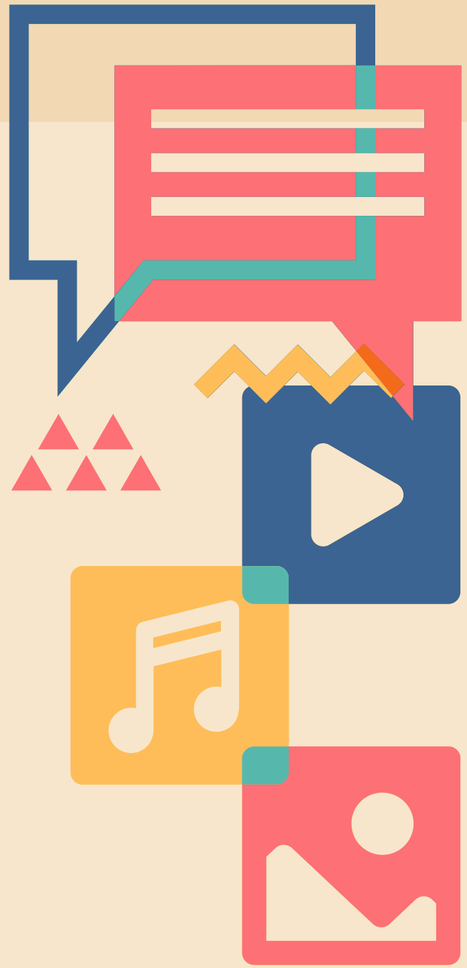
(Hughes, 2022)

# THE BLOG

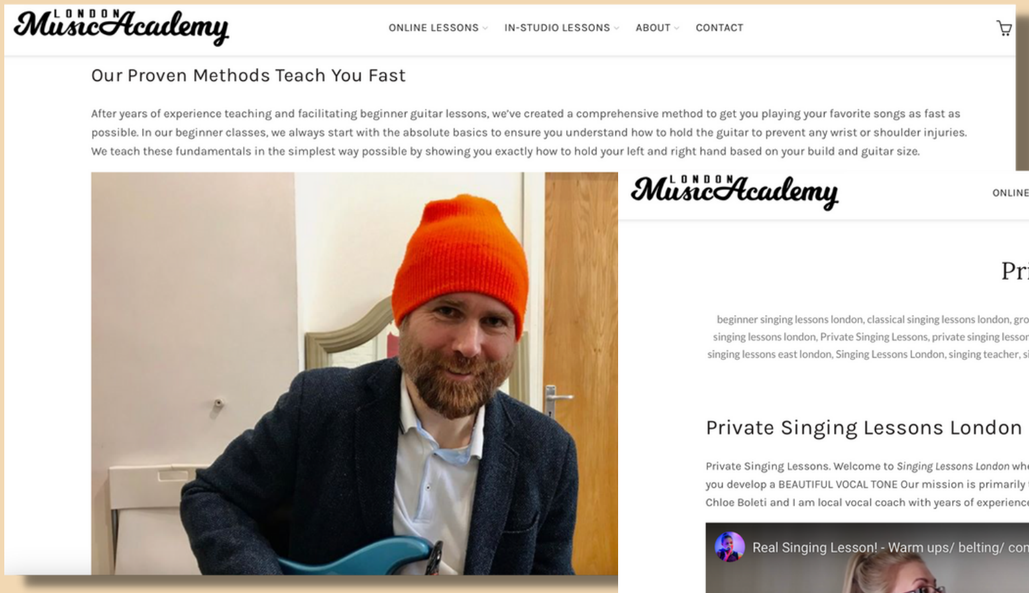
The school blog will include:

