

Marketing IMC Project

Situational Analysis

Marketing Objectives: “Specific measurable outcomes such as sales volumes, market shares, ect.” These objectives are quantifiable and include measurable indications of success (Belch & Belch, 2015).

Marketing Objectives:

1. Create brand identity.
2. Create brand awareness.
3. Increase engagement on Facebook posts by 15%.

Integrated Marketing Communication Objectives (IMC): “Involves coordinating the various promotional elements and other marketing activities that communicate with a firm’s customers. The goal is to generate both short-term financial returns and build long-term brand and shareholder value.” (Belch & Belch, 2015).

IMC objectives:

1. Increase engagement on Facebook posts.
2. Create an Instagram page, and reach 500 followers within 6 months

Communication Objectives: Affecting the connotation of the business within the mind of the viewer based on thinking, feeling, and behavior (Belch & Belch, 2015).

Communication Objectives:

1. Creating a brand voice.
2. Creating and implementing meaningful interactions with customers online.
3. Creating a want or desire.
4. Increase brand awareness among the college- age segment.

Five Forces Analysis

Competitive Rivalry

Competitive rivalry focuses on how much competition and saturation exist in each specific market. This is based upon factors like industry concentration and how many people compete in the market in which a certain company occupies. For Cavalier, this means that the Cavalier has to address all of the different markets in which they compete. It is important to access all those markets individually so that marketers can understand which segments to use to their advantage in the most profitable ways. They compete in markets related to rock music, stand-up comedy, country music, children’s music, and more. In the rock market, they are competing against events like rock concerts at the La Crosse Center. This is the same for all country music concerts, as well as other events like Ashley for the Arts in the summer or events at Riverside Park. The Root Note includes events like stand-up comedy in the past as well. The Children’s Museum appeals to children, and that event space is more suitable to that demographic audience. Each of these

Marketing Plan
The Cavalier Theater & Lounge

markets have direct and indirect competitors since they are all competing over the same, finite amount of discretionary income.

Because Cavalier appeals to so many types of audiences, it is important for them to understand their rivals in each of their markets. The Cavalier should discover a way to differentiate itself in each of their target markets to make sure that they are staying relevant and competitive. There is also a very low switching costs between each of these types of events that the Cavalier is trying to offer, so it is important for the Cavalier to create something of value so their customers will remember their experience and come back.

Supplier Power

Suppliers in this market also have a significant amount of power. Since so many other promoters are in this market for these artists, promoters have a significant amount of power over the Cavalier. These promoters have complete control over who comes to these venues and who does not. The Cavalier need to be aware of the power that these vendors have over the acts that come to the Cavalier. These artists receive 80-90% of the ticket sales at the gate. This means that the Cavalier the Cavalier should find better ways to differentiate themselves in that market so that this can become a core competency and a source of durable competitive advantage for the Cavalier.

Buyer Power

Just like all other types of entertainment markets, the Cavalier draws all its income from leveraging off their discretionary income. Because of this, the Cavalier competes with many other businesses and organizations for this amount of discretionary income. They are competing with movies, restaurants, and many other organizations for the same money. Buyers have all the bargaining power in this industry for they can choose to use their money on whatever they want to. They also have control over what type of shows they have at the venue. If people do not like the type of shows that are there, they will not go there. This means that Cavalier theater must meet the demands and profile of the market.

Threat of Substitutes

Since this company is competing for the same amount of discretionary income, it is important for the Cavalier to understand this fact and know the type of position they have currently. There are no direct substitutes for the types of products or services that the Cavalier has, especially since the Brickhouse closed, but there are many other events that could talk the place of this venue. There are other options for these types of events, but nowhere in La Crosse offers customers the ability to have all their events in one place. The Cavalier needs to market its unique appeal to a specific segment and determine how it is best to reach the audience that they are trying to target. This can and should be accomplished through a strong and strategic marketing plan that is unique and valuable for the Cavalier.

Threat of New Entrants

Due to the Cavalier's unique position in this industry as a comprehensive entertainment facility, it would be difficult to enter this market and create the type of history that the Cavalier has. This means that no other business will likely be able to enter the market and create a business like the Cavalier has established in La Crosse.

SWOT Analysis

Strengths

- One of the few small indoor event venues in the area.
- Owner connects with promoters to help book events that are well-liked by consumers.
- Bar built into venue space for opportunity to sell more than just canned drinks at venue.
- The venue is versatile to host a variety of events.
- Historic location in the heart of downtown helps attract consumers, especially if plans to go to downtown bars after concert due to the proximity.
- Low cost tickets help generate sales to then get consumers to buy drinks for most profit.

Weaknesses

- No designated parking and few ramps in the area make it difficult for consumers to get to events, especially true in the winter (which is typically the busy season) and people do not want to walk far.
- Many people lack awareness of the venue, making it hard to sell tickets.
- No ability to cook food, which becomes undesirable for bar events or private parties.
- The Cavalier lacks knowledge regarding specific demographics, specifically which demographic is the most profitable.
- The Cavalier struggles with staffing issues, which makes it harder to remain open for certain events.
- The outer appearance of the building is undesirable, and the business looks like it is closed, even when it's not.
- The brand voice's online is sometimes upsetting, especially to consumers of younger or more conservative groups.

Opportunities

- Unused theater and bar space possess opportunity to hold smaller events such as old movies, game nights, bar specialty events, and private bookings.
- Working with Downtown Mainstreet organization to create free marketing, and host events to create brand awareness and revenue from Downtown Mainstreet's events.
- Option to market to rural and surrounding areas as there are no similar event spaces in the radius that can compete.

Threats

Marketing Plan
The Cavalier Theater & Lounge

- Events in the summer such as Moon Tunes, Copeland Events, etc. make it difficult to draw consumers without a similar outdoor venue option.
- Younger or more conservative events are difficult to book and draw consumers due to edgy branding.
- Venue's vintage appearance may not be attractive to some consumers.

