

# Splash Sounds

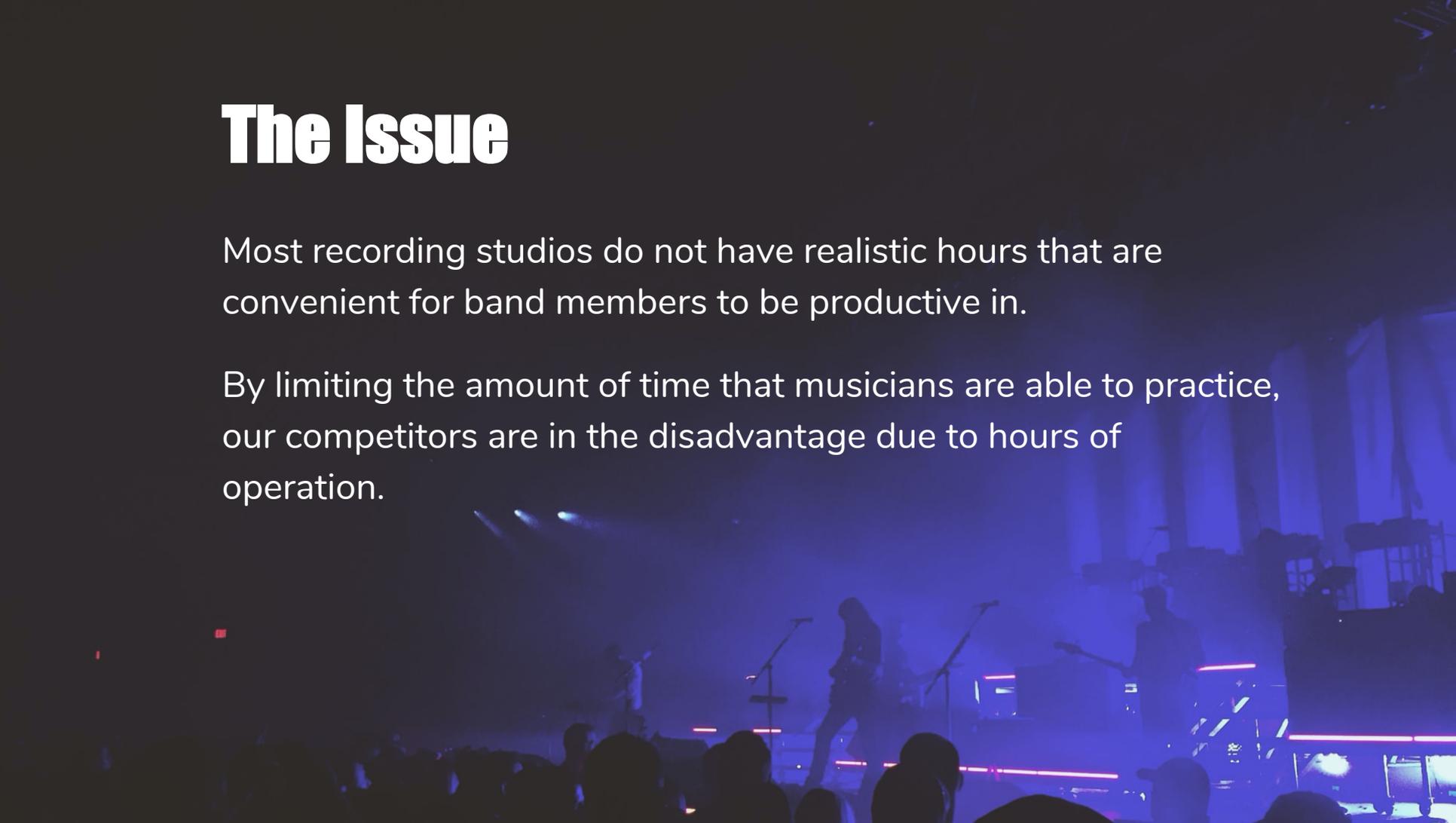


Enchantment Team: Dylan Knight, Rose Asare, Bradley Barnes,  
Cassidy Hobbs & Olivia Weber

# The Issue

Most recording studios do not have realistic hours that are convenient for band members to be productive in.

