



Black Cotton Club

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Agenda

1. Background
2. Preliminary Research
3. Market Research
4. Marketing Strategy and Recommendations
5. Questions

Background, Purpose, and Focus



Social Issue:

Promoting, uplifting, and sharing black and brown voices/perspectives

Mission:


"Re-imagining jam sessions, by welcoming the audience to be unfiltered and unapologetically themselves with their voices and bodies."



While BCC has a central focus of connecting all voices around the world, they specifically focus on connecting black and brown voices with each other. They place a very strong emphasis on uplifting POC and minority voices as these are so often are overlooked.

Organization:

Black Cotton Club: a Boston-based creative community that connects voices around the world through music, poetry, and speech. BCC has a strong desire to challenge what it means to be an artist and create a community that listens to, respects, and uplifts one another.



Black Cotton Club's Ask



How can Black Cotton Club increase their virtual member participation to match their previous in-person turnout?

How can we stimulate creativity and create the live jam session environment for those at home?



SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<p>Amazing idea and community</p> <p>Large platform of 100 people attending each event.</p> <p>Great concept that allows black and brown voices to be amplified.</p> <p>Strong social media following</p>	<p>No website for a centralized place to show events</p> <p>Low virtual turnout of 10-15 people</p> <p>Live jam session is a highly physically based event</p>	<p>Once they find a virtual platform, their cause is strong enough that people will continue to show up.</p> <p>Collaboration with new artists without geographic limitations</p> <p>Infinite amount of people can join virtually.</p>	<p>COVID-19 continuing for the long-run and people losing interest.</p> <p>Technical difficulties</p> <p>Oversaturation and fatigue of virtual events</p>

Inspiration



Barriers and Benefits to Targeted Behavior

Perceived Barriers:

- Motivational Fatigue
 - Lacking Creativity
 - Isolation/Needing More Time for Basics results in cutting out other parts of life
 - Want vs Need
- In-person vs online
 - Casual Interaction
 - Ambience
- Video Conferencing Platform Capabilities
- Same Space, Different Mindset

Potential Benefits:

- Safe place
 - For sharing thoughts and feelings
 - Escape of reality
 - Environment of listening and sharing
- Online format
 - Greater accessibility
 - Greater convenience
 - Participate at own comfort level
 - Introverts
 - All-inclusive



Competing Behaviors, Forces & Stakeholders

Competing Behaviors & Forces:

- Events with indirect participation
 - Sporting events
 - Performances
- Venues that provide a heightened but similar experience
 - Restaurants
 - Bars
- Events that add competition
 - Poetry slams
 - Dance competitions
- Viewing art, but not performing it
 - Museums
 - Galleries

Stakeholders:

- Artists whose songs are played
- Landlords of the meeting space
- Donors and contributors
- Artists who play and use the Black Cotton Club as their social calendar and stress relief

Market Research and Target Audience



Market Research

- 106 respondents for our Engagement Survey
- 3 In-Depth Interviews

Market Research Topics

- Activity Interest and Comfortability
- Social media and web communication
- Differences between in-person and online sessions

Our Target Audience

- POC (focus on black and brown individuals)
- Boston, MA or the surrounding area
- All ages, with an emphasis on a younger audience

LOCATION

69% currently in MA

GENDER

76% F, 21% M
3% GNC, ENBY, and
no response

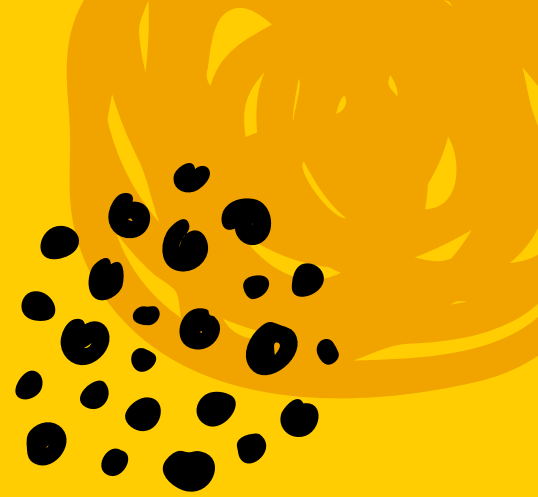
AGE

71% 18-24
17% 25-29
12% 30+

ETHNICITY

51% POC (35% Asian,
6% Black, 7.5%
Hispanic/Latinx, 3%
other)