5 C's Analysis

Company

Jason Lacourse started operation of the Cavalier Theater and Lounge in 2012, which is located on 118 5th Ave N, La Crosse, WI 54601. The Cavalier Theater, previously called The La Crosse Community Theater, has been providing local entertainment to the downtown La Crosse area. The facility provides seating for 250 people comfortably with a maximum capacity of 400 people. Aside from the main stage area, there is a separate space that provides room for smaller events. A bar is also in a separate room just off the main stage that provides services of soft-drinks and alcoholic beverages. Business hours are when events take place throughout the week with the majority running on weekend nights. Daily operations of business hours are only open as Jason, the owner, decides.

Customer

The Cavalier Theater and Lounge provides customers with entertainment in the downtown La Crosse area. These events can range from country, rock, Hip-hop, R&B and blue grass concerts. According to the Cavalier's serve alcoholic beverages.

Competitors

The main competitors of the Cavalier Theater would include other entertainment businesses in the area. While some vary on the type of entertainment they provide, they generally compete in the same market.

Direct Competitors

- Rivoli: Historic theater combining pizza, beer & wine with showings of kid-friendly & adult films.
- La Crosse Center: The La Crosse Center is a multi-purpose arena in downtown La Crosse, Wisconsin, built in 1980. The arena can seat between 5,000 and 7,500, depending on the type of event. The La Crosse center also can host conventions.

Indirect Competitors

- The Root Note: Organic cafe offering sweet & savory crêpes, coffee, craft beer, live music, and open-mike nights.
- Moon Tunes: Moon Tunes of La Crosse is a Valley Rotary Project bringing free concerts to Riverside Park most Thursdays in the summer from 5:30 – 8:00pm.

Marketing Plan
The Cavalier Theater & Lounge

- Copeland Park Concerts: It is primarily used for baseball and is the home field of the La Crosse Loggers baseball team. The field is occasionally used for big concerts that attract a large audience of the greater La Crosse area.

Collaborators

The Cavalier Theater collaborates with businesses that help gain awareness of his events. The Collaborations occur between the Cavalier and certain businesses renting the space for an event they wish to host. The most popular collaborations through events held at The Cavalier would be with the WRQT radio station 95.7 The Rock and WIZM Z93. The radio stations advertise the events being held at The Cavalier, which helps bring sales within the business when people attend.

Context/Climate

The events held at the Cavalier Theater are scheduled throughout the year. During the year, they find that their events are less successful during the summer months compared to the fall and spring. The reason for this would likely be that when the weather gets colder outside people seek to find entertainment sources that are located indoors. There are many competitive entertainment options throughout the summer, which cause for this differentiation. The trends in entertainment also fluctuate the types of events Jason can bring to his business. He has found country music to be his most successful type of event in terms of revenue but still finds success in other genres as well. Staying up to date on small talent that is on the rise or even big talent that is on the decline is crucial to attracting consumers to his business.

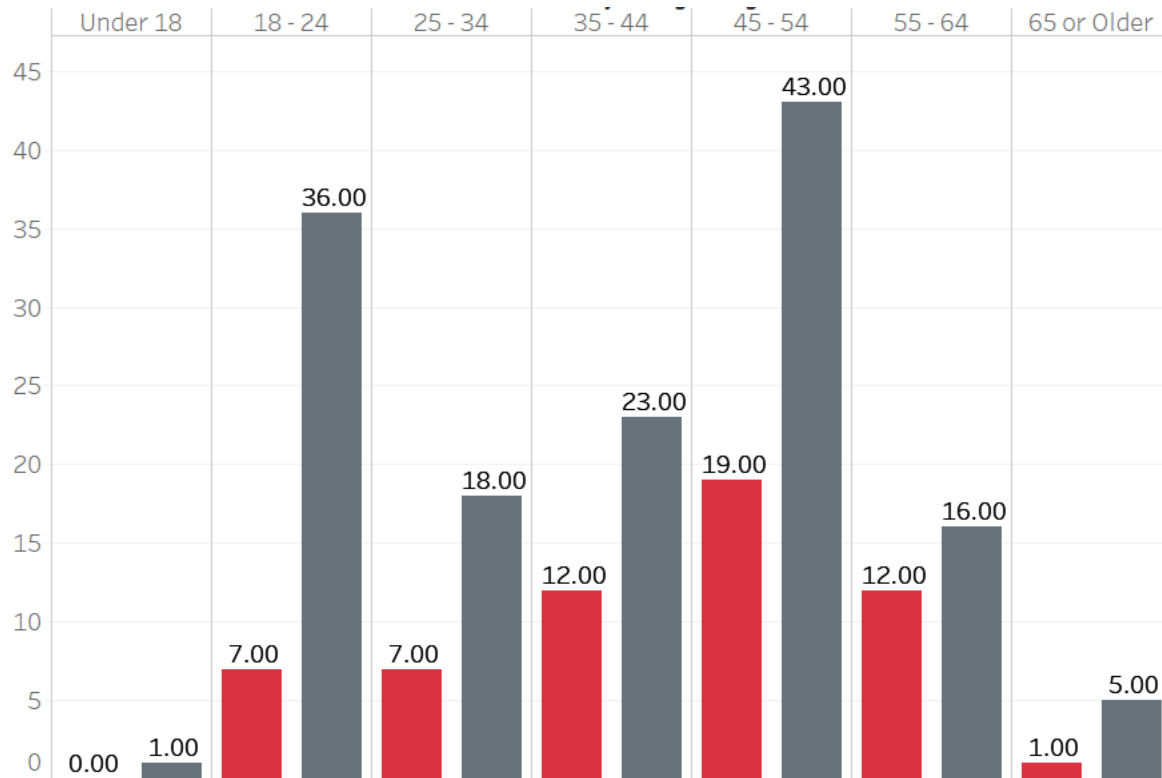
Segmenting, Targeting, and Positioning Analysis

