City in Motion Advertising Plan

First Draft

Claire Canon, Faith Eissler, Sydney Ravenscroft, Taylor Stansell

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**Executive Summary**

**Problem Statement:**

City in Motion dance company needs to find a way to better utilize their social media pages and website to allow better engagement between company and clients. There is also the problem of donations, and CIM needs to find a new approach to receiving them. Specifically CIM would like to see an increase in business and new clients along with donations to help support the company.

**Background:**

City in Motion is the oldest modern dance company, with 28 years in business. CIM is unique in the fact that they are a school and company. There are programs for children to create and perform their own dances.

**Target Audience:**

Our target audience is anyone in the greater KC metro area who is looking for exercise classes or technique classes and wants to create and/or attend performances.

**Competition and Research:**

Our three main competitors are Bella Studio of Performing Arts, Wylliams Henry, and The Pulse Performing Arts Center. All of these studios have more up-to-date websites and social media accounts than CIM. In addition, more people are enrolling in these classes, checking in to the studios on Facebook, talking about the studios, and liking the Facebook page.

**Strategic Recommendations:**

There are a few important recommendations that we suggest for City In Motion. Improving the website and social media pages will help keep clients and dancers active and engaged with the company. We also recommend some creative alternatives for receiving donations.

First, we would recommend using WordPress as the new domain for the website. This will be an easy switch and will let CIM put their own personal design into the site while making the site more appealing overall. Teachers’ profiles need to be re-organized. Site navigation needs to be simplified. The site also needs search engine optimization (SEO) to increase search traffic to the sites.

Second, our recommendation also includes improving the social media site. Viewers are looking for quality content and posts that they want to see while on Facebook. This includes links to the site, information about classes and performances. Posting useful information will help when potential clients are looking for information about the company. CIM should look into HootSuite, a free application that helps schedule and send posts.

Lastly, we recommend a creative/alternative way to receive donations that will not have to come solely from wealthy funders. By using the intermissions during performances as a time for people to donate to the company. It would also be a good idea to give thought to using the ticket prices as a donation option. This will allow a larger number of people to donate to the company.

**Evaluation:**

We can evaluate these changes in 6 months time. We will be able to evaluate how many people have since signed up for classes through the website and the number of impressions CIM is receiving due to SEO. Another evaluation should be done after a performance that utilizes the performance as a time for people to donate. At these evaluation points, we will see what has been working and what hasn’t. We also recommend sending our surveys to see how people are reacting to the changes.

* **Situation Analysis**

**Historical Background**:

According to the Marketing Strategy Draft, City in Motion is in its 28th year, and it is the oldest modern dance company in the Kansas City area. City in Motion is known for its collaborations such as Modern Night at the Folly. The fact that City in Motion has both school and company sets it apart from other dance companies in the region. It has a strong program for children where they choreograph their own work, and children also have the opportunity to receive scholarships. The current school is located at 3925 Main. City in Motion is very community-knit.

**Industry Analysis**:

The arts are very popular in Kansas City, as there is a ballet and several dance companies. In addition, there are multiple arts districts in downtown Kansas City and the Plaza area. Kansas City caters to the arts, and there are several families who live in Kansas City. The live entertainment industry is growing, and according to the Bureau of Labor Statistics, it will continue to grow, since “people value live entertainment.”

**Market Analysis**:

* The current target market for City in Motion is residents in the Westport or Midtown area of Kansas City who are interested in any form of dance. We are reaching out to every age group, as long as they live in the area and are interested in learning about dance, or watching a performance.
* In Westport, there are several college-aged people, in the age range of 18-30. People in Westport and the Midtown area are also interested in the arts, as they are located near the arts district.
* Customers prefer City in Motion because of its strong community base. City in Motion values community, and members are loyal because they feel like they are at home when they are with City in Motion.
* When people come to take classes or watch performances at City in Motion, they are expecting a professional performance, but they can also see work from amateurs. City in Motion believes that anyone can learn dance, anybody, and any body type.
* People look for value when they are choosing which dance company to take classes from, and City in Motion offers great value, since there are scholarship programs available for children.
* There are geographic differences, as people are from several different areas.

**S.W.O.T. Analysis**

Strengths:

-Existing clientele

-Rich history

-One of the longest operating dance studios in KC

-Strong community base

-Existing social media accounts and website

Weaknesses:

-Website out of date

-Social media posts not frequent

-Lack of interactivity in advertising

-Lack of understanding of target market

-Organizational change

Opportunities:

-New location brings new community and new excitement

-Bring in more revenue

-Increase attendance

-Grow as an organization

Threats:

-Competitive dance companies in Kansas City are interactive and can compete with City in Motion

**Competitor Analysis:**

1. Bella Studio of Performing Arts

Bella Studio has a great website, as they offer several different programs, including Zumba, swing dancing, and belly dancing. The calendar is interactive, and all of the events are color-coded and provide links. Bella caters to the younger crowd, as they advertise “Ladies’ Night Out” and other nights out for youngsters. City in Motion just has black and white text, as well as a schedule. It is not interactive. Bella also has a link to their Facebook account on their website. Bella has 196 likes on Facebook. Bella is also located in the Westport area, where several of CIM’s target audience resides. They host several events, including a Half-a-Ween. In addition, 5 people are talking about Bella Studio of Performing Arts, and it has 122 check-ins on Facebook. This studio definitely caters to a younger crowd, and looks to be more fresh and fun.

