

# **Conway Jackson**

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*“An up and coming lively band that’s taking everything great about a small town and turning it into music full of soul and grit, appealing to all walks of life.”*

Above, is the mission statement created for Conway Jackson that we think summarizes what the band is aiming to portray. Our team has also put together a detailed marketing plan we believe the band can follow and adjust to accordingly to succeed and significantly grow its following base.

After completing a SWOT analysis for Conway Jackson, we were able to expand on the strengths, weaknesses, opportunities, and the threats that the band faces. One of the band’s strengths is that they are very relatable when it comes to their home roots and the simplicity of the band. This makes it easy for the fans to feel like they have a personal connection with the band members and really helps to grow and strengthen their relationships with the fans. Another strength is that Conway Jackson is constantly writing new music. This creates a buzz and some excitement to look forward to, making fans eager to hear what Conway Jackson will come out with next. Excitement draws attention and maintains interest.

One weakness that Conway Jackson faces is lack of dedicated management, having a manager or intern would improve credibility. Right now Alex seems to carry most of the responsibility, from managing, to running their social media, and booking events, etc. Based on that, we thought it would be very beneficial for Conway Jackson to hire an intern. This would help take a lot of pressure off of Alex, by being able to delegate responsibilities directly to the intern. This can also give the band more credibility by having someone to represent them as opposed to them trying to represent themselves. The internship could be unpaid and offered to a college student who would be able to receive college credit through the university as compensation, rather than getting paid (beneficial for Conway Jackson.) Another weakness the band faces, is that Conway Jackson is not every member's top priority at the moment. Until they can book back-to-back shows and generate enough money to quit their day jobs, it is difficult to focus on touring and making new music 100% of the time. In order for Conway Jackson to fully grow and thrive as a band, each member must be dedicated to making a career out of it, which is going to take some time.

A third weakness that the band faces is their lack of branding/promotions/merchandise. This is also another area that an intern could help them with. One way to help with promotions would be when the band has a show, and people are ordering tickets, they can have the option to add \$2 to the price of each ticket to get a koozie with the band's logo and link to their website or social media. This is a simple promotional strategy to get consumers to purchase additional merchandise. Another strong avenue for promotions is through social media. Conway Jackson seems to be lacking in the social media spectrum and taking advantage of it would be a strong move. One idea would be to use social media to host giveaways before the shows. For example, the week leading up to the show, they could tweet to their fans telling them to respond with a specific hashtag, and then pick 3 of their twitter followers to give away a free t-shirt to as well as meet and greets before the show. This would give the band a lot of exposure on Twitter and other online sites, and gain followers. The band also need to be continuously posting and keeping the social media site updated, something the inter could help with.

The biggest threats Conway Jackson faces right now all lead back to the fact that they have many costs, and need to make a generous profit from their shows to continue growing the band. In order for all members of the band to be fully committed to making this a career, they need to constantly have shows booked and people coming to their shows. This can be difficult because they need to have a strong fan base as well as more exposure to other cities outside of the four state area to grow.

Southeast Kansas makes up a significant part of Conway Jackson's following base. We looked into the demographics of people in the Southeastern Kansas area to further understand the people and their buying behaviors. First off, when we look at the occupational employment of those in the Crawford County area the majority are white-collar workers, with 59% of households in the area being family households. This helps our group understand that a majority of purchases in this area will be purchases that are primarily based off of what their family needs. Furthermore, when we look at the household income and average income in Crawford County the median income is approximately \$45,726. This information can help us better understand that people in this area may have a tighter budget that may not allow room for extra purchases. The most important subsection within the demographic category is the section of consumer spending

in Crawford County. The majority of consumer spending is not on the category of entertainment, which helps us understand that money spent on concerts, music, etc., is not the top priority of those in this area. This information is very useful when deciding on prices, and important to take into account how your markets view price.

There are two proposed target markets of which our group has focused in on throughout this project; primary and secondary. Our primary target market for this project is younger, college-aged students that already have a strong love for country/americana music and live country concerts. We as a group decided that this group would be our main target because they are already interested in the music scene and are willing to shell out a couple of dollars to enjoy a live concert with great music and good company. In addition, our secondary target market is middle aged to older adults whom are blue-collar workers and enjoy spending their weekends out and about with their friends. We have concluded that these people are already big fans of the red dirt country music scene and will also be more likely to spend money on merchandise to further support the band as they will have a bigger bank account than the college-aged students. Our primary and secondary targets combined give our group a diverse angle upon which we can market our finished project.

A Big opportunity for Conway Jackson would be to do a “Small Town College Tour”. The idea of the tour is to visit smaller colleges in the 4 state area (Ex: Pittsburg State, Missouri Southern, Emporia State, WashBurn, Northwest Missouri State, Fort Hayes, Missouri State, NEO, UCM). All of these schools have the smaller town feel to them, meaning that--like Pittsburg--there isn't a wide variety of entertainment and activities for college students on weekends. So when an event or concert like comes up, it is advertised and everyone knows about it. While planning this tour, the band would have the best luck partnering with organizations like fraternities on these campuses, or local bars, as opposed to partnering with the University itself. University event are usually dry events, not being directly affiliated with the universities gives Conway Jackson the chance to serve their beer and other alcoholic drinks at their concerts, which will tend to be more appealing to the students. This will definitely expand CJ's younger fan base. A college tour in the four-state area would be a great way to get exposure and broaden the fan

base. As well as staying within a budget by keeping it local. The band members (for now) can travel the college tour on the weekends only, allowing them to keep their current income.

