

Promotional Plan for Park Life



Professor  
University  
City, State  
February 20, 17

Simpletense

### Introductory Letter

Dear [Booking Agent's Name]:

My firm represents Park Life, a group of talented musicians based in Kent. Audiences love Park Life for their versatility and ability to kick any event into high gear, especially when participants are reluctant to get out on the dance floor. Although the band is happy to cover popular songs by the Beatles, Blur, and Johnny Cash, they also write and perform their own music, giving them a varied repertoire that is suitable for weddings, fundraising events, and private parties.

*Premier Bride* magazine recently published an article on the importance of choosing a wedding entertainer with local ties. According to the article, brides and grooms are booking local acts at a much higher rate than in the past, indicating a desire to hire local entertainers instead of paying more to bring in acts from London or Manchester. All four members of Park Life have strong ties to Kent, making the band an ideal choice for your client's special event.

If your clients need a versatile band with more than 20 years of combined experience in performing for diverse audiences, please do not hesitate to contact me. Feel free to call +44 207 100 1333 or email me at [ParkLifePR@theagency.co.uk](mailto:ParkLifePR@theagency.co.uk) to book Park Life for an event or request a digital version of the band's demo.

I look forward to helping you book the best entertainment for your client's events.

Sincerely yours,

[PR Representative's Signature]

### **Introducing Park Life**

Park Life started out as a group of friends who wanted to spend their weekends making music and having fun. Since their first rehearsal in 2011, all four band members have grown to love performing in front of live audiences and experimenting with different musical styles. The band now performs at weddings, engagement parties, fundraisers, and other private events.

Lead singer Devon Sheffield wows audiences with his smooth vocals and high energy level, especially when covering songs such as “Don’t Stop Believing” and “Bohemian Rhapsody.” When he is not belting out covers of famous power ballads, he is a talented songwriter who enjoys experimenting with different genres and writing his own lyrics.

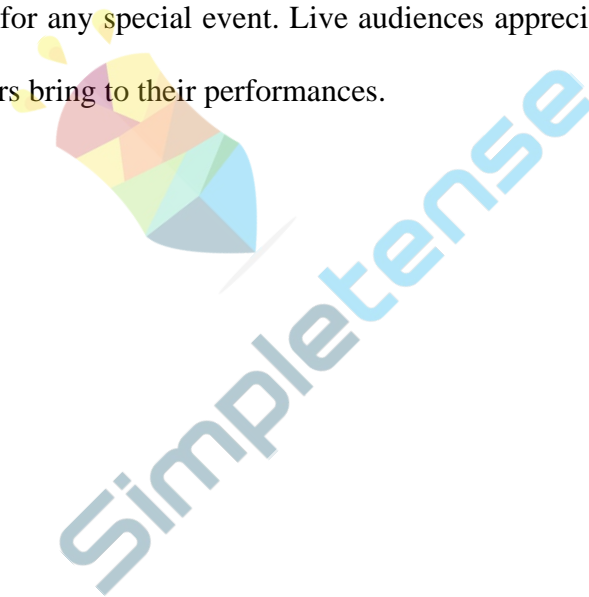
Michael Harrison plays guitar and provides back-up vocals for the band, but his music career started way before he met Sheffield and the other band members. As a teen, Michael traveled around the United Kingdom, playing the piano at special events. Now that he is a member of Park Life, Michael plays guitar and provides back-up vocals on all covers and original compositions.

Robert Thompson, known as Bobby T. to his adoring fans, joined Park Life at the last minute. As a child, he enjoyed playing the keyboard and experimenting with his father’s guitar.

However, he did not set his sights on a music career until Devon invited him to an impromptu jam session. As Park Life's bass guitarist, Bobby T. helps set the rhythm for the entire band.

Percussionist Blake Wilson uses the snare drum, bass drum, cymbals, and other instruments to drive the pace of each song, allowing the other band members to shine in their respective roles. Blake did not start playing the drums until he was 15, but he quickly caught up to his peers and developed a high level of musical talent. When he is not playing with Park Life, Blake enjoys playing video games and hanging out with his dog.

Since 2011, Park Life has performed at hundreds of special events in England, Scotland, and Switzerland. The band performs original songs as well as covers of major hits, making them a versatile entertainment option for any special event. Live audiences appreciate the energy and enthusiasm all four band members bring to their performances.



