



LOVE & LAUGHTER
MUSIC GROUP

Communications Plan
Created by Titan Public Relations

TABLE OF CONTENTS

Research:	2
● SWOT Analysis	2
● PEST Analysis	4
● Target Audience	5
● Demographics	6
● Psychographics	6
● Competition	6
● Problem Statement	7
Planning:	7
● Goals	7
● Objectives	7
● Key Messages	8
Implementation:	9
● Objective 1	9
● Objective 2	11
● Objective 3	12
● Objective 4	12
● Objective 5	12
● Objective 6	13
● Timeline	13
Evaluation:	14
● Budget	14

Executive Summary:

In this communication plan, we will be implementing multiple strategies in order to overall increase their engagement with their studio and event space: We will be executing a plan to increase the number of members who have a subscription to their services through social media, flyers, tabling, and discounts. We will be increasing engagement and following on their social media through campaigning, competitions, and high-quality content. Increase yelp reviews through incentives of artists spotlights and discounts, reach out to different news outlets in order to be written about, and gain bookings of events through the usage of flyers and promotion.

Studios Comm Plan - Love and Laughter Music Group

SWOT Analysis:

Strengths:

- Subscription service that has been effective for two years
- Location - Orange County is a piece of vast music and art driven area
 - People are driven into the county by the music opportunities/ live music
 - OC Observatory (Santa Ana)
 - The Slidebar (Fullerton)
 - The LAB (Costa Mesa)
 - The Packing House (Downtown Anaheim)
 - House of Blues (Anaheim)
 - The Wayfarer (Costa Mesa)
- Studio location/ homelike vibe/ comfortable
 - Takes away the feel of a big corporate studio
- RYTMO (501(c)3)
 - Showcases CSR and awareness of community wants and needs.
 - According to the 2018 Cone/Porter Novelli Purpose Study, 78% of Americans believe companies must do more than just make money; they must also positively impact society (Wu, Karen, “ The Hidden Engine Driving CSR. It’s the Non-Profit Sector,” 2019).
- Has a strong community connection and profile/ people will support L&L over competitors.
- Opening a songwriting studio.
- It can be rented out as an event space.
- No experience needed to use the studio.
 - Living Crazy Brave offers coaching, marketing strategies, songwriting training, artist development (plus).
- The studio is more of a learning space than a business.
- Membership plans allow for flexibility for different kinds of artists.
- Members can freeze their membership for the month for a small fee (\$15).
- Community with caring and knowledgeable staff who help their members grow.
- Develop an entrepreneur experience.
- Reviews on Google:
 - Positive Google reviews
 - Can influence clients to leave reviews on Yelp as well
 - 4.2-star average rating overall

- 57 reviews total
- Negative reviews are fake

Weaknesses:

- Review of a bad mix for client, Yelp
- Room for review growth on Yelp, strive to mirror Google reviews
 - 4.5-star average
 - 13 reviews total
 - The one negative review stands out/ draws attention
 - Combat this by asking for reviews via email to current members and past clients.
 - Email Blast
 - The last review was from 2018
 - Encourage higher content engagement on Yelp
 - Should be receiving updated content for Yelp
 - This is managed by the business owner, not TPR
- Inconsistent engagement on social media platforms
 - Instagram: @loveandlaughtermusic
 - Facebook: Love and Laughter Music Group
- There are no blogs or articles written about them in any media source.
- Location is in residential area/ parking complications
- Members can drop at any time

Opportunities:

- Studio property can be marketed as event space
- More space through the creation of a third studio
- Opportunity to expand online social media presence through having a contest requires people to follow and tag others.
- Benefits of having (501(c)3)
 - Increase CSR/ social impact/ by implicating cause marketing
 - Done by promoting RYTMO through Instagram and Facebook
 - Dedicated posts or stories once a week
 - Influences prospective/current clients to choose L&L over competitors
 - Influences current/ past clients to return/ stay loyal
- Gaining social media exposure of RYTMO can gain people's interest in choosing L&L over competitors
- LLMG can make their presence known at nearby events
 - Cinco De Mayo Fair, Anaheim, CA (May 2-3)
 - This festival is filled with live music and families, it will be reaching the audience of families and teenagers that attend this event.
 - Santa Ana Art Crawl: First Saturday of every month from 6 pm-10 pm full of galleries, vendors, live performances, and restaurants/bars.

- Gorilla marketing/ flyers/ vendors
- They can market their subscription services with no competition from other studios since they are the only ones who have one.
- Live music venues discussed in strengths can be used as a tool for promotion
 - Clients under L&L can promote brands.
 - Apparel and stickers can be created through a friend.

