
Research Presentation

Sound Expressions DJ Entertainment

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Photo: courtesy of SEDJ's webpage

Research Thesis and Planned Initiative

Over the next six months, a public relations campaign will be conducted on behalf of Sound Expressions DJ Entertainment (SEDJ). The purpose of the campaign is to increase SEDJ's brand awareness to their public mainly through social media tools.

The goals that are currently planned are as follows:

- ❖ Assure that marketing/ business materials have cohesive messaging and aligns with target audience communication
- ❖ Create a social media strategy that includes appropriate tools/ promotion for the target audience. This will include a referral program for former brides to recommend and promote SEDJ. SEDJ doesn't currently use Pinterest, but their target audience does, so the effective use of Pinterest will be part of the strategy.
- ❖ Included in the social media strategy will be to research/ recommend local Facebook advertising in order to reach the target audience.
- ❖ A focus group will be created that consists of either the target audience or former brides. Questions will be asked such as how they use Facebook and Pinterest to share wedding material, what kind of wedding material do they share, and how do they search for a DJ.
- ❖ Research local community opportunities in order to promote SEDJ to the target market.
- ❖ If research shows that target audience often conduct Google search in search of a DJ, investigate SEO/ keyword/ Google AdWords to improve SEDJ's organic search results.



Photo: courtesy of graphicsfuel.com

Current State

Clients utilize SEDJ services for the following events approximately as shown: wedding receptions (85%), followed by birthday parties (10%), corporate parties (3%), and school dances (2%). SEDJ averages 1-3 events per month, but there are times where they have no clients for several months. This is due to several factors: most of SEDJ's business is not repeat business, therefore they have to constantly look for new leads. SEDJ currently receives leads via word of mouth and from other DJ's/ entertainers.

SEDJ has only a fractional relationship to the target audience, and that's via word of mouth. SEDJ does receive some business from the target market by virtue of the fact that DJ's are known for hosting wedding receptions.

SEDJ's business goals are as follows: 1) developing a strong website that will generate steady leads from the service area, 2) providing a consistent social media presence, 3) finding strategic ways to draw people to their pages, and 4) building relationships others in the industry such as event planners, so SEDJ has a steady flow of leads to provide more business.



Photo: courtesy of qpp.net.au

Target Audience

SEDJ's target audience for this campaign will be females, ages 25-34 years old. They are single, have a career, and earn between \$30,000- 80,000 annually. They reside in Orange County, California.



Photo: courtesy of bpmredux.wordpress.com

Buyer Persona

A buyer persona is a semi-fictional representation of a client's ideal customer, based on market research and real data about their existing customers. (para 1 Kusinitz). What follows is the buyer persona for the upcoming campaign.

Let's take a look at Sara Jones. Sara is 28 years old and lives in Orange County, California. She is currently employed as a Licensed Vocational Nurse (LVN) at Kaiser hospital. Sara received her LVN training from Concorde Career College. Sara's income level is \$45,000 annually. She is single and lives in a 3 bedroom apartment with two roommates; she enjoys an active, middle class lifestyle. She has an older brother and a younger sister.

Ms. Smith attends church services at Harvest Orange County (OC). She has several close friends at Harvest OC that she likes to hang out with. Sara is an outgoing person, and enjoys spending time with her family and friends, reading, listening to music, eating out, and going to the beach. She also likes to attend weekly aerobic classes in order to stay fit. Sara loves to travel, and often drives to the local mountains or desert for weekend getaways. Ms. Smith plans to get married and have children.

Ms. Smith is active on social media, primarily Facebook, where she has over 300 friends. Sara also uses Pinterest on to pin photos and look at photos of others. She loves watching uplifting videos on YouTube directly and via Facebook shares. Sara uses her iPhone 5 for texting, phone calls, listening to music, playing games, taking pictures, keeping up with Facebook and current events. She communicates with her friends and family primarily via texting and an occasional phone call.