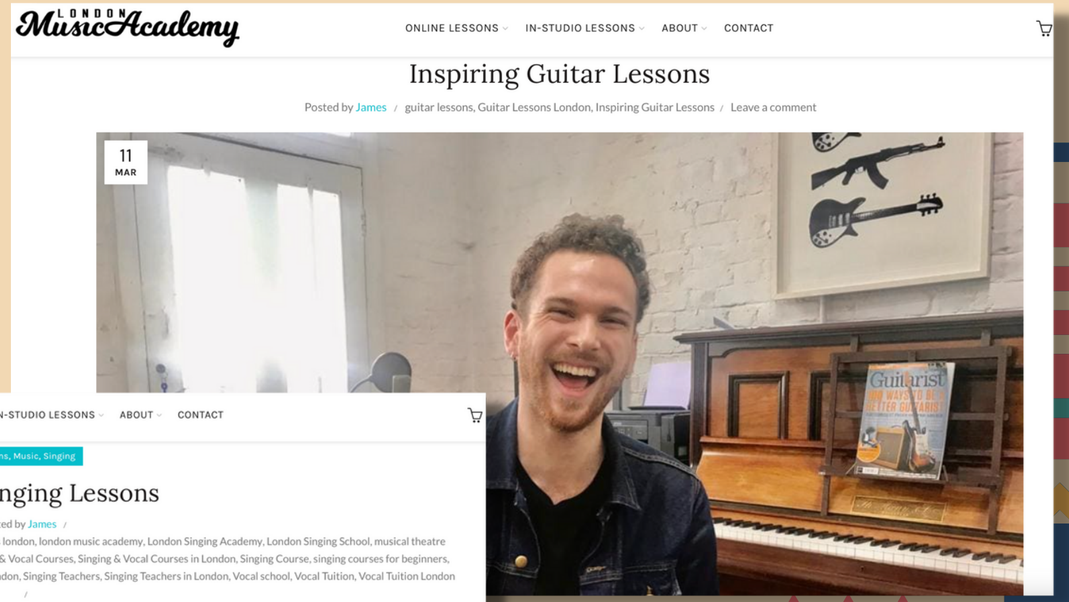
- Helpful **information** for parents
- Students' **stories**
- Additional **resources** to consult

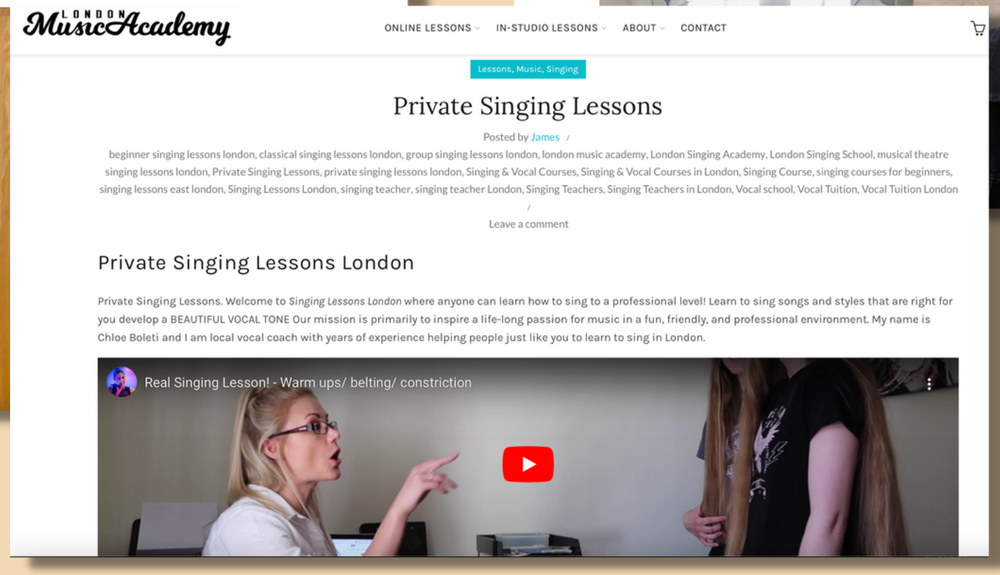
This will imply consistency in resources to post and different topics to write about (Major, 2022).



# 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

A marketing plan consists of:

- a prospectus of the marketing goals
- the marketplace
- the tactics used to achieve the marketing strategy
- the action plan to use to enforce the marketing tactics

A good marketing plan is driven by the **strategy** created and how you accomplish it. Taking the time to develop a well-informed, thoughtful marketing plan will keep the activities targeted to the appropriate markets in the best way and it will help to measure success.

(Queensland Government, 2022)

# 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

"A brand is a product or service that delivers a consistent and distinctive benefit to a customer"

(McKinnon, 2019)

Having an excellent **brand strategy** is the key to standing out from the crowd: adopting a strategy that works means reordering thoughts, finding a frame that embraces them and making sure that the company can deliver the point of the offered service.

(McKinnon, 2019)

# THE BRAND



The brand strategy is the **DNA** of an organisation. Building a brand DNA means building a **personality**. It means that your product or service is recognised because it has a **strong vision**.

(Von Furstenberg - Masterclass)

**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

After some research into the most common music schools' values, Daniel and I embraced the ones we believe could be a perfect match for our school.

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.

