

Carly Sanzo
April 29, 2024
Manic Presents Social Media Strategy

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CMM 215 Making Sense of Social Media

Manic Presents Social Media Strategy Report



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Part 1:

Manic Presents / Premier Concerts Overview and Audit

Brand History Vision and Mission

Manic Presents is the largest independent concert promoter in Connecticut. They are “A New Haven-based booking and promotions company” and their mission is “to bring the finest underground music to Connecticut” (Manic Presents, n.d.). Premier Concerts was formed in 2004 by Keith Mahler, an investor and concert promoter, and Peter Kauff, an entertainment industry veteran. Kauff sadly passed away in 2013, which then led Premier Concerts to acquire a local indie concert promoter called Manic Presents in 2015. As the two companies formed together, Manic Presents / Premier Concerts became as we see it today. As a result, this allowed the expansion and promotion of a more diverse range of music across the New England region (Manic Presents, n.d.). Manic Presents owns a total of six venues across Connecticut. These include: College Street Music Hall in New Haven, District Music Hall (formerly known as Wall Street Theater) in Norwalk, Powder Ridge in Middlefield, Space Ballroom in Hamden, Westville Music Bowl in New Haven, and The Palace Theater in Waterbury.

Brand Performance, Industry Trends, and Key Competitors

Brand Performance Over Time

Manic Presents has been promoting more well-known artists and other acts over the years to come to smaller, more intimate venues in Connecticut. Because of this, ticket prices at each venue owned by Manic are much more affordable than they would be for a bigger promoter promoting bigger artists like Live Nation. For example, in September of 2023, Manic booked the Grammy-award-winning trio, boygenius, to play at Westville Music Bowl in New Haven, CT. While this is the biggest venue Manic owns, it allows fans in the area to see the group at a cheaper price, and in a more intimate venue that fits all the fans in the area who wish to go. Overall, throughout the last few years, Manic Presents has become more well-known in CT and

other areas around New England because of the artists they bring in and the positive fan experiences in each of their venues.

Industry Trends

Ever since the pandemic hit in 2020, more people have wanted to go out and experience live events, especially live music, and concerts. Due to the high demand post-pandemic, there has been a lot more trouble for true fans of artists getting tickets. Music trends on TikTok are also influencing concert ticket purchases. Many individuals, only familiar with an artist's most popular song, are buying tickets to their shows. They wish to experience that one trending song live, and they often leave the concert right after the performance of that song.

On top of this, ticket scammers and scalpers are making resale ticket prices extremely expensive which makes it difficult for fans to get tickets to concerts. We have seen this most recently with Taylor Swift's 'Eras Tour' with prices reaching more than \$30,000 per ticket (Kaplan, 2024). Due to the high demand and high prices, many dedicated fans who want to see their favorite artists, but do not have that type of budget to spend, are not able to go see them live in concert. The U.S. Justice Department recently filed an Antitrust Lawsuit against Live Nation for these out-of-hand ticket prices (Michaels & Steele, 2024). Additionally, since there is more demand for tickets, there have been longer queues, especially Ticketmaster, while waiting to buy tickets during an artist presale or general onsale.

Key Competitors

Manic Presents' main competitors are Live Nation, the world's largest concert promoter, as well as Concert Crave, a New Jersey-based concert promoter that owns The Webster in Hartford, CT. In particular, Live Nation wants to take over and dominate the concert promotion

industry and establish itself as the only player in the market. In turn, this can eliminate all small and independent concert promoters, like Manic Presents, and will diminish chances for smaller artists to be seen by and attract smaller and local crowds in the area in which they perform. Smaller concert promoters like Manic will continue to fight and stay in the business, as they want to help small artists and allow them to grow and be seen.

Current Marketing

Key Themes

The key themes in Manic's social media marketing consist of live music, concert announcements, and again, bringing smaller artists to the forefront.

Images

Some of the different images Manic posts on their social media sites are photos of artists for upcoming shows at one of their venues and different party theme nights at one of their venues. Additionally, any tour promotion videos or photos made by an artist's team Manic then posts to promote their upcoming tour date at one of Manic's venues.