1. Wylliams Henry

Wylliams Henry has 370 likes on Facebook. However, the company is not trending, and no one has checked in at Wylliams Henry. Wylliams Henry has not posted since September 19th, and this is not posting frequently. There were posts on September 15th and September 19th, but there has been nothing since then. Wylliams Henry does not seem to be interacting with their clients and audiences on social media platforms. The Facebook page, however, is very creative, interesting, and inviting. This company also promotes themselves as a modern dance studio, which is the same as CIM. The website for Wylliams Henry has several visually appealing images, and it has several interactive links. Wylliams Henry has a link to donate on their website, which could be beneficial for CIM, since we are trying to get more donors. Wylliams Henry still has advertisements for shows that took place at the end of September, so this is clearly out of date. They are promoting another show that starts in February.

1. The Pulse Performing Arts Center

The Pulse has 1170 Facebook likes compared to City in Motion’s, 1,094 likes. In addition, 130 people are talking about The Pulse, according to their Facebook post. The cover photo for The Pulse is encouraging followers to keep up with Pulse on social media. Pulse has an Instagram account, when City in Motion does not. Pulse reaches out to parents and youngsters, and they mention on their Facebook page that they have a positive environment. The entire page is inviting, and there is something grabbing your attention and encouraging you to get involved everywhere you look. The Pulse also has a large number of check-ins on Facebook. The Pulse posts frequently, and they posted a video of their classes and encouraged people to enroll on November 4th. The Pulse hosted a Halloween party, and they also hosted customer appreciation nights. This is something that could be beneficial for City in Motion in gaining donors. If CIM were more involved in the community, donors might be more willing to participate. The Pulse also goes on field trips, as a group went to Worlds of Fun recently. This could be beneficial for CIM, as they want to create a strong sense of community.

* **Objectives**

**Quantitative Benchmarks**

We plan to see a 20 percent increase in growth on social media sites in the number of likes and followers within 6 months. We would plan to see a 10 percent increase in donations after the first performance. We also plan to see a 15 percent increase in company inquires after 6 months.

**Measurable Methods**

All of our online suggestions are measurable through the website, which can track the number of visits to the page and where people clicked around on the site. Social media will be measured by the number of “likes”, “follows”, “retweets”. Also can be measured through things like reach and frequency.

**Criteria for Success**

We will measure our success by the increase in likes on Facebook and followers on Twitter. Success will also be seen by the number of new clients that come to the company and we will measure the success of new donations after the first performance.

**Timeframe**

The time frame for this project will be one year. If the plan is successful then it will continue past the year time frame and the company can integrate the changes into the company growth plan.

* **Budget**

**Method**

Capitalize on during show donations asked for in all of the intermissions associated with CIM performances. Also, we trust that the new social media manager will be able to revamp the website to be a much more user friendly, updated type website. She is already on the payroll and thus leaves no increase in a budget.

**Amount**

The amount of money spent is really left up to the Board of CIM. If they wish to spend money on a new website because of the lack of ability in their social media manager, so be it. To be most cost-effective I would recommend the current social media manager to improve the site by simple changes such SEO improvements.

**Justification**

Due to the fact that CIM is in a place where they are looking to grow and fairly small, we are striving to keep the cost for any growth little to none is possible.

* **Strategies and Execution**

**Website**

We suggest the website be more user-friendly by making the schedule of classes color-coded. There will be less text and more drop-down windows. The categories will be easier to locate by color-coded tabs at the top of the page. There should be scrolling photos of dance classes, performances, and upcoming events. Mimicking the UMKC page by putting up pictures of recent performances with links attached. This should be the same idea for the instructors.

**Social Media Strategies**

CIM should post on social media at least once a week. Use HootSuite to schedule your posts in advance will save time for all those involved. HootSuite is a great program that can be used for free that tracks the conversations happening on multiple social media sites, like FB, Twitter and Google+. It also enables the programmer to post in advance for the future. This is helpful so that one does not have to be logged into multiple social media sites at one time. It is important to know what your audience wants to read and interact with. Posting videos from YouTube or links to YouTube of content that reflects the dance company. Posting articles regarding content that is relevant to the dance company and community will make sure that people are actually interested in reading and engaging. Social media is a good place to highlight and advertise upcoming performances or classes that being offered. This will get people excited about what CIM offers and why they should choose CIM over other competitors. This shouldn't be so explicit when posting, as people don't want to feel like they are being sold to. A simple post highlighting an upcoming performance is a great and easy way to spread awareness.

**DONATION PLAN**

We are going to offer an alternative and creative way to receive donations from community members and performance attendees. We would suggest that CIM suggest to performance attendees to donate during intermission with an amount of their choice. This will bring in donations that don’t solely have to come from a large wealthy donor. We also suggest that links on the website and social media pages offer a place for donations to be made. This increases traffic to the site and social media pages and offers potential donors easy access to the option of donating and will allow them to learn more about the company. If we can portray to the performance audience that the funding for these shows comes completely from donors, and enlighten them to the fact that these performances cannot go on without funding, I believe this will be a huge incentive for the audience to participate. People are most emotionally invested in the performances when they are actually at the studio, and they are more likely to donate while the performances are fresh in their minds. This can only improve the amount of donations if presented correctly to the audience.

* **Testing and Evaluation**

We will gather our results by distributing surveys to our target audience and to our donors. These surveys will not be any old regular survey, as our participants will receive incentives for completing the survey. We will give each of our members a membership card to be used at CIM. Each time they come to a dance class, they will get a certain number of reward points, which can be redeemed for things such as free lessons and membership discounts. In addition, we will use the membership cards as a marketing tactic, as filling out information about the cards will give us information on our participants, as we will know where they live, their age, phone number and interests. We will also reward our followers for participating on social media, as we will track their comments, likes, and shares. By keeping track of this, we can see who is involved with CIM, and we can also reward them for spreading the word. Social media users are also eligible for membership points toward free lessons, meet and greets with instructors and performers, and so on. By creating a survey with incentives such as membership points or vouchers for discounted and free classes, we will increase our number of participants.