Threats:

- Not a strong understanding of how their subscription works
- 20 plus recording studios in Orange County region
- New artists feeling intimidated by the recording studio
- Commitment to a membership fee

PEST Analysis:

Political:

- The City of Anaheim built a wall behind their property limiting the amount of parking for their private events.
 - Possibility of difficult parking for clients
- City laws pertaining to parking permits on street/ fees

Economical:

- The rise of minimum wages/ more spending money
- Orange County is in the top 10 of the most expensive places to live in the US, can cause difficulty spending \$250+ a month for a recording studio
- Cost-effective studio location for locals and cheap accommodation for non-locals in Anaheim and OC

Social:

- Anaheim Average demographics are primarily Hispanic
 - 55.7% Hispanic or Latino,
 - 24.2% White Alone
 - 15.2% Asian Alone
 - N/A% of the people in Anaheim CA speak a non-English language, and 81.6% are U.S. citizens.
 - Average income: \$59,707
- Orange County's Average demographics
 - 34.2% Hispanic or Latino
 - 40.1% White Alone
 - 2.1% Black or African American Alone

- Average Income: \$89,759

Technological:

- Possibly difficult to stay up to date with the technological advances/ equipment
- Technology is a big factor into a successful recording studio so having gear that is up-to-date is crucial
- State-of-the-art-music-studio

Target Audience:

- Primary:
 - Middle to upper-class aspiring music artists such as singers/songwriters/bands/musicians
 - Age group
 - The higher percentage of 30-55
 - A lower percentage of 18-30
 - Music Appliance Companies
 - Producers / Agents / Managers
- Secondary:
 - Artist micro-influencer marketing
 - Can invite them in for free recording time/ in return/ posts on platforms
 - Media outlets in Orange County and LA Area
 - Print:
 - News
 - OC Register
 - LA Weekly
 - Los Angeles Times
 - Magazines
 - OC Weekly
 - L.A. Record
 - Los Angeles Magazine (section for music)
 - Entertainment Weekly
 - Rolling Stone
 - Radio
 - Titan Radio
 - Local Stations:
 - KRTH/101.1 FM
 - JACK FM/93.1
 - KFSH/95.9

Demographics:

- The average income for families around Orange County: \$89,759
 - Average housing costs: \$734,000, a 1% increase in the past year, predicted to raise 1.6% within the next year.
- The median age of woman: 35
- The median age of men: 34
- Languages: 60.49% of Orange, CA residents speak only English, while 39.51% speak other languages. The non-English language spoken by the largest group is Spanish, which is spoken by 27.70% of the population.
- Vast Hispanic community
 - Studio shows the value and importance of the Hispanic community and culture

Psychographics:

- Often viewed as a laissez-faire type of personality - (The practice or doctrine of noninterference in the affairs of others, especially with reference to individual conduct or freedom of action)
- Values familial bonds and comradery.
- Very in touch with their emotions and feelings. (Wears heart on sleeve)
- Often very indecisive when making choices
- He has experienced trying times and struggles but displays a great amount of tenacity and inspiration.
- Values loyalty and commitment to the brand, personal artistic process, and musical institutions.
- More apt than most people to step and work outside of their comfort zone.
- Highly driven and motivated to accomplish a task from start to finish
- Values' uniqueness and individuality, staying true to a personal brand are paramount.

Competition:

- Other Recording Studios in Orange County that have great reviews
 - Sound Asylum Recording Studio (Orange, CA)
 - Open 24 hours
 - But more Expensive (\$95 an hour)
 - Similar ratings on Yelp/ 1 negative review/ 4.5 stars
 - But low followers on Instagram
 - Followers: 534
 - Following: 614
 - Hear No Evil Recording Studio (Orange CA)
 - Open Early/late
 - 8am-12am

- Cheap by the hour (\$50 an hour)
 - No bad reviews/ 22 reviews/ 5 stars
 - Followers: 1,281
 - Following: 1,293
- Stage One
- Gemini Recording Studios
- Costa Mesa Recording Studio
- Advanced Technology
 - There is a lot you can create today that is easy to do from your own devices.
 - Ways L&L combats this
 - It is hard to keep their devices updated.

Problem Statement:

The general public is currently unaware of Love and Laughter Music Group's new business model of monthly subscriptions, this includes the specifics of what the plan entails as well as the in-depth community, family, networking and self-growth that is included for current and potential new members.

Planning:

Campaign Goal: By raising overall awareness of the benefits Love and Laughter Music Group has to offer, an increase in memberships will be seen due to the target audience's better understanding of the studio's subscription-based model.

