

Event Marketing Plan

“Queer Across America: Houston”

Wayne Babineaux

Business/Career Goals

- Start rebuilding my Houston fanbase as I perform my first major music show in Texas after being in New York City for over 3 years
- Build a coalition of other like-minded artists to perform with and connect with their audiences

Marketing Goals

- Increase brand awareness and loyalty with fans in Houston
 - Connect with opening acts' audiences on social media to increase reach
 - Connect with local press to increase reach and brand awareness

Budget

Total Budget: \$71


- Instagram ad: \$50
- Printed posters: \$21

Duration/Schedule:

- **Pre-Sale Campaign:** July 14th-Aug 14th, 2024 (1 month)
 - Create show flyers and promo materials
 - Submit press release to press outlets for September issues
 - Film and edit video content
 - Create website ticket sales landing page
 - Schedule social media posts
 - Send initial pre-sale newsletter
- **Ticket Sales Campaign:** Aug 14th-Sept 14th, 2024 (1 month)
 - Post collaborative interview videos
 - Boost main music video ad
 - Post physical flyers around venue
 - Send strategically timed ticket sales newsletters

Target Audience

Customer Persona - Houston LGBTQ+ Activists

Who	Goal(s)	Barrier(s)	Favorite Genres	Favorite Artists
 <p>Name: Yvette Age: 29 Pronouns: she/they Location: Houston Household: Single Education: College Occupation: Nursing Hobbies: Activism</p>	To find new LGTQ+ events to go to and make a difference in the world.	Finding something new and exciting.	<ul style="list-style-type: none">• Pop• Synthpop• Alternative• Dance	<ul style="list-style-type: none">• Chappell Roan• Janelle Monae• Lady Gaga• Bruno Mars

Creative Content

- **Main music video ad**
 - Create collaborative video in-person with other 4 artists at Avant Garden, dancing around the rainbow crosswalks in front of the venue to one of my songs
 - Overlay text showing names of each of the artists and a short tagline to describe them
- **Interview videos**
 - Create one-on-one interview videos with each artist
 - Ask about who they are as an artist
 - Ask about what political/social issues they're passionate about
 - Ask about why people should come to the show

- Ask about their experience in Houston and what it means to them
 - Share these videos as collaborative posts on Instagram to reach each artists' followers
- **Show poster/digital flyer**
 - Post physical posters around venue
 - Include scannable QR code
 - Post digital flyers to all social media channels
 - Encourage other acts to post flyer to their channels too

Media Channels - Weaux

Instagram

- Post main music video ad as collaborative post with all artists
 - Boost main video ad post
- Post interview videos as collaborative posts
- Update bio
- Add ticket link in bio

TikTok

- Post main music video and tag all artists
- Post interview videos and tag each artist

YouTube

- Post main music video to YouTube Shorts
- Post full-length versions of interview videos to YouTube and tag each artist

Mailchimp

- Send newsletters to segmented Houston audience about the show

Website

- Set up website ticket sales landing page

Press

- Reach out to local LGBTQ+ press outlet, OutSmart Magazine and other outlets for coverage

Printed Flyers

- Post physical flyers around venue

Key Performance Indicators (KPIs)

Instagram

- Impressions/Views
- Likes
- Ad clicks
- Cost per click
- Profile visits

TikTok

- Impressions/Views

Website

- Website visits
- Tickets purchased

Performance Goals and Metrics

Instagram

- 2,500 views
- 50 ad clicks

TikTok

- 2,500 views

Website

- 100 website visits
- 25 tickets purchased

Spreadsheet

 SHOW MARKETING MEDIA PLAN - QuAA: Houston - Portfolio Version - 1.10.25