By limiting the amount of time that musicians are able to practice, our competitors are in the disadvantage due to hours of operation.



# Research

Currently, the rehearsal areas in San Marcos lack availability. Bands are given inopportune times to collaborate. By providing a 24 hour rehearsal space, Splash Sounds is an outlier.

## Fire Station Studios

M-F 8AM-5PM

Closed Saturdays & Sundays

## TM Soundtrack Rehearsal Studios

M-F 9AM-1AM

Saturday 9AM-2:30AM

Sunday 9AM -12:30AM

## Cheatham Street Warehouse

M-F 3PM-2AM

Saturday 4PM-2AM

Closed on Sundays

## Splash Sounds

Open 24 hours when in business

Days are TBD

# Goals



- Build awareness for Splash Sounds grand opening
- Increase involvement & traffic to Splash Sounds practice space

# Objectives

1. Have 3-6 bands/musicians perform at the grand opening.
2. At least 5 bands/musicians signed up for a time slot by the grand opening date.
3. At least 1 scheduled practice session within the first week after opening.



# Strategy

- Showcase the difference between Splash Sounds and the other practice spaces.
- Partner with Texas State University KTSW
- Reach out to potential sponsors for the grand opening
- Battle of the bands as part of Grand Opening - winner gets free membership (length of membership TBD)

