

‘Kiwi’
Harry Styles
Weekly Report 27
4/1 to 4/7

This past Friday I was able to go on the best mentor visit I have gone on all year. During this visit, Ally and I were able to finalize the spending numbers and data for our final product in order to wrap up gathering all the information for the marketing plan side of my project. In addition to this, Ally was able to let me have a mini interview with her coworker, Brooke, who is the digital marketing manager for AEG and works specifically with Instagram, Facebook, Twitter, Spotify, and Youtube postings for concerts. Here, I was able to ask her a number of questions about how Instagram and Facebook ads worked, how to set them up, and how much they cost to run in each cycle. I also learned that one of the most important things to note when putting out sponsored ads on social media, is to have some video aspect to the post. Consumers will not look twice at your ad unless it moves, and/or plays a video to get their attention. An example of this is for Off The Rails fest in a couple of weeks. To do their sponsored posts they had a fast video of each headliner off their lineup singing a piece of their song. This was effective because it grabbed people's attention and let them know you was playing the festival without overloading the ad with words and information.

With this information, I am now aware of what to include in my sponsored posts for my festival, and what to include on my website and festival specific social media account. This will help me better by work and make it more accurate to what is going to be most successful when marketing, especially for a concert.