

*play* IT   
**FORWARD**

**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

- ❑ Social Selling through LinkedIn
  - 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

## INTERVIEWED

### Potential Partners

#### SPECIALS ENGINEERING

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

#### CONSTANT CONTACT

- Email marketing firm
- Usually focused on team-building activities

### Success Examples

#### IMPROV ASYLUM INNOVATION

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

#### ESCAPE THE ROOM

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

# 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 team-building
  - 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 “simul-start” 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!**