Taglines

Manic's most-used taglines when posting on their social media are: "JUST ANNOUNCED," "ON SALE NOW," and "COMING SOON," when promoting upcoming shows. They also will give fans the Manic Presents website address so they can get more information about the event and buy the tickets. This directs more traffic to their website and ultimately helps sell more tickets. All in all, giving important and informative information to fans before a concert is vital in the live music industry not only for guidelines but for everyone's safety and well-being as well.

Target Audience

Manic Presents’ target audience mainly consists of younger and middle-aged music fans of all different genders, races, ethnicities, and sexualities. The one component every individual has in common is their love for and connection to live music and their favorite artists.

Overall Business Objectives

Manic Presents’ overall business objective is to get more fans to purchase tickets and attend live shows. Ultimately, to increase ticket sales.

Social Media Audit

This in-depth social media audit of Manic Presents’ business, consumer, and competitors showcases the type of content that is posted on social media accounts related to Manic Presents and the live music industry.

Who	Where <u>Channel/Environment</u>	What <u>Content/Sentiment</u>	When <u>Date/Frequency</u>	Why <u>Purpose/Performance</u>
<u>Company</u> Manic Presents / Premier Concerts	Instagram	-Upcoming shows: “JUST ANNOUNCED” -Shows on sale: “ON SALE NOW” -Shows sold out: “SOLD OUT” -Just announced shows -No use of hashtags, but include their website to get tickets and show information -Repost posts from each individual venue for upcoming shows, etc.	-Post almost every day on their feed and story when there is an upcoming show, a sold out show, or pictures and videos of a show -been active for years	-To promote upcoming shows and reach each artist’s fan base to come to the shows -to give fans information about the time, place, and artist for upcoming show -trying to sell as many tickets as possible by getting local fans to go to show

		<ul style="list-style-type: none"> -Include the location in each post of where the show is taking place -tag each artist being mentioned -Repost videos of artist performances from venues they are at -All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there 		<ul style="list-style-type: none"> -entertain and show fans what shows are like at their venues -stay relevant in the music industry because there are many competitors
	Facebook	<ul style="list-style-type: none"> -No use of hashtags, but include links to tickets and show information -Upcoming shows: “JUST ANNOUNCED” -Shows on sale -Shows sold out -Just announced shows -Include the location in each post of where the show is taking place -All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there 	<ul style="list-style-type: none"> -Post very often on their feed and story when there is an upcoming show, a sold out show, or pictures and videos of a show -been active for years 	<ul style="list-style-type: none"> -To reach each artist’s fan base and different demographics to but tickets to upcoming shows in the CT area -to give fans information about the time, place, and artist for upcoming show -trying to sell as many tickets as possible by getting local fans to go to show -generate leads: want fans to click on links to view show and ticket information and buy tickets -entertain and show fans what shows are like at their venues -stay relevant in the music industry

				because there are many competitors
	X (Twitter)	<ul style="list-style-type: none"> -Repost their venue’s posts about upcoming shows -Repost what artists post about their upcoming show -Sometimes have a link to the tickets or their website with information -Post shows that are “on sale now” with a link to buy the tickets and tag the artist performing -All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there 	<ul style="list-style-type: none"> -Whenever an artist or their venue posts about a show, they will repost it that same day -been active for years -Post almost every day on their feed and story when there is an upcoming show, a sold out show, or pictures and videos of a show 	<ul style="list-style-type: none"> -To promote upcoming shows and artists to different demographics -Reach fan bases -To give fans information about the time, place, and artist for upcoming show -trying to sell as many tickets as possible by getting local fans to go to show -generate leads: want fans to click on links to view show and ticket information and buy tickets -entertain and show fans what shows are like at their venues -stay relevant in the music industry because there are many competitors
<u>Consumer</u> Live music fans Certain artist’s fans	Instagram	<ul style="list-style-type: none"> -like, save, or repost posts about one of their favorite’s upcoming show/tour – can be negative if fans see the artist is not coming to a venue/city near them, but can be positive if they are coming to play a show near them 	<ul style="list-style-type: none"> -check up on updates when their favorite artist(s) is/are going on tour to a venue near them 	<ul style="list-style-type: none"> -to obtain information about a tour -to obtain information about a venue -to obtain information about the concert (what they can/can’t bring

