Portfolio Project Report: J&J Promotions

Introduction

An established music promoter would like a website to highlight their upcoming events and local music artists. They want an easy to navigate site that provides information about upcoming shows, the artists performing at those shows, and where to buy tickets. They currently have a contract with another ticketing vendor, but would consider selling tickets in the future.

Expected List of Features

- Calendar of Events
  They host two events per month, so they want something more like an events list than a calendar format
  - Upcoming
  - Previous
- Event Details Pages
  - Include cards as short briefs of artist on the ticket (links to Artist Profile page)
- Artist Profile Pages
  - Profile Image
  - Description/Bio
  - Social Media Links
  - Embedded music/video
- Tickets Information Page
  - Refund Policy
  - Use Policy
  - Ticket Vender Information
- Contact Us Page
- New Artist Application

Market Survey

This would be a new website to provide information to new and existing event goers. Currently they are using social media to market to their audience, and have approximately 2500 followers on Facebook, 1750 followers on Instagram, and 5000 on Twitter. They are hoping to increase those numbers by driving traffic from the website to their social media profiles and vice versa. Their event tickets are sold through Eventbrite and where they have about 500 followers.

A survey of their local competitors conveys that a majority are continuing to use social media as means of promotions. However, their largest competitor (Subsonix) does have a nice web presence. Their competitors include [Fantasy](#), [It'll Do Club](#), and [Subsonix](#).