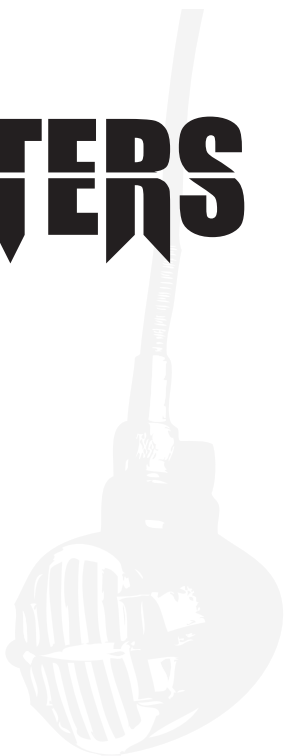


THE HUCKSTERS



Where the Road Forks

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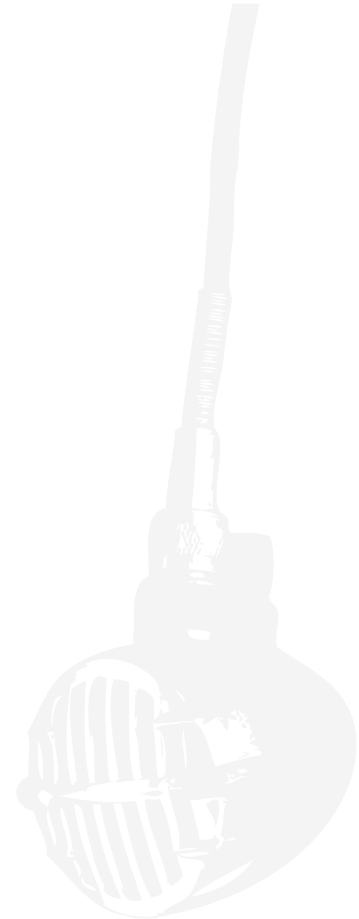
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Executive Summary

The Hucksters are a college band in Rexburg, Idaho. As of late, they have been disappointed with their fans because of their lack of support. This campaign will help them increase the attendance at their shows by 35 people. They will also increase the “Likes” on their Facebook page by 100. These goals will be achieved by giving their fans a good quality CD. This campaign will use the power of social media and events to bring the Hucksters to a better standing.



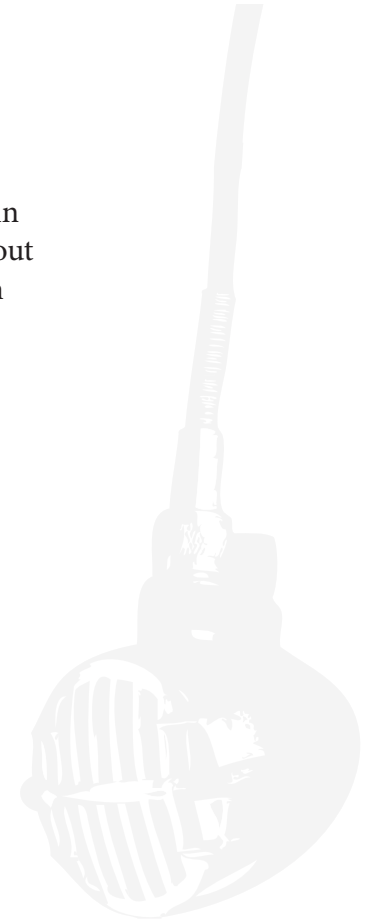
Background

The Hucksters were formed in January of 2012. They met as mutual friends and found that they each had a love for music and unique talents in which they were able to form their band. Their music follows under the genre indie blues and their fan base consists of college students. Their first show was January 25, 2012 at a local restaurant. Since their first show they have played two dozen shows, opening for bands including: Desert Noises, The Opskamatrists and Mavis. They have also played shows in Idaho Falls, ID and Provo, UT.



Situation Analysis

They're a college band in Rexburg, ID, and have opportunities to perform in Rexburg, Idaho Falls and have traveled to Provo, UT, before. They have about 30-50 people per show but in order to keep getting opportunities to play in larger areas such as Provo they need to increase their audience attendance.



S.W.O.T. Analysis

Strengths

- Strong foundation of fans that can help spread the word
- Professional photos and graphics
- Well known around campus

Weaknesses

- Haven't made any profit
- Balancing school, work, friendships and a band
- No physical products



S.W.O.T. Analysis

Opportunities

- Their album is in the recording process and will be available for purchase
- The band has connections in Boise, which may broaden their experience
- The band has played in Provo, which may broaden their fan base

Threats

- Band members will graduate or go on missions
- Other local bands
- Inattentive audience



Objectives

To gain a larger audience and profit:

- The current audience attendance rate averages to 40 people per show, we would like to increase this to 75 people per show
- They currently have 388 likes on Facebook, we would like to increase to 488
- They haven't made a profit, we would like to gain \$100

Audience

Their audience consists of college students ages 18-26. The students that they relate to fall under the social stereotype known as hipsters, defined as, "Hipsters are a subculture of men and women typically in their 20's and 30's that value independent thinking, counter-culture, progressive politics, an appreciation of art and indie-rock, creativity, intelligence, and witty banter..." by the Urban Dictionary.

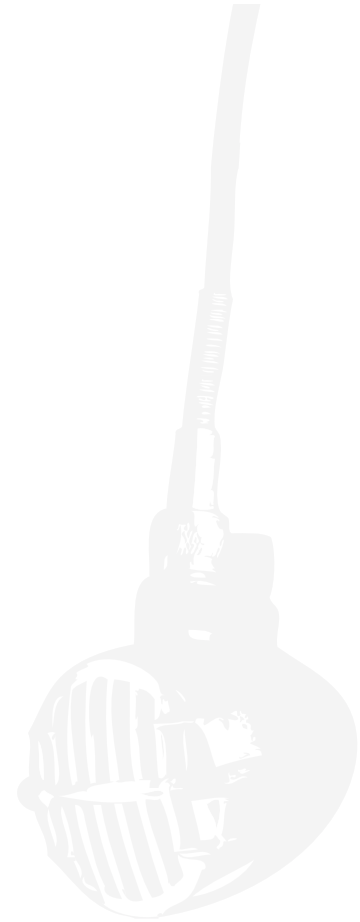


Strategies

- Events
- Merchandise and Handouts
- Social media

Tactics

- CD release party, get to know the band party, continuous concerts
- CDs, and business cards with QR code leading to Facebook page
- More activity on Facebook



September 2012

						8 Finish Recording
9 CD	10 P	11 R	12 O	13 D	14 U	15 C
			19 Story in Newspaper		20	21 Release Party
16	17	18				22
					14 Send Pitch/ News Release	15 Have CDs Ready

October 2012

	1 Album on Itunes	2	3	4	5	6
7	8	9	10	11	12 Show, sell CDs	13

November 2012

				1	2	3
4	5	6	7	8	9 Show in Provo sell CDs	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27 Check for increased and audience attend	28	29 “Likes” on	30 Facebook	

Budget

- \$500.00 for album production
 - \$100.00 for 75 printed CDs
 - \$50.00 to put album on Itunes
 - \$20.00 for 1,000 business cards
-

Total: \$670.00



Evaluation

- Compare “Likes” on Facebook from before the campaign was implemented and after
- Compare audience attendance at concerts from before the campaign was implemented and after
- Check results on inventory, i.e. how many CDs were sold.