				into the venue, how big their bags can be) -to obtain information about tickets (when they go on sale, if there is a presale)
<u>Competitors</u> Live Nation	Instagram	<ul style="list-style-type: none"> -post concerts and tours that artists just announced -celebrate things like Black History Month by honoring Black artists -Post videos of artists from past shows -posts about other things artists put out and announced (ex: documentaries) -posts artists breaking down songs and the meaning behind it -Celebrating holidays with fun artist-related content (ex: Valentine's Day) -behind-the-scenes content of artists on tour -post about pop culture (ex: Super Bowl Halftime performances) -posts include their website URL to lead fans to buy tickets and locate other tour/show information -tags artists they mention in posts 	<ul style="list-style-type: none"> -posts content every single day (multiple times) and always active with posts and stories 	<ul style="list-style-type: none"> -entertain music fans by showcasing their favorite artists -engage with fans by asking them to comment something about an artist, etc. to attract and get more comments and engagement -inform fans about upcoming tours/shows as well as the meaning and making of a song by certain artists

		<p>-All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there. Can also be negative when they post about an artist that has passed away</p>		
	<p>Facebook</p>	<p>-post concerts and tours that artists just announced -celebrate things like Black History Month by honoring Black artists -Post videos of artists from past shows -posts about other things artists put out and announced (ex: documentaries) -posts artists breaking down songs and the meaning behind it -Celebrating holidays with fun artist-related content (ex: Valentine’s Day) -behind-the-scenes content of artists on tour -post about pop culture (ex: Super Bowl Halftime performances) -posts include direct links to tickets and other information -tags artists they mention in posts</p>	<p>-posts content every single day (multiple times) and is always active with posts</p>	<p>-entertain music fans by showcasing their favorite artists -engage with fans by asking them to comment something about an artist, etc. to attract and get more comments and engagement -inform fans about upcoming tours/shows as well as the meaning and making of a song by certain artists</p>

	<p>X (Twitter)</p>	<ul style="list-style-type: none"> -post concerts and tours that artists just announced -celebrate things like Black History Month by honoring Black artists -Post videos of artists from past shows -posts about other things artists put out and announced (ex: documentaries) -posts artists breaking down songs and the meaning behind it -Celebrating holidays with fun artist-related content (ex: Valentine’s Day) -behind-the-scenes content of artists on tour -post about pop culture (ex: Super Bowl Halftime performances) -posts include direct links to tickets and other information -tags artists they mention in posts -repost videos and pictures from other accounts of concerts -All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there. Can also be negative when they post 	<ul style="list-style-type: none"> -posts and reposts every day (multiple times) 	<ul style="list-style-type: none"> -entertain music fans by showcasing their favorite artists -engage with fans by asking them to comment something about an artist, etc. to attract and get more comments and engagement -inform fans about upcoming tours/shows as well as the meaning and making of a song by certain artists
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		about an artist that has passed away		
	LinkedIn	<ul style="list-style-type: none"> -post jobs and internships for people wanting to work for them and in the music industry -post scholarship programs for students -class programs for students and others wanting to learn more about the music industry -post upcoming discussions between music industry professionals and the links to sign up to listen in -post major music industry news (artists passings, festival lineups, tour announcements) -post about Live Nation summits – ex: Live Nation Women (recap) -post artist highlights and how well they did selling tickets in previous tours (ex: Beyonce) -Post partnership announcements with other companies -All posts are mostly positive and promote diversity and inclusion in the music industry as 	<ul style="list-style-type: none"> -posts every few days or every couple of weeks (just when something on the business side has to be announced) 	<ul style="list-style-type: none"> -inform individuals who want to work in the music industry with certain information, lessons, and opportunities for everyone -encourage music fans who want to work in the industry that they can do what they put their minds to and give them the resources to do so

