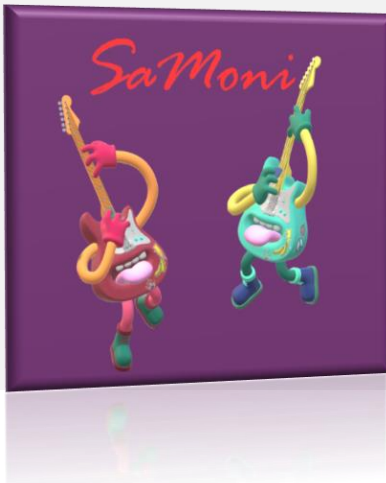




# SaMoni Music Enterprises

They bring the music to you



7 / 10

Computer Savvy

6/10

Web Savvy

1/10

Online Shopping Savvy

## Background

**SaMoni Music Enterprises (SMME)** was founded in April 1993 by Lee Samers and Amanda Moniranp. Within 27 years, SaMoni music Enterprises has brought to life more than 1000 concerts of world famous artists of various musical genres. During these years **SaMoni Music Enterprises** have enjoyed great success and an audience of over 6.5 million people. In January 1994, **SMME** opened doors to a live music club where the careers of many modern bands started. In February 1997 **SMME** opened a newer, bigger, and more attractive club which enjoyed great success for many years! In August of 2004 – doors opened to **SANI MUSIC HALL** – an ultimate venue for live music. Many reknowned artist have taken the stage at these clubs, and have had the time of their lives. For a large number of years **SMME** produced its own radio and TV show, which was broadcast on National Television, National Radio, as well as on many cable networks. **SaMoni Music Enterprises** has been privileged to have the support of numerous multinational companies. The company continues to work with sound-recording and television studios, providing indoor and outdoor stages, pyrotechnics, modern multimedia screens, and personal music equipment. **SMME** could not have achieved all this success without the help of its dedicated team who with decades of experience in the entertainment industry could make any project come to life.

## Web Usage Experience

The company was founded in the 90's when promoting could happen with the help of flyers, radio stations, TV channels, posters. They still sell their tickets only in a physical form, they can be found in their clubs, many cooperating chain stores, gas stations, copy shops. **SaMoni Music Enterprises** had their own website to promote and sell tickets for their events but they could not get much out of it since they tried doing it all by themselves and their team was always focused on the old fashioned way of getting it done. In the end they were forced to close it down because they felt invisible on the web. The company still wants to be on track with the newest trends and ways of informing its (potential) customers. At the moment they are trying to invest more time in Social Media promoting, since the audience for their events includes people from the two most active age groups there (teenagers and adults with age between 18 and 55 years). The best place to find the most information about them on the Internet is Facebook where they have got hundreds of thousands followers. Recently they got a Wikipedia page, so if someone tries to find them on Google they will be able to get to know even small interesting details about **SMME**.