Perth Music Website

ALL THINGS MUSIC IN ONE PLACE

Connecting Music Artists, Venues and Music Lovers Together.

COMMUNICATION PLAN

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Perth Music Website

Opportunity Statement

The Perth Music websites unique and extensive content rights positions it as the premiere platform to re-launch the dormant Perth music scene beyond its pre-pandemic billion dollar valuation.

Problem Definition

The website's historical archive presents a valuable and culturally credible museum for the growing Perth music scene, however, suboptimal graphic design and marketing tactics see the website as ineffective in engaging its full potential to not only be an archive, but be the conduit of local music and venue promotion, and broker between artists, labels, and listeners.

BACKGROUND

The Importance Of Web Design:

Website design is a major factor to its success in SEO and consistent user traffic. Studies of the value of web graphic design state that "a well designed website can help you form a good impression on your prospective customers...but more importantly, it provides good user experience and helps your website visitors access and navigate your website with ease" (Barker, 2020). It is found that "if only given 15 minutes to consume content, 66% of people would prefer to see something beautifully designed versus something plain" (WebFX, 2021). A websites format, layout, and aesthetic is an important part of online marketing and should be designed with the viewer in mind to ensure a good user experience is provided. "Strong branding and polished web design have always been important factors of a successful digital marketing campaign, this has not changed" (Lentz, 2020).

The importance of the website socially and culturally:

Why is the web presence of the Perth Music website important? This website has a mass collection of data about the local Perth music scene dating back to the 1970s ranging from radio interviews to magazine and newspaper excerpts, detailed artist biographies, mp3 releases, and live studio recordings. This impressive archive of content exceeds what other companies and websites have attempted to do for local music. Over the past few years with the impact of the pandemic, local artist and bands have struggled significantly. The music industry body West Australian Music has estimated industry losses totalling nearly $100 million since the pandemic (Charlesworth, 2021). Furthermore, artists looking to promote their content on social media platforms struggle to see impressions as the algorithms do not value individuals posts. The Perth Music website, however, is a platform with all music content in one place. This makes it easy for those interested in local music to find information on their favourite artists quickly and for local artists to have a direct connection to their audience and venues interested in hosting musicians.

The Perth Music website has the potential to be a platform, that unlike any others, is a key intermediary between the many stakeholders in the Perth music scene. Not only a library and historical museum of Perth music culture but a connector between artists and audiences, a clear differentiator to other companies and platforms.