		well as job opportunities – can also be negative when they post about an artist that has passed away		
	YouTube	-post behind the scene content of artists (songs, tours, creative process, etc.) -artist’s “Turning Point” videos -backstage videos -festival recap videos of certain artists -1-on-1 conversations with artists -artists getting ready for tour (ex: rehearsals) -include links to all their social media platforms as well as their website -All posts are mostly positive	-posts every few days/weeks when certain content needs to be put out at a certain time before an artist’s tour or certain show	-entertain and inform music fans and fans of certain artists about upcoming tours/shows, as well as behind-the-scenes content for a tour or meaning behind a song fans love
	TikTok	-stick to trends on the app but incorporate it in a way to announce shows and tours -content from artist premiers (interviewing fans) -wishing artists a happy birthday with videos of their previous tour performances -interviews with artists -asks fans what their favorite artist’s favorite songs are before their concert	-posts a couple of times every day of interviews, artists performances, etc.	-entertain and engage with fans by posting their favorite artists and aligning with their fans

		<ul style="list-style-type: none"> -videos of artists performing at their own shows as well as festivals (ex: Coachella, Stagecoach, Firefly, Austin Limits, etc.) and tagging them if they have an account or mentioning their name -All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there 		
Concert Crave	Instagram	<ul style="list-style-type: none"> -lineup of shows for the months of February and March -artist story highlights of the day of their show (before show and during show) -story highlights of upcoming shows -post recap videos of an artist’s past show at their venue -remind fans of upcoming shows and to grab tickets – include their website in the caption to get tickets and show information -post pictures or videos of tour announcements -say the state an artist is performing in for upcoming shows (“CONNECTICUT,” “NEW JERSEY,” etc.) 	<ul style="list-style-type: none"> -post whenever there is an upcoming show to announce -post after a show to recap how it was -post when tours are announced by artists who are coming to one of their venues -post when tickets go on sale 	<ul style="list-style-type: none"> -to promote upcoming show -to give fans a glimpse of what going to a concert is like in their venues -to attract fans to come to shows and support their venues -to generate leads and make fans want to click on the links to buy tickets and look at other show information

		-All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there		
	Facebook	<p>-posts what time and when artists’ shows are going on sale and include a link to where fans can buy tickets</p> <p>-post upcoming shows in February and March also including a link to their website for more information on shows and tickets</p> <p>-short highlight videos of certain artists to make fans want to buy tickets to their show – including the artist’s name (tag them), where the show will be, and what time</p> <p>-post pictures of artists from recent concerts</p> <p>-All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there</p>	<p>-post whenever there is an upcoming show to announce</p> <p>-post after a show to recap how it was</p> <p>-post when tours are announced by artists who are coming to one of their venues</p> <p>-post when tickets go on sale</p>	<p>-to promote upcoming show</p> <p>-to give fans a glimpse of what going to a concert is like in their venues</p> <p>-to attract fans to come to shows and support their venues</p> <p>-to generate leads and make fans want to click on the links to buy tickets and look at other show information</p>
	YouTube	<p>-short videos of artists performing at their venues</p> <p>-include a link to their website in the description</p>	<p>-posts every few weeks/couple months to recap certain shows from their venues</p>	<p>-to show to fans what a show looks like at their venues</p> <p>-to entertain fans and make them want to buy tickets to upcoming shows</p>

		<ul style="list-style-type: none"> -include where and when the artists performed -include links to their other social media platforms -All posts are mostly positive – can be negative if a fan sees a show they really wanted to go to but couldn't 		
	<p>X (Twitter)</p>	<ul style="list-style-type: none"> -Reposts of artists announcing tour dates and upcoming shows -posts of artists when tickets go on sale - “On Sale NOW” and tag the artists and mention the place they are performing -in each show announcement they include “Get your tickets!” and provide a link for fans to click on and buy tickets -post when shows are “Just Announced” while also providing the artist, where they are performing, and what day and time tickets go on sale with a link to the ticket queue -Spotify Wrapped post where they give past artists who came the past year, how many total shows in the year, 	<ul style="list-style-type: none"> -post whenever there is an upcoming show to announce -post after a show to recap how it was -post when tours are announced by artists who are coming to one of their venues -post when tickets go on sale 	<ul style="list-style-type: none"> -to promote upcoming show -to give fans a glimpse of what going to a concert is like in their venues -to attract fans to come to shows and support their venues -to generate leads and make fans want to click on the links to buy tickets and look at other show information

