Marketing Map:

Channel 1: Facebook

There is already a Facebook in existence for the Beaumaris Festival, however, it is rarely updated by the administration. Optimally, I think updating every day would be best. Things like pictures from past festivals, video clips, and announcements regarding the upcoming festival could all be used in a way to actively engage with followers and keep people updated. Additionally, information about participating artists could also be interesting/useful to the Facebook audience as well. Updating once a day would keep the festival in peoples’ minds without being to overbearing and cluttering up their newsfeeds.

Benefits

* Easy way to share information and engage
* Preexisting platform
* Can use pictures, videos, and information to draw attention
* Once a day updates will keep the festival in their audience’s mind

Downfalls

* Need an administrator that is social media/tech savvy
* Many of their audience members are older and may not be active on social media

Channel 2: Twitter

Twitter would provide a unique opportunity to engage with people that are already using social media to talk about the festival. Through popular functions such as hashtagging and retweeting, festival administrators could directly engage with audience members that are posting along with updating about concert dates and times on the day of events.

Benefits

* Direct engagement
* Can show what audience members are posting by retweeting
* Hashtagging would allow for a streamlined social media presence for specific events
* “Real time” interactions at concerts through retweeting photos, posts, etc.

Downfalls:

* Need someone social media savvy
* Would need to have someone Tweeting (discretely) at events which could be distracting
* How many people will they reach?

Channel 3: Youtube

A Youtube account would be perfect for the festival. Recordings of concerts and events from previous festivals could be archived and viewed. Videos of guest artists at other performances could also be shared. It could also be fun to have short interviews done with the featured artists and/or patrons from the festival.

Benefits

* Good place to archive content
* Exploration of past performances/artists to determine if someone would enjoy the festival
* Easy to use
* Can use Youtube content on other social media platforms i.e. Twitter and Facebook

Downfalls

* Must be somewhat technologically literate to engage
* Need someone to film performances and interviews
* Could run into copyright issues with some music