Segmenting

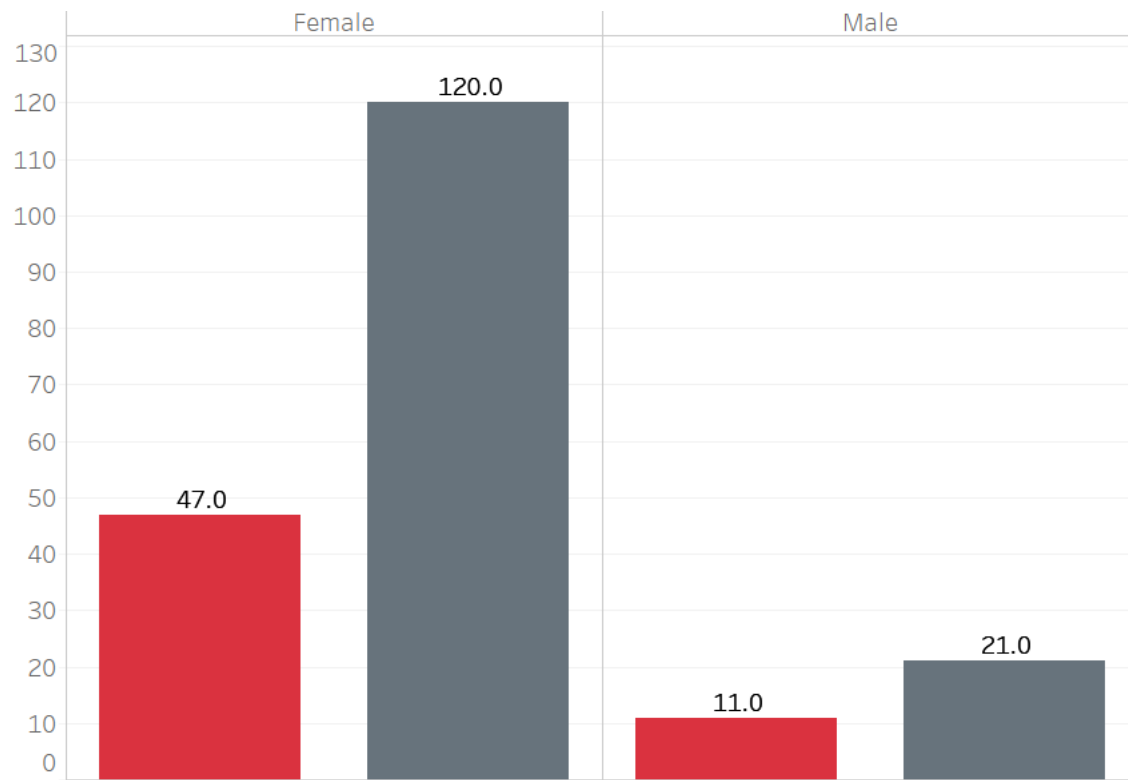
The running segments are: Families with children 4-11, 18-23-year-old college students, 28-53-year-old adults. See graphs below for specifics. These three segments are based off the initial client interview. Note that the segments overlap and are dependent on a particular act or event. This is the area of least concern at this moment. Focusing on brand development and awareness is most vital right now.

Marketing Plan
The Cavalier Theater & Lounge

Cavalier brand awareness based on age:



Cavalier brand awareness based on gender



Targeting

The target audience will depend on the type of events. A country/rock concert will attract the 28-53 age audience with some crossover to the 18-23-year-old college students. We propose to have themed events to draw in a younger audience (the 18-23 college students). Themed events would include: Bingo, Movie Nights, Open Mic Nights, Stand Up Comedy, Hip-Hop, etc. Having more children-oriented events in the daytime will increase brand awareness and utilize the space during slower seasons times. Children's event may include hosting birthday parties, school dances, or extra-curricular celebrations (family-friendly tailgate after football team wins State). Having more children events will attract and target the families with young children. Again, these are running ideas. These ideas will be more solid after market research is done and we have an understanding what people want to see.

Positioning

In the initial interview, it was clear that the desired brand image was to be edgy and uncensored. Positioning the brand in a way that offers a diverse set of entertainment options would open the door for new audiences and would build brand awareness. The business chose an uncensored and edgy appearance because they want to appear to be doing things differently and trendsetting/unique/fresh. However, the uncensored and edgy appearance only attracts a certain type of audience. We would never want to take away the sense of being edgy and uncensored, we would just like to elaborate on that. The Cavalier should open the brand up to a larger audience that can experience the Cavalier as an open environment that is inclusive to everyone, while still maintaining an edgy uncensored feel. It is recommended position themselves as a business that allows people to gather from all walks of life to enjoy themselves and the entertainment. In the initial interview, there was mention of having a history for being on the front of "edgy movements," which was the foundation of the brand. While the Cavalier has a history as positioning itself as uncensored and edgy, we recommend the Cavalier expand its positioning to appeal to wider audiences. The Cavalier should position their brand as a place that offers something for everyone: country music lovers, rock music head-bangers, stand-up comedy enthusiasts, social college kids, and celebrating children. The Cavalier should strive to be a place that welcomes you as you are.

Communication Variables

Visual Rhetoric

Visual rhetoric is the use of specific images, symbols, and other visual elements to create a specific connotation of the item in the viewers' minds. Visual rhetoric is based on logos (logic), pathos (emotion), and ethos (appeal to authority). Marketers can use these types of rhetoric to understand how they can best reach their market. Through this, they can also understand the ways that they can best reach their audience to ensure that their message is being distributed to the public in the most effective way possible (Kirby, 1991). Advertising is simply a complicated way of arguing the businesses' point, and the more effective marketers can accomplish this, the better business for the organization. Each of these appeals allows marketers to reach their

Marketing Plan
The Cavalier Theater & Lounge

audience in the most effective way to understand how to discover and meet their marketing needs in the best way possible (Kirby, 1991).

In the case of the Cavalier, marketers should seek to understand which type of appeal would reach their audience the best. This means that advertisements could include logical information like their ticket prices or other promotional information. They could use emotional images that would encourage the people who viewed it to have “the fear of missing out” on their events. This method would be especially effective with a younger, college-aged demographic audience. Lastly, the most difficult method to use to reach this audience would be ethos.