Economic Impact Statistics:
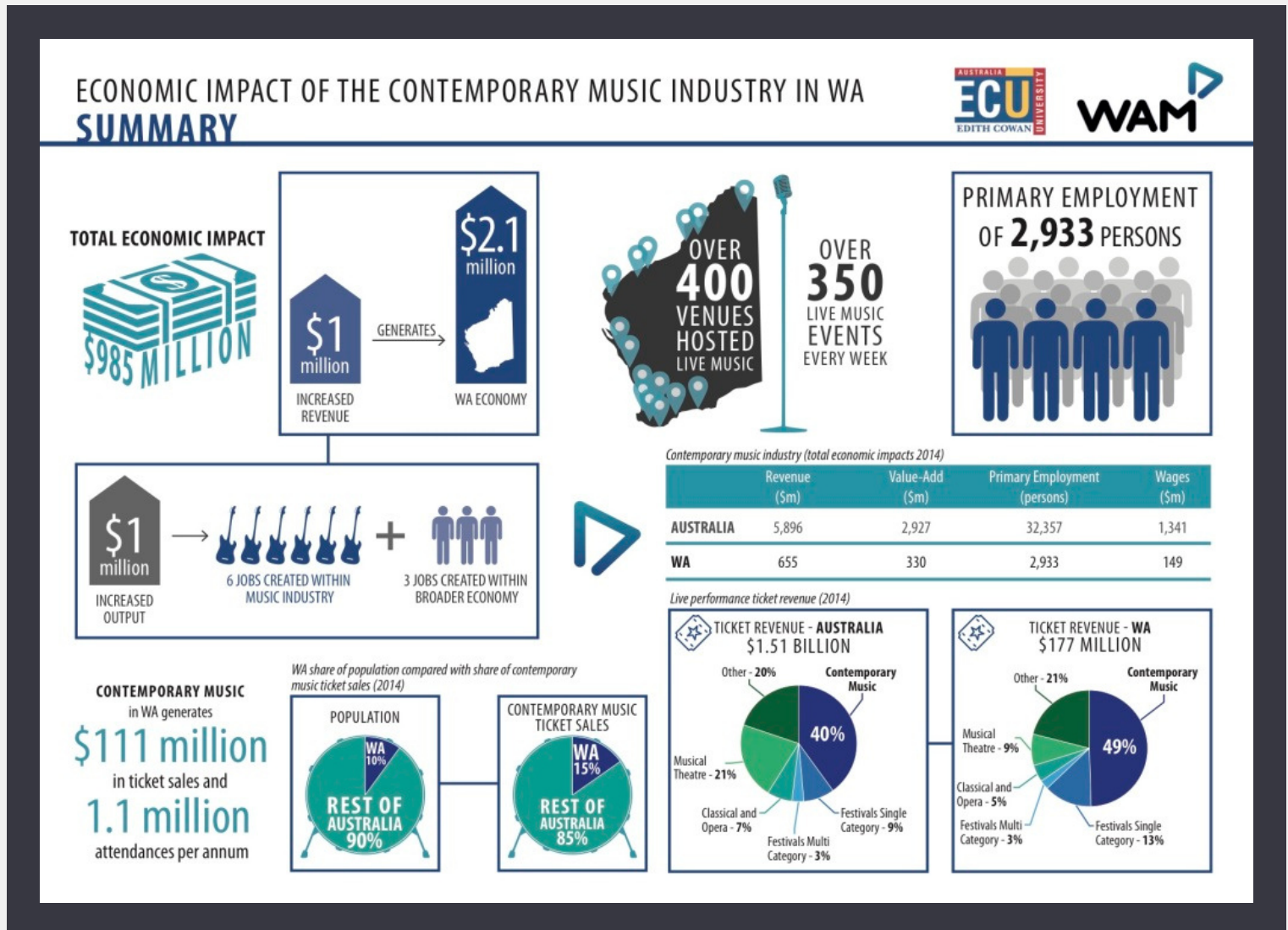
(WAM, 2021).

The economics of the website:

This distinction and potential as a website can approach two roads, a non-for-profit website gifted to the community, or a for-profit site which can easily be achieved with its extensive resume and predicted high user engagement. Broker websites such as linked-in work in this similar manner, as a platform with a high number of users they can interest companies looking to promote opportunities to such wide audiences as well as draw more users in with the promise of these opportunities in a self fulfilling cycle. The Perth Music website has the potential to be an influential platform of this type. Research conducted by Edith Cowan University reveals that the WA contemporary music industry is worth nearly $1 billion and is growing significantly every year (WAM, 2021).

STAKEHOLDER ANALYSIS

Perth Music listeners and event attendees ages 15-40:

Psychographics:
- Interested in seeking out and supporting local music artists and attending performances at various venues
- High attendance rate at music festivals between ages of 18-24 (Australian Bureau of Statistics, 2009).
- Care about keeping the local music culture alive
- Use social media platforms to communicate with local artists and engage in music news

As the largest stakeholder group for this website music listeners have significant effect on the local music scene. Without these dedicated supporters the Perth music culture would cease to exist as they are the main sponsors to local music artists and venues. As avid hunters of new musicians and music events they are active on social media platforms such and Facebook, Twitter, and Instagram.

Perth Music listeners and event attendees ages 40-70:

Psychographics:
- passive listeners to local music through radio channels and local venue performance.
- Lower usage of social media channels, highest being Facebook.
- Higher engagement in receiving information through traditional media channels.

As an older stakeholder group social media engagement is low. Local music events or music artist promotion is often received through traditional media platforms such as TV news channels and newspapers, therefore event attendance by this age group is lower than those aged 15-40.

Perth music artists:

Psychographics:
- usually up and coming musicians and bands.
- Ages typically range between 18-30.
- Rely on performing at different venues to promote music.
- Interested in up-keeping their social media platforms for promotional purposes.
- Care in engaging large audiences and having easy communication with them
- Mainly use social media platforms.

Local Perth musicians are a key stakeholder group of this website, presently and in its future development as they are creating the content of the website. Interested in engaging their audience and up-keeping branding they rely on social media as platforms for promotion, however, this is often overshadowed by non music content with un-favouring algorithms.

