# STRATEGY

- To create a website for a 1960's music band.

- The aim is to generate more exposure for the band by targeting the correct demographic of people who are current fans and to target newer fans too.

- The availability and ability to listen to new music and back catalogue must be possible for the user.

- The band would like to let the world know of their availability for hire, to play at various private functions.

- They want to showcase band pictures, share their music, and provide some video clips of them in action.

- Currently they are exploring & utilising the power of social media. So, therefore they would like a social media presence on most popular platforms.

**Relevance of content:**

The content will be relevant, as music is ageless and holds no barriers, but the site will be aimed at a demographic who are now into their 60's. The site will be easy to navigate, it'll be "click and you're there", where you want to get to. The whole website will be structured on the one page so scrolling up and down will be smooth and seamless.

**Why is it special?**

For such an iconic band of the 60's fans can reminisce of times gone by, they can attract new fans too to share in their music. Now… imagine being able to hire the timeless band The Monkees to play at your wedding, well, now it is possible. The band are now ready for hire to play at your special occasion or even your Christmas work party. The ability to this will be available on the site. Merchandise will be available and fans can keep up to date on the latest news and upcoming events.

In time, there will be additions to the site e.g. a new fans club or forum where new and old can interact and use it as a meeting point to share their stories. A strategic research process will be enacted to get as many views as possible as to how we can instil the required content for the user.

**Why would you want this?**

Monkees fans can interact by listening or viewing music on the site, possibly getting closer to their idols by hiring them for a function, keep up to date on current news, acquiring gig tickets, merchandise and being able to connect with likeminded fans, with the addition of a forum or fan area.

**What makes a great experience?**

1. The ability to listen or view music in the one place.

2. Being in touch with your idols and what they are currently up to.

3. The ability to get as close as possible to the band by hiring them.

4. When the fan area is up and running, it'll be a meeting point for likeminded fans.

5. Buying your tickets, merchandise, music material, new and old in the one place.

**What can the user expect?**

**Does it offer me what I want?** – Yes, to have the function to be able to listen and view the band's music.

**As a user I expect to see** – Visually, a funky Monkees brand or logo and relevant content e.g. some band images, a background history on the band, current news, gig news etc. To keep in line with the Monkees image, by using funky looking fonts to keep their brand true.

**Can I contact somebody?** – Yes, there will be a contact us area where you can sign up for a regular newsletter, hire the band.

**What can I learn?** – All Monkees all the time by utilising their social media platforms where fun and facts can be found, links to all the popular social links will be available.

| Opportunity / Problem | Importance | Viability / Feasibility |
|---|---|---|
| Create online presence | 5 | 5 |
| Music/Video player | 5 | 4 |
| Social Media connection | 4 | 3 |
| Produce regular content | 3 | 2 |
| Fan forum | 3 | 1 |
| Contact Us for bookings | 5 | 3 |
| Band history | 3 | 4 |
| Total | 28 | 22 |

(A) Create online presence
(B) Music / Video player
(C) Social Media connection
(G) Produce Regular content
(E) Fan Forum
(F) Contact Us for bookings
(D) Band History
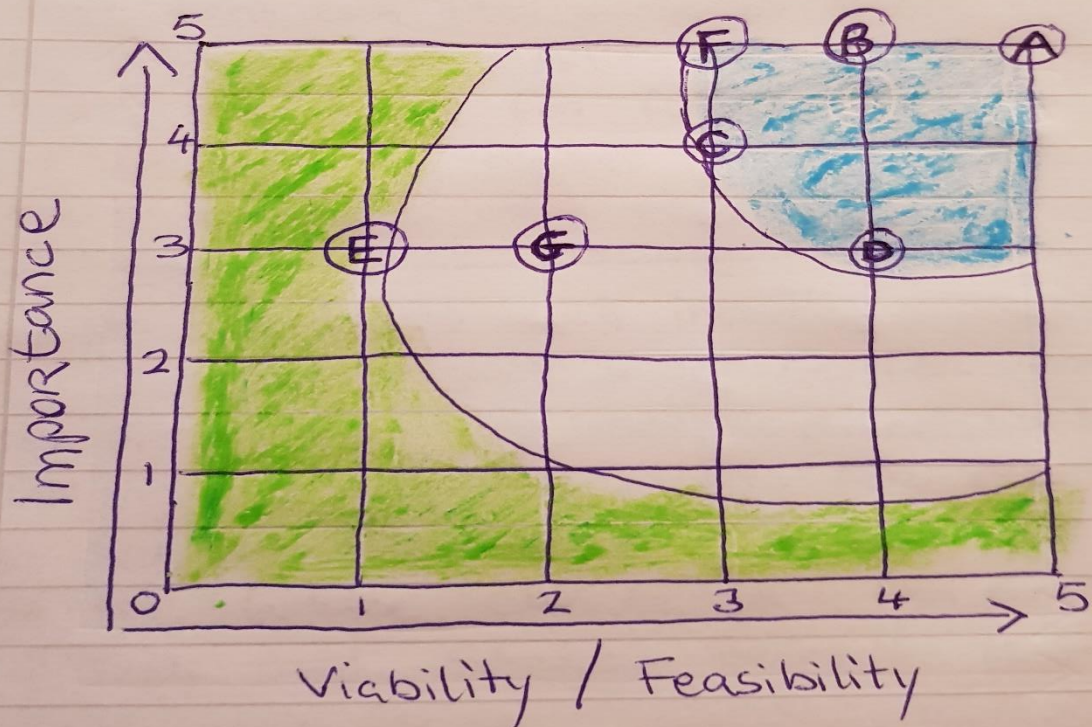


From the above graph we will concentrate on A, B, C, D, F

- Create online presence

- Music / Video player

- Band History

- Produce regular content

- Contact Us for bookings