





EXECUTIVE SUMMARY

The students of Dr. Scott's Public Relations course (STC 436) created a public relations campaign for the 2018 CrawDebauchery, The South Florida Crawfish Festival that helped them gain useful experience and skills in the field of public relations. Learning objectives for this course include learning and implementing the components of a well-organized and professionally executed plan as well as an oral and visual presentation. The class achieved this through conducting primary and secondary research, analyzing data through the application of numerical and statistical concepts, defining target audience, creating objectives, strategies and tactics and developing goal. The class also developed timelines, budgets and plans for evaluation how well the campaign met its objectives as well as recommendations for the future. Creating this campaign also provided the students with the opportunity to improve the teamwork skills and learn how to capitalize on individual strengths and maximize resources to achieve the end goal.

Dr. Scott split the class of 21 into four teams: Public Relations, Speciality Audiences, Social Media, and Website. Each team was instructed to focus on these specific key areas while contributing to the campaign as a whole. The five members of the website team are Kara Bogasky, Sarah Brandt, Maria Laura Coello, Anna De Gobbi and Alexis Yellin.

In January the campaigns class met with Don Matthews, the creator of the CrawDebauchery, The South Florida Crawfish Festival, and Zac Kushner, the communications director. This gave the class a better understanding of the current public relations plans and what they were lacking in terms of the website. Matthews expressed a need for being very authentic to New Orleans which prompted the issue and goal statement. This led to create a situation analysis and identify key target audiences for the campaign, as it pertained to the website. The team researched both demographics and psychographics to define its target audiences based on social media platforms.

The class then performed through research. First the team conducted secondary research to gain an insight on the client, the target market and what was needed to create a successful campaign. With unanswered questions from the secondary research, the class conducted primary research by creating both a paper and Qualtrics online survey. The reasearch division created 27 interveiw questions. The researchers created five interveiw questions for 4 categoies; Public Relations, Speciality Audiences, Social Media, and Website. The researched of the class analyzed the data from the completed surveys using SPSS and formed conclusions based on the interveiws.

Based on the data and knowledge gained through the SPSS analytics, the teams created tactical plans based on their specific area of interest to fulfill the class-wide goal and objectives. For each objective, the team created strategies and tactics that outlined how the objectives are achieved. The tactics included press materials, promotional materials, design samples, a social media plan, and event outlines.



The website team created various content for the website including an edit of the website changing a few articles and adding a lot of information. The website content created, is tailored to the specific target audience for CrawDebauchery, The South Florida Crawfish Festival and also engages them in innovative way that highlights the best of the brand and its sponsor.

Finally, the team created a binder for the client, including all the complied campaign materials, in addition to all-encompassing appendices with all related material. The appendices include all the data from the primary and secondary research. In addition, the binder includes evaluations and recommendations that the team feels the client should further research for the future of CrawDebauchery, The South Florida Crawfish Festival. Also included is the full PowerPoint presentation for the client that presents an overview of the campaign.



ISSUE STATEMENT

The current issue facing the CrawDebauchery campaign is a lack of brand awareness, in part due to limited resources and outdated communication strategies, they are too narrowly focused which is impeding the festival from certain aspects of exceptional growth and audience outreach.



GOAL STATEMENT

CrawDebauchery must develop and incorporate strategic methods to successfully expand and target their audiences by doing diligent research, tapping into unreached audiences through a more comprehensive marketing strategy, a targeted social media presence, incorporate appealing website design and increased press coverage.



SITUATION ANALYSIS

Client Background

CrawDebauchery is an annual festival that takes place in South Florida. It was created from an adaptation of a similar festival, the Cajun festival of Fort Lauderdale. Don Matthews, the founder of CrawDebauchery, integrated the best parts of that with new and exciting competitions and elements to make CrawDebauchery. The festival is run by Don Matthews, the creator, Zac Kushner, responsible for social media and promotions, and Maureen Luna, responsible for the event logistics. The first two years it was a one-day music and food festival, but has since evolved into a two-day festival including a krewe competition, gumbo competition, parade, KidZone and more. The demographic audience is generally 40-60 years old. The audience is 99% white, with 6% from out of state. The event has approximately 3,000 - 4,000 in attendance with few complaints. They are currently using WordPress for their website. Mardi Gras themed colors (green, yellow and purple) are used consistently, but each year the event adopts a theme. Tickets for the festival are currently \$40, with an early bird special online for \$25.

