

# #cuttingthroughthenoise

How Live Music boosts your Marketing Strategy



push  orth  
TUNED IN

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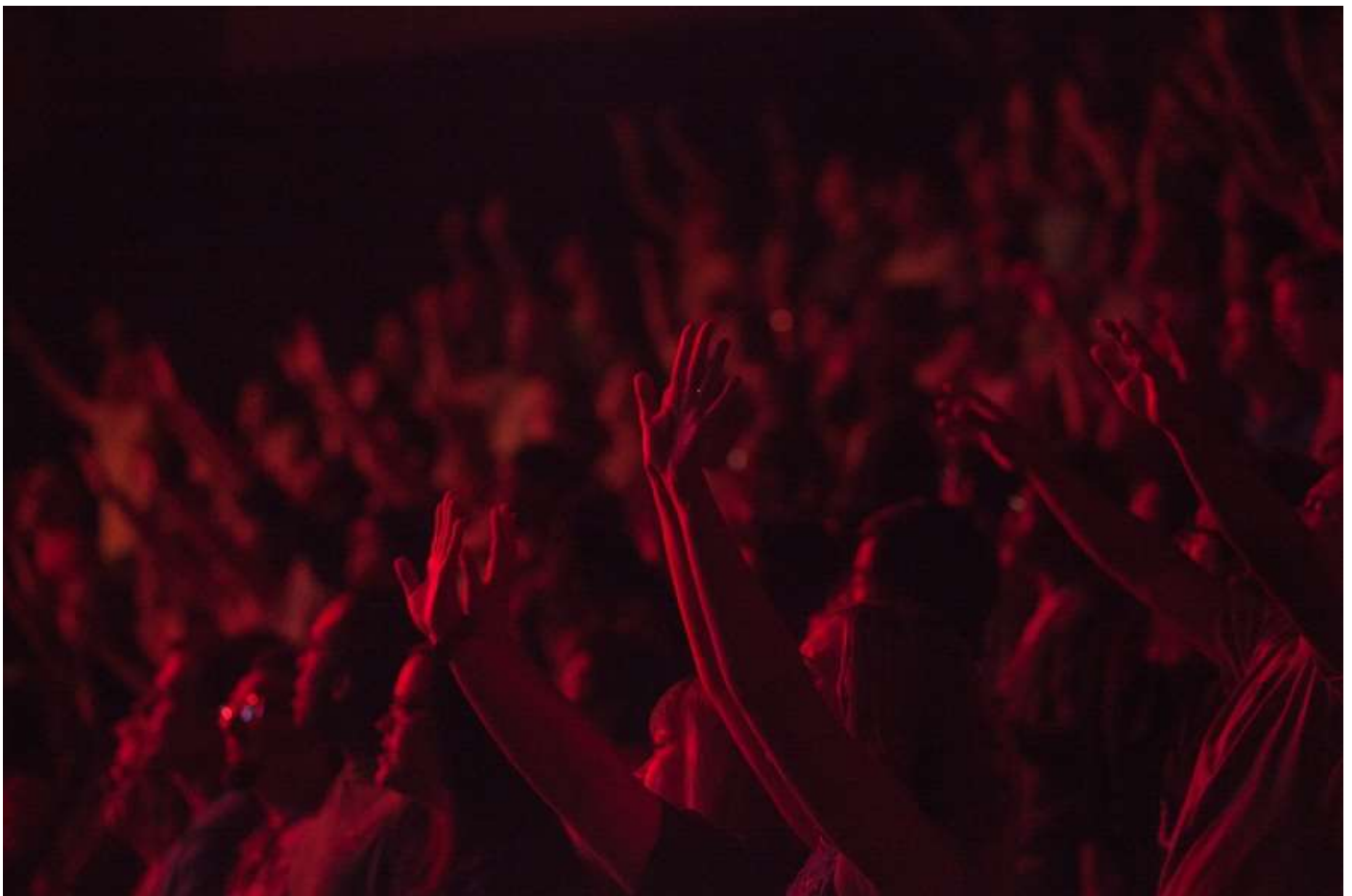
## Introduction

Your venue is an important local gathering place that provides a unique function in the community. It is the heart of the local community. Live Music and Live Music events at a local pub could potentially boost your bar sales by \$300,000.00 each year. \* CGA Strategy research, 2011.