Perth Music Venues:

Psychographics:
- Includes, bars, festivals, cafes, and restaurants.
- Care about promoting local music.
- Use local talent to draw in customers and patrons
- Want to keep their venues open and running

Many Perth music venues rely on the musicians to bring fans and customers to their establishments. Through the pandemic, many venues have struggled to stay open. Now these venues are looking to reestablish themselves and grow the local music culture again.

Partnership Stakholders

Perth radio stations:

Psychographics
- Interested in promoting local artists.
- Interested in engaging a wide range of listeners and sponsors.
- Looking to further promote their own stations.

Perth radio stations are one of the key promoters of local musicians and events with reach to wide audiences across Perth. As the Perth Music website holds records of these radio broadcasts and similarly promotes local musicians, this would be a perfect potential partnership between the Perth Music website and Perth radio stations as both platforms can promote each other.

Local traditional media:

Psychographics:
- Includes, TV news stations, magazines, and newspapers.
- Main audience engagement is aged 40-70.
- Interested in local news and stories.
- Interested in promoting local businesses and events after the pandemic to help economic growth.

The Perth Music website, as a local business looking to promote local music, venues and events, has values that align with those of traditional media platforms, to promote local businesses and events. This stakeholder group is therefore a potential major partner in promoting the website as it offers updated local music news, scoops and encouragement of economic growth in return.

Grant Stakeholders:

Government of Western Australia department of local government, sport and cultural industries:

Contemporary music fund grant:
- The Contemporary Music Fund assists homegrown contemporary music artists with projects that enable them to produce and promote their work, along with building links nationally and internationally.
- The State Government has extended its commitment to the Contemporary Music Fund (CMF) with an additional $3 million over four years through to 2025. This is welcomed support for WA's contemporary music industry and will aid its recovery from the effects of COVID-19.
- Eligibility: Individuals, groups and organisations are welcome to apply (Department of Local Government, Spot and Cultural Industries, 2022).

As a website based in Perth music looking to grow into a platform that promotes and celebrates local music talent, a grant can be awarded to assist in the development of this website. The state government looks to give money to campaigns such as this and therefore are a stakeholder group that should be approached for potential funding.

STRATEGY AND EVALUATION

Goal

To rebrand the Perth Music website as a platform to connect music artists, venues, and music lovers together, encouraging the growth of the local music scene by reformatting the platform for an easy user experience, and launching the website by raising awareness through traditional and social media channels.

Objectives

1 Apply for 5 sponsorships and grants by creating awareness of the Perth Music website's rebranding visions and values in a professional application within the first 3 months of the campaign start, measured by number of applications successfully submitted.

Evaluation:
Success of this objective is determined by accepted grant submissions. A minimum of 5 is chosen to ensure a higher chance in receiving a grant. Issues to consider are the variety of application processes between different grants as well as the grants timing and prerequisites required for application.

2 Rebrand the Perth Music website into a platform that creates an easy user experience within 8 months of the campaign start, measured by successful reviews of website by social media testers.

Evaluation:
Media content PR analysis strategy (Walter, 2000): Feedback by the websites platform testers will be prioritised and reflected in the final design to achieve this objective. Issues to consider will be the amount of people testing the website which will impact the amount of feedback and time to enhance the website.

3 Successfully launch the rebranded website to the public within 12 months of the campaign start, measured by number of bug fixes required.

Evaluation:
PR cyberspace analysis strategy (Walter, 2000): For this objective to be successful users need to be drawn into returning to the website by having a positive user experience, growing the user platform. For this to occur, upkeep of the website with awareness of bugs well as extended user feedback is crucial. Issues therefore to consider is the time it takes to fix these bugs as these will deter users.

4 Bring awareness to stakeholders about the launch of the website through traditional and social media marketing within 13 months of the campaign start, measured by increasing numbers of impressions and users on the website.

Evaluation:
Awareness and comprehension PR measurement (Walter, 2000): user engagement will be used as the measurement of this objective, users in different stakeholder groups will determine the success of various marketing campaigns for each group. Issues to consider are fake accounts or accounts that do not provide user information that determines the stakeholder group of that user, this skews the user data and does not give accurate feedback about the marketing campaigns, however, this can be solved by requesting user information prior to making an account.

5 Create a positive and growing platform with 5000 users through monitoring user feedback and continuing planned marketing tactics within 15 months of the campaign start, measured by number of users and positive feedback.