Internal Audit/ Assessment

A three-person team puts this entire event together: Don Matthews, Zac Kushner, and Maureen Luna. Before Kushner, no one focused on public relations and digital efforts. Matthews does not know technology well, which has led to a struggle with success in attracting the desired audience. Social media platforms, such as their Facebook and Instagram, need to be current and have a strategy. All the copy on the website needs to be rewritten and information on the website needs to be updated (ex. this year's menu). The marketing, social media, and website need to be cohesive.

Public Perception

The articles examined on the event website give great insight on thoughts of the public as well as what to expect at the event. The event is directed towards traditional New Orleans food options and culture. The *Broward Palm Beach New Times* recommends if “you love to eat all things Cajun-inspired, you might want to check out the third-annual CrawDebauchery Food & Music Festival taking place April [...] The annual food and music event is all about two things: New Orleans-style fare prepared by some of the area’s best local chefs and plenty of live music (namely jazz).” The articles written, express excitement for those that enjoy New Orleans culture and for those that wish to experience a glimpse of the culture for the first time.

Furthermore, upon reading the reviews for CrawDebauchery on Facebook, attendees raved about the festival, mentioning returning multiple years in a row and loving the focus on New Orleans culture. The overall review is 4.6 out of 5 stars .

Reviews:

Beth Kirby: “I reviewed this last year (2015) unfavorably. After noticing people liking it this year (2016), I thought I should update it. After being convinced to give it another try, we attended again this year and had an entirely different opinion of this festival. There were 2 stages of alternating music, the smaller zydeco stage



being my favorite. There was a dance stage with lessons, and if any of you remember the Cajun Zydeco Festival that used to take place annually in So FL, you'll understand how I felt when I saw this. So glad to have a festival like this in the area again. The N'awlins food is AMAZING! The VIP bleachers still sat mostly empty and banned to those with general admission, so remember to bring chairs or a blanket. Nice park with plenty of space to hang out and enjoy the music. So glad we gave it another chance! We'll definitely go back next year."

Jim Schwartz: "35 dollars is OK if you're planning to spend the whole day there. Seating is only provided for VIP passes. Otherwise you can bring your own chair and be in the sun all day. They should have a large covered area with bleachers, stage, and dance floor for the regular folks and not be so chintzy. The old fort Lauderdale Cajun crawfish festival gave a lot more for the money."

"CrawDebauchery is a great musical event and a good place to "EAT THEM CRAWFS!" Having a gumbo cookoff this year, too. Kids can play with the stilt walkers, clowns, face painters, etc. Having the crawfish race for the kids also." said Adele Fisk

External Audit / Assessment

The current website features a media page with coverage from CrawDebauchery's past festivals. Media organizations featured on this page include: *The Fort Lauderdale Daily, South Florida Insider, Pompano! magazine, Pompano Today, Broward and Palm Beach New Times*.

Each article is positive, focusing on different aspects of the festival. *Pompano Today* writes about enjoying the musical aspect, dancing and artists. *The South Florida Insider* wrote about the food and drinks accompanying the musical performances, but mentions there weren't "overwhelming crowds," which could be seen as a good or bad thing. *The Fort Lauderdale Daily* reporter commented on the festival being family friendly and the delicious Gumbo. *Pompano! Magazine* also described the Gumbo as delicious and worth trying. *Pompano! Magazine* also features definitions based on New Orleans culture and food. *The Broward and Palm Beach New Times* simply gave a general overview of CrawDebauchery, but still maintained positive feedback.