Why do people go to your venue? What is your brand story? What do you offer your customers? How do you connect and engage with them Live Local and On Line. What will inspire your patrons to leave the comfort of their homes, buy a ticket to a show, a meal, a drink, and book a party in your function room? How do you cut through the noise and attract more bums on seats?

Hotels and Bars provide opportunities for musicians to kick start their careers. Without the support of these hotels and bars few careers in the music industry could have grown and succeeded. Once artists start playing live shows in local venues they quickly learn what works and what doesn't work with audiences and this gives them the edge in their career. The Music Industry in Australia is inextricably linked to the Hospitality Industry.

But what opportunity does live music offer to Venues?



To answer that we need to begin with these questions - **Who is your Customer? What do THEY want?**

- Locals
- Tourists
- Students
- Seniors
- Families
- Suits
- Tradies
- \*Insert Demographic Here\*
- Local Business
- Local Community Groups



Every aspect of your Venue Business will be influenced by who your customer is. Getting real and clear on WHO your customer is will influence all areas of your business from menu, to gaming room to bottle shop to bar. It's really about what THEY want to experience. So what do THEY need? What do YOU as a venue offer that has meaning to your customers, makes their lives easier and will bring them back for more?

Put yourself in THEIR shoes. What are you interested in? What keeps you coming back and turns YOU on? Atmosphere? Location? Food? Convenience? Décor? Friendly Staff? Something a little different? A place to celebrate and connect with mates? Cool Live Music? What is the experience that brings you back as a customer enough to drag your friends back with you time and time again?



Whatever EXPERIENCE you are offering will need ongoing relentless creative and interesting marketing.

Live Music forms part of every Venue Marketing Business Plan.

And here is why.....

You sell alcohol. Your venue is a place where people gather to socialize, drink, dance and even find romance. You are competing with raves, functions, pop up nightclubs and private parties. To stay in the game and compete with all these other options where people can get together and party, you need to leverage off the Live Music and utilize it in your Social Media and Promotions campaigns. People pay a fortune for music in their marketing and yet you have it at your fingertips every single weekend.

Live Music is the gateway to more customers!

## What is the experience that you offer your Customer?

Once you clarify WHO your customer actually is and what THEY want then start creating specific experiences for them instead of the same old general promo:

- New Drink Offerings
- More Menu Options
- Specific Live Music Nights
- Go Head to Head with your closest local competitor and raise the bar on them
- Target Functions, Parties, Milestones, Weddings and Celebrations at your bar
- Create your own events
- Build buzz with specific targeted groups among your Customers – sporting fans, suits, families etc
- Create a local community vibe and focus on groups and events giving your customers and opportunity to contribute
- Foster a celebration atmosphere

Whatever it is, create a list of goals and then set your benchmarks for marketing concepts for each goal you set. This seriously is the job that never ends and that is what makes it so much fun as long as everyone in your venue keeps it real – you are ALL Marketers in essence. 😊



## Promotion Opportunities

Your Entertainer or DJ for that particular event can tag your event or promotion and promote it in THEIR campaigns in the lead up. Then they can promote and run competitions during the night of their performance to focus the audience attention on each specific promotion. Get them to sing or rap and video it for your ongoing Venue Marketing campaigns. You have access to live performers who can MC – leverage it for every one of your promotions!