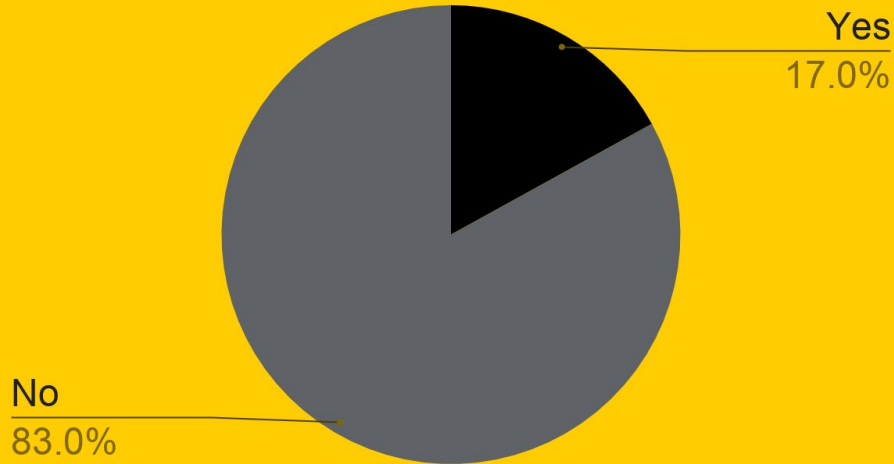
Data Analysis



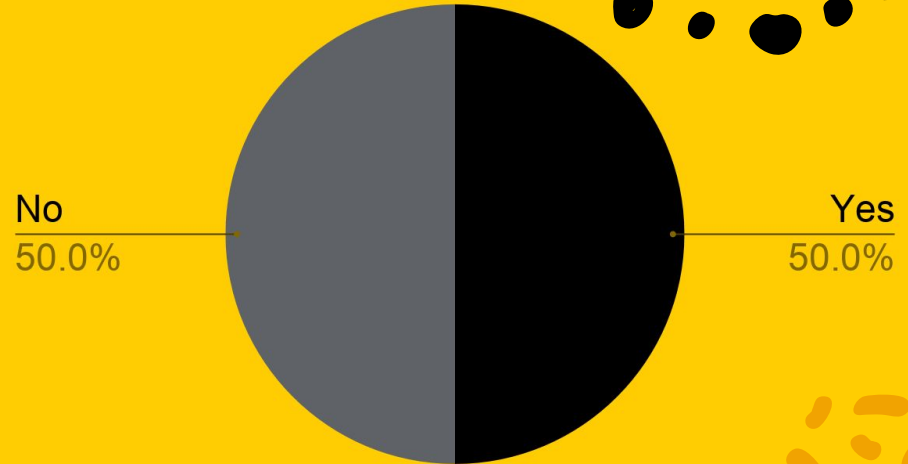
Culture and Perspectives

Are you currently involved in any cultural-based organizations or activities?

White Respondents



POC Respondents

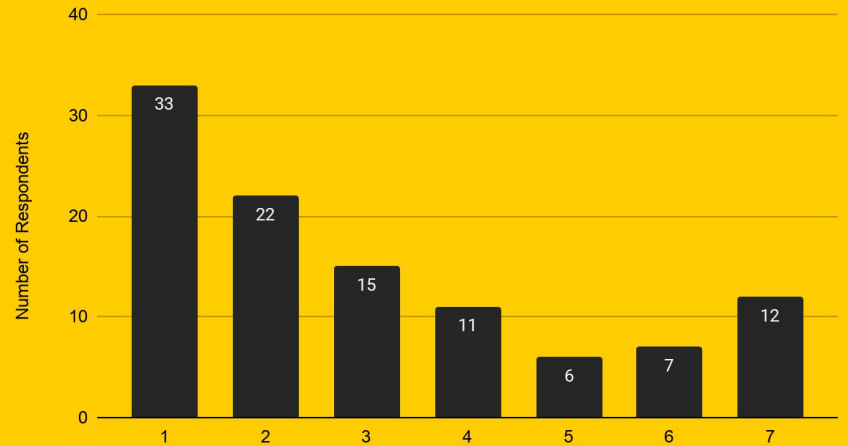


Black Cotton Club has a mission to empower and uplift Black and Brown voices. $\frac{1}{2}$ of our POC respondents are already part of communities that do the same thing, and $\frac{1}{2}$ might need the Black Cotton Club to be their activity.