SWOT ANALYSIS

Strengths

- The event is authentic to New Orleans culture.
- CrawDebauchery has a good artist lineup, and strong sponsors.
- The event is family friendly, featuring a KidZone.
- The Facebook review page is strong, and many people, who have attended the festival, leave great reviews.
- The client is adding new items to the list for the coming years, such as a parade, which draws interested people directly to the festival.
- The owner Don Matthews, personally calls people who are issuing complaints and helps them further.
- They have local newspapers write about the event.

Weakness

- There is no clear target audience, besides the obvious people who have a direct interest in New Orleans.
- The website looks very dated and thrown together.
- There is a lack of consistency in exactly what their logo is. Each social media and online platform displays a different version, making it difficult to remain cohesive.
- Don Matthews, does not know much about technology.
- The client does not have a style guide.
- The demographics attending their event is not the demographic they're hoping for.

Opportunities

- The client wants to target a larger range of audience, so they add items like a KidZone and a parade to the festival.
- With a new member, Kushner they can better their presence on social media and in Public Relations.
- Since the event is a representation of the vast New Orleans culture, CrawDebauchery has an opportunity to expand.
- Their internet presence can be adjusted to reach desired audiences, as well as engage current attendees. Matthews and Kushner are very open to a website makeover.
- A redesign of their website, as well as a more targeted approach on social media can make a significant difference.
- Notify general admission ticket purchasers prior to the event to bring a chair or umbrella for the event, or advertise the Krewe competition to them.
- The CrawDebauchery website photo gallery needs to represent more diversity in the photos if they hope to gain a more diverse crowd at future events.



Threats

- The location of the event is not very ideal for most people, as Miami-Dade, Broward and Palm Beach are not located very conveniently. Also the location is outdoors, meaning the weather is definitely a big factor.
- The location is not ideal for South Florida, and tourists may have a difficult, if not nonexistent, opportunity for finding out about CrawDebauchery. The event is meant to be a destination festival, but it is unlikely that people will travel into Pompano Beach to attend CrawDebauchery.
- The budget is limited, which diminishes large expansion opportunities.
- Tickets for the event are relatively cheap for a festival. This may make consumers devalue the event. Due to the cheap tickets, there is not a large budget for this event which can limit its expansion.
- On the website, New Orleans terms are used that some people do not understand, and having to go to the terminology page every time a word is not clear might be too inconvenient.



PRIMARY AUDIENCE

The primary audience for the CrawDebauchery festival are Baby Boomers, Generation X and Generation Y of any race living in the South Florida area.

Baby Boomers (1946-1964)

Baby Boomers are the demographic group born during the post-World War II baby boom, approximately between the years 1946 and 1964. This includes people who are between 53 and 71 years old. They have a deep appreciation for culture and they are also health conscious. They read food labels and have a desire to stay active to help prolong their life. A lot of Baby Boomers cannot go long periods of time without sitting and shade is very important to them. Baby Boomers have the most disposable income and love to save money when making purchases. They like to have one-to-one interactions with retailers and tend to buy things ahead of time. This generation is very comfortable browsing and shopping online with 85% reporting that they research products online. When looking for company information, they like to visit the company website. They prefer a more copy based design, rather than visual design when it comes to websites.

There are more than 27 million social networking users from this generation. With almost 19 million users from this group using Facebook for friends and family, not for information gathering. Their usage of Twitter continues to rise.

Baby Boomers act based on what they see on social media, and most of the time it is focused on finding more information. More than half of Baby Boomers will visit a company website, or continue the inquiry on a search engine after seeing something on a social networking site.

Prepackaged Audiences: retirement homes or community group events:

- Kings point (Delray Beach, Florida)
- Century Village (Four different locations in Florida: West Palm Beach, Boca Raton, Deerfield Beach and Pembroke Pines)
- Palm Aire Country Club (Pompano Beach, FL)
- The Court at Palm Aire (Pompano Beach, FL)
- The Seagate Country Club (Delray Beach, Florida)

Opinion Leaders: writers of the retirement community newsletters:

- Gail L. Coni, Palm Beach Mayor, 62.
- Lamar Fisher, Pompano Beach Mayor, 56
- Tomás Pedro Regalado, Miami Mayor, 69.
- Cary Glickstein, Delray Beach Mayor, 58



Generation X (1956-1976)

Generation X comprise the largest population boost in American history, and makes up only 25% of the US population but claims 31% of its total income dollars. This includes people who are between 32 and 51 years old.

