



INTEGRATED MARKETING COMMUNICATIONS PLAN



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WORKING WITH THE TIKLY
CREW HAS BEEN A GREAT
PARTNERSHIP FOR OUR EVENTS.
FROM BEER FESTIVALS TO
EDUCATIONAL CONFERENCES,
THEY'VE BEEN RESPONSIVE
TO OUR NEEDS AND
HELPED TO ELEVATE
OUR PROFESSIONALISM.

IOWA BREWERS GUILD

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**I HAVE BEEN OVER THE MOON
PLEASED WITH HOW EASY IT IS
TO USE TIKLY! YOUR CUSTOMER
SERVICE STAFF HAS BEEN A
DELIGHT TO WORK WITH!**

VALLEY HIGH SCHOOL

MARKETING COMMUNICATIONS PLAN

Client: Tikly
Advertising Agency: Olive U Media
Launch Date: January 2017

SITUATION ANALYSIS

Tikly is a ticketing company based in Des Moines, Iowa. It prides itself on offering lower service fees than competitors. This opens revenue streams for bands, venues, and organizations. **Tikly places tickets back in the hands of the talent and event organizers.**



TICKETING INDUSTRY

Due to the convenience of online ticketing, it has become the fastest growing method of sales in the ticketing industry. This year, the U.S. online ticketing industry revenue is estimated to be at \$13.3 billion. This shift toward online transactions is predicted to continue to grow. Nearly 23 billion Transport and Events tickets are estimated to be sold globally by 2020.

Industry growth comes with rising concern of misleading ticketing companies. Several large companies scalp their own tickets and apply hidden fees just before purchase confirmation. Other ticketing services charge up to 50 percent of the ticket price in fees. Currently, ticket fees and ticket resale businesses are on a rising trend. **Tikly aims to minimize these fees and allow for more funds to go to the artists.** Tikly's fees are typically 30 percent lower than competitors.

Currently, controlling more than 80 percent of primary ticketing at major venues, Ticketmaster is a major player in the industry. They are known to add very large fees to their ticket prices, and it's causing concern among fans, venues and bands alike.

(See Section 1 of Appendix for competitive and SWOT analysis)



A number of large venues are in long-term contracts with the company, and many groups end up working with the company whether they like it or not. Ticket buyers and artists seem to be in agreement that something needs to change in the industry. The research that the Olive U team has conducted found that ticket buyers would like to purchase tickets that allow for more money to go to the artists and events that they support.

TIKLY TODAY

Less Fee's. More Fun. This is Tikly's mantra as they aim to minimize their service fees and allow the funds to go back to the artist. There is no set up fee, monthly fee, minimum, or cover charge.

Tikly's method is as follows:

Ticket Price	Added Fee
<\$10	\$1
\$10-\$75	10%
\$75+	\$7.50

Tikly has served more than 1,000 clients across the United States with the majority based in and around the Des Moines, Iowa area. The ticketing company also serves four international clients.

TIKLY TOMORROW

Tikly is eager to expand its reach to new markets such as Minneapolis, Minnesota; Chicago, Illinois; Seattle, Washington; and Austin, Texas. However, overall awareness of the company is low which poses a challenge when looking to expand.

As the online ticketing industry continues to grow, Tikly will need to follow suit. The number of new online ticket sellers is growing, due to the low barrier of entry. Tikly's number of competitors will continue to increase.

The objectives of this campaign for 2017 include increasing Tikly's awareness and reach by generating more exposure for the brand in any new market. This includes increasing Tikly's connection with bands, venues, booking agencies and management companies at a national level.

In order for Tikly to grow, it is vital to implement an effective market entry strategy while staying true to its brand identity. This will allow Tikly to maintain a strong and memorable presence as it expands. The following pages will provide Olive U's strategic plan to help Tikly expand and bring it's transparent and supportive services into new markets.

RESEARCH

Primary Research: We conducted the primary research by organizing focus groups as well as interviewing music agencies in the Minneapolis area, most notably Time Music Agency. We also interviewed local business professionals to find out the best market entry strategies.