Culture and Perspectives

On a scale of 1 to 7, (1 = very interested, 7 = not interested at all) how important is it for you to hear stories outside of own your perspectives/values/political ideas/etc.?

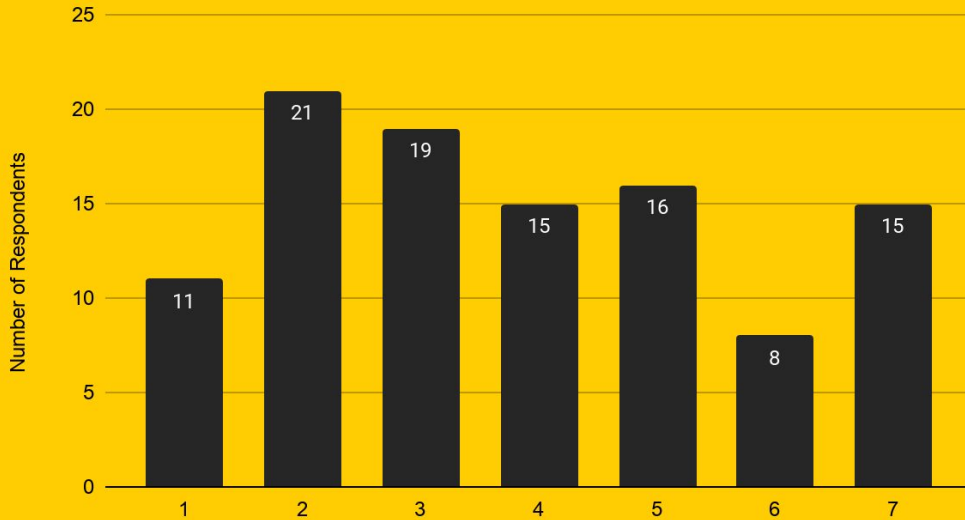
“
The club is to keep your cultural alive, but part of it is to spread it, to make people love it...I personally appreciate when people come to learn more about the culture and the [club leaders] agree with that.”
- Anonymous Participant



On a scale from 1 - 7 (1 = very interested, 7 = not interested at all)

Culture and Perspectives

How important is it for you to have a designated cultural space to help uplift your community?



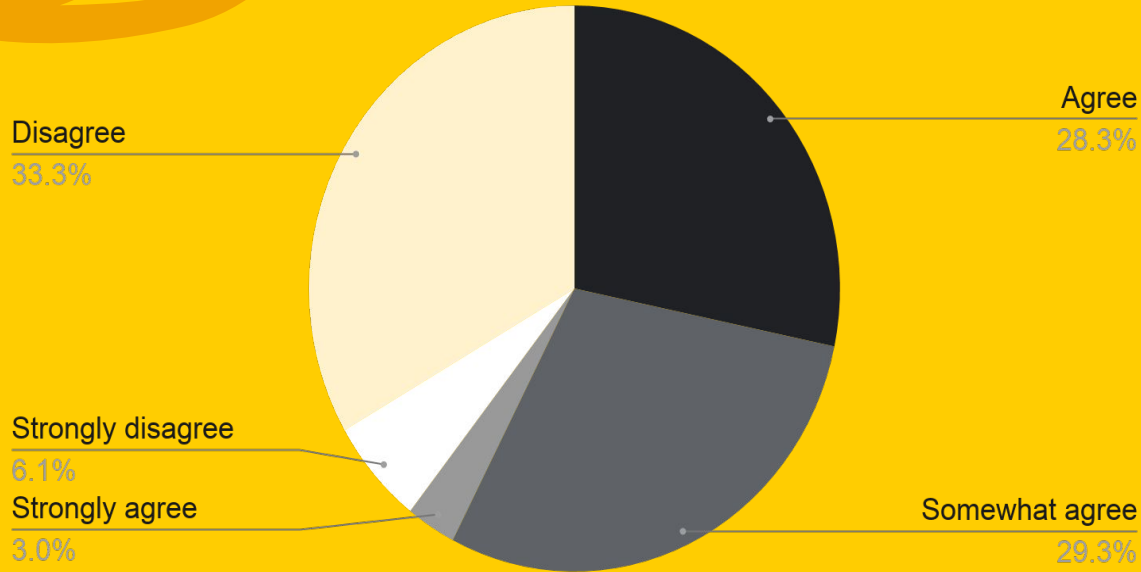
On a scale of 1 to 7, (1 = very interested, 7 = not interested at all)