Sara currently has no relationship with SEDJ. She needs what SEDJ has to offer because she plans to get married someday.



Photo: used with Allyson Turner's permission

Competitive Analysis

When asked about their main competitor, or a DJ company in which SEDJ could aspire to, SEDJ's reply was that there too many DJ's in Southern California. By doing a Google search on "OC DJ" and other variations, we discovered ActiveSoundsInc.com kept popping up as the first result in the ad section of Google.

ActiveSoundsInc.com offers services that are the same as SEJD: Mobile DJ, karaoke, and photo booth. For the Mobile DJ component, both companies offer the same event services which are weddings, corporate parties, private/ birthday parties and school dances. ActiveSoundsInc.com also offers photography and videography services- SEDJ does not currently offer these services.

SEDJ is unique in a few areas: they only book one event per day, whereas other DJ's often book several events per day. This is advantageous for the client because they are well taken care of and not rushed. Another benefit that SEDJ enjoys is that even though they provide high quality, professional services, their prices are on the low end (\$800 vs \$1000-1200 per wedding).

SEDJ will be set apart by their professionalism, personal care, and price. When asked why should someone select SEDJ over another DJ, Chris replied "I'm very passionate about what I do and I believe my personality, expertise and charm is a winning combination."



Photo: courtesy of panda.com

SWOT Analysis

Strengths

Chris at SEDJ has a real passion for music, entertainment, and to provide his guests with a memorable, enjoyable time. Another strength of SEDJ's is that they are always prepared for the event, always act in a professional manner, and as was noted earlier, they only book one event per day. SEDJ puts people over profit.

Weaknesses

SEDJ does not have a proactive social media strategy. Nor do they have much if any involvement in the community. They also have not targeted a specific audience for their PR efforts. We will recommend a social media strategy with the target audience in mind in order for SEDJ to increase brand awareness.

Opportunities

SEDJ has so much potential despite being in a very competitive industry. Providing a campaign that appeals to the target market both via social media such as Facebook and Pinterest locally via target market hangouts, SEDJ should see a real improvement in brand awareness.

Threats

One of the largest threats that SEDJ faces is for them to continue to be mostly reactive in nature. Business as usual will not improve their business. Another threat could be that SEDJ doesn't invest the time or resources to make our recommendations a reality.

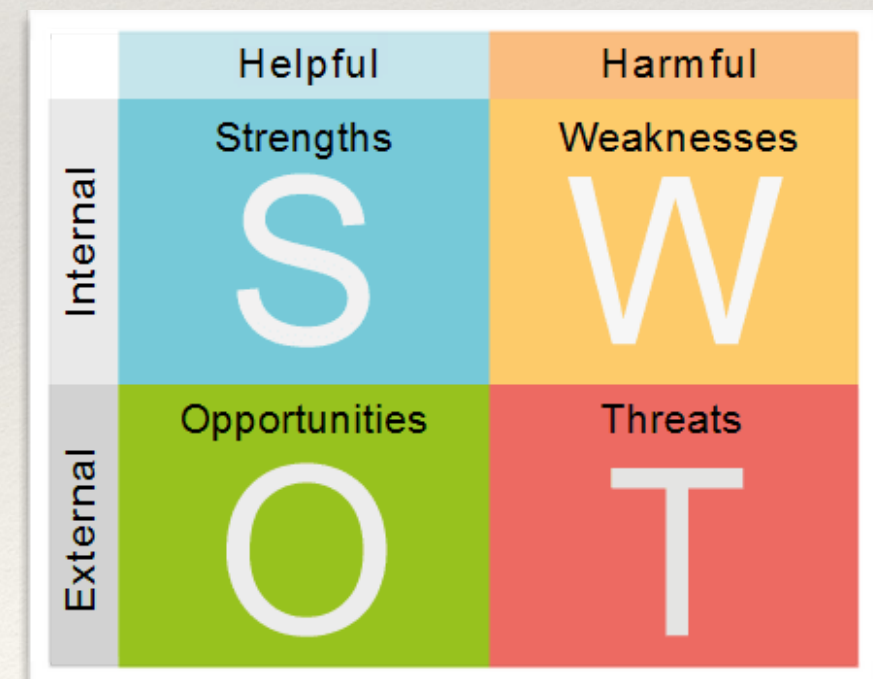


Photo: courtesy of discoveryresearchgroup.com

Secondary Research

Here are some questions and answers regarding the target audience:

1. What should the age range be? One of the reasons that the age range of 25-34 years was selected is that according to Barkhorn, the average age for women in the U.S. to get married for the first time is 27 years old. (Barkhorn). This is important because weddings represent SEDJ's core business (85%) and is the focus of the campaign. A ten year range was chosen because Flynn says that both the media that is used to reach the audience, as well as the messaging varies greatly with age. "When you narrow your focus, you broaden your base." (Flynn).
2. What gender should be targeted? The target audience will be female. Women have been selected for 2 reasons: 1) Chris Allison, SEDJ's owner, says that most of his clients have been women, and 2) according to Clark, women drive social media much more than men. (Clark). Since social media and sharing content go hand in hand, creating content that encourages sharing will be a crucial factor in increasing awareness for SEDJ.
3. What geographical area should be used? SEDJ currently serves the following counties in Southern California: Orange, Los Angeles, Riverside, and San Diego. Finding a narrower geography in which to serve the target audience will help with the focus of our campaign. Since SEDJ is located in Orange County, we began our research here. We want to look at how many people in our target audience live in Orange County and then compare that to the number of DJ's to get an approximate idea what the opportunities are per DJ. We already know that our target audience is females age 25-34. As of the 2000 census, there were 462,244 females age 25-34, which represents 16.2 % of the population. (American FactFinder). A search for number of DJ's in Orange County per the EBSCO Host database proved to be fruitless. It was determined that this line of questioning is irrelevant. This is because since we will be targeting this demographic, having a half million prospects is a goldmine, regardless of how many DJ's there are in the region. Zeroing in on Orange County will also help with finding local Facebook fans since SEDJ's business is local. (Linwright). It could also prove useful for SEO by using such search terms as "OC DJ" or "Orange County DJ."



Photo: courtesy of live.surveyshack.com

Secondary Research (cont'd)

Here are some questions and answers regarding DJ's:

1. What qualities are important in selecting a DJ? According to McMichael, “finding the right DJ can transform your event into a true experience, a set of memories that your guests and your clients will enjoy forever. Be sure to reflect on the ‘Three Ps’ - preparation, professionalism and presence - when looking for a professional disc jockey.” As we noted earlier, since SEDJ is priced below the competition, this is one of our ‘Ps.’ Also, we’ve decided to use the word personal instead of prepared for the simple reason that we believe it resonates better with women and being prepared is a component of professionalism. So, our ‘Three Ps’ are Professional, Personal, and Priced right. We’ll confirm with the focus group.
2. How can a DJ increase the amount of leads? Padovani points out that “It’s a lot easier to build on something that’s already working for you than it is to try something totally new.” (Padovani). Just as Chris has told us that most of his business comes from “word of mouth,” Padovani agreed that most wedding professionals had the same answer. So, a referral program of former brides could be very effective. Examples could include getting a friend to Like your Facebook page, sharing a positive experience about their wedding on your Facebook page, posting a pic on Pinterest that includes your hashtag (such as #SEDJrocks), writing a positive review on Yelp. BTW, Padovani’s blog has many great tips and is worth reading.