		<p>and how many total fans came</p> <ul style="list-style-type: none"> -All posts are mostly positive – sold out shows can be negative if a fan really wanted to be there 		
	<p>TikTok</p>	<ul style="list-style-type: none"> -videos of the different artists performing in their venues -videos of staff gatherings and holiday parties -tag the artist if they have a TikTok account -mention to fans to grab tickets -use hashtags of the state the artist is performing in -videos of meet and greets between fans and artists -highlight videos of some artists who are coming to one of their venues -All posts are mostly positive – can be negative if a fan sees a show they really wanted to go to but couldn't 	<ul style="list-style-type: none"> -posts every few weeks months to recap certain shows from their venues 	<ul style="list-style-type: none"> -to show to fans what a show looks like at their venues -to entertain fans and make them want to buy tickets to upcoming shows

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Part 2:

Manic Present's Social Code Elements

The Social Code, as Patrick Hanlon defines it, is “a holistic construct that drives meaning and transforms what starts out as meaningless, to becoming a meaningful part of our world. It’s what turns brands into viral brands” (Hanlon, 2014). The seven elements included in the Social Code are Creation Story, Creed, Icons, Ritual, Lexicon, Nonbelievers, and Leader. The Creation Story explains the company’s background and history, while the Creed explains the company’s core belief and what brings individuals together. Icons are the identifiers of the brand, including logos and the five senses, the Ritual is what brings these individuals together, and Lexicon lists a set of words only those in the community understand. Finally, Nonbelievers are those part of a counter-community who do not believe in your company, and the Leader is the creator of this community “who sets out against all odds” as described by Hanlon.

Manic Present’s Social Code:

1. Creation Story:

- a. Premier Concerts was founded in 2004 by Keith Mahler and Peter Kauff
- b. Acquired Manic Presents in 2015
- c. Current venues include College Street Music Hall in New Haven, District Music Hall (formerly known as Wall Street Theater) in Norwalk, Powder Ridge in Middlefield, Space Ballroom in Hamden, Westville Music Bowl in New Haven, and The Palace Theater in Waterbury

2. Creed:

- a. Core Belief: Live Music
 - i. Manic “works to bring the finest underground music talent to Connecticut”
(Manic Presents, *About*, n.d.).

3. Icons

- a. The Manic Presents / Premier Concerts company logo
- b. The 5 Senses
 - i. Sights: Stage, instruments, crew, artist, band
 - ii. Sounds: Live music, fans cheering, singing, instruments
 - iii. Taste: Eating and drinking from vendors
 - iv. Smells: Sweat, smoke, perfume, and cologne
 - v. Touch: Dancing, sound vibrations, barricade

4. Ritual

- a. Show days – everyone comes together at the concert to enjoy live music
- b. Buying tickets – each fan waits in the queue to purchase concert tickets
- c. Manic posting to socials when a show/tour has been announced, is on sale, or is sold out

5. Lexicon

- a. FOH: Front of House
- b. Backline: Band equipment
- c. Kills: Seats in the venue that cannot be sold for a certain reason
- d. Setlist: The list of songs an artist/band will be singing during their performance
- e. IEM: In-Ear Monitors what the artist/band hears in their ears during their set

6. Nonbelievers: Manic Present's main competitors

- a. Live Nation
- b. Concert Crave

7. Leader: Keith Mahler – President and one of the founders of Manic Presents

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Part 3:

Manic Presents Goals and Audience

SMART Goals

The SMART goal for Manic Presents is to Increase ticket sales by 20% by posting infographics and ticket links on Instagram stories and posts between August 1, 2024, and November 30, 2024. This SMART goal will support Manic's overall marketing goals and strategies because by giving fans information on Instagram, where they mostly spend their time on social media, Manic will be able to leverage their attention and gain their support for upcoming concerts at their venues. Additionally, attracting fans with artists they know, will increase the demand for tickets, and in turn, increase our ticket sales. Ultimately, this marketing approach will ensure the maximization of ticket sales as well as fan engagement.