“ Going into a Latin American group could help me learn more about my culture and other Latinx cultures. What made me stay were the people and how they became my friends. ”

- Anonymous participant

Social Interaction

"I would rather observe than participate"



“
I would be pretty nervous to know when to interact... I might observe, I wouldn't participate. Unless I was with my friends, or if I had something to say. I might show up and watch. ”

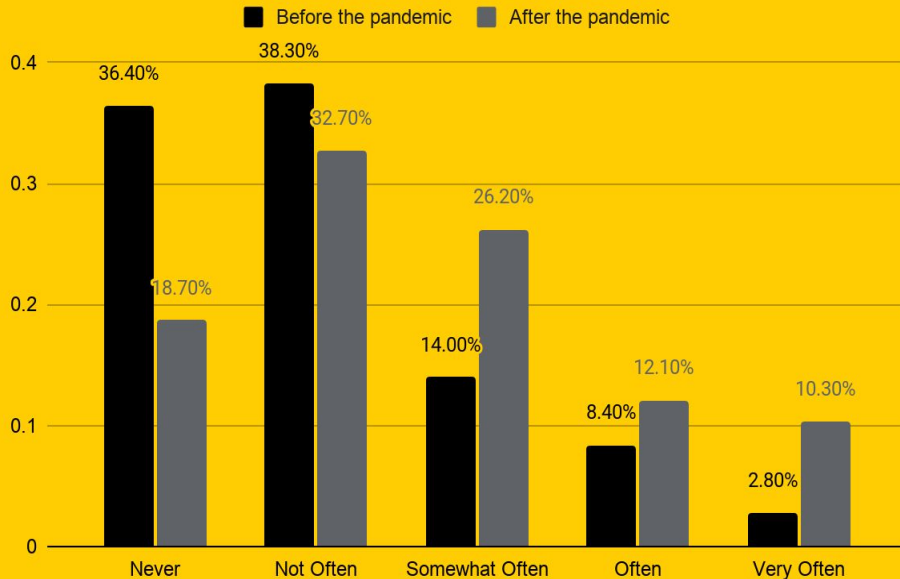
-Anonymous Participant

60.8%

of respondents strongly agree, agree, or somewhat agree that they would rather observe than participate

Comfortability & Interest in Live Events

How often would you watch live stream events?



There was a 23.4% increase in livestream viewing from before the pandemic to during the pandemic

80.3% of respondents have some, moderate, or a lot of interest in live performances

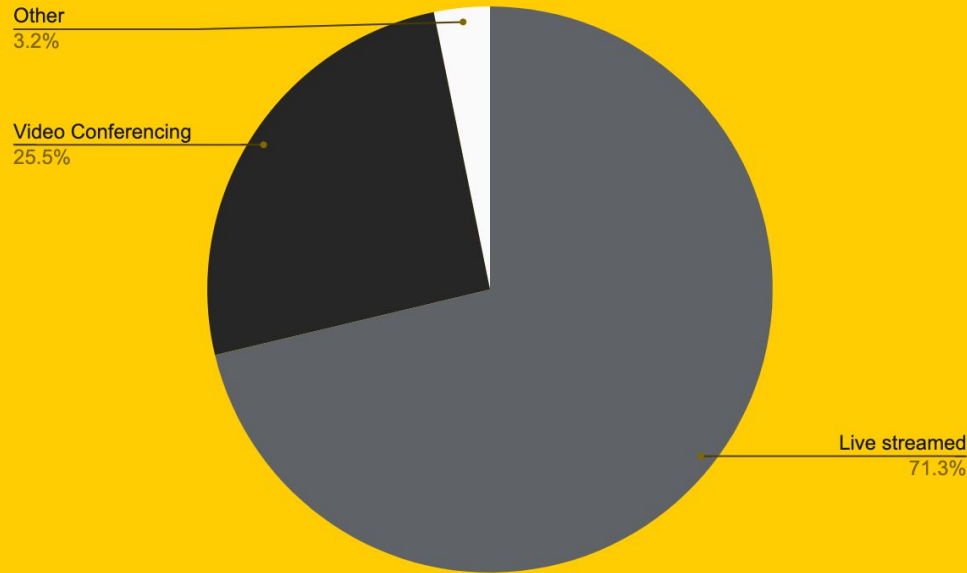
“ I prefer live streams for larger events because there is no chance I will accidentally unmute myself or turn on my video. But for smaller events I would prefer video conferencing if I am supposed to be engaging with the performers. ” -Anonymous Participant

