

MARKETING CAMPAIGN

In partnership with Northeastern University

OVERVIEW

- What is Play it Forward?
- Three marketing plan outlines
- Choosing the right option for Play it Forward
- Conducting marketing research

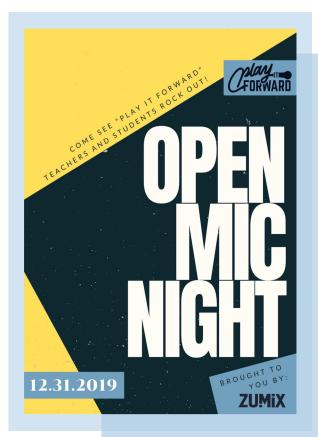
CONDO PARTNERSHIP

- Main goal: set up meetings with condo association's board.
- Must be approved by the board to pursue a partnership
- Partnerships allow access to a perfect market for Play it Forward
- Email campaigns sent directly to residents, potential venues for open mic events, fundraisers, etc.

Personal/Social Selling

Campaign

- This consists of sending out communications to condo board members through Linkedin
- Cold Calling
 - If Linkedin does not work, then there will have to be cold calls.
- Meetings
 - A written proposal should be made to pitch tailored to each individual condo association prior to the meeting.
 - This is the time to really sell the partnership and showcase the value "Play it Forward" brings to the community and their condo association.



OPEN MIC

Concert Series Campaign

- 4 concerts in 6 months leading up to next Zumix Gala
- Hour-long sets of students/teacher bands or solo acts at local venues
- All performances featuring lesson sign up sheets, informational pamphlets, concert series posters

CORPORATE PARTNERSHIP CAMPAIGN

- Begin by reaching out to existing connections at companies you have previous partnerships with.
 - These include House of Blues Boston, The Sinclair, and New England Aquarium.
- □ We have also put together a contact sheet of other businesses in the area to reach out to.

Dear [Representative],

I am reaching out to you on behalf of Zumix, a local East Boston nonprofit that seeks to build our community through music and creative technology. We offer free and low-cost after-school group and individual programming for children in the East Boston area. We have recently started a service called "Play it Forward" calling on community members to take up lessons that subsidize our free lessons.

I would love to set up a time to pitch how your employees could get involved with a group lesson program that benefits them and the community.

[Name]

- They can be reached out to with something similar to the form letter on this slide.
- If these letters do not receive responses we have also attached phone numbers on the contact sheet that can be reached out to.

MID-SEMESTER MEETING

- Pursuing the Corporate Partnership Campaign
 - Changing directions; Corporate Team-Building Events
- Going Forward:
 - Finding potential partners and successful corporate event business models
 - Interviews with these companies

COMPANIES

TID Priential Partners

- Supplier and distributor of engineering instrumentation
- Specifically Omega
 Engineering branch of company
- Experienced with doing many corporate events for both humanitarian causes and team

CONSTANT CONTACT

- Email marketing firm
- Usually focused on teambuilding activities

Success Examples

IMPROV ÁSYLUM INNOVATION

- Corporate events and trainings
- Using improv to teach communication, collaboration, and quick thinking
- Additionally, private improv and comedy shows for companies

ESCAPE THE ROO

- Corporate team-building activities
- Very similar to Escape the Room for smaller groups
- Advertise through a strong social media presence.

building

INTERVIEW QUESTIONS

Potential Partners

- Do you currently partner with any other companies for team-building or staff enrichment time?
- How do you usually choose these partners? What are you looking for in a corporate partner?
- ☐ How do you typically organize these events?
- What's your typical budget for a staff team-building event?
- ☐ How long are these team-building events, typically? (short few hour session, 1 day, whole weekend, etc)
- ☐ How long does the approval process take?
- What time of year are these events usually budgeted into the expenditures?
- Where do you find these opportunities? (via online, word mouth?)
- ☐ How far can the event be from the offices? On-site?

Success Examples

- Do you have different strategies for corporate and private events?
- How many people does it take to put on a corporate event?
- □ What is the typical group size for these events?
- ☐ How much does it cost to put on each event?
- How much do you typically charge for your corporate training events?
- What makes your events unique?
- ☐ What are the main marketing channels that are used to reach potential clients? (word of mouth, social media?)
- ☐ How do/did you first approach companies when you were starting this program?

KEY FINDINGS

SPECTRIS ENGINEERING

- Wanted companies who gave them the opportunity to serve the local community
- Wanted events that all levels of staff could participate in and gain from
- Large corporations have designated committees

CONSTANT CONTACT

- Constant Contact search for team building activities through Search engines or by Word of Mouth
 - SEO could be beneficial
- They departments are given some money in the budget for this stuff
 - Especially Sales and Marketing
- It seems that departments don't like to repeat activities
 - One and Done
- Seems to be a part of the company culture getting employees activity outside the office.

IA INNOVATIONS

- Two kinds of corporate events: receptions or trainings
- Receptions:
 - Bar, Food
 - Private improv or stand-up shows
- Trainings
 - Groups fully participate, not audience members
 - System for connecting activities with corporate life and teambuilding
 - 1 staff member to every 25 participants
- Rely on reputation, word-of-mouth, and visibility in IA's theater for marketing

ESCAPE THE ROOM

- Have an upcharge of \$15 per person if they want to "simulstart" multiple rooms at once.
- They run the rooms the same way they would for any other group.
- Each of their rooms holds 8-10 people, and they have three rooms.
- Each room requires one staff member to run, so a fully booked event would require three employees.
- Escape the Room advertises through a strong social media presence.

BENEFITS TO PLAY IT FORWARD

- We were able to obtain perspectives from both sides of the corporate team building event.
- What the corporations look for in those who host their events, as well as how they are conducted by those who put on the events.
- Working pricing in relation to regular pricing
- Importance of a strong social media presence

HUMAN ERRORS / MORE RESEARCH

- Not enough quantitative research done for sufficient understanding target audience
- ☐ Phone interviews often left out specific details, vague answers
- ☐ The research we did served as a base, but would need to be repeated many more times

THANK YOU!