Images





**Kent-Based Musical Group Celebrates Fifth Anniversary**  
*Park Life Wows Audiences with Smooth Vocals and Musical Versatility*

For Immediate Release (11/25/16)

**Kent, UK:** Members of Park Life, a Kent-based musical group, are pleased to announce that they are celebrating their fifth anniversary on November 25, 2016. Park Life was established in 2011 by lead singer Devon Sheffield and three of his friends: Michael Harrison, Robert Thompson, and Blake Wilson. In just five years, the band has become one of Kent's favorite live acts.

After practicing in a friend's garage for several months, band members held their first performance at a local coffee house. Audience members immediately fell in love with Sheffield's ability to switch seamlessly from covers of old favorites to soulful originals that capture that ups and downs of everyday life. Since their first performance, all four band members have grown to love hosting events just as much as they love making music. Sheffield and his bandmates are known for their ability to take the most subdued group of partygoers and convince them to dance and sing along with the band.

Now that Park Life has a dedicated following, the band has a robust social-media presence, making it easy for fans to stay informed about upcoming events and connect with their favorite band members. Since setting up a Twitter account in 2013, the band has managed to attract more than 7,000 followers. Band members are also active on Facebook and in independent music groups. Of the group's success, lead singer Devon Sheffield said, "It is just amazing how much support we receive from people all over the United Kingdom. What started out as a few friends getting together to make music is now something much more. It feels great to know that people are rooting for us every time we give a performance."

Several factors contributed to the band's success, but it is Sheffield's smooth vocals and Robert Thompson's bass playing that keep audiences engaged. Park Life even managed to capture the attention of Sir Richard Branson, CEO of the Virgin Group. Branson hired the band to perform at a fundraising event in Switzerland, giving Park Life international exposure and giving new audience members the chance to fall in love with the band's unique sound.

**About Park Life:** Park Life is a Kent-based band made up of Devon Sheffield, Michael Harrison, Robert Thompson, and Blake Wilson. The group got its start in 2011, which is when Devon decided to get together with some friends and see if they could make some music together. After their first live performance, the four band members decided to get serious about music as a career. Since then, they have delighted audiences at hundreds of events.

### **Band Description**

Park Life is a four-member entertainment group that performs a mix of covers and original music. In addition to performing live music, band members also act as emcees for fundraisers and other special events, giving them versatility that is unmatched by other local entertainers. Park Life performs at weddings, charity galas, private parties, and corporate events, giving band members plenty of opportunities to entertain live audiences with an exciting blend of music and storytelling.

### **Financial Implications**

At this time, the band's primary source of revenue is ticket sales from live performances and bookings at special events. However, there are several opportunities to generate additional revenue. In the future, the band plans to sell branded apparel, digital music downloads, compact discs, and other merchandise. If the band is able to meet or exceed the projected sales numbers for these items, they should also consider selling branded bags, mugs, and other logoed items. Executed correctly, the band's sales plan could bring in a significant amount of revenue, as merchandise is the "most common source of income related to an artist's brand" (Locker 2013). Although the band generates a substantial amount of revenue from live performances, there are some significant costs associated with performing at venues throughout the United Kingdom. These expenses include travel to and from each venue, lodging in cities that are more than 35 miles from their home base in Kent, instrument repair and maintenance, clothing purchased specifically for performances, meals eaten on the road, and the wholesale cost of tour merchandise. The band also has to pay several workers to unload equipment, ensure that the stage is set up according to members' preferences, and test all instruments before each performance.



### Targeted Media Platforms

Several outlets are appropriate for promoting Park Life's entertainment services. Hit the Floor promotes a wide range of musical genres, giving fans a place to connect and share stories about their favorite bands. The blog is an ideal promotional outlet because it has an active discussion board and publishes interviews with band members. *The Wire* is an online music magazine that promotes artists in a variety of genres, making it an ideal forum for articles on Park Life. Since its inception, there have been nearly 400 issues of *The Wire*, making it a valuable resource for news on musical groups. *Consequence of Sound* is a popular music blog that regularly reaches the top of major ranking lists. The blog does not focus on one particular genre, making it an ideal promotional tool for a band that performs a combination of old favorites and original compositions. *Under the Radar* is an online music magazine that publishes reviews and interviews with band members. The website also has a blog with timely articles on the music industry, making it an ideal promotional tool for a band such as Park Life.