## CREATIVITY

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

## RESPECT

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.

## INCLUSIVITY

All About Music embraces inclusivity, without discriminating by gender, age or ability.

## QUALITY

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.

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.

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)

**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)

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.

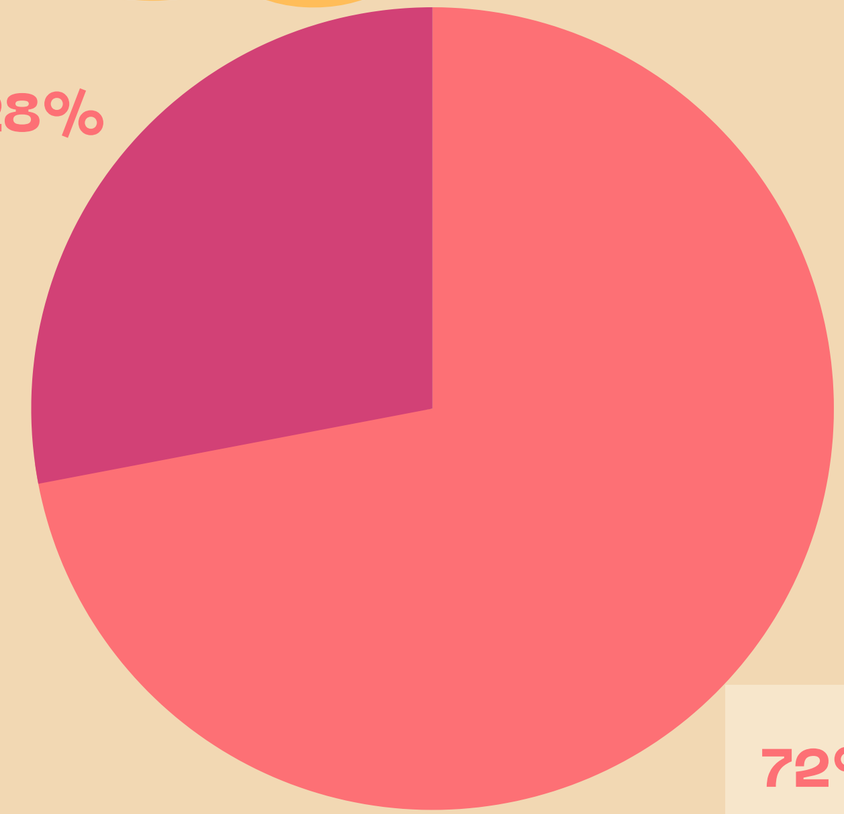
Simplicity is the key to making the logo work and fits across multiple media platforms.

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



A target audience is a group of consumers to target with marketing campaigns for a particular product or service. It should accurately represent customers who are more likely to be interested in the service.

The importance to identify a target audience lies in the fact that it makes it easier to know **where to place** your **marketing campaigns** to see the best results.

(Marketing Evolution,2022)

# THE TARGET AUDIENCE



During the analysis of the target audience, it is very crucial to understand the role this specific category plays.

In the specific case of this project, 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 are having an influence on whether or not to proceed with enrolling 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.

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

Whereas the order of those goals is in line with the growth of the brand and the consolidation of the school, the analysis and the actions taken at the beginning of the three-year marketing plan will be aimed at brand awareness development.

# THE MARKETING MIX

## PRODUCT

- Developing a strong brand, with a clear vision and message - starting with Why (Sinek, 2010)
- Setting up good customer service - Daniel and I will work together to take care of any type of concern, any issue or suggestion from our customers

## PROMOTION

- Setting up marketing campaigns for brand awareness
- Recruiting ambassadors - parents who can promote the school by word of mouth
- Organising events and webinars, so that new students can ask questions and connect with us beforehand

## PRICE

- Positioning in the market, with a competitive price, in line with the market offer
- Initial discounts for the first customers - incentivize the first customers with a special treatment

## PLACE

- An active presence on social media - Instagram mainly
- Creation of a professional website

# THE MARKETING MIX

## PEOPLE

- The school's culture reflects the message we want to send: a tailor-made school, student-focused
- Once the school is solid, we will train other tutors, following the method we created.
- Future investment in online classes - and online tutors

## PROCESS

- Competitor research
- We will work on delivering the best customer value, analysing internal process barriers like limited funds