- Happy Hour
- Holidays
- Seasons
- Days of the Week eg Mudcake Mondays, Thirsty Thursdays etc
- Sporting and Community Events
- Bar Games – Darts, Board Games, Pinball, Bingo, Trivia, Poker
- Throwback Nights – Costumed/Themed
- Classics – Ladies/Singles/Contests – Karaoke or Dance
- Drink Specials or Menu Changes
- BOGO – Buy One Get One Free



## Social Media Reach

Contests are a great way to get people interested in your venue. Social Media is a great way to maximize interest. When you connect with your Live Entertainment, you can expand on your Social Media and create more ways to encourage your audience to interact with your brand on line:

- ✓ Your audience can post photos of themselves at your bar – dancing, singing and partying with the band. Have a weekly vote for favourites!
- ✓ Song Requests can become weekly competitions
- ✓ Check Ins, Live Tweets and Snaps with your Live Entertainment facilitating a variety of competitions live on the night keeps your audience happy and engaged and STAYING.



## Sponsoring A Local Community Group?

It could be a local sporting team or a local charity or community group. A Live Entertainer is a Master of Ceremonies who can shine the spotlight on that group for the whole night. Who wouldn't want to celebrate with their group at your venue when the whole night is all about YOU? The Live Entertainment keeps everyone happy and partying FOR you.

## Guest Bartenders?

When local celebrities, radio and TV personalities, DJs, sportsmen or local community leaders agree to be a guest bartender at your venue, the Live Entertainment provides the production, the microphone and the intro and outro music and banter so you don't have to.

## Local Business Promotion?

Our aim is to build clientele especially with the local community – keep them coming back as customers. Your internal promotions are typically targeted about the community. When you feature a local business, promoting them as part of your local community programs, the Live Entertainment can give away vouchers for the local business. They can interview the local business owner live on stage. They can perform a special request for the local business, get them to sing along, the business can video it and the whole night is a real feature about the local business being celebrated at YOUR venue. You could even run a Battle of the Businesses and offer discounts off drinks and meals for whichever business brings the most people on any given night and then gets up and sings or dances to their special song with the Live Entertainment together.

## Music Means Business



- ✓ Combine a Local Artist Exhibition with a Charity Auction and hire an acoustic jazz band to play who will interview the Artists and MC the auction and feature information about the Charity throughout the event.
  - ✓ Host a local tradie arvo – Friday 3pm – 6pm – and hire a MMM style rock band playing all their fav hits and run competitions with prizes from local businesses who in turn are being promoted live on stage by the band.
  - ✓ Host a Cook Off with proceeds of entry fees to benefit a local charity and hire a band whose style of music matches the style of cooking – eg a Salsa band for a Chilli Cook Off. Create the atmosphere for the event with THREE additional marketers for your venue – the band, the charity, the cooking supply company.
  - ✓ Rent a party bus, sell package deals including tickets to a sporting match, round trip bus home, drinks at the venue after party and a safe UBER ride home utilizing a popular acoustic solo guitarist who just plays requests for the bus ride and a party band for the after party.
  - ✓ Ask your Wine Rep to run a Wine Tasting once a month and get them to fund the live music – something a little groovier than normal – a string quartet perhaps? It really depends on your customer.
- ✓ Offer packages to Local Businesses where they fund the cost of the Live Entertainment in exchange for a fully featured Business Spotlight Promotional event.

## Why Book Live Music?

Performing Artists build strong social networks of fans. This opens you up to potential new patrons and social marketers for YOUR venue brand. For each new artist that you work with, follow them on Social Media and their fans will connect in turn with you.

People come to your venue because they want something fun to do. You have a long list of promotions that will give your audience a ton of different activity to do in your venue. Many of these activities will need a microphone, production and an MC to run the competitions, make announcements, feature the local community or business group and keep everyone on the dance floor and in the bar.



## Why Book Live Music with Pushworth?

**26 Years**   **1000+ Performers**   **1500 + Tours**   **100,000 Events**   **30 Million + Entertained**



You tell us **what you want**; we will go out and get it for you – compliant, registered, auditioned, market ready and in your budget.

We are a little different from everyone else in the market. When an artist contacts you directly, they are concerned with one thing - booking a gig for themselves for the greatest return possible. When we work with venues we look at the big picture of YOUR business. It's not about what the artist needs – it's about how the artist can help build the YOUR business.