Source

Source refers to the person that is supporting or communicating marketing messages to an audience (Belch & Belch, 2015). This can be delivered through direct or indirect sources. A direct source is someone that makes a statement endorsing a specific product; an indirect campaign includes someone who wears a specific brand with the intent of displaying it to their audience (Belch & Belch, 2015). It is important to identify a source that resonates with the company’s target market and is able to create a meaningful impact on their purchasing decisions (Belch & Belch, 2015). The most important aspect of source factors in marketing includes customer internalization. This means that the customer not only receives the message, but they are able to create a lasting impression in the customer’s mind that they remember in the future. In the case of the Cavalier, this means that the Cavalier should be the source that gives messages their appeal and authority in the market.

Message

Message refers to the specific information that marketers attempt to communicate to their audiences (Belch & Belch, 2015). These messages can be verbal, nonverbal, oral, written, or symbolic (Belch & Belch, 2015). In the Cavalier’s case, this is the specific information that they wish to convey regarding shows, artists, and events that they wish to have in the future. The Cavalier must decide what type of message they want to show, and they must decide what structure or design they want those messages to have (Belch & Belch, 2015). The Cavalier needs to create a cohesive message to send to the market that allows them to show their consumers who they are as a brand.

Channel Functions

A channel is the type of medium that marketers choose to use to display their messages to the public (Belch & Belch, 2015). This includes personal and non-personal mediums for their message. Nonpersonal channels include billboards or public displays. There are also personal channels like word of mouth. Currently, the Cavalier relies heavily on word of mouth advertising. This is valuable; however, there are better methods that they could use to reach their goals of advertising to reach more potential customers and broaden their market (Belch & Belch, 2015).

Communication and Source Choices

Marketing Plan
The Cavalier Theater & Lounge

The source in this campaign is the brand of the Cavalier. The goal of this campaign is to direct the Cavalier's marketing message to potential customers through Facebook, Instagram, and the website. For college-aged students, this would mean marketing would focus on social media outlets like Facebook and Instagram. The goal is to increase brand awareness by creating and maintaining an Instagram page. Then, it is important to update the Facebook page and create a clearer brand identity. It is also important to increase brand awareness through the Cavalier's website. This will include a place for vendors to contact the Cavalier about possible shows.

Communication through a website

More and more people are searching online for products, solutions to their problems, price comparisons, and business information about a store, restaurant or business that are interested in purchasing from. If a business does not have a website or has an inadequate website, potential customers will go to your competitors who have superior online presentation. Having a website will not only provide the customer with the information they are looking for, but it will give your business credibility. A pleasing, credible-looking website says, "I am here, I mean business, and I am in it for the long haul." Things that should be present on a company's website should include:

- A clear description of who the business is
- An easily navigated site map
- Easy-to-find contact information
- Customer testimonials
- A design and style that is friendly to online readers

Having easily accessible information on a business' website is crucial to the customer. A website is an effective way of introducing customers to new services, letting them know about new products, upcoming events and special promotions. The benefits of having a well-structured website allows for your business to:

- Gain credibility
- Save money in the long term
- Target a wider audience
- Saves time
- Promotes a better return on investment (ROI)
- Website Information

Based on past research, there are certain elements that are crucial to creating the most effective webpages for small business. The information that should be included in a website are as follows

- A clear homepage that summarizes value and can gain viewers' attention within seconds.
- A page detailing the different services that each business offers.
- Customer testimonials that show the unique value that this business provides to its customers.

Marketing Plan
The Cavalier Theater & Lounge

- A page that includes events and related news to show customers the current options that each company has.

Based on this research, the Cavalier could update their website to include content and information that is valuable to their customers (Kershaw, 2019). Each of these changes will bring value and show customers that the Cavalier's services are unique and valuable in the entertainment market.

Message

Campaign Title

The Cavalier Theater and Lounge can capitalize on the ideas in "fear of missing out" (FOMO) marketing to create a message of value-based experiences. Through this, the Cavalier can use the slogan "Never miss the moment" to convey an enjoyable experience to the public in way that promotes exclusivity and value.

Individual Advertisement Ideas:

- Facebook Paid Advertisements
- Make an Instagram Page
 - Promote upcoming events
 - Using the pictures of the mirror to repost on their Instagram/Facebook page to gain viewership
- Redesign Website
 - Up to date with upcoming shows
 - User friendly
 - Fits with the brand's character

Message Structure and Types of Appeals

An appeal to logic(logos) would be effective to be informational to the customer. We would use facts and figures to give the customer information on upcoming shows. An appeal to emotion (pathos) would be an effective medium for the social media posts. The Cavalier is selling an experience to its customers. A "fear of missing out" appeal could be used to have customers attend events that the Cavalier is hosting. This appeal can be accomplished by using testimonials to show the good experiences people had at the Cavalier. This will make people more likely to go to shows if they read about other's good experiences at past shows. The following research has been conducted for the fear appeal:

The fear appeal generally describes a strategy for motivating people to take a particular action, endorse a particular policy, or buy a particular product by arousing fear. According to Allseated.com:

- More than half of people using social networks suffer from FOMO
- 69% of millennials experience the phenomenon

Marketing Plan
The Cavalier Theater & Lounge

- According to Strategyonline, 60% of millennials make reactive purchases because of FOMO

The Cavalier can capitalize on the fear appeal in order to motivate individuals to come to events. For attendees to feel as if they are missing out, the Cavalier must first build an emotional connection. After all, if attendees do not feel there is something unique or special about your event, they will not even give pause to consider attending.

A strong social promotion strategy is important to maximizing FOMO. The Cavalier should focus efforts on social platforms to specifically target audiences— whether that is Instagram, Twitter, LinkedIn, Facebook, or Snapchat.

Additionally, the Cavalier should build FOMO by creating intriguing mystery and teasing-out important details leading up to the event. Start off creating excitement by announcing the event venue and date. Next, release clues or brief details about event entertainment or speakers. Then, release a few more specifics about additional speakers. Once the full agenda is released, ask speakers to record teaser videos about their sessions to add even more excitement. And do not forget to showcase your event’s beautiful design through a series of image sneak peeks too.

Brand Image and Ad Campaign

An advertising campaign refers to a set of interrelated and coordinated marketing communications activities that center on a single theme or idea in different media (Belch & Belch, 2015). This should also be consistent with the overall brand image. To increase brand awareness, as stated as our objective, the brand identity must be consistent and clear. The Cavalier would benefit from a logo that could then be used to help navigate campaigns. Below is a concept that could be used to create a cohesive brand identity, thus increasing brand awareness. In addition to the below suggestion, it is recommended to keep a consistent style to all campaigns to further create a brand identity.