66% of respondents strongly agree, agree, or somewhat agree that they are confident in their ability to speak in front of strangers

Comfortability & Interest in Live Events



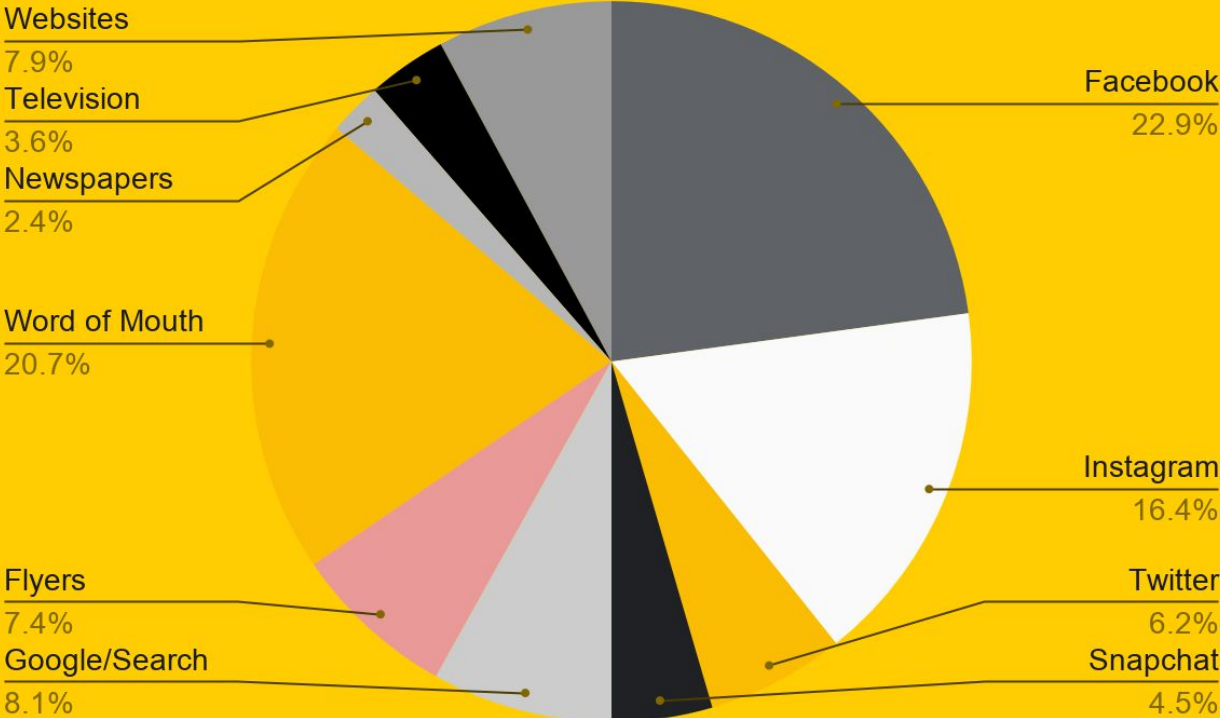
Until in-person events can be held, would you prefer to watch events live-streamed (such as on YouTube or Facebook) or through a video conferencing platform (such as Zoom or Microsoft Teams)?



Individuals are more interested in live streams due to the low involvement needed. Individuals are more after entertainment than empowerment.