## PHYSICAL EVIDENCE

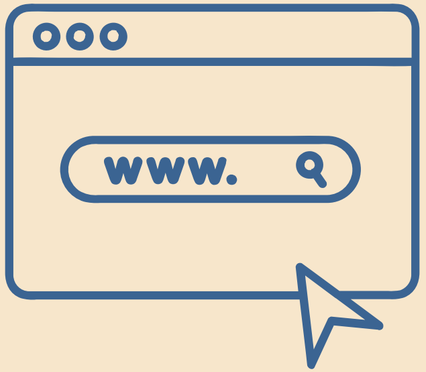
- Providing a good customer service
- Showing us as well-trained and professional tutors
- Finding a nice school to rent
- Working on a good website
- Consistent branding across communication
- Creating a school blog

# 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



When the school will be more solid and the online course will be introduced, All About Music will invest in **Google Ads** and online marketing, developing **SEO** - search engine optimisation.

The school might introduce digital advertising tools like **PPC** - pay-per-click advertising - from the third year of the marking plan, most probably hiring a professional who will specifically work on it - the expansion of the staff is part of the second-year marketing plan, but the online course will be introduced in the third year.

# THE BUDGET

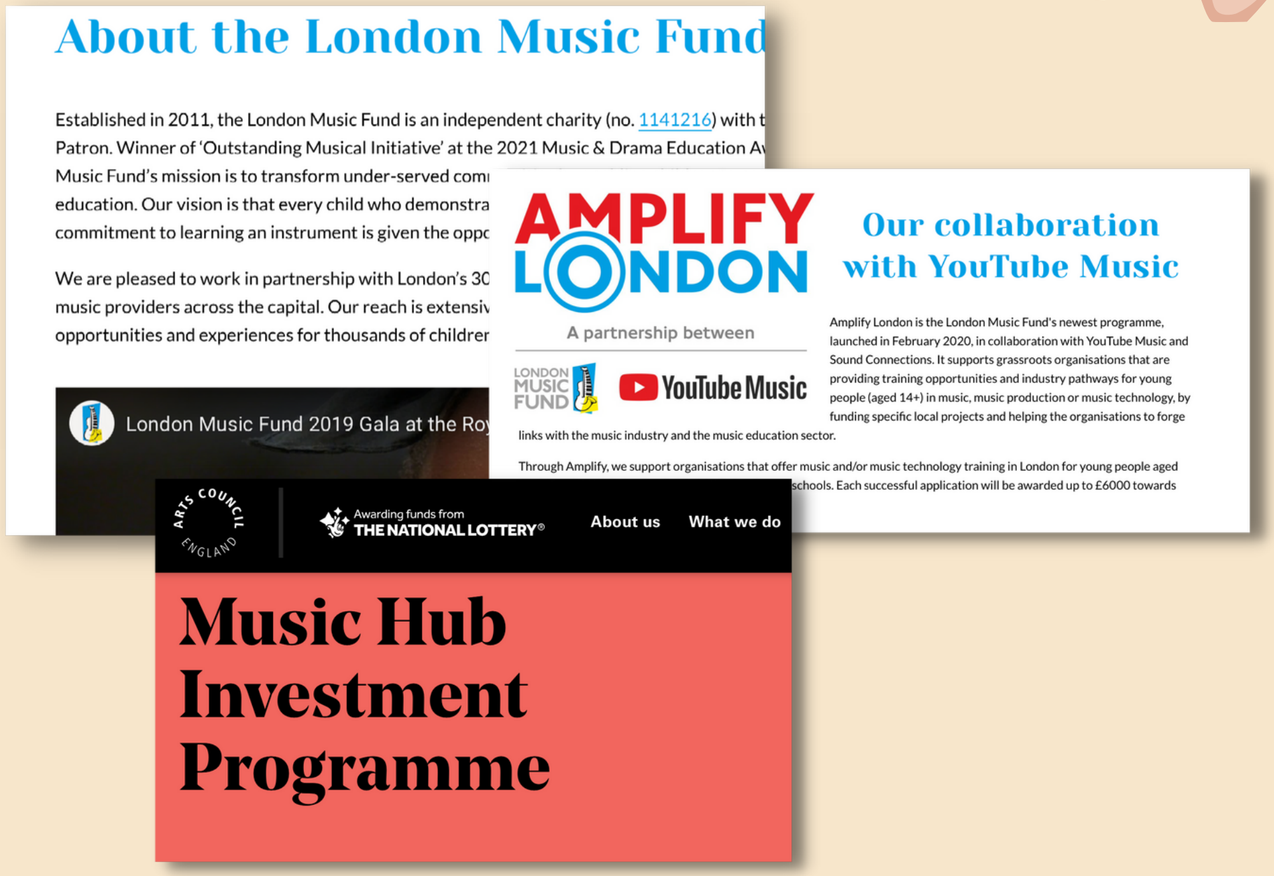


All About Music will apply to:

- **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**.