Objectives:

1. Increase Love and Laughter Music Group's total number of subscribed members from 15 to 30 by May 5th, 2020.
2. To increase their overall social media engagement on Instagram from their current 730 followers to 1,000 followers by May 5th, 2020.
3. Increase their Facebook from 1,914 likes to 2,000 likes by May 5th, 2020
4. Increase the number of yelp reviews from 13 to 25 by May 5th, 2020.
5. Have 1 major news outlet write an article about their business, who they are, or what they are providing by May 5th, 2020.

6. Through promotion, increase the awareness of their event space by 1 event through the use of discount codes that are provided through social media and flyers by May 5th, 2020.

Key Messages:

Aspiring Music Artists:

- Love and Laughter Music Group is not just a recording studio, but is a place to write songs, grow in the music profession through professional help and mentorship, and is a family community.
- Love and Laughter Music Group is more affordable because it provides countless services for a one-time fee per month.
- Love and Laughter Music Group is the first-ever recording studio to have a subscription service where you pay monthly instead of hourly through the amount of time you spend in the studio.
- By being a member of Love and Laughter Music Group, you become part of the educational community, driven to help upcoming artists succeed in the industry.
- It is built to provide a comfortable space for anyone who aspires to grow in the music industry.
- Pushing for better musical education, Love and Laughter Music Group provides proper education on what broadcast quality music sounds like.

Music Appliance Companies:

- The event space is accessible for companies who want to promote their products in a more professional and high-tech setting.
- Great facilities for clients to try companies' new products.

Producers / Agents / Managers:

- When being a producer, manager, or agent, buying a subscription and having a space that clients can use anytime is an effective marketing strategy. while they can also charge their clients to use their subscription.
- Producers, managers, or agents can use their own subscriptions for their clients to use.
- Producers, managers, or agents can profit off of using their subscription to sell to their clients in order to use their subscription.

Implementation:

Objective 1: Increase Love and Laughter Music Group's total number of subscribed members from 15 to 30 by May 5th, 2020.

Strategy: Promote the value of being a part of their subscription service and the family community environment. The key message is that this is a subscription that gets them more than a studio, that they can learn, grow, and have access to professionals who want to help.

Target Audience of middle-class aspiring music artists of 18-25:

Tactics:

- Promote their services to this specific target audience through sharing on social media.

Tools: Instagram

- Create posts and stories with photos and infographics that are visibly appealing to that music generation and show their studio and their subscription.
 - Reflect branding/niche from website throughout the Instagram profile and marketing tools like flyers
 - Brand:
 - Contemporary, clean, and bold.
 - Color Scheme:
 - Red, white, black, grey, beige graphics (Flyers)
 - Theme
 - Incorporate grayscale photos
 - Lightroom presets can be used to achieve a bold but minimal look
- Creation of ads on Instagram. 30\$ for a certain amount of days (promoting posts)
 - Instagram ads see a far greater engagement than Facebook ads do
 - According to Influencer Marketing Hub, Instagram has about 10x the interaction with a brand, as a percentage of the brand's fans or followers, then Facebook does.
 - According to Hootsuite:
 - 200 million Instagram users visit at least one business profile daily
 - 1/3 of the most viewed stories are from Instagram
 - 75.3% of US businesses will use Instagram in 2020
 - Brands post an average of 2.5 stories a week
 - 62% of people say they have become more interested in a brand or product after seeing it in stories

Tactics:

- Use current templates and create flyers with a QR code and visit hang out spots around Orange County that have artists and producers that attend.

Tools:

- Pass out / hang up flyers at hang-out spots and coffee shops.
- The Night Owl in Downtown Fullerton has open-mic nights 1st Tuesday of every month and monthly poetry readings.
- The Den Cafe in Santa Ana open-mic nights on Monday and Thursday.

Tactics:

- Set up booths and tables at events to inform music students what services the studio has to offer.

Tools:

- Cinco De Mayo Fair: May 2nd - A place where they can sign up to be part of vendors and become part of the orange county crowd.
 - Pop-up recording studio
 - Hand out flyers
 - In the past, the provided performers for the shows.
- Santa Ana Art Crawl: First Saturday of every month from 6 pm-10 pm full of galleries, vendors, live performances, and restaurants/bars.

Tactics:

- Creation of discounts as an incentive to join their subscription.