A venue manager has their hands full building and managing relationships with the local residents, businesses, and sporting, charity and community groups. If you book a band directly, how much extra does all of this cost you – time, energy, resource, money - to track all the bookings, the fees, the audience feedback, the bar staff and security gig reports, the invoices, the payments, the account enquiries, the marketing and the OHS?

By now you will have been contacted by bands from everywhere wanting to gig at your venue. You will have your selection of a wide variety of artists – some great – some not so great. Some that may work well with what you need – some that may not. How much time do you have to check out where they have played and what result those venues got? How much time do you have to check out what worked and what didn't work? What demographic is more attracted to them? Do they align with your target markets? Is their price point competitive with what everyone else in the market is paying?

The band that you book directly may or may not have Public Liability insurance and may or may not have a Work Method Statement to ensure that they create a safe working environment not just for themselves but for your audience.



When you work with us, you will have access to the **Pushworth Artist Standard:**

- ✓ **Live Entertainment**
  - Local/Touring
  - Solo, Duo, Band
  - DJ
  - Karaoke
  - Function/Event Artists
- ✓ **What You Want**
  - Compliant
  - Registered
  - Auditioned
  - Market Ready
  - Competitive Price Point
- ✓ **What You Need**
  - Site Induction
  - Venue Specials to Advertise
  - Bar Promotions
  - Local Business Spotlight
  - Live Housekeeping Mentions
- ✓ **Professional Production**
  - Break Music
  - Lighting
- ✓ **Social Media**
  - Digital Posters
  - Cross Promotion
- ✓ **Work Place Health and Safety compliant**
  - SWMS
  - Pub Lib COC



## Venue Specific Worksheet

We create a unique Venue Worksheet noting all your Requirements and this is provided to every Artist who works on site at your Venue creating a unique Performance Standard specifically for YOU.

- ✓ Air Fares + Accommodation
- ✓ Artist Performance Obligation
- ✓ Behaviour Expectations
- ✓ Cancellation of Artist Performance Dates
- ✓ Complaint Policy
- ✓ Gear Access
- ✓ Gig Feedback
- ✓ Government Compliances – Local, State, Federal
- ✓ Green Room + Hospitality
- ✓ Lost and Stolen Property
- ✓ Media Protocol
- ✓ Noise Restrictions
- ✓ Official Gig Time
- ✓ Payments to Artists + Accounts Receivable Protocol
- ✓ Performance Paperwork
- ✓ Production and Staging
- ✓ Public Safety Requirements + Site Induction
- ✓ Publicity Standard
- ✓ Smoking
- ✓ Special Conditions
- ✓ Transport



### Save on Administration

- ✓ Weekly **Invoices**
- ✓ One Weekly **Remittance**
- ✓ **Accounts** Payable Communication
- ✓ Monthly Gig **Reports**
- ✓ Monthly Invoice **Reports**