This group has moved into the family stage of life. When they have free time, they want to spend it with their children. They tend to be the decision makers and are constantly looking for weekend activities that could include the whole family. They work hard to try to save enough money to afford sending their children to college. Many from this generation are divorced and back to the dating world, but looking to go on a date that is unique and offers an experience. This generation is said to have entrepreneurial tendencies. They appreciate small businesses. They have achieved a healthy work-life balance. They have also grown to accept technology and now do a lot of their shopping online to save the time of going to the store. When targeting this generation through digital channels, email reigns as one of the most important channels for this generation. Generation X checks their email regularly and responds well to personalized offers tailored to their interest and prior purchases. They have a strong preference for fast, easy-to-use websites, with clear payment information. Generation X are active in social media with 95% of them having Facebook. They enjoy short (20 second to four minute) Facebook videos and sharing them with their friends. They are also active with 25% regularly posting to Twitter.

Prepackaged Audiences: Public school PTA newsletters, parenting support groups and readers of parenting blogs.

- Boca Raton Middle School PTA
- ACC Parents Piecing It Together
- Newsy Parents, www.newsyparents.com
- Beyond Mommying, www.beyondmommying.com
- Local Mom Scoop, www.localmomscoop.com

Opinion Leaders: writers of parenting blogs

- Barbara Sharief, Broward County Mayor, 58
- Kim Bremer, BRCMS PTSA President
- Aileen Van Pelt, Newsy Parents, www.newsyparents.com
- Melissa Roy, Beyond Mommying, www.beyondmommying.com
- Heather McMechan, Local Mom Scoop, www.localmomscoop.com



Generation Y (1977-1995)

Generation Y, also called Millennials, refers to the specific generation born between the 1980s to the early 1990s. This includes people who are between 18-34 years old.

Although this group tends to be family oriented, most of them do not have children yet. Therefore, they have less responsibilities and are looking for activities that would interest them and friends. They do not have high paying jobs, so they tend to be bargain hunting and are not ashamed of coupons. This group is very liberal, advocating for rights for all. They are also health conscious and into trying new things. They wait until the last minute to purchase tickets to events, and are looking for cheap ways to let loose with friends on the weekend. This generation are tech/web savvy, they have been growing up in an emerging world of technology surrounded by smartphones, laptops and other gadgets. They use social media to get most of their information and buy most of their things online. Millennials post everything about their day, from the activities they do to the food they eat. Before making purchases, they look up reviews online and through social media. They can be untrusting of traditional advertising elements and tend to question why something like a festival would be so inexpensive or expensive. Within this generation young adults enjoy gamified, dynamic experiences, with multimedia and quizzes. University students are more goal-oriented, and prefer choosing between multimedia or just reading more simple content. They also prefer websites that help them complete goals quickly.

Prepackaged Audiences: Millennial prepackaged communities could be college cultural groups and clubs as well as sororities and fraternities.

- FAU (Best Buddies, greek life, dance fitness Wednesdays)
- Lynn University (Black Student Union, Alpha Phi Delta Fraternity, College Panhellenic Council, Sigma Alpha Epsilon Fraternity, Sigma Sigma Sigma Sorority, Theta Phi Alpha Sorority)
- Keiser University
- Nova Southeastern University

Opinion Leaders: Food bloggers, residential assistants

- Jose Loor and Alejandra Cangas, The Hungry Post, www.hungrypost.com
- SoFlaFoodie, www.soflafoodie.com
- Scott Piccoli's Guide to Florida music festival, www.bocamag.com/south-florida-music-festival-guide/
- Groupon, www.groupon.com



SECONDARY AUDIENCES

Secondary audiences for the CrawDebauchery festival include the Cajun Zydeco community, Voodoo practitioners (found often un South Florida religion: Catholic) and New Orleans transplants. The Cajun Zydeco can be reached through www.floridacajunzydeco.com or The Rhythm Foundation. Many Catholic churches in South Florida incorporate Voodoo practices into their rituals. So, marketing materials toward Catholic churches in South Florida should highlight the Voodoo aspects of the festival.