Brand Persona

Manic Presents' persona is Concert Carly, and she is between the ages 18 and 25, is a college student who commutes to the University of Hartford in Connecticut, has a part-time job, and makes less than \$30,000 a year. She is active on social media platforms like Instagram, TikTok, YouTube, and X (Twitter), and is active on her email.

Some of her challenges are that she has night classes on some weekdays, so she cannot make it to all the concerts she wants to go to, her workload is heavy at times so she may be stuck getting homework done, she works the closing shift at her part-time job some nights, and she is seeing better shows promoted by Live Nation with some of her favorite bigger artists. Hence, the ticket prices are more expensive, and she cannot always afford to purchase them.

Manic Presents' brand persona template:

PERSONA TEMPLATE



Concert Carly

Real Quotes
About goals, challenges, etc.

- "I can't make it tonight because I have class"
- "I have to work tonight, so I can't make it to the show"
- "I have too much work to do for school"
- "I want to go to as many shows as I can this year"
- "I love Manic because their tickets are affordable, and I get to be more personal with the small artists I love"
- "It's so much easier to get tickets for smaller shows I want to go to"

Goals / Challenges
What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- She has night classes some days
- She works the night shift sometimes
- Her workload is heavy
- She's seeing better shows promoted by Live Nation, but those are too expensive
- She likes how intimate and affordable smaller shows are compared to big ones
- She finds it much easier to buy tickets for smaller artists than bigger ones

Background / Demographics
Job? Career Path? Family? Lifestyle? Age? Income?

- Young woman, Age 20-25
- College student (commuter)
- Lives in Connecticut
- Has a part-time job (some weekdays and weekends)
- She has 2 siblings, and her parents are divorced (lives with mom)
- Makes less than \$30,000 a year

Identifiers
Communication preferences? Social media platforms?

- Email
- Instagram
- TikTok
- YouTUBE
- X (Twitter)

Marketing Message
How can you describe your solution to have the biggest impact on your persona?

- We will make shows that are missed by fans more accessible by offering unique experiences like live streams, show recaps, and live updates so that fans can watch live or watch back on our social media channels.
- We will continue to make our shows affordable, and make the ticket-buying process easy, and stress free for all fans.

Social Media Voice

<u>Character/Persona</u>		<u>Tone</u>	
Adventurous	Enthusiastic	Lively	Optimistic
Outgoing	Dedicated	Relaxed	Lighthearted
Friendly	Friendly	Friendly	Friendly
<u>Language</u>		<u>Purpose</u>	
Relatable	Simple	Sell	Inform
Friendly	Fun	Entertain	Satisfy
		Engage	Promote

An Instagram post example using Manic Present's social media voice:



Prepare yourself for an electric evening with boygenius at Westville Music Bowl! Tickets go on sale Friday at 10am, make sure you grab them quick so you don't miss out! Link in our bio for more information. See you there 🎵 😊 #boygenius #manicpresents #westvillemusicbowl

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Part 4:

Manic Presents Content Creation

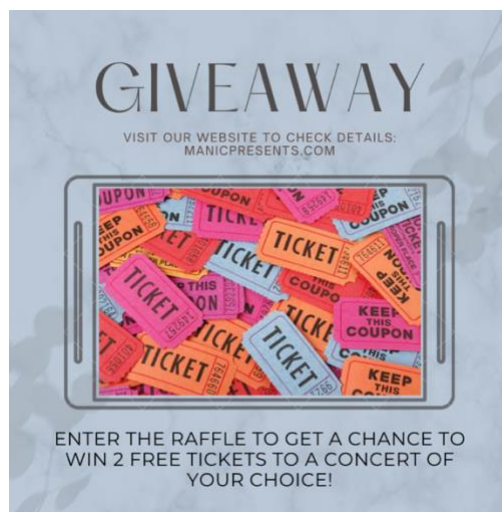
Instagram Post Examples



Calling all college students! 5 of our upcoming concerts this month will be just \$8! 🎫 Get ready to experience the magic of live music! Make sure you have a valid student ID upon arrival. 🎸 #CollegeNight