Secondary Research: We conducted secondary research by pinpointing Tikly's internal and external audiences, creating a SWOT analysis of Tikly, and finding statistics on Tikly's top competitors. We also found a list of notable and high quality bands, management agencies, venues, and breweries in the Minneapolis region for future connections.

(See Section 3 for key research findings)

GOAL

Tikly will be nationally known for its honesty in commerce and deep belief in others.

OBJECTIVES

Primary Objective

To increase Tikly's brand reach by 10 percent in the new market in order to raise brand awareness within the next 12 months.

Secondary Objective

To increase Tikly's brand engagement to 30 percent within the next 3-5 years.

STRATEGIES

- Leverage social media to increase brand awareness in any new market.
- Expand media presence across the new market.
- Increase interest among potential clients with relevant and exciting digital media.
- Execute a Tikly branded event that engages new market locals in the industry.

MESSAGES

- Tikly fully supports local bands and artists so that they can make the profit they deserve.
- Tikly is honest and transparent with both clients and consumers.
- Tikly is a fun and friendly brand.
- Tikly values every event big or small.



TARGET AUDIENCES

Internal Audience

- Tikly Founder/CEO
- Tikly CFO
- Independent contractors or freelancers

External Audience

- Event Organizers
- Bands, Musicians, Artists
- Venues
- Vendors (all involved in helping Tikly run its business, i.e. Dwolla)
- Prospective ticket buyers (Millennials 21+ of all ethnicities, backgrounds, occupations and professional levels who are interested in events.

TACTICS

Below is a chart of Olive U's proposed tactics to achieve objectives. (Q=Quarter)

Tactic	Description	Timing	Owner
Leverage social media to increase brand awareness in any new market.			
Establish brand personality through social media.	• Increase quantity and quality of content posted. Include photos, graphics and relevant industry news. • Cater posts to Tikly brand voice.*	Q1 2017, ongoing, quarterly checkups	Social media manager or freelancer
Create social media content calendar.*	• Research, write and adjust calendar following the Social Media Ratio rule*, covering Facebook, Twitter and Instagram vehicles.	Q1 2017, update monthly	Social media manager or freelancer
Research and create a list of influencers in the new market area to	• Create a list of local bands in the market area that have a large following. Follow and interact with their accounts on Twitter, Instagram and Facebook.	Q1 2017, ongoing	Social media manager, freelancer or Emma
Increase audience engagement on social media platforms.~	• Using the Social Media Ratio*, publish content to social media platforms once a week at minimum. Attempt to respond to all posts on Tikly's Facebook profile. Interact with followers by "liking", reposting and commenting on music and event related media. • Post videos- video clips get three times as many interactions as other posts. • Utilize the free Audiense app to identify follower behavior and determine optimal times post.	Q1 2017, ongoing	Social media manager, freelancer or Emma

Create a series of engaging video clips to share on social media.	Plan, film and edit a series of videos hosted on Youtube (free) or Vimeo (low cost but higher quality.) Can include “behind the scenes”, band/event personnel interviews, Tikly staff interviews, customer testimonials, band and event promos.	Q2 2017	Freelancer
<i>Expand media presence across the new market.</i>			
Send out press release and media kit to local publications.	- Identify local publications in the new market. - Create and distribute press release to expand awareness.	Q1 2017	Public Relations Manager
<i>Increase interest among potential clients in the new market with relevant and exciting digital media.</i>			
Create a new landing page.	- Incorporate a more up-to-date and simple design, see proposed layout in tactics booklet. - Include new navigation bar with “Event Calendar,” “Learn More,” “Browse Events,” and “My Account”.	Q1 2017	Marketing manager or freelancer
Format an exciting email template to send to potential clients.	- Produce a standard format for emails that can be sent directly to prospective clients. The email should deliver the information in a simple manner using Tikly’s brand personality. - Generate and include industry related content, include images and videos, attach link to recommended sign-up-landing-page.	Q2 2017	Marketing manager or freelancer
<i>Execute a Tikly branded event that engages new market locals in the industry.</i>			
Partner with local restaurants, music/business colleges, non profits, bands, existing events to raise awareness.	Research and contact the best contacts in the new market. Create and deliver a proposal for a joint event.	Q3 2017	Emma or Tikly staff
Execute “Northeast Minneapolis Craft Brew Crawl” Event.	- This event will raise awareness among locals, musicians, venue owners, and booking companies. - Tikly branded tshirts will be given to all participants. - Offer free advertising in the brew book for companies with 5 or more participants signed up. Book will also include Tikly story and contact info, as well as a page for each brewery with info and space for notes. - Social Media contest with #tiklytwincities	Q4 2017	Team of Tikly Staff