- Campaign Name: Experience More
- Slogan: Never Miss the Moment
- Theme: FOMO
- Possible Logo:



Positioning Statement:

“For individuals looking for musical entertainment at a vintage watering hole, The Cavalier Theater & Lounge offers a place for event venues and signature cocktails. Aimed to deliver you an experience you won’t want to miss, we recognize the need in our community for a place to make memories that will last. In an atmosphere that can’t be replaced, this iconic building has never missed a moment of great performances in the La Crosse area and neither should you.”

Appeals in Advertisements

It is in the best interest of the Cavalier to create a successful marketing campaign that includes logical and emotional appeals to reach their target demographic segment. There are many effective ways to create memorable advertisements using logos in social media campaigns. The first strategy that the Cavalier could use is to compare between competitors in that market (Alton, 2018).

The Cavalier could use this by comparing itself to the Rivoli for its historical significance, but then the Cavalier could reiterate their additional services, which are similar to places like the Root Note, The Rivoli, and other venues downtown do not have. Another type of logical appeal that the Cavalier could use is to show cost saving strategies for its location (Alton, 2018). In the past. This appeal would not be the best strategy; however, it would be appropriate for the Cavalier to show their products and services based on the value that these experiences give to their customers. The Cavalier would also benefit from encouraging customers to purchase now instead of purchasing later (Alton, 2018). Since FOMO is an emotional appeal, it is important to use this appeal to their advantage in promotions (Alton, 2018).

The second type of appeal that would benefit the Cavalier is emotional appeals, specifically based in the FOMO. This appeal is the desire to create a sense of urgency with its customers, which encourages them to act based on the given information. If customers do not act, they will be missing out on a specific experience (Cassinelli, 2019). If the Cavalier can create a sense of urgency among its customers, it will persuade its customers to spend money and come to shows (Cassinelli, 2019). By creating this sense of urgency, the Cavalier’s marketing will encourage people to buy their products or services before time runs out (Cassinelli, 2019).

According to a recent study, 68% of people made reactionary purchase based on seeing someone else’s experience (Cassinelli, 2019). The Cavalier could utilize this fact in all of their campaigns. Using the FOMO appeal, the Cavalier can create a culture of exclusivity through these missed experiences (Cassinelli, 2019). The Cavalier could create social media advertisements that include features like countdowns and taglines that say: “act now before you miss it.” Marketers can also leverage off this idea through creating logos that say, “Never miss the moment.”

Marketers in this situation should create Facebook-targeted advertisements to reach the specific segments that the Cavalier would benefit from the most (Cassinelli, 2019). The marketers’ goal is to create and portray images with compelling visual content that will inspire those who view it to take action. The Cavalier needs to understand that attention is the new currency of digital marketing campaigns. By reaching their targeted market through social media ads, the Cavalier

Marketing Plan
The Cavalier Theater & Lounge

will be able to engage potential customers by creating content that they will remember. This content will include clear, concise, and credible information that engages their audience to act on the advertisements that they are viewing.

The Cavalier would also benefit from creating Snapchat filters for each event that they have. People will already be using Snapchat at these events, so the Cavalier can use a filter to further promote their brand and expand their marketing pool through social media. Almost 75% of people ages 18-24 use Snapchat regularly. That rate is higher than Instagram at 71% (Gotter, 2019). People like to use Snapchat because it feels more authentic than other traditional advertising methods and it helps them to feel more genuine. Snapchat has over 180 million daily users, and it is important for all marketers to focus on captive markets like this as much as they can to their advantage (Gotter, 2019). The Cavalier should create filters for low cost (around \$10) that will give them an exceptionally large amount of advertisement when customers at events share images with that filter.

See below for an image of a possible Snapchat event filter:



Marketing Plan

The Cavalier Theater & Lounge

When the Cavalier creates an Instagram account, they should create a unique hashtag for each event. Furthermore, they could utilize said hashtag for all of the images that their patrons are taking in the mirror upstairs. The Cavalier could also use hashtags based off their new slogan #nevermissthemoment and place that sticker in the bottom corner of the mirror. This way people will see it every time they post an image, and it could encourage them to use it in the images that they post. This would be an easy way to create a clearer brand identity on Instagram that relies on their followers to create the most of their content. Hashtags are also searchable on social media, so customers can find your content again or follow specific things that they like (Kathryn, 2019). Hashtags help marketers to create a brand identity that is easy to find and recognize on social media (Kathryn, 2019). Hashtags is the modern form of “word of mouth” advertising that the Cavalier already uses heavily (Kathryn, 2019).

The tactical elements that correspond with these messages and types of advertising will vary. The logical appeals will focus largely on the services the Cavalier can provide and the benefits they bring to customers. Utilizing this approach when promoting the option to rent the space for a private event will be most beneficial. The Cavalier will need to effectively showcase the features and opportunities customers have to customize the space, as many competitors cannot. This is where the Cavalier’s marketing team can also spread the message of any possible food partners that could work with an event, or specialty drink opportunities that are not available during regular events.

they can offer by stressing emotion-motivating messages of upcoming events that consumers will not want to miss. We will need to create specific content for each upcoming event. Hashtags and posts that include both the event information and the Cavalier’s information will inform consumers of the event. Additionally, the utilization of visuals and sounds will be important in conveying the message of the overall experience that the Cavalier offers. Videos of the venue space during past shows, posts including the music of an upcoming artist or band, and images of excited consumers will help send the message of the experience each event has to offer. Showcasing what will be missed if not in attendance of a show will encourage sales. This portion will be extremely important to target to specific segments due to the specifics of the message.

Integration of Television and Radio

Radio and television ads were once one of the most utilized channels of advertisement, but due to costs and efficiency, they are now only useful for certain scenarios. Overall, radio ads can benefit the Cavalier and will be a cost-effective way to encourage ticket sales. Below are key aspects of radio advertisements and made recommendations for how to successfully utilize local stations.