Communication Channels

Through which channels do you find out about events and organizations near you? Select all that apply



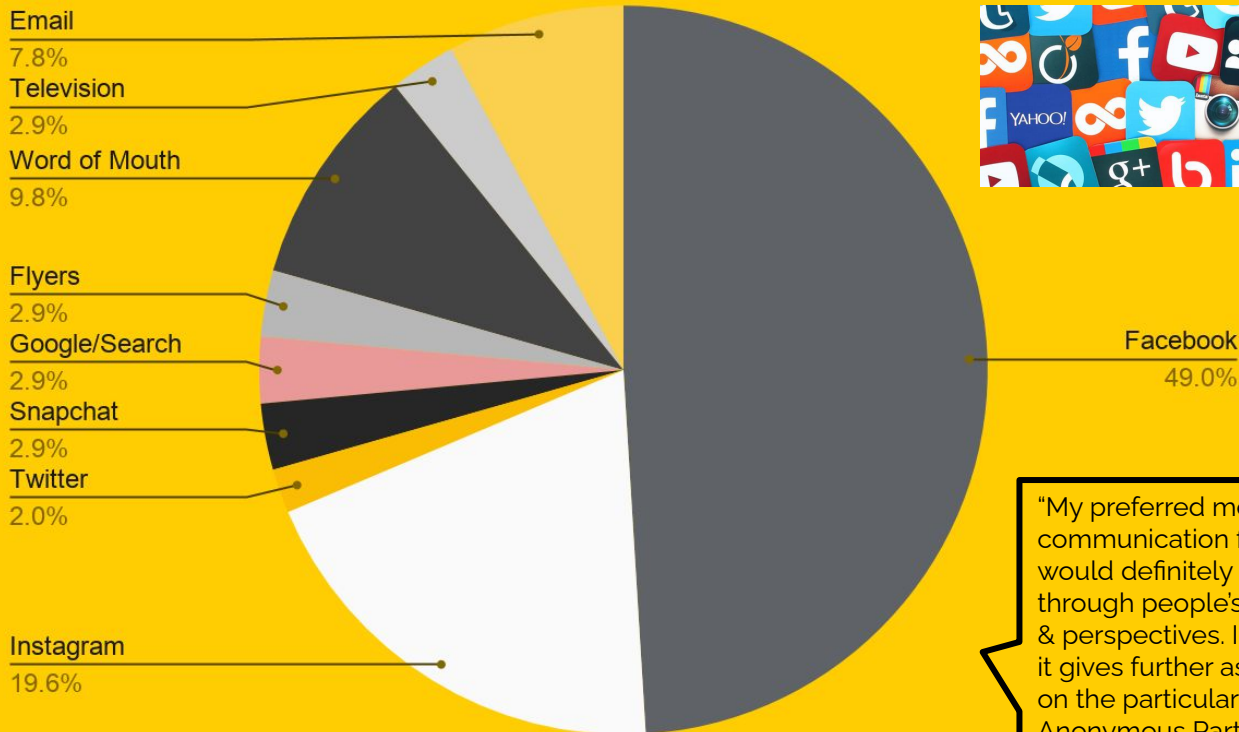
From the data, people use **several different channels** to find out about events and organizations.

Most popular channels:

1. Facebook (23%)
2. Word of Mouth (21%)
3. Instagram (16%)

Communication Channels

What would be your preferred method of communication for events and organizations?



Almost about 50% of the respondents said that they use Facebook as their preferred method of communication for events. The second most popular platform is Instagram.

This highlights the popularity of **social media platforms** as a communicative tool.

"My preferred method of communication for events would definitely be through people's opinions & perspectives. I think that it gives further assurance on the particular event" - Anonymous Participant




Marketing Strategy and Recommendations



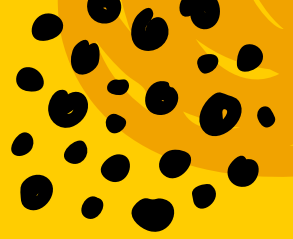
Marketing Strategy and Positioning Statement



- Reducing Barriers to Entry
 - Creating accessibility and levels to engagement
 - Promoting Increased Engagement
 - Website as a central hub
 - Facebook for event marketing, individual interaction, and increased social media activity
 - Flyers to increase turnout
 - Matching the presence to the passion
 - High engagement in person sessions
 - Low engagement due to the virtual setting
 - Increasing interaction touchpoints creates an easier flow for the user to communicate and engage
- 

Recommendations

1. Create a Website
2. Facebook Events
3. Flyers to Increase Word of Mouth
4. Passive Interaction





Create a Website



Website Recommendation

Landing Page- What's on it?