Photo: courtesy of lifetimezone.com

Secondary Research (cont'd)

Here are some questions and answers regarding social media:

1. What social media platforms do women use the most? This question is quantitative and helps SEDJ know where to focus their message. According to Clifford, women use Facebook, Tumblr, Pinterest, Instagram, LinkedIn, and Twitter.
2. What emotions cause people to share? According to Libert, there are three elements that all viral content has in common: positive feelings, emotional complexity, and the element of surprise. “There was a significant correlation between the number of content views and the number of positive feelings (such as joy, interest, anticipation, and trust) reported by study participants. This suggests that generating positive feelings is a key step in garnering initial views.” (para 10 Libert). Kelsey claims that these finding hold true regardless of age and gender.
3. What’s an effective way to share across social media platforms? This question is being asked because SEDJ has struggled thus far in creating both quality and quantity content. Finding a way to share across platforms may help them. According to Cherenson “For marketers and professional communicators, hashtags are potent tools for boosting a campaign’s online visibility and have the potential to sync multi-platform social media and traditional media programs. It could prove – at least for now – to be the ideal means of bridging all social media platforms.” (para 3 Cherenson).



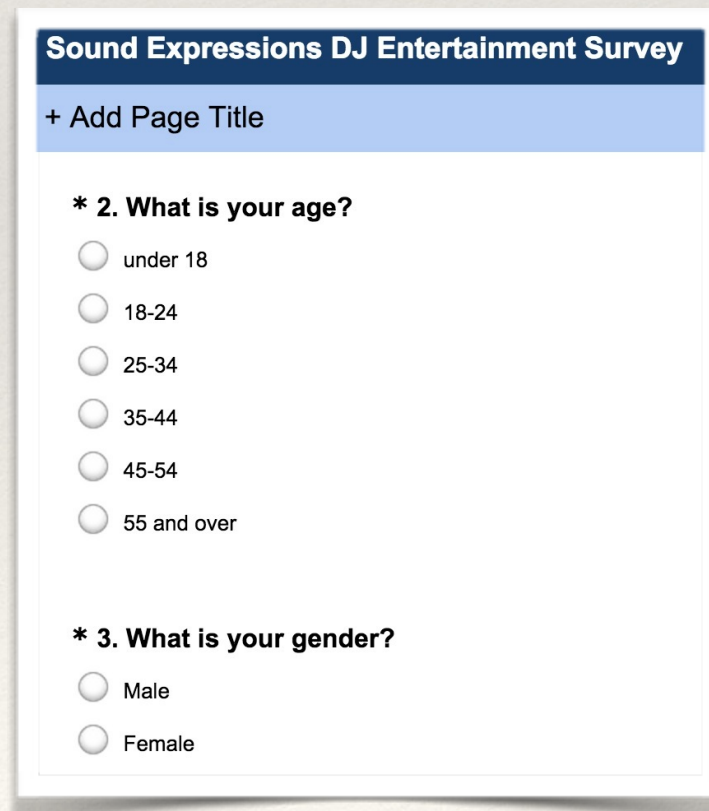
Photo: courtesy of <http://firstexperience.com/>

Primary Research

Primary research was conducted via an online survey that was created on 11/30/14. The survey consisted of 10 questions, and was designed utilizing SurveyMonkey.com's free survey wizard. The survey was limited to ten questions due to restrictions of the free version. The survey ran for ten days from 12/3/14 through 12/12/14. In all, four people responded to the survey, including the owner. Since we had no way of separating or deleting the owner's results from the survey data, it was included. This translates to a 1.1% response rate. None of the respondents were part of the target audience.

Participants were selected from SEDJ's Facebook page, as well as from the owners Facebook page. Initially a post was sent out to both pages. But after no replies were received, we asked SEDJ to send the post out via Facebook Messaging in order for the recipients to receive a notification in case they didn't see the first post. All of the 71 people who were SEDJ's Facebook fans, as well as the 275 friends and family from the personal Facebook page received the link to the survey, amounting to a total of 346 recipients. In order to incentivize the audience, the invitation to participate in the survey included a chance to win a \$10 Starbucks gift card for those willing to provide their contact information.