### Social Media Campaign

Park Life needs to use social media to reach a wider audience. Two platforms are ideal for this type of promotion: Facebook and Twitter. As of December 2015, Facebook had 1.59 billion active users, while Twitter had 320 million active users as of March 2016 (*Adweek* 2016). With nearly two billion active users between the two networks, Park Life has an opportunity to promote original compositions, make fans aware of their performance schedule, and make connections with professionals in the music industry. Park Life could also benefit from joining several Facebook groups related to weddings, event planning, and entertainment, as these groups are filled with people who may be interested in booking a band for a special occasion.

The band's social-media strategy involves posting content to Facebook and Twitter on a daily basis. Published content will include a mix of text posts, video clips, and links to articles about the band. Band members will also use their own accounts to interact with fans and increase audience engagement. Because Twitter has a rather low character limit for each tweet, it is best-suited for tweeting short messages about upcoming performances or shortened links to articles about the band. The main message to be promoted is that the band is available for weddings, private parties, and other special occasions. Park Life also needs to send the message that they are willing to perform at venues such as coffee houses and clubs. When using Twitter, the band must also use appropriate hashtags to ensure their content is displayed to the right people. Hashtags are the words and phrases Twitter uses to organise content; a hashtag is preceded by the number sign (Twitter 2010). Park Life should use hashtags such as #UKweddingband, #ParkLife, and #UKentertainment to ensure content is displayed to users who live in the band's touring area.

### **SWOT Analysis**

As a band that performs primarily at weddings and other special events, Park Life has several strengths. One of the band's major strengths is that all of the members have at least five years of experience performing for live audiences. This distinguishes them from bands that are just starting out and have yet to establish a following. Another strength is that the band performs a combination of covers and original songs. Some audience members like to explore new genres, while others prefer to hear their favorite songs at parties and special events. The fact that Park Life plays a mix of original music and old standards makes the band more attractive to event planners who have to cater to audiences with a wide range of musical tastes. Finally, the members of Park Life have found several ways to reduce their expenses, allowing them to charge

reasonable prices for live entertainment. This pricing structure is attractive to event planners who must work within their clients' budgets.

Although the band has many strengths, there are also some weaknesses to address. The band's weakness is that members only recently started performing at venues such as coffee shops and small theatres. Much of their experience is in playing at weddings and other special events, which requires a different skillset than putting on a live performance for a crowd of music enthusiasts. Another weakness is that Park Life does not yet have a strong social-media presence, making it difficult for booking agents and fans to connect with band members. The social-media strategy outlined in this business plan will address this concern, but it will take time to implement the strategy and ensure it produces the desired result. Finally, only one of the band members creates original music and lyrics. If that member ever leaves the band, it will be difficult to find a replacement with the same talents. Because fans enjoy Park Life's unique blend of covers and original songs, this could be detrimental to the group's bottom line.

Several opportunities currently exist for Park Life to excel in the music industry and generate more revenue. All revenue currently comes from ticket sales and event bookings, but there is an opportunity to make additional money by selling branded merchandise at performances. Although the band has performed at corporate events in the past, none of their promotional materials reflect their ability to work with corporate event planners and put on performances that are appropriate for employee picnics, awards ceremonies, and other corporate events. An opportunity exists to increase the number of corporate clients served by the band on a yearly basis. Park Life also has an opportunity to increase the number of live performances at venues throughout the United Kingdom. If executed correctly, the band's promotional strategy could result in more concert bookings and fewer bookings at small, private events.

The music industry changes rapidly, presenting several threats to Park Life's success. First, several new bands have entered the music scene in the past few years, creating additional competition and forcing performers to try new strategies to increase their booking numbers. In the UK, Park Life has several direct competitors in the "function band" category: Vibetown, The Covered, and The Distance are considered among the best function bands in the United Kingdom. The rise of digital music is also a threat to Park Life and other live bands (Pogue 2014). It is tempting for event planners to cut costs by hiring people to play recorded music using a laptop computer or portable music player. Park Life needs to implement a promotional strategy that addresses cost concerns and shows event planners why they should spend extra money to book live performers instead of relying on technology to do the job at a fraction of the price. Finally, there are some significant barriers to entry for groups who want to perform in concert venues. Examples include the high fees charged by ticketing services and the cost of paying for performance space. The band must address these threats before attempting to shift away from performing at weddings and special events to performing in front of audiences of thousands of people.

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