About Us

- Mission statement
- Reviews

Connect

- Social media
- Email for newsletter

Calendar

- Upcoming events
- Upcoming sessions

Past Events

- Links to videos

Get involved

- Upcoming events and sessions
- Become a member

Website Outcome

- Increased credibility
 - Through reviews
 - Through videos of past events
 - Website adds level of professionalism
- Promotion of events and club itself
 - Social media platforms
 - Calendar of events
- First impression for new members
 - About us page
 - Social media platforms
 - Links to past events
- Reach larger audience
 - Includes those who do not have/use social media
 - Visible on Google, SEO tools
- Increased understanding of audience
 - Geographic performance
 - Age group

Website Evaluation

- User journey
 - Monitor pages and URLs visited
- Conversion rates
 - Site visitors - social media
 - Site visitors - social media followers
 - Site visitors - attend events
 - Site visitors - new members
- Consumption metrics
 - Page views
 - Video views
 - Youtube insights
- Shares metrics
 - Social media shares
 - Video shares
 - Page shares



Increasing Facebook Activity



Facebook Events

- Create Facebook Events to invite interested individuals
 - Creates a “word of mouth” effect because Facebook shows these events on individuals feeds saying “Friend” and “Friend” are going to this event
 - Only used this once during the pandemic, invite many people to increase interaction
 - Have to option to promote an event with small monetary contribution
- Facebook has a “Join Event” button that will lead people directly to the Zoom or Livestream link
 - Since this is relatively easy, we would encourage Black Cotton Club to do this for all their future events and actively invite individuals to “Like” their page
 - Easy to measure because you can see the amount of people who marked “interested” or “going”
Facebook tracks metrics such as reach, audience and responses



Flyers to Increase Word of Mouth



Flyer Recommendation

- Goal: Create flyers to put in the Boston area, specifically colleges or neighborhoods with a large BIPOC population.
 - More flyers leads to more coverage and conversation about the events
 - Tangible item that indicates the events existence
- Expected Outcome
 - More turnout for the events with people in the same community
- Audience Monitoring and Evaluation
 - See if those who saw the flyers came with or without friends
 - Evaluate if people attending the events recognize people they previously knew before attending a session

Flyer Examples

**SHARE YOUR
SPIRIT
STORY
HISTORY
PASSION
ART
FRIENDS
DAY WITH US**

BLACK COTTON CLUB
DATE. TIME. LOCATION
@blackcottonclub

HEAR NEW STORIES...

**BLACK
COTTON
CLUB**

date.time.location
@blackcottonclub

STAY TO TELL YOURS.