People who lived in New Orleans at some point in their life and are now living in South Florida are very important too. These people know the New Orleans culture and would be interested in a festival that is authentic. The parenting blogging community is very strong in South Florida. These bloggers tell readers what family activities are happening in the local areas. Families are welcome to this event since it will offer a KidZone and other sections for different age ranges. Food bloggers are also a part of the secondary audiences, since an event that offers quality food with a unique experience of the taste of New Orleans, is very attractive to them.

Finally, The Revivalist fans and Millennials interested in jazz are another important group to consider as a secondary audience.



APPENDIX

A. Media Plan

1. Media List
 - a. Event and Calendars
 - b. Food
 - c. Music
 - d. Parenting
2. Media Timeline

B. Media Tactics

1. Advisory
CrawDebauchery to host fifth annual festival
2. Backgrounder
CrawDebauchery
3. Fact Sheet
CrawDebauchery
4. Press Release
 - a. "Sout Florida's Most Authentic Crawfish Festival Returns with Bigger Lineup and More Food
 - b. Mardi Gras comes to South Flordia

C. Social Media Strategy

1. Social Media Platform Audit
2. Full 12-Month Calendar for Facebook, Instagram and Twitter

D. Promotions

1. Promotional video
2. Website

E. Design

1. Merchandise
 - a. Men
 - b. Women
 - c. Unisex
 - d. Waterbottle
2. Sticker
3. Flyer
 - a. Krewe
 - b. Gumbo Rumble



- c. KidZone
- d. Lineup
- 4. Palm Card
 - a. Lineup
- 5. Facebook Cover Photo
 - a. Lineup

F. Primary Research

- 1. Interview/Survey Questions
- 2. Interview/Survey Results

G. Secondary Research

- 1. Reference List
- 2. Original Articles

H. PowerPoint for client



PRIMARY RESEARCH

Introduction

The following research presented in this document is a detailed and extensive report of the secondary research, methodology of creating the primary research interviews, primary research results, and conclusions made from data analysis. For any campaign, especially CrawDebauchery a new festival with minimal research, primary and secondary research assist in gaining insights about target audiences, perceptions and behaviors. As a class, there were 47 people surveyed. These interviewees were strategically selected as they have an interest in food and music festivals, and either currently reside or have resided in Florida. Conducting interviews was determined as the most productive and meaningful way to gather information because of the in-depth nature and the types of questions that needed to be answered.

Secondary research summary

Introduction

Secondary research is very important to establish a solid baseline. To do this, each team researched credible Internet sources, such as academic journals, noteworthy newspapers, magazines and articles regarding endemic audiences.

Summary

The website team wanted to find out as much as they could about what makes a successful website. The team searched the Internet for information on five basic areas. The team wanted to gather information on website design, color use/logo design, how to write for a website, how to get customers to take action on a website, and SEO/media marketing/targeting generations. Through this secondary research the website team found out how the client can build a better website that will attract more clientele. The website team found that well designed websites performs better than ones who aren't. Through this secondary research, it was determined that the design of a website should always be catered to the target audience and it should answer the question of who the company is and what they have to offer. The team found that when writing a website it is important to keep it simple and have the most important information upfront and easy to find. Making a good first impression with a website is very important and could help more potential customers take action and buy tickets. The website team found that it is important to clearly communicate with each to each target generation.

Gaps in knowledge

After collecting a lot of insightful information on the festival's demographics, the research team still had many unanswered questions. These unanswered questions focused on the generation's behaviors in four main categories; Public Relations, Specialty Audiences, Social Media and Website. The in-depth interview gave insight to these four topics that could not be achieved through secondary research alone.