METRICS

Practices to Implement

Social Media Content Analysis

- Evaluate social media presence using a free measurement tool such as Hootsuite, Buffer and Klout.
- Track number of followers and online engagements to determine growth in awareness.
- Evaluated Monthly.

New Market Reach

- Keep an updated roster of potential clients that have been contacted and are aware of Tikly.
- Record amount of increased inquiries and new business to determine awareness.
- Constantly monitored.

Client Surveys

- Continue regular surveys to clients following all events to understand client experience and find out what to improve upon.
- Surveys evaluated quarterly.

Event Attendance

- Record event attendance, include “type” of attendee (categories: local, musician, venue employee, ect.)
- Attendance evaluated post-event.

BUDGET

Total estimated budget: \$1,700 for a multimedia advertising kit to enter the minnesota market.

This budget includes one ad in The Star Tribune, which is the twin cities largest newspaper. The second is a digital ad buy on MPLSMag.com which gets 500,000 visitors per month. The third is a 30 second radio spot on KCMP The current, which plays local music on their station. This will introduce Tikly into the music market, and help get exposure for the brew crawl and all other Tikly events in the area.

(See section 5 of appendix for full budget outline)

STAFFING



Trenton Olson
Account Manager



Madi Kurvers
Creative Director



Sarah Mauch
Copywriter



Amanda Warin
Director of Research



John Foley
*Director of
Digital Media*



Jacqueline Bell
Director of Media



Gage Towne
*Director of
Production*



APPENDIX

SECTION 1: Competitive Analysis

Tikly's primary competition consists of other ticketing organizations. Their competitors have larger teams and more money from investors, which Tikly does not currently have.

Investment will not happen in Iowa, despite this Tikly's founder, Emma, loves Iowa and will continue to stay based here.

Tikly's competitors can be divided into two categories: primary and secondary competition.

Ticketmaster is considered secondary competition because they do not directly compete with Tikly. Ticketfly competes directly with Tikly, so they are considered primary competition. Tikly's fees are typically 30 percent lower than Ticketmaster's. Other ticketing services charge up to 50 percent of the ticket price in fees.

CHART A:

Tikly's Competitors	
Ticketfly (Primary)	12 million tickets sold a year 130 Employees
Brown Paper Ticket (Primary)	Similar format to Tikly (Ticket buyers pay just \$0.99 + 3.5% on each ticket).
Ticketmaster (Secondary)	Largest Ticketing Company in the Nation 6,600 Employees
Eventbrite (Secondary)	International Company 500+ Employees

CHART B:

STRENGTHS	WEAKNESSES
Low fee's Noble mission Willing to work with bands, venues, or organizations personally Passion is apparent Entertainment and clientele are quality	Lack of a strong brand image Lack of staff Lack of resources (investors, money, etc.) Lack of research Website (accessibility and aesthetics) Location
OPPORTUNITIES	THREATS
Room for growth Plenty of markets to enter Social media continues to grow Flexibility Niche market New technology	Competitive market Low awareness level in community Lack of marketing or media coverage Saturated market Immitators Economic downturn Low Market Entry Budget



SECTION 2: KEY PRIORITY ISSUES

Key priority issues are prioritized strengths to be leveraged, weaknesses to be bolstered, opportunities to take advantage of, and threats to be reduced or negated.