Television, although helpful in some situations, would not be the most effective use of advertising, budgeting, and time. Due to changing event types and target segments for each, TV ads would create a costly and broad message that would not properly reach the selected audience. Overall, it is not recommended to use television as an advertisement channel.

Radio

- Increased frequency in reaching audience repeatedly.
- Selective targeting to segment based on radio station(s).
- Opportunity to offer promotion for listener.
- Organic way to drive brand awareness.
- Opportunity for a lasting message.
- Cost effective.

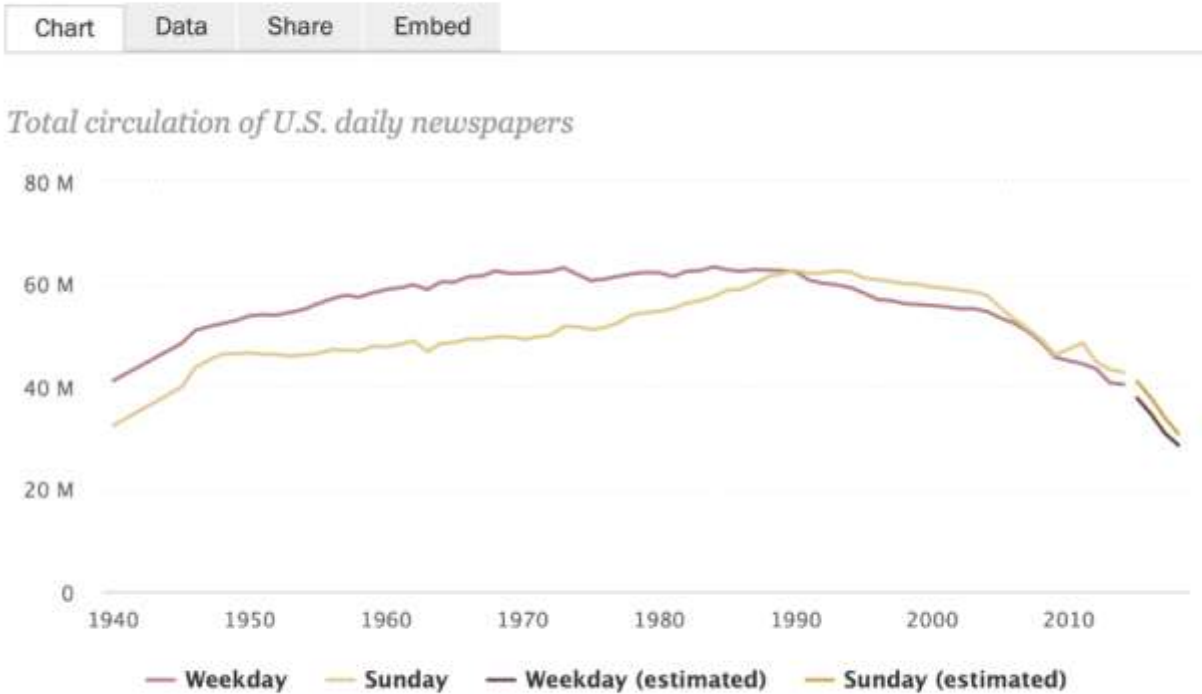
Program Options

- 95.7 The Rock
 - Having the Cavalier advertisements run on commercial breaks during “The Morning Sickness with Bryan and Gene” or having them deliver a live ad read during the show. This will increase brand awareness and event awareness.
- Cow 97.1
 - Having the Cavalier advertisements during the “Ben and Arnie Morning Show” will build brand and event awareness. They have a large reach directly in La Crosse, as well as, outside of the immediate area. Their show was nominated as for 2019 CMT personality of the year. Which could drive a new audience while maintaining a current audience.

Integration of Newspaper

For this campaign, newspapers would not be a good type of advertisement. The La Crosse tribune does have an online event calendar, but this does not seem to be an appropriate channel to share the Cavalier’s message of value with the market. However, the newspaper is a cost-effective option as this calendar is free for local businesses to submit events. The La Crosse Tribune has seen a decline in their newspaper sales and made several cuts within the company. One of them being their entertainment writer (Erickson, 2019). Since the Cavalier would be in the entertainment section, marketers do not feel it would be best to spend the Cavalier’s money toward newspaper advertisements. Below is a graph of the total estimated circulation of U.S. daily newspapers.

Total estimated circulation of U.S. daily newspapers



As shown in the graph, the United States has seen a significant decline in sales over the years. People are not using the newspaper for their source of information (Pew Research, 2019). Individuals are using online and social media platforms to obtain news information. The La Crosse Tribune sees many of their online traffic for their online calendar. Overall, that is why we still think it is important for the Cavalier to submit events to the La Crosse Tribunes online calendar of events.

Publication Opportunities

Many event planners turn to online event venue directories which helps with increasing the Cavalier's visibility. Sending out press releases to local media in advance of the concert date will help spread awareness of the event. Some publications offer free weekly newspapers, monthly magazines, and websites that many people read for entertainment news. They are looking for events, so the Cavalier's concert should be included. Some publications may include the following options:

Historic Downtown Mainstreet (DMI) - Publication for Downtown La Crosse Businesses.

Downtown Mainstreet's investors and members enjoy valuable benefits such as business promotion, networking opportunities, online listings, discount programs, exposure at downtown events, business assistance programs, and the Downtown Gift Certificate Program. There is a

Marketing Plan
The Cavalier Theater & Lounge

cost to become a member of the promotions involved with DMI however an opportunity to offset the fee was mentioned given that the Cavalier could provide the space for certain events. To become a member of DMI go to: <https://www.lacrossedowntown.com/become-a-member/>

For more information about alternative fee options regarding partners partnership with DMI contact Robin Moses the Executive Director at this link:
<https://www.lacrossedowntown.com/about/>

[Explorelacrosse.com](https://www.explorelacrosse.com)

Explore La Crosse is a popular search engine result for people searching for things to do in the La Crosse area. They may include people visiting the area or individuals looking for an event to attend for the evening. The Cavalier may post these events here which allow for FREE advertising for people landing on this popular search result. Explorelacrosse.com is looking for businesses to post events to their page and offers the ability to submit an event with a short description on to be listed on their website. This will allow individuals who are searching for entertainment in the la Crosse area to easily be directed to attend events hosted at The Cavalier. To submit a post, follow this link: <https://www.explorelacrosse.com/calendar/>

