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Splash Sounds

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Course Information: MC4326: Advanced Social Media

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Executive Summary

Splash Sounds is a brand new facility space for local bands and musicians to practice. The space is 24 hours and will be available for bands to sign up and reserve a time slot. The plan is to promote the grand opening of Splash Sounds and spread exposure and details of the new space. The target audience is local musicians/bands ages 18+. Our goal is to spread the word and increase involvement from the community.

Our strategies to reach this include: showcasing the difference between Splash Sounds and their competition, partnering with Texas State University KTSW, reaching out to potential sponsors for the grand opening and promote potential sponsors for the grand opening and promote a Battle of the Bands competition for the opening where the winner gets a free membership or session. We plan to accomplish this through a 60-day editorial calendar for social media platforms; Facebook and Instagram.

Enchantment PR suggests creating great awareness for Splash Sounds prior to the grand opening, calculate the number of people who sign up and show up and get feedback from the customers so adjustments for the future of the space are possible. We anticipate that there will be a 5 band waiting list by the time Splash Sounds opens and at least one practice session scheduled within the first week of opening. Splash Sounds will be a recognizable name in the San Marcos area music scene.

Introduction

Our plan for Splash Sounds is to advertise the opening space that will be available for bands and artists to rehearse. This will include promoting the grand opening on all social media platforms and getting people excited. Our goal is to create a higher awareness. In order to achieve this, we will be creating posts that include information about the space and how to sign up early to register a spot. A timeline will cover a few months since, Splash Sounds will not be available until next year. Our editorial calendar will provide the day and type of posts we will be creating in order to spread the news.

Situational Analysis

Carina would like to get the word out about Splash Sounds and increase involvement. Her main target is to reach out to bands who would like to rent out a space to rehearse. It is important that we get people to start talking about it early because it was popular the first time it was done. One barrier that we are facing is establishing a day for the grand opening. This is still unknown and in the process of being finalized.

Research

Splash is a company made up of various members that are dedicated to bringing people together by offering a space to meet for business. Their vision is to provide the “resources and network” to help grow a business and increase a company’s presence. Splash is in the midst of releasing an open space for bands and artists to rehearse. The business will be a continuation of Splash and will be known as Splash Sounds. This event is something that has been done in previous years and has also been executed in other areas. Here is a list of some of our competitors that we will be facing.

Fire Station Studios:

- 8AM - 5 PM Monday - Friday
- 224 N Guadalupe St, San Marcos, TX 78666

TM Soundtank Rehearsal Studios:

- 9 AM - 1 AM Monday - Friday
- 9 AM - 2:30 AM Saturday
- 9 AM - 12:30 AM Sunday
- Hunter Rd, San Marcos, TX 78666

Cheatham Street Warehouse:

- 3 PM - 2 AM Monday - Friday

- 4 PM - 2 AM Saturday
- 119 Cheatham St, San Marcos, TX 78666

One thing we have noticed across all these studios is that their hours are very spread out and not very convenient. For bands or artists that have late shows, these hours are not very flexible. Splash Sounds is going to be open 24 hours, which means that people are not going to have to worry about rushing to leave right after a gig.

Campaign Plan

Our theme for this idea is to spread the word. We need to advertise Splash Sounds and let people know about this great opportunity. There is little information about it currently and therefore not many people are aware of it. Not only do we want to inform the city of San Marcos about this, but also the surrounding areas as well to get them excited and sign up for a membership.

Audience Identification

Splash Sounds is going to be catered to bands and artists. A warehouse with multiple rooms will be available and rented out for anyone who would like to rehearse. The idea behind Splash Sounds was to create a space specifically for bands and artists to practice.

Musicians, bands and anyone who would like to come in and rehearse are welcome. The age requirement are going to be 18 and older. Since supplies and spaces are being rented out, we need to make sure that the person who is wanting to rent the space out is responsible.

Goals

Our main goal is to build awareness for Splash Sounds. This facility will be open 24 hours to all bands and artists who would like to rehearse in San Marcos, Texas. As of right now, this is the only place that is available to musicians 24 hours a day. This is great for us because we will be able to draw in more people with the amazing hour accommodations that Splash Sounds will provide.

Objective

We want to create a large following before the grand opening. This means we need people to be aware and excited. We need our waiting list to be full by the time people come. By informing others about this great opportunity early on then we can expect a great turnout.

In order to inform people, we need to start spreading the word within a month. The expected launch is either going to be in March or April. The date is something that still needs to be confirmed. We need to promote Splash Sounds on social media and provide flyers on campus and at bars in San Marcos. It would be a good idea to provide flyers where bands and artists commonly perform. For instance bars, parks and even sidewalks where musicians would be able to see it.

