# Consumer Analysis for

# Sound Expressions DJ Entertainment

# Curtis Nabors

# Full Sail University

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# Introduction

For this paper we will begin researching and identifying the specific consumer for the client to be represented in our Public Relations Capstone. The client is Sound Expressions DJ Entertainment. For brevity’s sake, we will refer to them as Sound Expressions. A PR campaign will be developed for Sound Expressions, which will be designed to increase brand awareness. We will identify and describe the Buyer Persona and Target Audience for Sound Expressions. We will also investigate the primary research that will be required in order successfully complete the Capstone. Finally, we will create a survey or a plan for a focus group to be conducted in the following week.

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 Sound Expressions.

Let’s take a look at Sara Jones. Sara is 25 years old and lives in Orange County, California. She is currently employed as a Licensed Vocational Nurse (LVN) at Kaiser hospital. Sara recently 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 in Irvine with two roommates; she enjoys an active, middle class lifestyle. She has an older brother Kyle and a younger sister Jenna.

Ms. Smith attends church services at Harvest Orange County (OC) on Sundays, where she has been attending for a few years. 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. After settling into her career and doing some travelling for a few years, she hopes to get married and have children.

Ms. Smith is active on social media, primarily Facebook, where she has 327 friends and counting. Sara also uses Pinterest on occasion 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 Sound Expressions. She needs what Sound expressions has to offer because she loves parties that have music and could use a company like Sound Expressions for her wedding reception, birthday party or corporate party.

Target Market

It’s very important to define a specific and primary target market for Sound Expressions. For example, the age range should only be 10 years. Using a range from 20-70 years old is too broad, and thus, the messaging will be too vague. By pinpointing the target audience, it will help to know how to reach your audience. As my professor pointed out so nicely, “You should know your audience SO well, that you know their needs more than THEY do.” (Palmisano).

The target age range is from 25-34 years old. One of the reasons that this range 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. The other reason is that weddings represent a good portion of Sound Expressions business. The target audience will be female. Women have been selected for 2 reasons: 1) Chris Allison, the Sound Expressions owner, says that most of his clients have been women, and 2) according to Clark, women drive social media much more than men. Since social media and sharing content go hand in hand, creating content that encourages sharing will be a crucial factor in increasing awareness for Sound Expressions.

This group primarily resides in Orange County, California. The education level spans from a High School diploma to a four- year degree. Income for them is between $30,000- 80,000 annually.

Since these women live in Southern California, they have an active lifestyle. They participate in either sports or fitness or both. They are very involved in communicating via texting and social media, and they do so via smartphones and tablets. They believe in having strong connections with their family and friends.

This group is morally and politically conservative and generally goes against the grain of what Hollywood and today’s liberal schools are promoting. Many are involved in pro- life, pro- family movements. They also participate in volunteer events such as feeding the homeless or reaching out to the elderly.

The target market needs what Sound expressions has to offer because they love parties that have music and could use a company like Sound Expressions for their wedding reception, birthday party or corporate party.

Survey/ Focus Group Research

Research was conducted in order to understand the types of surveys and focus groups available to Sound Expressions and the target market. The types of surveys come in two forms: the survey that’s conducted according to instrumentation and according to the span of time involved. Surveys administered via instrumentation include the questionnaire (paper/ pencil or online) and the interview (in person, one-on-one). Surveys that utilize the span of time are comprised of cross-sectional surveys (one time) and longitudinal surveys (over a period of time). (Sincero).

Two types of focus groups are used: 1) Single and Two-way, and 2) Dual Moderator, Dueling Moderator, and Respondent Moderator. The most common of the two is called the single, or one-way focus group where all of the respondents are placed together to interactively discuss the topic of the survey. This group is generally comprised of 6 to 12 members. (Sincero). These groups can either meet in person, via telephone, or online using tools such as Skype.