For Conway Jackson's secondary market which are middle to older adults, approximately ranging from their late 30's to 50's. Casinos would be great venues to attract this market. From experience, Alex has told us that Casinos pay well, which is great for the band. House concerts are also an increasingly popular venue idea, especially in smaller towns for beginning bands- this would be an idea to get the band started and make some money. This target market is responsible for the remaining statistic of tangible CD sales. The younger crowd is more apt to download the music online.

When we referred to the Marketing Mix; Product, Price, Place/Distribution, and Promotion, it allowed us to see what changes could be made for Conway Jackson. The bands does not seem to have much merchandise and we think this is an area that they could easily take advantage of and advance in. Currently the website only offers one t-shirt and Koozie, so we have designed more apparel options and found some other great merchandise ideas (refer to the end of the paper for images). When designing the apparel we wanted to create products that would will grab people's attention. We want people to want to buy the merchandise because it's cool and different, instead of thinking "oh that's just another band shirt," and move on. The more product being sold, the more advertising that band is going to get, so it's vital to have a strong product line when trying to gain followers. With the new designs and additional products, we are hoping to get additional people interested in Conway Jackson just by people wanting to know where someone got that shirt, or where'd you get that koozie, who's Conway Jackson? Word of Mouth advertising is one of the most effective methods of advertising. Therefore if we can get enough people talking about the band just from their products, we think it's going to help the band gain exposure and significantly grow your following.

We have come up with price estimates for the merchandise that appeal to and fit the target markets proposed. When it comes to pricing merchandise you have to think like the consumer. Am I really willing to buy a shirt for \$25-\$30 for a band that's not really known? Most of the time no, especially for the college market. We have come up with price estimates for the merchandise that appeal to and fit the target markets proposed. We tried to price everything

as cost effect for consumers as possible, without underselling so profit is still being made. For apparel we are presenting two types of shirts, a short sleeve crew neck shirt which would be priced around \$10 to \$12 depending the production cost. The second shirt is a baseball style tee, that would be priced around \$15 to \$17. To tie in the band's new beer we think pint glasses with the beers logo or the band's name on them would be a great way to get the word out and promote the AM Ale. The pint glasses would be priced around \$8 individually or could be packaged as a set of 4 and priced from \$25 to \$30.

As far as promotions, this is where Conway Jackson is lacking. Having a dedicated intern would be very sufficient to the band. Marketing and Promoting is crucial when trying to grow and gain a larger fan base. Upon looking at Conway Jackson's current website, there are many changes that we advise the band should make. Fans are going to be interested in the band, and it's members, we suggest that the Bio page have a link for each band member that includes their picture, a short biography, and their E-mail. There is an existing list of upcoming events, but possibly adding an interactive map pinpointing each location and a link to purchase tickets (or direct them to another site where they can purchase tickets). Also adding a section to promote and offer more information the college tour we have come up with, as well as other tour locations. The Merch page of the website would need to be updated with the new merchandise, and the band could switch out designs or colors every so often.

Promotional work can sometimes be very time consuming, and the band seems to extremely busy already. The inter would be able to help out with the website and promotions through social media. If an intern was hired we suggest that they would create videos with a GoPro, or some type of video recorder of CJ's concerts to put on the website and other social media applications. The bands gallery needs to be expanded greatly, as well as visible icons on the website that directly link you to Conway Jackson's Facebook, Twitter, and other social media outlets they use. This would be another responsibility for the bands' intern, as well as upkeep on all social media sites, interacting with fans and reaching out to others. Social media is also a great channel to advertise events by creating various types of contests and/or giveaways with Meet & Greets, or free merchandise- this will get people to blog/ repost about the band for extra

exposure. Getting more involved and constantly posting on social media sites like twitter, instagram and facebook is time consuming but an important step the band needs to make moving forward.

Another way to promote the band we have found is through digital download cards(refer to the end of the paper for sample image). These cards are about the size of a business card, and have a code on the back that offers one free digital download of the band's song. The front of the card could have the Back To Kansas album cover on it, as well as links to the website and social media pages. These cards could be passed out to promote a show the next night, during one of the bands events, or even just randomly when the members are out and about.

Conway Jackson has the potential to grow a large following base with the marketing mix our team has created. On the following pages you can find images of T-Shirt examples, Pint Glasses, and the Digital Download Cards.

### T-Shirt Samples

Color of all T-Shirts and fonts are subject to change.











## Pint Glasses

# PINT GLASSES

## CUSTOMIZED PINT GLASSES GO HAND IN HAND WITH A PERFECT PINT!

Yup, a custom pint glass is always our personal favorite way of getting your band, brand, or business out there! With your choice of ink color, and an option for 1 or 2 sided printing, you can be sure that these 16 oz. personalized glasses will be getting a lot of use over the next few years!



## Digital Download Cards

IndieCards allow you to upload music, video, .PDFs, and other digital data to our platform to share with your fans. Customize your digital download cards by choosing a subdomain and project name, allowing your fans to download directly from our site. Want to direct users to your own site? No problem, IndieCards come with a code to embed our widget to your webpage!



Both the Pint Glasses and Digital Download Cards used in the paper are from :

<https://www.bandsonabudget.com>