### Save on Time

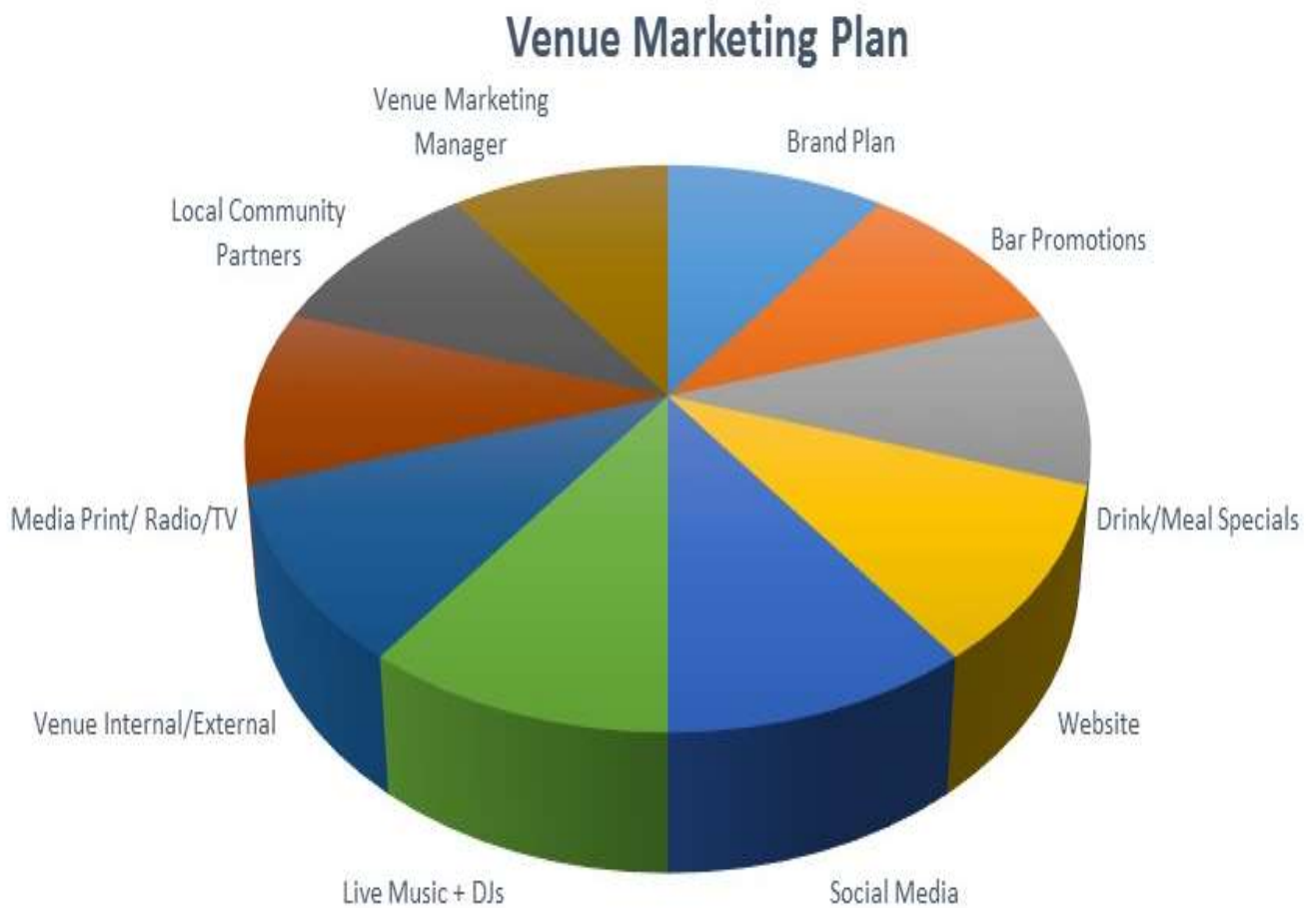
- ✓ We **Book Artists** that YOU want
- ✓ We track **KPIs** results
- ✓ We provide **Budget reports**
- ✓ You have time to build **YOUR business**
- ✓ You have time to build **YOUR local networks**

### Monitor ROI

- ✓ Track **KPI's**
- ✓ Audit **Results**
- ✓ **Budget** Plan

## Live Music and your Marketing Strategy

Live Music and Entertainment forms 10% of your Venue Marketing Strategy. Our focus is centred on supporting **YOUR BUSINESS** with the right Live Music and Entertainment. So when you book an artist with Pushworth, we will work with your Marketing Manager to ensure that you get the best chance to attract Bums on Seats and Raise the Bar!