Evaluation:

Attitude and preferences PR measurement (Walter, 2000): The number of website users, new or returning and their feedback will determine the success of this objective. Positive user feedback equals a positive and growing platform so continuous updates of the website that reflect this feedback will ensure this. Issues to consider is the time for the feedback to be process and adapted into the website to meet this objective within 15 months.

Strategies for this campaign will include:

- raising money through sponsorships and grants.

- Partnering with graphic design and social media professionals.

- Designing the website in a way that is easy for user access.

- bug testing the website so it is user friendly.

- Launching the website.

- Encouraging user engagement through marketing techniques.

- Reaching out to music artists and venues about the website

- Advertising the website to increase user engagement through traditional media channels and social media channels.

- Communicating the values and missions of the website to stakeholders to encourage engagement.

- Emphasising the importance of the local music scene and its comeback after the pandemic through the website.

- Continuing to accept and develop on user feedback.

Why this Strategy?

This strategy keeps in mind the vision create a platform that is culturally and socially significant to the local Perth music scene. It supports the opportunity statement to be the conduit platform to relaunch the local music industry. This strategy addresses the issue of dormant potential and raises it to its fullest potential, rebranding and redesigning the website as asked by the owner.

This strategy uses a two-way symmetrical PR model as the websites success relies on positive user engagement which is created using open and honest communication techniques to promote mutual benefit among the websites stakeholder groups. This model is committed to from the start of the campaign to the end and onward as updates according to user feedback is a proven way to continue engaging users. The marketing tactics focus on both information seeking individuals and information processing individuals, as according to Grunig's situational theory of publics model, these two groups define the engagement expectations of the websites stakeholder groups. These techniques ensure good customer and stakeholder relations (Grunig, 2005).

MESSAGES AND MEDIA

Perth Music listeners and event attendees ages 15-40:

"Never miss your favourite artists releases and gigs with the Perth Music website."

This message was chosen for this group according to their interest in keeping up to date with festivals, gigs and live shows. Therefore, this message required an essence of "fear of missing out" which creates a call to action to visit the Perth Music website.

This key message will be pushed on social media platforms such as Instagram, Facebook, and Twitter as this stakeholder group mainly receives information through these platforms.

Perth Music listeners and event attendees ages 40-70

"New and exciting live music events every week, never miss an event near you with the Perth Music website."

This message is construed in this way to appeal to the passive listener type of this group. It is written to emphasise the website as a place to find live music events within convenient distance and time "every week".

Mainly using traditional media channels, this message will be pushed through TV news channels and newspapers, as well as posters and flyers at their favourite venues. Additionally Facebook will be the main social media platform for this message as this is the most used social media platform for this stakeholder group.

Perth music artists

"Promote your gigs, your releases and show yourself off on the Perth Music website, all things music in one place."

This message is curated to emphasise easy promotion and communication audiences, all under the comfort of one platform. The key message draws in the stakeholder group by stating what they want to hear, creating a call to action to the website and ending with a catch phrase.

This key message will reach this stakeholder group through social media channels such as instagram, Facebook and twitter as these are the main platforms that artists choose to promote themselves on.

Perth Music Venues:

"Need live artists and bands? Find them on the Perth Music website."

This message states what venues are looking for and where they can easy access to it through a call to action.

This key message will be delivered to this stakeholder group through both social media channels and traditional media channels for a wide general coverage of all age groups which may run these establishments.

Perth radio stations and Local traditional media:

"Perth artists are taking the music scene by storm! Find them on the Perth Music website, all things music in one place"

This message first targets radio stations and traditional media outlets to interest them in the Perth Music website as we supply content for them as a potential partner. Secondly this message can be used to promote to wider audiences through these mediums. This message specifically targets these stakeholders while being inclusive enough to target the much wider general audience. The first sentence engages people in a topic before a call to action to where they can find out more, ending with the key catch phrase of the website which is memorable and impactful.

This key message will be delivered to these stakeholder groups directly though expression of interest and media release emails. They will then extend this message through their platforms to the masses.

Grant stakeholders:

"The Perth music website, bringing together artists, venues, and music lovers with all things music in one place."

This message is rafted to be catchy and impactful. It states the websites purpose and ends with its catch phrase. This is constructed this way to spark interest in potential sponsors about the website. The message emphasises on bringing together the community, an important social value and grant value after the pandemic, and positions the website as a platform to spark this action.

This key message will be pitched to these grant stakeholders individually and through application documents.

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