# THE ACTION PLAN




The next slides will present, year by year, the social media strategies considered appropriate for the purpose of this three-year marketing plan.

Strategies could change based on factors not foreseeable at the moment, but they have foundations, linked to the **research** I conducted and to the validation of the **values** of All About Music previously acknowledged.

# NEWSLETTERS

## FIRST YEAR




Even though the action plan will mainly converge on social media strategies, during the first year part of the project will be to create a website that collects all of the school's information - as shown in previous slides.

On the website, there will be the chance to subscribe to the newsletter, giving the opportunity to the school to **learn more about the target audience**.

The **parents** who will subscribe will be periodically offered some type of **benefits**, **news** from the music industry, **auditions** to apply to, **music tips** and much more.

# THE SOCIAL MEDIA STRATEGY

## FIRST YEAR

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



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

## FIRST YEAR





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

## FIRST YEAR



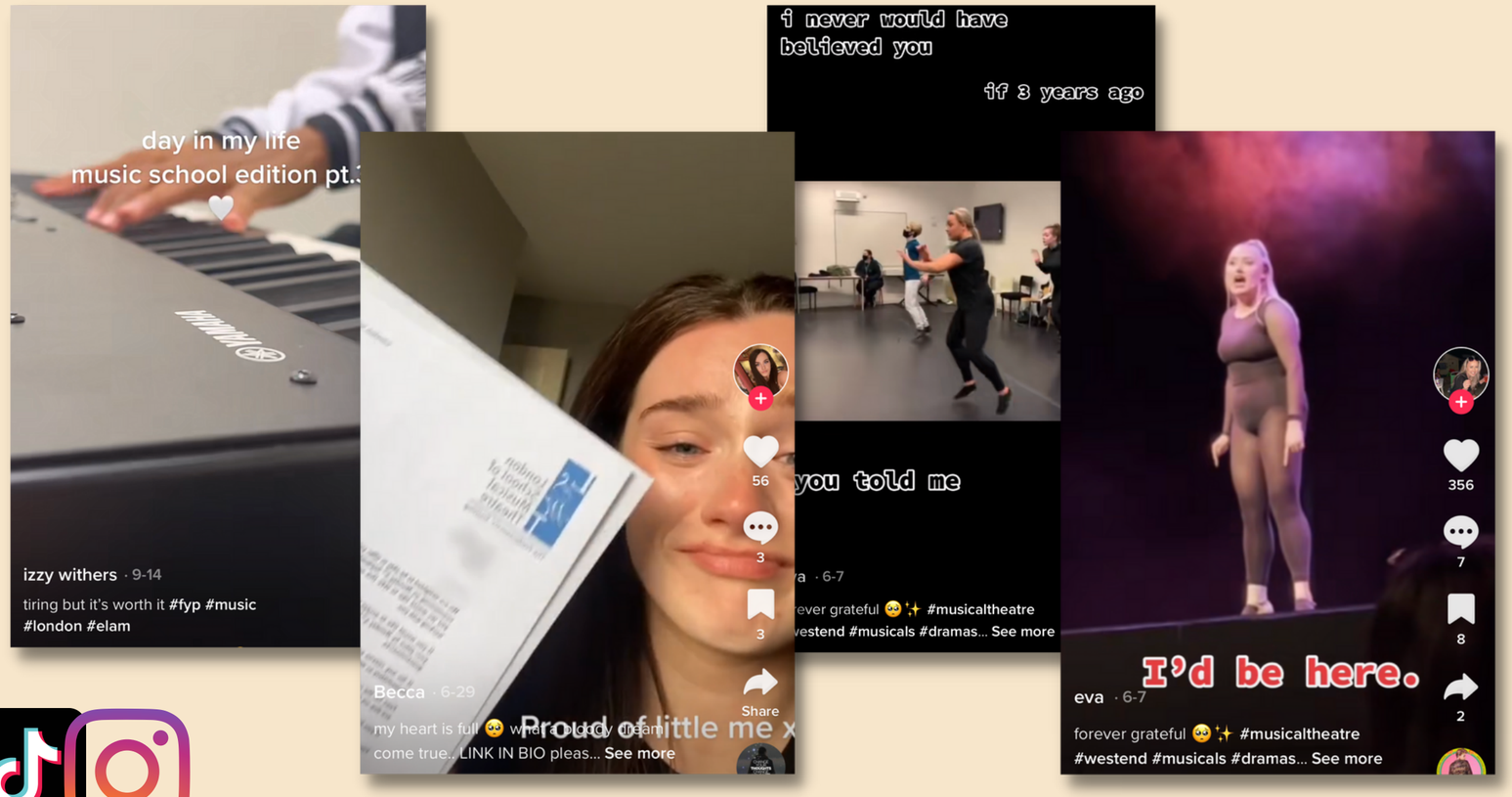
The kind of content to be used for these platforms - considering a target audience ranging from **7 to 17** years old, will be mainly focused on the creation of reels and short videos.