Along with providing general information, we would also like to include event materials well in advance so that people know what to expect. As of right now, Splash Sounds will be located in a warehouse building where people will be allowed to rent out the space to rehearse. There will be multiple rooms that vary in size. Prices will be determined depending on the size of the room and the equipment that is available.

Strategy

We believe Splash Sounds has the potential of becoming something great. We want to show people all the amazing benefits that this space has. Musicians will be able to decide when they want to practice and what room they want to practice in, all within the touch of their fingers. The purpose of Splash Sounds is to make it easy and enjoyable for all musicians. We want people to know that this space is going to be better than any other pre-existing studios that are in the San Marcos area. Splash Sounds will have better hours, better spaces and better equipment.

We believe that in order to draw people in, then we need to provide a glimpse of what they are going to receive from Splash Sounds. We want to partner with local bands that will perform in the week leading up to the grand opening to increase awareness and engagement. Another idea is to have a musical contest and whoever wins, could receive their first session for free.

Also, we believe that Texas State University KTSW could be a great asset to us. They could help promote us on the radio. We want the grand opening to be big and we want a large turnout. Reaching out to potential sponsors could help us spread the word.

Tactics

The expected grand opening is going to be between March and April. March being the earliest and April being the latest. In order to draw consumer engagement, we will be creating posts throughout the months leading up to the big day. We will be doing giveaways and contests to get people excited.

Implementation Timeline and Budget

Our budget is not available at the time. We have about five months until Splash Sounds opens. This will give us enough time to inform people and start building awareness. We will work on a 60-day timeline, where the first month will be focused on announcing the opening of Splash Sounds, getting the first few bookings, and building awareness/interest/clientele. The month following the opening will be focused on showcasing what's been happening at Splash Sounds, the continuation of building awareness/clientele, and highlighting the artists that have used the space so far with weekly artist spotlights. In the second month, we'll also be able to receive feedback and assess what's working and what isn't.

Evaluation

We believe that Splash Sounds offers the best of the best. There are no other studios like this. With dedication and commitment, we believe that this place can go a long way. Our main focus is that we aim to create a high awareness for the opening and the location itself. We expect to have a 5 band waiting list by the time Splash Sounds opens and a scheduled practice session for the first week after opening. We anticipate Splash Sounds rising above its competition.

Conclusion

The main factor that makes Splash Sounds different from most recording studios or practice studios are their business hours. This is going to open 24-hours and 7 days a week. There are no other places that have this luxury or flexibility. Our research has shown that most studios close at 5 p.m. or 2 a.m. Both of these areas are not very convenient for people who are getting off at work or for people that have to play late night shows. Splash Studios will make a huge difference by being open 24/7. We want to emphasize this in the campaign plan because we believe that it will help draw customers in.

In order to draw people in, then we need to get the word out. We need to start doing this well in advance to the grand opening. Some ideas on how to spread the word is to post it on social media, mainly Instagram and Facebook. We believe these platforms will produce the most reach and engagement. Other things we would like to do to increase awareness is to make flyers. These can be about the grand opening, the studio itself and future events to come. It is crucial that we place these flyers not only on social media, but also around town at bars, coffee shops, streets and even on campus. We want people to know Splash Sounds and what they have to offer before it is available to the public. This will increase anticipation and excitement.

Our main goals are to build awareness about this practice studio and increase the number of followers on Instagram and Facebook. By spreading the word on social media and on the streets, we can easily achieve the level of knowledge about Splash Sounds. By the time Splash Sounds opens, we would like to have at least 30 new followers on Instagram and 50 new people following the Facebook page. We want these people to be potential customers or artists that would like to collaborate with us. These numbers may seem large for Splash Coworking, but we believe that it is possible if we use our social media platforms wisely. Right now, there are quite a few graphics on the platforms and we think that adding more quality photos with people or places could increase the following for the platforms.