Alternative Publication Methods

[La Crosse Tribune](#)

La Crosse Tribune's sole purpose is to find new things happening in the community. Members in the La Crosse area receive the La Crosse Tribune paper which allows for a wide reach on people who explore the entertainment section in the paper. However, according to our graph listed above, the circulation of newspapers has decreased significantly over the last 10-20 years. With the outreach being less through newspapers, community members have found alternative ways of obtaining information regarding events happening in the La Crosse area. With the increase of online presence taking over the market of users, The La Crosse Tribune has adapted to these changes using their E-edition on their website which is an online platform like a newspaper. The Music section would allow for the Cavalier to list its events coming up. The website itself also lists entertainment and more specifically music venues in happening in the community.

An important thing to keep in mind is that there is no way to reach a specific target with this method as it is distributed to everyone who receives the paper in the La Crosse area. Listing events in the newspaper cost a fee each week and they may not reach the target audience. Listing the Cavalier's events on the website will allow users to search for entertainment in La Crosse and potentially stumble upon an event hosted by the Cavalier. To find out more information about how to advertise with the La Crosse Tribune follow this link:

<https://lacrossetribune.com/forms/contact/advertise/>

[La Crosse Chamber of Commerce](#)

To get the word out about events, The Cavalier can partner with the local Chamber of Commerce to host an after-hours party to show off the venue and network with local businesses. The Cavalier can do the same by partnering with your local Convention and Visitors Bureaus.

Marketing Plan
The Cavalier Theater & Lounge

Additionally, when the Cavalier has a public event, see if these organizations would be interested in promoting it. By promoting the business' event, the Cavalier can satisfy their own goal of attracting people to the town to drive local business. By partnering with the La Crosse Chamber, the Cavalier could:

- Improve bottom line through an expanded network.
- Achieve recognition and enhance credibility.
- Access member-only benefits, discounts and programs.
- Gain increased visibility through cost-effective marketing.
- Voice a say in issues affecting the business.
- Give back to the community and improve local economy.

To learn more information and easily apply online to join The La Crosse Chamber of Commerce follow this link:<https://www.lacrossechamber.com/join-us/>

Support Media

Contests can vary based on individual events or audience target. A “golden ticket” style contest is an effective way to engage with an existing and new audience. The “golden tickets” could be randomly given through tickets purchased for a specific concert. They could also be taped under a few random beer cans. This will not only motivate an audience to get in the doors, but it will also help drive sales and increase brand awareness.

Another contest-style concept could be distributing an object, like a branded poker chip, randomly around town. The contest could be to see who can acquire the most poker chips. The prize would be determined by the Cavalier. Potential prizes would look like a quarter barrel party in the lounge, free tickets to a show, a free hour of drinking before an event. Having an incentive or prize that drives engagement piques interest and gets people in the doors.

supports media coverage and will engage with new potential customers, as well as reengage with existing customers. The above contests are goal oriented; they will create brand awareness and motivate people to get in the door. Interacting with an audience with an incentive drives interest and creates buzz.

Direct Response Media

Email Marketing

The Cavalier has a unique opportunity to leverage off the emails that they receive through ticket sales. Through this, the Cavalier can reach their market again with the type of concerts that they are interested in when they have those type of shows in the future. They could use this opportunity to reach people about upcoming shows and give them information about new shows that are coming that might interest them. This will help them to gain repeat customers within the segments that they already have established in that market.

The value of email marketing cannot be overstated in 2019. Half of the world's population has an email account (Mohsin, 2019). Email marketing also has a statistically high return on

Marketing Plan
The Cavalier Theater & Lounge

investment for the companies that choose to use it. For every \$1 marketers spend on email campaigns, their average return is \$32 (Mohsin, 2019). This means that for a very low investment, the Cavalier could face opportunities to increase its profit in a tangible, real way that keeps them more current in the market. The first email that businesses send to its email list is called the “welcome email” (Mohsin, 2019). Welcome emails have an average open rate of 82% (Mohsin, 2019).

Because of this fact, marketers can and should include useful information in their welcome email so that users will be even more encouraged to act on it. For example, the Cavalier could include a link in their welcome email that will send them to the event calendar so that they could subscribe to get updates about future events. This would be a simple and cost-effective way to have a great impact on customers who could become repeat customers in the future. Furthermore, emails that have personalized subject lines have a 50% higher open rate than those that do not (Mohsin, 2019). The Cavalier could easily add this to their emails by adding, for example, “John, look at these shows coming up! We thought that you would love them.” This adds personalization and gives them an actionable subject line that encourages them to do something based on the information that they have received.

A staggering 49% of customers have also stated that they would like to receive promotional information for their favorite brands on a weekly basis (Mohsin, 2019). For the Cavalier, this means that they could incorporate promotional items to have in their weekly emails including drink specials or discounted tickets for the next show that they attend.

Facebook Paid Advertisements

Facebook advertising is a way to affectively connect with the Cavalier’s audience. This is a great way to gain brand awareness. Facebook has the opportunity to promote the Cavalier’s page. By spending \$2.00-\$2.50 a day, the Cavalier’s page could get 92-580 views each day (Newberry, 2019). Facebook lets you choose how long you would like to promote your page.

The algorithm on Facebook can make it challenging for people to see your posts, but by using paid advertisements your posts will reach your exact target audience. The best type of advertising for the Cavalier would be Image ads. Image ads include an image that you provide featuring information on an event (Newberry, 2019). This would be an efficient way to promote upcoming shows. Image ads are informational, but also can be creative to attract your audience.

Facebook has 2.37 billion monthly active users. Of these users, 40% do not like any brand pages-meaning paid advertisements are the only way to reach them (Smith, 2018). This means that using Facebook paid advertisements is a great avenue for the Cavalier to create brand awareness and reach their audience.