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

## FIRST YEAR




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

## FIRST YEAR





User-generated content is one of the social media strategies that will be used in those two social platforms.

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

Whether the creators of content are influencers, customers, or even someone who's not part of the community but finds your brand interesting and talks about it, if the content is in line with the brand's message, it can be considered a good strategy to implement in the social platforms, taken into consideration, to build a **good reputation** and to show it to potential new clients.

(Neal Schaffer, 2022)

# USER-GENERATED CONTENT

## FIRST YEAR



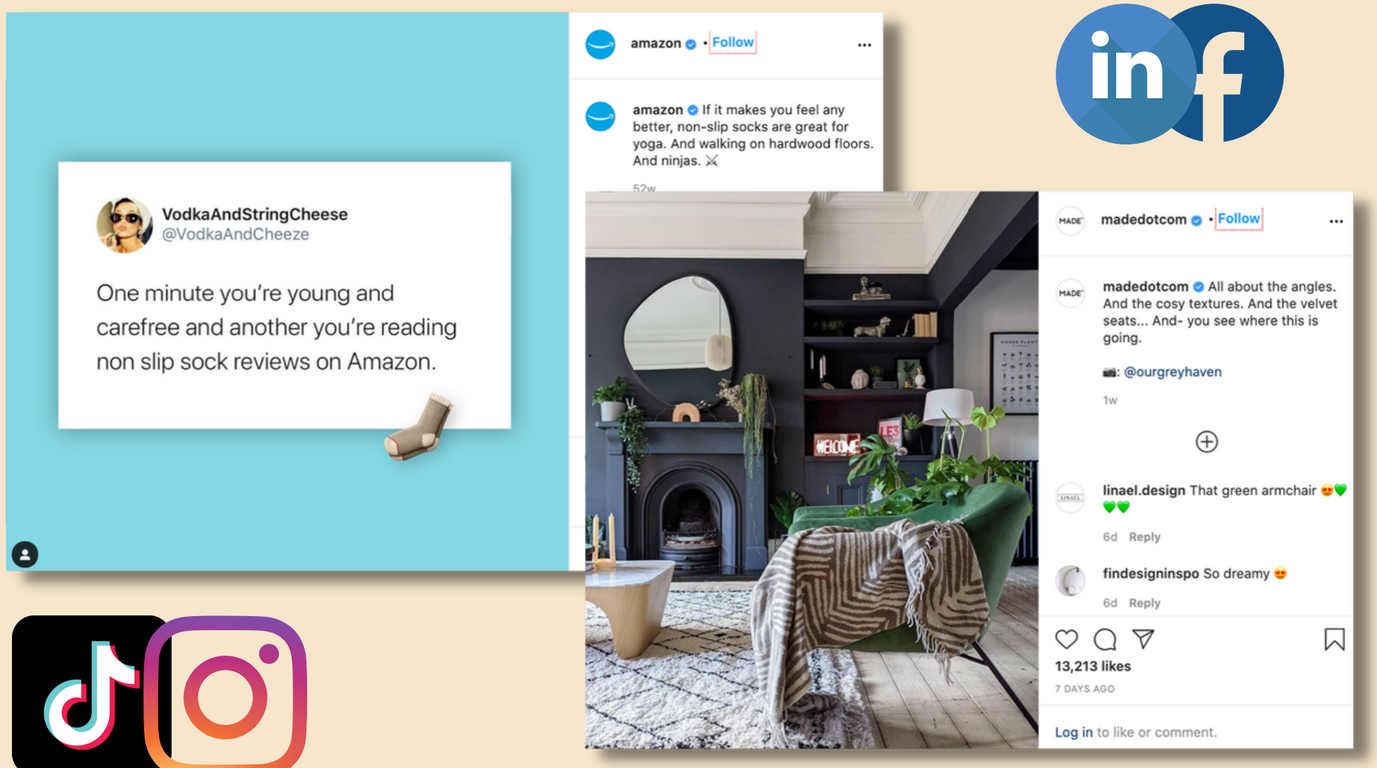


This type of content can be **relevant** both for potential new **students** who want to see how it works if they join the school and for **parents** who can immediately encounter the **credibility** and seriousness of the school because supported by other parents who already **entrust** their children to All About Music.