## Expand Your Marketing Reach

- ✓ The Artists Co-Promote – On Stage and On Line
- ✓ We Offer Marketing Manager Integration
  - We will conduct a Marketing Audit at no charge to you
  - We will review Internal/External Marketing
  - We aim for Brand Plan Integration
  - We assess your Media Print Radio TV
  - We find ways for Live Music to benefit your Local Community Partnerships
- ✓ We Provide Market Expertise – You get the Inside Track of:
  - Cycles
  - Trends
  - Pricing Structures
  - What's Working What's Not
- ✓ We Share Marketing Strategies for
  - Bar Promotions
  - Building Nights
  - Audience Reach

## Integrate with Your Marketing Manager



### **We want to know about YOU.**

- What is your Bar Target Market?
- What is your FACEBOOK PAGE URL?
- What is your official Brand Twitter and Hashtag?
- What format do you want digital posters for your website and Social Media?
- What file format do you need for artwork and posters for your Venue In House Screens?
- Do you display Drive Through and Bottle Shop posters for your monthly gig guide?
- What is the date each month you need the Artist Artwork?
- Which Print Media do you advertise with? Frequency? Weekly? Monthly?
- Which Radio Media do you advertise with? Frequency? Weekly? Monthly?
- Which TV Media do you advertise with? Frequency? Weekly? Monthly?

At every gig, the Pushworth Artists will meet your Duty Manager no less than one hour prior to the performance to organize the following:

- ✓ Site Induction Information
- ✓ Venue Specials to Advertise – for the Bar, Drive Through, Restaurant
- ✓ Bar Promotions to Promote – Which Brands to promote with an allocation to give away live.
- ✓ Local Business Spotlight – obtain vouchers and sponsor detail to promote and giveaway live.
- ✓ Specific instructions for any they need to be aware of or to mention or promote.



## Our Resume So Far

- ✓ [Touring Artists](#)
- ✓ [Australian Clients and Venues](#)
- ✓ [Festivals and Special Events](#)

## How to Get Started

Email or call us (**07 3124 4051**) for a chat about what you want. We will schedule a venue visit, run our Market check list and give you a proposal for Live Entertainment that will meet your Budget, Target Market and Marketing Plan.

<b>Touring Artists, Special Events</b>	<b>Live Programs</b>	<b>Live and DJ Specialist</b>	<b>Regional Specialist</b>
Emmanuel Kyriakidis	Michael Geeves	Mark Colvin	Brad Buckley
<a href="mailto:manny@pushworth.com">manny@pushworth.com</a>	<a href="mailto:michael@pushworth.com">michael@pushworth.com</a>	<a href="mailto:mark@pushworth.com">mark@pushworth.com</a>	<a href="mailto:brad@pushworth.com">brad@pushworth.com</a>





## About Us

Established in 1990 by [Manny Kyriakidis](#) and [Nichola Burton](#), [The Pushworth Group](#) is an Australian full-service agency encompassing bookings, tours, event management, web design, marketing and publicity, artist roster has been home to Grammy, ARIA and APRA award winners for more than two decades. As one of the most respected and longest run agencies in the country, Pushworth has played a fundamental role in Australian events and the careers of entertainers for over 26 years.

Our passion is to build Business with you.

This is the bottom line when working with Venues, Pubs, Clubs, Festivals or Performing Artists Businesses. Whether a suburban pub or an inner city nightclub, a regional hotel or a music festival, a corporate function or a private party. Whether emerging or established, whether big or small, whether it is to earn money playing someone else's music OR to perform your own music – it doesn't matter. We love to work with people of all types to build and develop their business for the long term -whether it is a place where music can be heard and seen OR the music itself.

There are many sides to business in this industry as in every industry. It takes a massive vision, a good solid plan, a competent hard working team and a whole swag of strategies to hold firm to the Vision YOU have for your Venue Culture, Event or your Music. Ranging from international tours to working with pubs and clubs to utilize entertainment more effectively in their marketing campaigns, corporate to community events, web design and publicity campaigns; Pushworth's boutique stable of services are among the country's most in-demand. Our Team covers four different generations with each team member in their own right bringing a wealth of industry knowledge and experience to the Pushworth table for the benefit of our clients. We offer a continuity of market knowledge and experience unmatched by any other entertainment service company in Queensland.

## Stay Tuned In

Stay ahead of the game in the Music Industry and sign up to our newsletter and follow us on Facebook, Twitter and Instagram.



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