Manic Presents will begin sharing recaps of each concert on Instagram as Reels, showcasing the biggest highlights from each show! Keep your eyes peeled! 🎵📸 #ConcertRecap



Raffle Time!! We will be giving away 2 free tickets to an upcoming concert of your choice to a lucky winner! 🎫🎉 To get a chance to win, simply go to our website and enter the raffle by following the directions on the site! Good luck fans! #Giveaway #TicketRaffle



Do you ever feel FOMO when missing out on a concert you really wanted to go to? Fear no more. We are bringing the stage to YOU! Manic will now be offering FREE live streams to all fans on our website! You will now be able to experience a concert from wherever you are! 📺🎤 #LiveStream #NoMoreFOMO



Welcome to Venue Spotlight! Every week we will post an infographic about each of our venues so you, the fans, know the ins and outs of where you're seeing your favorite artists! First up on our venue spotlight: Westville Music Bowl! Next up: College Street Music Hall! #VenueHistory #ManicPresents

By using these Instagram posts, Manic Presents will not only be more active and engage with fans and followers, but we will also be solving the challenges and needs of our target

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audience. Since our target audience consists mostly of younger college students, we will implement ticket giveaways, free live streams, and concert recaps for those who cannot make it due to the college schedule and course load demand. On top of this, to give fans an extra treat, we thought it would be cool to give them behind-the-scenes looks into their favorite artists' pre-show rituals as well as how their stage gets set up and ready for show time. Finally, by posting venue infographics, we hope to connect with fans more and show them the history of the venues in which they see some of their favorite artists perform.

We choose to use Instagram to connect with our target audience rather than Facebook due to the number of younger users on the app, with which we hope to connect and engage. According to the Pew Research Center, 78% of 18-29-year-olds use Instagram. However, 67% of 18-29-year-olds use Facebook (*Social Media*, 2024), showing that to reach a younger audience, it is best to use Instagram where younger generations are most active, rather than Facebook. Additionally, it is reported that only 15% of adults ages 65+ use Instagram while 58% of them use Facebook instead (Gottfried, 2024), again showing that older generations tend to use Facebook and younger generations, Instagram. By posting meaningful and engaging content on our Instagram, we hope to connect with this target audience the most and attract them to purchase tickets and experience our concerts.

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Part 5:
Conclusion and Recommendations

Recommendations

While Manic Presents is very active on social media, especially Instagram where its target audience lies, there are a couple of ideas to make an even bigger impact on fans. First, integrating more video content on Manic's social pages would help tremendously. These videos can be Instagram Reels, short videos on Instagram Stories, or even creating a YouTube channel to post video content. With this, creating a TikTok account would also be a great idea for posting more video content. The content could include concert recaps, artist message videos, a live stream replay, and concert highlights. Doing this will make it more fun and engaging for fans, especially for fans who missed out on a show they wanted to go to. It will feel more inclusive for those fans, and they will feel like they were right there at the concert by engaging with video content.

Conclusion

Implementing each of these elements into Manic Present's social media strategy will not only be more beneficial to our fans as we will be creating more engaging and impactful content on Instagram but will also benefit Manic Presents as a business and company. By executing this social media strategy, we will be solving our target audience's challenges and fulfilling their goals as live music fans, while also increasing ticket sales and generating more revenue for ourselves so we can continue to be Manic Presents and put on some of the best live shows in Connecticut. By aligning Manic Present's social media strategy with the needs and wants of our target audience, we're not only magnifying engagement; we are setting the stage for memorable live experiences and continued growth.

References

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