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, i.e. short videos will most probably work better on Instagram and TikTok and wordy posts with mainly pictures will be posted on the Facebook and LinkedIn pages of the school.

# USER-GENERATED CONTENT

## FIRST YEAR




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

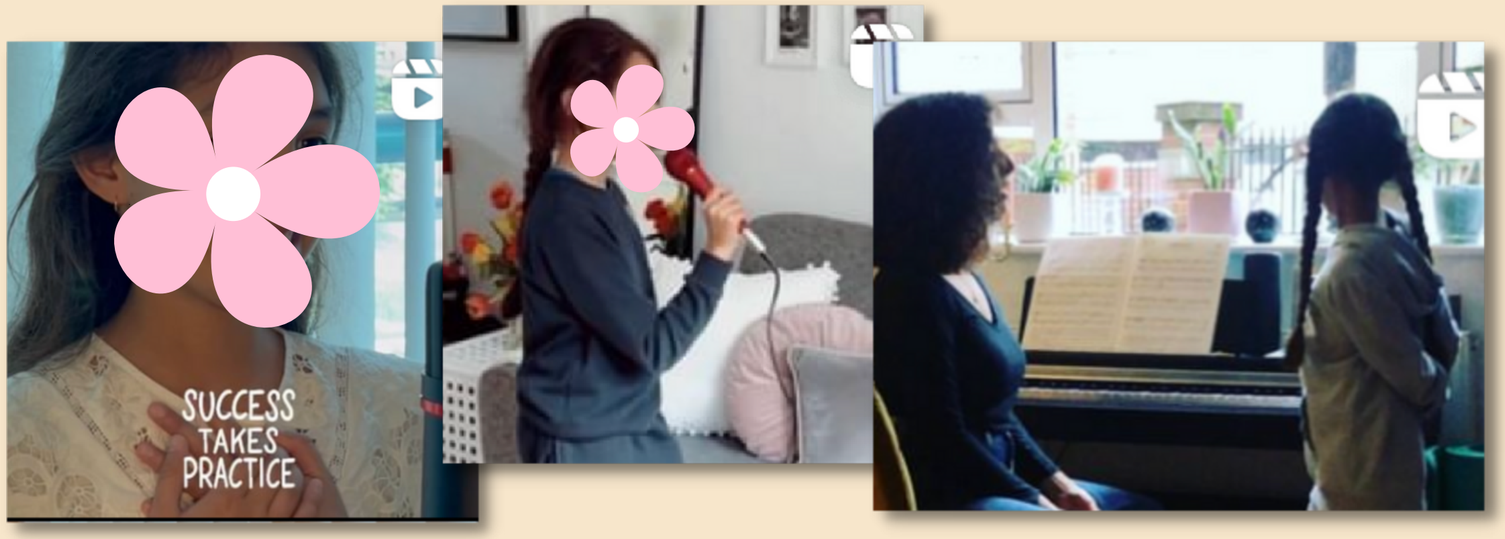
This strategy makes the business **core values** more organic, more human and **authentic** because **spontaneously** delivered by a person who has no interest in promoting this business except to share a truly **positive experience**.

(Neal Schaffer, 2022)

# USER-GENERATED CONTENT

## FIRST YEAR

For All About Music, the content to repost could be **pictures** or **videos** taken by parents during the lessons and shared on their social media platforms. 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

## FIRST YEAR



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

## FIRST YEAR



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.