Appendix A – Editorial Calendar

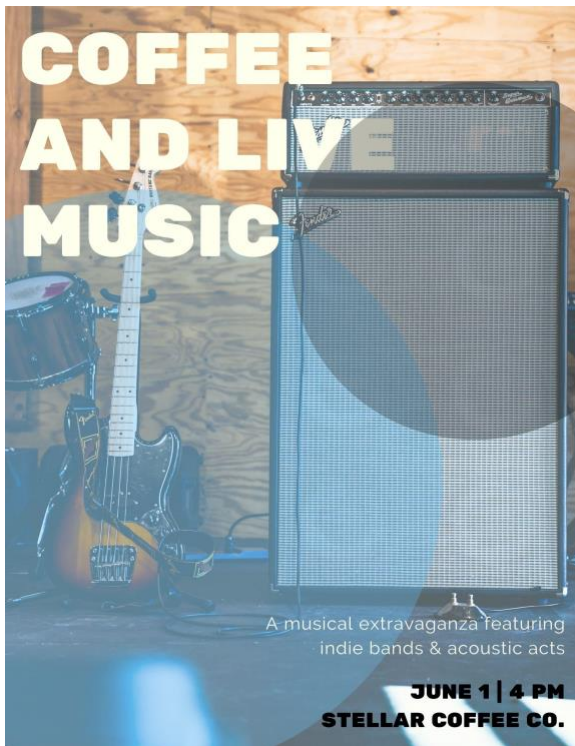
1 month out	<i>Facebook/Instagram</i>	Facebook event for opening; Announce grand opening on IG		Photo of studio
3 weeks out	<i>Instagram</i>	Informational promo post	Splash Sounds site	Flyer
2 weeks out	<i>Facebook/Instagram</i>	Promo video		Video
1 week out	<i>Facebook/Twitter</i>	PSA for booking	To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

Appendix B – Proposed posts (sampling)

These posts are going to be used after the launch of Splash Sounds. They will be more event orientated instead of informative. We want a big turnout even after the grand opening and think these could help with that.



A general post of a day in the studio. Or it could be about a special studio deal. We believe that including jobs within the social media platforms are beneficial to keep the audience engaged. These posts are primarily going to be focused on Facebook and Instagram. These platforms are going to reach our target the best.



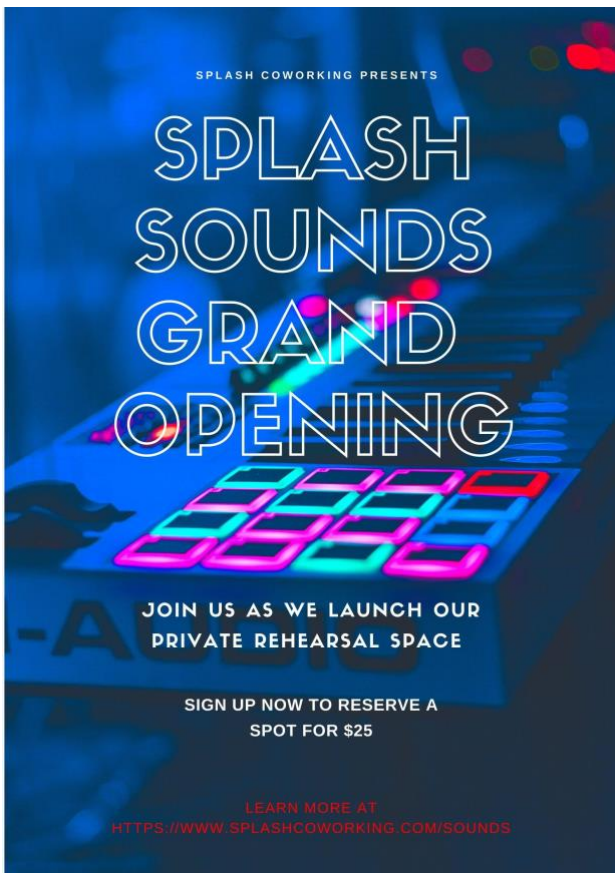
Have a coffee shop host a live concert, where artists can get exposure. Splash Sounds and a coffee shop could collab. It would benefit both organizations. This is a great way to engage with the community and also receive feedback. We believe collaborating with coffee shops or bars would not only be fun, but it would help increase awareness for the studio, the shops and even the artists.



A series of posts promoting local artists and bands. It will include a short biography, their story and where you can see them performing next. These will be primarily posted on Instagram Stories. Since Splash Coworking has one social media platform for every event, we believe this is the best tactic that doesn't bombard people. Depending on how successful Splash Sounds becomes, we think it would be a good idea to branch away from Splash Coworking's social media and create their Instagram and Facebook. This way Splash Sounds accounts can focus on music and their events and not get lost in the feed.

Appendix B – Proposed posts (sampling)

These posts are going to be used more as flyers instead of actual posts. If Splash Sounds were to use these posts, then we believe that Facebook would be the best platform. The flyers are bright and fun. We want to bring people in and not overwhelm them. The information on the flyers will be general, but just enough for people to want to know more.



Thank You

Dear Ms. Carina Pinales,

We would like to thank you for your support this semester. Our team is very appreciative of the time you have given and the projects you have allowed us to help with. We wish you the best of luck with the launch of Splash Sounds!

Best,

The Enchantment Team