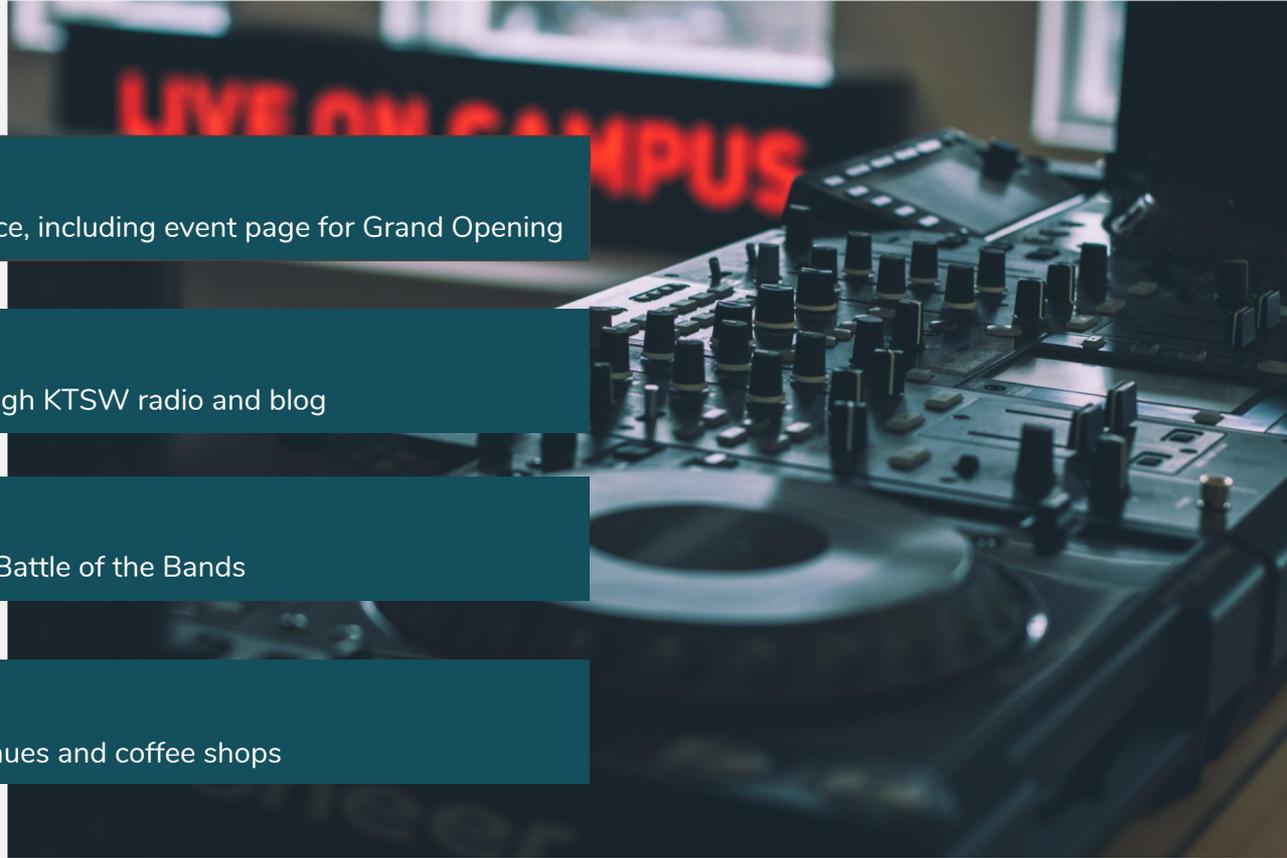
# Tactics

**01** Social media posts advertising the space, including event page for Grand Opening

**02** Radio Spots and advertisements through KTSW radio and blog

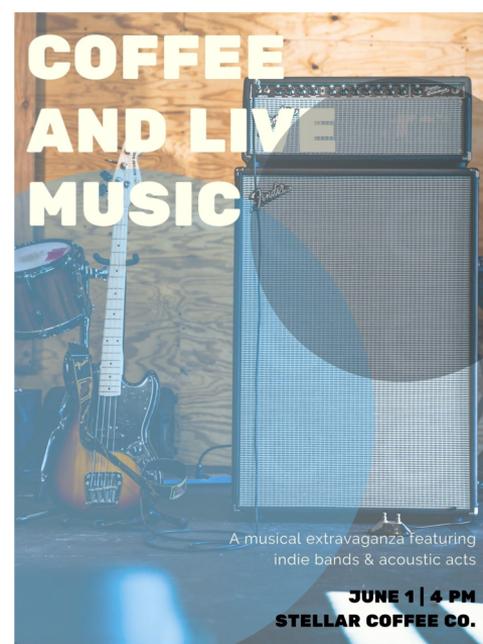
**03** Sign-up sheet on Facebook Event for Battle of the Bands

**04** Flyers to be posted in various local venues and coffee shops



# Editorial Calendar

Date	Platform	Post	Link	Media
1 month out	<i>Facebook/Instagram</i>	<b>Facebook event for opening; Announce grand opening on IG</b>		Photo of studio
3 weeks out	<i>Instagram</i>	<b>Informational promo post</b>	Splash Sounds site	Flyer
2 weeks out	<i>Facebook/Instagram</i>	<b>Promo video</b>		Video
1 week out	<i>Facebook/Twitter</i>	<b>PSA for booking</b>	To Splash Sounds booking	
2 days out	<i>Instagram Story</i>	<b>Promote booking</b>		Flyer
Day of	<i>Instagram Story</i>	<b>Highlight/show the studio being used</b>	Each band's @	A story of photos, videos and boomerangs
1 week after	<i>Facebook</i>	<b>Follow up &amp; appreciation post</b>		Photo from opening
2 weeks after	<i>Instagram</i>	<b>A collection of photos and videos of the studio being used + booking promo</b>		Photos and videos
3/4 weeks after	<i>Instagram Story</i>	<b>(start of) Highlight the artists/bands that have used the space so far</b>	Each band's @	Artist spotlight visual