In studying the effectiveness of online surveys for women ages 23-33, primary research for Sound Expressions and its target audience should be conducted using this vehicle. Fenner began by stating “recruitment of young people for health research by traditional methods has become more expensive and challenging over recent decades. The Internet presents an opportunity for innovative recruitment modalities.” Their goal was to assess the feasibility of recruiting young women using targeted advertising on Facebook. The results were as follows: A total of 551 females responded to the advertisement, of whom 426 agreed to participate, with 278 completing the survey (139 at the study site and 139 remotely). According to the report, the respondents' age distribution was characteristic of the target population, while 18- to 25-year-olds were more likely to participate in the study and complete the survey than 16- to 17-year-olds. Average cost in advertising fees per compliant participant was only $20, making the online survey highly cost effective.

The conclusion was that “results demonstrate the potential of using modern information and communication technologies to engage young women in health research and penetrate into nonurban communities. They believe that the “success of this method has implications for future medical and population research in this and other demographics.” (Fenner 2012).

Survey/ Focus Group Design

The survey will be designed online via SurveyMonkey.com. The plan is to post a link to the survey on Sound Expressions Facebook page, as well as Chris Allison’s personal Facebook page. This is due to the fact that 1) Arika and most of her friends attend Sound Expressions OC, and 2) Arika is part of the target audience. The post will provide a carrot for people to respond to the survey by offering a $10 Starbucks gift card. The survey will be posted on Facebook once it is approved.

Text for Facebook post:

This survey has been created to help increase brand awareness for Sound Expressions DJ Entertainment (SEDJ). The results will be shared with SEDJ, but your responses will remain confidential. OPTIONAL: As our way of saying “Thanks for your time” please enter your contact information for a chance to win a $10 Starbucks gift card.

Link to survey:

Here is the survey:

Thank you for taking the time to complete this survey. We value your feedback so we can help Sound Expressions DJ Entertainment (SEDJ) to increase their brand awareness. NOTE: this survey has been designed by the independent firm CurtisNaborsPR.com and was created as part of a school project in public relations. The results will be shared with SEDJ, but we promise that your responses will remain confidential.

OPTIONAL: As our way of saying “Thanks for your time” please enter your contact information for a chance to win a $10 Starbucks gift card.

First Name

Last Name

Phone number

1. What online platforms do you currently use?

Check all that apply:

Facebook

Twitter

YouTube

Instagram

Pinterest

Yelp

LinkedIn

Google +

Other

None of the above

1. If you could only select one online platform to use, which one would it be?

o Facebook

o Twitter

o YouTube

o Instagram

o Pinterest

o Yelp

o LinkedIn

o Google +

o Other

o None of the above

1. What is your age?

o under 18

o 18-24

o 25-34

o 35-44

o 45-54

o 54 and over

o I prefer not to answer

1. What is your gender? o Male o Female o I prefer not to answer
2. What is your marital status? o not married o married
3. What event(s) would you hire a DJ for?

Check all that apply:

Birthday party

Wedding reception

Holiday party

Graduation party

Corporate event

Other

I would not hire a DJ. Here’s why:

1. If the DJ gave you a chance to share your experience real-time via their social media channels such as their Facebook page and/or Twitter hashtag, how likely would you do so? o Not likely o Somewhat likely o Very likely
2. If you were in need of a DJ, what resource(s) would you most likely use to find one?

Check all that apply:

Google search

Wedding planner

Yelp

Friend’s referral

I don’t need to search because I’d use a DJ that I already know

Other

1. What is the most important factor that would cause you to select one DJ over another?

o price

o music selection

o Yelp review rating

o I know the DJ personally

o friend’s recommendation

o other

1. Have you ever hired SEDJ for an event? o Yes o No
2. If yes, how likely would you hire SEDJ for another event? o Not likely o Somewhat likely o Very likely o Not applicable

Thank you for taking this survey, your time is appreciated!

A focus group may be utilized at a later date in order to gather secondary research via experiential qualitative data for things like social sharing, DJ sentiment in general, as well as opinions of the music industry. My daughter and her friends are part of the target market, and she’s agreed to participate in a focus group.

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