
Marketing Mix Menu

Innovative Programming Competition

University of North Texas

College of Music

Music Business & Entrepreneurship

For competition details click [here](#)

WINNER

As the winner of the Innovative Programming Competition, you (your group) will receive a **\$250** scholarship award to put towards marketing for the winner's concert. This document includes a menu of marketing options for you to explore as you curate the marketing for your concert.

BUDGET

It is important to budget and apply your funding to an array of marketing strategies to increase your return. Remember that some of these do not involve spending your \$250 allowance but are equally valuable. The biggest investment will be your time and creativity to create the best promotional materials and outreach to gain the audience you deserve for your winners concert.

SOCIAL MEDIA

Facebook

- Does your group have an artist page separate from your personal account(s)?
 - If not, create one and gain likes
 - Promote the page to your friends and family members
- Facebook Event
 - All details of concert event (date/time/location) plus unique banner photo and ongoing posts in the event page to gain momentum
- Paid promotions
 - You can promote your event, or even individual posts about the group, program, and/or concert using the paid ad feature on Facebook
 - You will need to individualize your promotion to reach the desired locations and demographics of users
 - For example: \$40 promotion across 7 days leading up event, targeting users 18-50 with interests in music, art, culture, within a 50 mile radius of Denton

Instagram

- Utilize Instagram tags to attract more users to your promotional posts about the concert
 - Tag locations, businesses, people, who are relevant to the event
- Add to your “Story”
- “Go live” during rehearsals for a sneak peek for your followers
- Paid promotions
 - Can run simultaneously through Facebook & Instagram using one promotion (if you have your IG account linked to your FB artist page)

PRINT & ONLINE MEDIA

Local Newspapers & Magazines

- Take out an ad in the arts & culture section or classifieds
- Contact a journalist and ask for an article or review
 - The DENTONITE
 - They have reviewed previous winners of the Innovative Programming Competition
 - The Denton Record Chronicle
 - The North Texas Daily
- Collaborate with the GDAC for more coverage

TV & RADIO

Local Stations

- North Texas TV
- KNTU “The One” 88.1
- Denton Radio

VISUAL MARKETING

Flyers/Posters

- Design an eye-catching, professional, artistic poster for your concert (include GDAC) (suggested: use a template gallery like Canva or Adobe)
- Print through Eagle Images in the Union
- Post flyers around College of Music and in local businesses
 - GDAC
 - Cafes/restaurants/bars around the Square
 - The “local happenings” board at some Starbucks/other chain businesses
- Design version for the digital boards in the UNT Union

-
- Free
 - You need permission and approval from the flyer reviewers

INCENTIVES TO ATTEND

Food & Beverages

- Alcohol is allowed
- Food trays (fruit & cheese; charcuterie board; hors d'oeuvres; or something more casual, up to your discretion & decided budget)
- Communicate with GDAC for setup and presentation of anything you'll be offering/catering at the event
- Ask a local bar to sponsor the event by giving you a discount on a bulk purchase of wine/food in exchange for a mention in the program or concert or promotional materials
- Door prizes/gift bags

Exclusive Access to YOU

- Promote a sneak peek at a new project you (your group) are working on (album, another concert, original music, etc.) only for attendees of the concert
- Personalized thank-you notes/messages to attendees