Promotion

The Cavalier needs to create more awareness of their events because the majority of revenue stems from bar sales. Due to this, contests would be an effective use of support media. Offering free tickets in various forms could generate revenue or engagement and bring new people into the venue. There are many ways this can be done. Offering a chance to win a free private event

through the purchase of tickets to a concert not only encourages ticket sales but also gives the opportunity to open the bar additional time for making bar sales. If the bar is currently available for rent for free, with the condition that drinks will be purchased, this would not cost anything to give away.

Another way is through social media contests. Encouraging users to share posts or tag friend increases brand awareness incentivized by the opportunity for a free ticket. This is a low-cost method as a ticket is around \$20 for each show. Offering one or two tickets per contest can help generate new followers that will in turn buy tickets. Additionally, the winners of tickets will most likely offset some costs by the purchase of drinks during the events.

Public Relations

Facebook Reviews

The Cavalier already has a Facebook page; however, it is important to understand how a few minor changes to their page could lead to a large positive impact on their brand identity and their engagement with their customers. Today, 53% of the world's population are active social media users, out of these users, 55% of them are on Facebook (Shaw, 2018). Facebook advertisements create a total revenue of \$39.9 billion in 2017 (Shaw, 2018). According to Market Force research, 81% of 12,000 respondents from the U.S. and UK confirmed that people look at other's reviews when they are purchasing items (Shaw, 2018). Furthermore, customers reveal that 85% of them trust online reviews from their friends and families (Shaw, 2018). Based on these reviews, customers say that 70% of these people would visit businesses with positive reviews (Shaw, 2018). On the other hand, 40% of people would avoid businesses with negative Facebook reviews (Shaw, 2018). According to a recent study, a negative Facebook could lead to a business potentially losing 30 customers (Adweek, 2014). Furthermore, reviews that are generated on Facebook have a significant impact on offline purchasing behavior (Adweek, 2014).

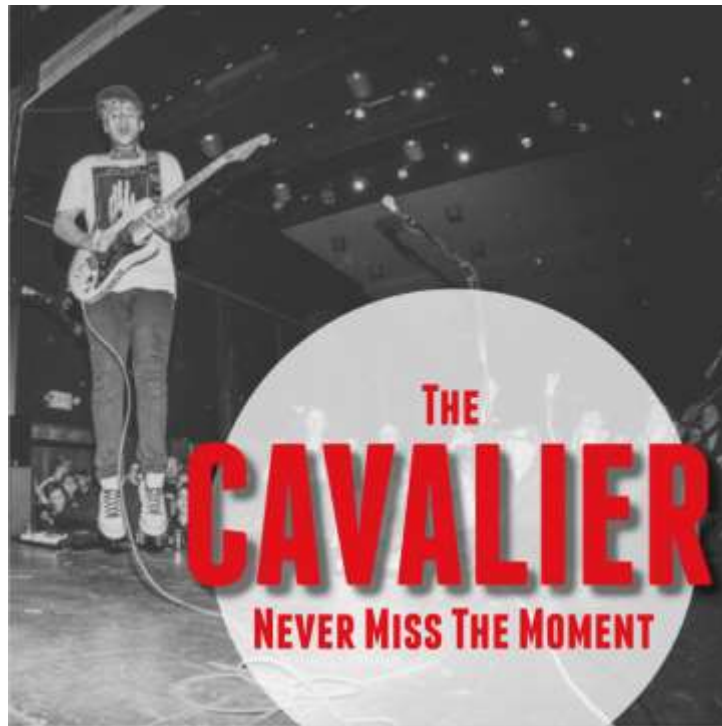
The importance of Facebook reviews:

According to Pew Research, 40% of U.S. adults always check reviews online before they make a purchase. This fact applies to more people when applied to restaurant reviews, furthermore this could apply to bars or entertainment venues. Around 90 million U.S. users check online restaurant reviews within a 30-day period (Shaw, 2018). Furthermore, according to a restaurant manager, 80% of customer complaints happen online. Due to this fact, it is increasingly important that businesses support the positive reviews that they have immediately (Shaw, 2018). This also means that businesses reply in a positive way to the negative reviews that they have on Facebook (Shaw, 2018). Through responses, consumers have either positive or negative perceptions of brands based on reviews (Shaw, 2018).

Due to this fact, the Cavalier should focus on create a consistent brand voice. By responding to all positive and negative Facebook reviews, businesses will be able to have more meaningful interactions with their customers. Customers can then recognize the Cavalier as a brand through social media and that will support positive engagement.

Possible Advertisements

Instagram Ad (both general post and event specific post):



Marketing Plan
The Cavalier Theater & Lounge

Facebook Ad (general brand awareness/possible cover photo): PROMOTION Facebook cover photo



Flyer for hosting an event at The Cavalier:



Survey

Questions for survey of people at Cavalier event

On a scale of 1-10, rate your overall experience at the cavalier. 1 being the worst, 10 being the best. (Please circle)

1 2 3 4 5 6 7 8 9 10

What type of events have you previously attended at the Cavalier? (Please list)

What do you like most about the Cavalier? (Circle all that apply)

Drinks Entertainment Fun Environment People Other: _____

How many events have you previously attended at the cavalier? (Please circle number that applies. Circle one if this is your first event.)

1 2 3 4 5 6 7 8 9 10+

On a scale of 1-10, how likely are you to attend the cavalier again? 1 being the worst, 10 being the best. (Please circle)

1 2 3 4 5 6 7 8 9 10

On a scale of 1-10, how likely are you to refer someone you know to attend an event at The Cavalier? 1 being the worst, 10 being the best. (Please circle)

1 2 3 4 5 6 7 8 9 10

What types of events interest you the most outside of the Cavalier?

Country Concert Rap Concert Rock Concert Comedy Show Karaoke
Bingo Movie Game/Trivia Night Other: _____(Please explain)

Questions for survey of random people

Have you ever attended a concert of a band you never heard of?

What genre of music do you like? (Circle all that apply)

Hip-hop Rock EDM Country R&B ??? ??? Other: _____

Outside of music, what sources of entertainment would you enjoy attending?

Themed Movie Nights Stand-up Comedy Trivia Game Nights (either board or electronic) Bingo Open Mic Nights ??? Other: _____

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