Tools:

- If you join their subscription service, you get 15% off your first month.
- If you are a current member and if you have a friend sign up to be a member, the current member, and the new member both get 20% off their first/next month.
 - They input their name if they had someone referred them to the subscription.
- Reposting on Instagram about your experience, the next time they come in or if current members their next month they get 10% off.
 - Show screenshot/evidence
- Current clients and members leave a yelp review
 - 10% discount off one month if the client or past client posts a review on Yelp
 - Limited to one post only

*Percentages don't stack on top of each other, the highest percentage, if you do multiple discounts in one month, will be used.

Objective 2: Increase overall social media engagement on Instagram from 730 followers to 1200 followers by the end of May.

Strategy: Gain interaction and engagement on Instagram in order to increase their following and overall promote Love and Laughter's services.

Tactics:

- Use a social media competition to create more awareness of their studio.

Tools:

- Conduct a social media contest on Instagram. There will be a picture promoting a giveaway of two free hours of studio time.
 - Qualifications: tagging one friend, following, and reposting the picture on their IG story and tag Love and Laughter on their repost.
 - The contest will last two weeks and we will announce the winner through Instagram and Facebook.
 - We will use a random generator on the internet to choose the winner.

Tactic:

- Implement a week-long social media campaign during International Teach Music Week March 16-22, 2020

Tools:

- Ask followers to leave a shout out to their favorite music teacher/coach who had a positive impact on them (personally, musically, professionally).
- We can private message those who left a shout out if they can send a short video message to that teacher so we can create a montage of all those shout outs at the end of that week.
- Post on social media photos of lessons taking place.

Tactics:

- Consistently post engaging content through a social media calendar.

Tools:

- Focusing on posting about events, artists spotlights (grammy nominees), what is currently happening in the studio (new songwriting studio) and promotion of discounts.
 - Using photos and infographics
 - Make posts/stories reportable
 - Consistently posting content
 - Using opinions, tagging, hashtags, and votes

Objective 3: Increase their Facebook from 1914 likes to 2000 likes by May 5th, 2020.

Strategy: Gain interaction and engagement on Facebook in order to increase their likes on their page and overall promote Love and Laughter's services.

Tactics:

- Create engaging posts about what is new in their studio.

Tools:

- Create a post about the opening of the new songwriting studio
- Posts about the upcoming event on the 29th
- Posting posts, engaging content more frequently

Objective 4: Increase the amount of Yelp reviews from 13 to 25 by May 5th.

Strategy: Utilize the effect Yelp has upon potential customers and grow their amount of reviews to show more interaction, bringing their profile high up on the list of recording studios in Orange County.

Tactics:

- Have current and former members leave a review.

Tools:

- Send emails through Love and Laughter's email out to former customers and encourage them to leave a review.
 - If a member leaves a Yelp review, they get 10% off on next month's subscription.
 - Create a template email that L&L can send out.

Objective 5: Have at least one major news outlet write an article by May 5th.

Strategy: Having a news or magazine outlet cover Love and Laughter Music Group will have them be able to share their story.

Target Audience is towards producers, managers, and agents while also artists in the age range of 25-55

Tactics:

- Utilize nearby media outlets as a way to reach out to a greater quantity of people within Orange County.

Tools:

- Have Titan Radio talk about L&L - talk about their price, community, and that is owned and operated by CSUF alumni.

Evaluation

Objective 1: We will know if our goals and tactics were successful through an increase in their subscription services. We will be able to track our progress through our social media campaign, flyers that will be created, and through tabling and promoting their company.

Objective 2: We will know if our goals and tactics were successful for our social media if there is an increase in engagement and followers. We will be able to track our progress by evaluating the insights feature on Instagram and the amount of exposure and interaction that our Instagram competition will bring.

Objective 3: We will know if our goals and tactics were successful if there is an increase in like through their Facebook page. We will be able to track our progress through our posts and interaction on Facebook.

Objective 4: We will know if your goals and tactics were successful if there is an increase in reviews left on Yelp. We will track this through our email that will be sent out and the number of surveys people take in order to be featured on their Instagram.

Objective 5: We will know if our goals and tactics were successful if there at least one news outlet that writes an article, news release, or column about Love and Laughter Music Group. We will track our progress by continuously sending out emails to the correct sources with an appropriate story tailored to the view they are looking for and tracking their responses.

Objective 6: We will know if our tactics and goals were successful if at least one spot is booked for an event. We will track our progress through the effectiveness of the flyers through the QR code and the amount of engagement received through posts on social media.

Budget

Instagram: \$30 to promote posts as ads to different audiences for a span of 6 days, \$5 a day.

Flyers: TBD - due to the company used, quality, amount of flyers, colors, and double-sided.