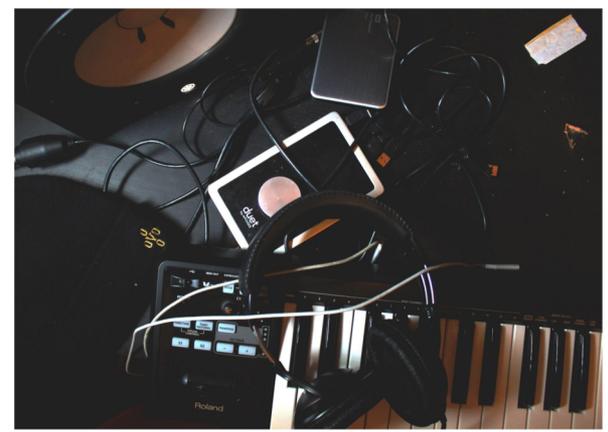


## Overview of Social Media Platforms

 1,183 followers  
interaction ranges between 10-65 likes

 819 like the page & 872 follow the page  
interaction ranges between 3-46 likes

 1,043 followers  
interaction ranges between 1-5 likes

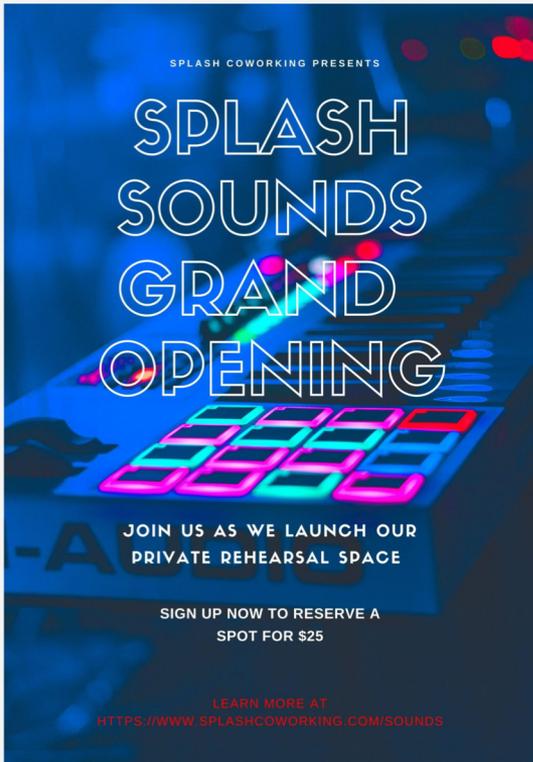


## Sample Posts

- Promote graphics with live events
- Feature local artists weekly on Instagram stories
- Have a steady and consistent theme on the social platforms
- We want to inform people, but not overwhelm them

## Promotional Graphics and Flyers

- These can be posted on Instagram or Facebook to increase awareness
- They can also be used as flyers for coffee shops, bars, streets or on campus



SPLASH COWORKING PRESENTS

# SPLASH SOUNDS GRAND OPENING

JOIN US AS WE LAUNCH OUR  
PRIVATE REHEARSAL SPACE

SIGN UP NOW TO RESERVE A  
SPOT FOR \$25

LEARN MORE AT  
[HTTPS://WWW.SPLASHCOWORKING.COM/SOUNDS](https://www.splashcoworking.com/sounds)



YOUR MUSIC. YOUR WAY. YOUR TIME.

# open 24/7



# BATTLE OF THE BANDS

Enter to win a free session at Splash Sounds  
Music and entertainment will be provided  
Sign up now

For more information - <https://www.splashcoworking.com/sounds>





# SPLASH SOUNDS

GRAND OPENING 4/11

123 SOUTH  
OF TOWN



# SPLASH SOUNDS

PRIVATE REHEARSAL STUDIOS

# Evaluation - Results

1. Create a great awareness for Splash Sounds prior to opening day
  - Calculate the number of people who sign up and show up
  - Get **feedback** from the customers in order to make improvements for the future of Splash Sounds.
2. Have a 5 band waiting list by the time Splash Sounds opens and at least one practice session the first week after opening
3. Make Splash Sounds a recognizable name in the music scene in the San Marcos area



A black and white photograph of a microphone on a stand in a dark room. The microphone is positioned on the left side of the frame, angled towards the right. In the background, there are several bright stage lights, with one prominent light source in the upper right quadrant casting a beam of light across the scene. The overall atmosphere is dramatic and focused on the microphone.

# Thank You!

Thank you for your time. Together we can make Splash Sounds an integral resource in the music scene in the San Marcos area.