Creating Opportunities for Passive Interaction

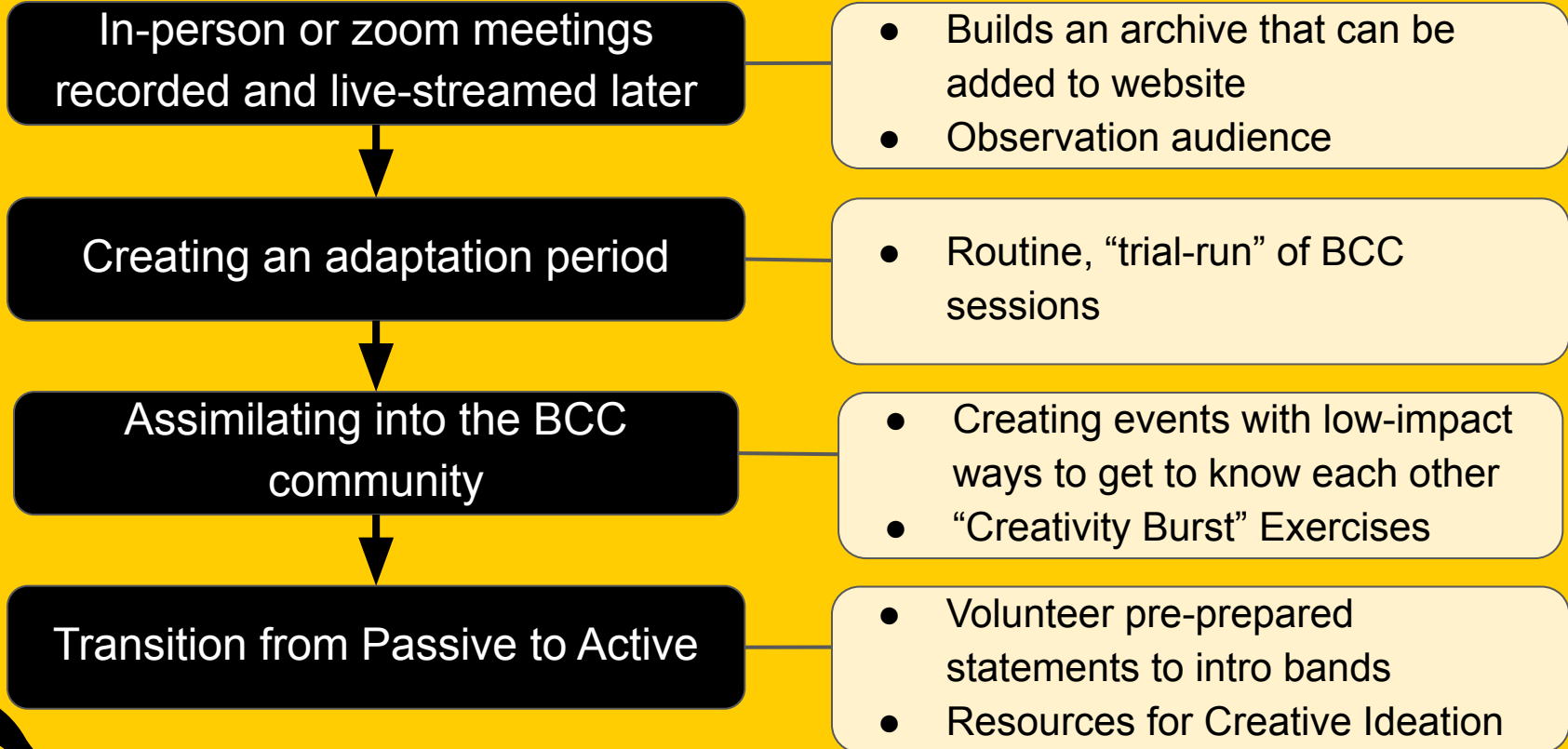
(and then turning it into active participation)



Recommendation, Outcome and Evaluation

- The Goal: Increase event attendees by at least 10% through creating opportunities for passive interaction such as live-streaming after lockdown and icebreakers in live sessions.
- Product Oriented Change
 - Expanding the offerings of BCC to reach a larger audience
- Expected Outcome:
 - More attendees to events
- Purpose and audience for monitoring and evaluation:
 - See if those who start by streaming end up going to the events as they are more aware of how BCC sessions work
- What will be measured:
 - Evaluate live stream views in comparison to physical attendance over time.
- How and when measures will be taken:
 - Start with lockdown increasing streams, continuing the streams post lockdown

Passive Participant to Active Artist



Marketing Mix Strategies

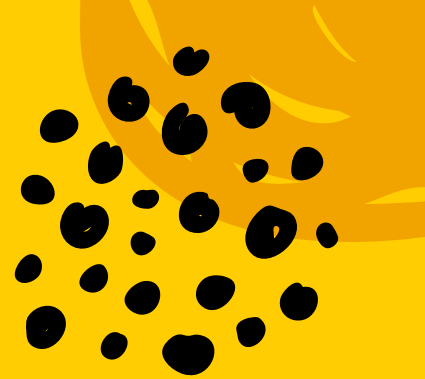
Product: Live Streamed Events/In-Person Jam Sessions


Price: Free

Place: In person jam sessions and virtual sessions via YouTube/Facebook Live Streams

Promotion:

- Media channels & promotional items: Facebook Flyers, Facebook Events, Social Media Posts, Website.





Thank You!
Any Questions?