The survey results were collected and analyzed from SurveyMonkey.com's Analyze Results feature. The data was not statistically significant due to the small sample size.

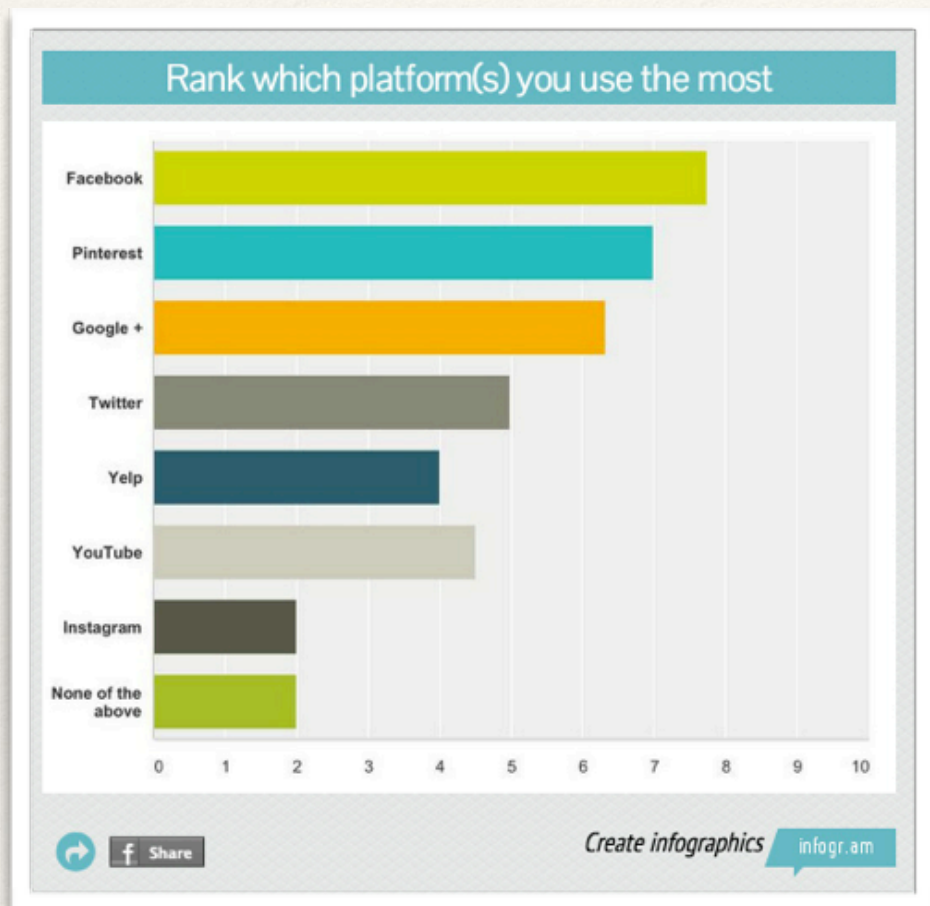


The image shows a screenshot of a SurveyMonkey survey interface. At the top, there is a dark blue header with the text "Sound Expressions DJ Entertainment Survey" in white. Below the header is a light blue bar with the text "+ Add Page Title". The main content area is white and contains two questions. The first question is "* 2. What is your age?" and has six radio button options: "under 18", "18-24", "25-34", "35-44", "45-54", and "55 and over". The second question is "* 3. What is your gender?" and has two radio button options: "Male" and "Female".

Photo: Curtis Nabors PR

Primary Research (cont'd)

Infographics that represent two survey questions:



Pinterest scored second overall. All three women selected Pinterest as their choice 1, 2, and 3 respectively. Further research will be conducted to see how brides use Pinterest and how SEDJ can leverage this. This should bode well for SEDJ since women are their target audience, and since women use Pinterest over men four to one. (Duggan).

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