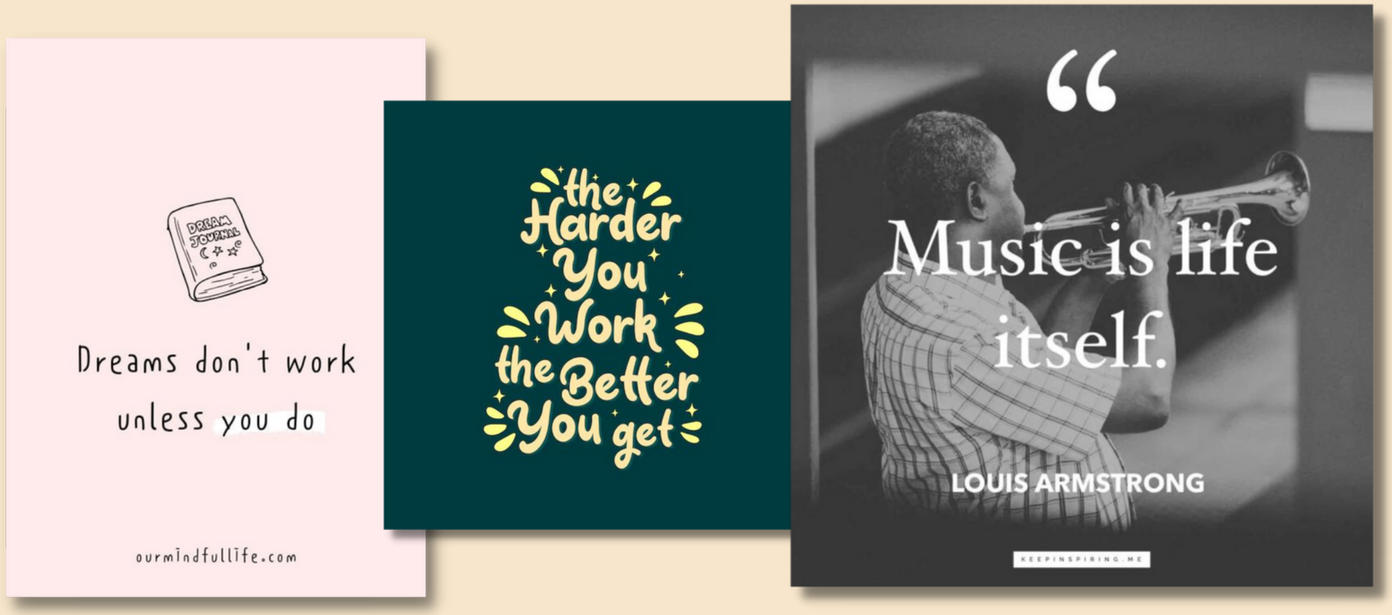
(Newlands, 2017)

# STORYTELLING

## FIRST YEAR



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



# STORYTELLING

## FIRST YEAR



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.

The type of content can alternate between **pictures** of the founders - me and Daniel - while playing together, or showing the work in progress while we were brainstorming some ideas for the school.

It can also be represented by **short videos** in which Daniel and I describe our mission, looking at the camera and showing our personalities without any filter that sometimes wordy posts inevitably create.

# PROMOTION

## FIRST YEAR

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.
- **Package discount**: when you enrol and pay for 6 months in advance, you receive a 30% off on the total amount.
- **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)

# THE CONSOLIDATION

## SECOND YEAR

Part of the development of this three-year marketing plan is to consolidate what has already been created.

That is why an **organic social media strategy** will be run, keeping the tone, the brand and content consistent and current.

(Major, 2022)

# THE TEAM

## SECOND YEAR

Part of the school's growth project, in fact, is to **build up a team** which could help me and Daniel with the hoped-for growth of enrolled pupils.

This year will be focused on the **expansion of staff**, both in terms of administration and teaching.

The **website** will be then **updated,** adding the new members of the team, their bios and video presentations.

(Major, 2022)

# YOUTUBE CHANNEL

## SECOND YEAR

A new platform will be introduced during the second year of All About Music's life.

Youtube will be used to share:

- **longer content** about the mission of the school, the culture and the core values.
- **performances** of the already enrolled students, which will be held periodically from the first year.
- **promotional videos** from the **new tutors** onboard, for parents to have a clearer image of the team.

# THE SOCIAL MEDIA STRATEGY

## THIRD YEAR

The intention during the third year is to **expand** it **geographically** and develop an **online program** which can be followed from everywhere in the world.

This will involve an expansion of content on social platforms, directing part of the marketing in **promoting** the new online course.

# THE SOCIAL MEDIA STRATEGY

## THIRD YEAR

If the types of content - reels, pictures, etc. - will work during the first and second years, they will be **replicated** in the third year of the marketing plan, to give consistency and compliance to the content.

However, predicting that the **trends** will change very quickly, the school will always update to follow the format most appropriate to the platform and the timing of the release of content.

This generically applies to the whole marketing plan.

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