The key priority issues for Tikly are as follows:

1. Overall purpose of Tikly is to help bands, venues, and organizations by providing more efficient, lower cost services that cater to the needs of ticket buyers.
2. Lack of promotional materials and a strong marketing strategy results in a lack of brand image to establish Tikly as its own entity nationally.
3. Low awareness level for Tikly in Minneapolis and the surrounding community for customers, bands, venues, and organizations.
4. Lack of media coverage for Tikly

SECTION 3: RESEARCH KEY FINDINGS

1. Of those who participated in the focus groups and interviews, less than half knew about the majority of the services and benefits offered by Tikly. More than 80% were aware of the services of Ticketmaster.
2. 80% of the focus group participants were aware of the service fees involved in the ticketing industry and were frustrated by them. Though they were unaware of the specific fee of each site. After learning more about Tikly's simple, transparent methods, 90% of the focus group participants said they would prefer to use Tikly.
3. With the participants ages 35+, Tikly has an advantage because it is a local organization. Research determined people in this age group preferred and are more likely to use local services. Millennial participants were less likely to lean towards organizations just because they are local, unless there is high awareness.
4. Research found that customers or potential customers are turned off from a business if they have overused their [the customer's] email or contact info for additional marketing and sales. This turns off a large portion of the original fan base and causes them to opt out of the service after a purchase.
5. Research also shows that customers are attracted to the ease in which ticketing services can be embedded into both traditional websites and social media platforms. They also are attracted to the ease and speed a service can provide. Less clicks and steps that are involved, the greater the customer retention and final sales.

SECTION 4: SOCIAL MEDIA CONTENT RATIO

“30/60/10: The Golden Ratio For Social Marketing”

In order to plan a social media content strategy, the first step is finding the right mix of content. The 30/60/10 rule can help Tikly develop its social media strategy and keep its audience engaged.

- 30 percent of what you post should be created by Tikly.
- 60 percent of posts should be relevant content curated by Tikly.
- 10 percent should be calls to action



SECTION 5: BUDGET

Line Items

Newspaper Advertisements

Star Tribune Options for Quarter Page Ad

SUNDAY \$975 base with options

- We suggest an ad buy in Variety weekday, black and white for \$843 (add color for \$850.) Which will not get as much exposure as a weekend ad but will prove more budget conscious.
- To increase the reach and Tikly's exposure the best option is an ad in Variety on Sunday in black and white for \$1,400 (add color for \$2,500.) This gives Tikly maximum exposure in the Minneapolis area through the most popular regional newspaper.

Total budget for newspaper ad is \$843.

Online Advertisements

Digital Ad on MSPMag.com

- MSPMag.com is a Minneapolis-St. Paul entertainment magazine. It gets 585,000 views per month. A half page rectangle ad at \$3 CPM and a budget of \$1,000 for a projected reach of 333,333. We suggest investing \$500 which will get half of the reach netting 166,666 views. It is a more budget conscious decision for breaking into the market. Possibility to gauge reaction for more ads in the area.

Total budget for proposed digital advertisement is \$500.

Brew Crawl Geofilter

Event Geofilter through snapchat.

- 4 Geofilters x \$5 = \$20

Total Grofilter Budget for Brew Crawl is \$20

Radio Spot

- \$173 for 30 second media spot in minneapolis market. Specifically on KTCZ or KCMP.
- Using KCMP the current, it hits the indie music market Tikly is aiming for in Minneapolis. Any number of ads may be purchased for the same price. Possibilities of doing events with stations to get air time or discounted ad spots is a potential way to lower price.
- 2 spots at \$173 = \$346

Total Radio Ad Budget is \$346.

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THE BEAUTY OF TIKLY
IS THAT IT'S AN
EASY TO USE, CONVENIENT
PLATFORM WITH NO REQUIRED
CONTRACTS OR OBLIGATIONS.
TIKLY IS AN INVALUABLE
AND UNIQUE SERVICE
THAT ANYONE CAN USE.

5150 MUSIC HOUSE CONCERTS