The first category of questions focused on the behavior of consumers with a festival website. It asked about the importance of a festival website to the consumer. The questions also gained insight on the importance of email use and the overall design of a website. By asking the question, “When you go to a website does the overall layout have an impact on how you use it?” the website team gained insight to how the overall layout and design of a website impacts the consumer’s experience.

The second category of questions focused on the behavior of a consumer toward social media platforms. This group of questions asked about how social media plays a role in the attendance to festivals. With questions like, “Do conversations (comments, posts, reviews, etc.) on social media influence your decision to attend a music & food festival?” the research division and Social Media team got to understand what influences consumers to either attend a festival or not. The Social Media section also asked questions like how reviews influence a consumer and the interaction of different generations on Social Media.

The third category focused on more general questions about familiarity with New Orleans culture and where consumers find information about weekend events. This category wanted to know where people get their information from on weekend activities. By asking people to explain a great experience they had at a festival the research division can get a better understanding of what makes a great experience for each consumer.

The last category addressed the questions pertaining to specialty audiences and how far in advance consumers will make plans to attend a festival. Asking about how diverse the past festivals that they attended were, can give the researchers insight into how consumers view festivals and diversity. The questions also focused how tickets were used at other festival and whether or not consumers carried cash with it very different between the generations.

The questions in each of the four categories allow the research division to better understand the areas that the secondary research couldn’t answer. These questions from the primary research are used for this campaign and give insight into consumer behavior.

Primary research introduction

Conducting primary research assists in comprehending the target audience’s behavior, attitude and perceptions of music and food festivals. The interviews create meaningful insights, which can be further used to develop strategies and tactics for future campaigns.

Methodology

Introduction

After creating comprehensive secondary research reports, there were still gaps of knowledge that needed to be answered by interviews. To fill in the gaps, the research division created 27 interview questions. In total, the class interviewed 47 individuals in the course of two weeks. Additionally, classmates entered their interviewees demographics into Qualtrics.



Phase 1: Creation of Primary Research Tool

- Each member of the research division drafted five interview questions for their specific category. The categories are the following: public relations, specialty audiences, social media and website.
- The research division compiled all of the drafted questions onto a document and then met with Dr. Scott to determine which questions would be the most beneficial.
- The research team finalized the interview outline and distributed it to the class via email.
- Teams created accounts on Qualtrics at <http://www.umiami.qualtrics.com> using shared University of Miami logins to create the demographic section of the interview.

Phase 2: Beta Test

The class utilized a beta test to minimize mistakes and incomprehensible questions. The participants were chosen from different generations, ethnicities, and backgrounds to ensure that almost everyone understood the survey. Anyone participating in the Beta Test was ineligible to participate in the actual interview for a variety of reasons (never lived in Florida, knew about the campaign, etc.) Every student distributed the beta test to at least one individual. After the completion of this test, the feedback was compiled and the necessary corrections were applied. There were 42 Beta Tests in total. There was some confusion on certain words like “conversations” so examples were listed after the question for clarification. There were two questions that were repetitive, so they were combined. On the question of the highest degree earned, it didn’t list the option of no formal education. On the question of income, it didn’t provide the option of lower than \$10,000. On the question of religion, it didn’t provide the option of none.

Phase 3: Demographics

- The research division created 8 demographic questions, which were modeled off of census questionnaires to ensure accuracy.
- The demographic questions included:
 - Age
 - Respondents had to be at least 18 years or older
 - Race/ethnicity
 - Highest degree earned
 - Marital status
 - Total household income
 - Do they currently reside in Florida
 - If the interviewee currently does not reside in Florida, the question “Have you ever resided in Florida?” was then asked.
 - Religion
- The types of demographic questions created were in the forms of multiple choice (single response)



Phase 4: Qualifying/Class Wide Questions

- The qualifying questions were created to ensure that participants were within the target audience as well. It is imperative that interviewees have attended either a food or music previously, so that their insight would be useful.
- If participants did not meet the qualifying questions, the interview was stopped.
- The block continued four questions and eight sub questions about the following:
 - Have you been to a food festival?
 - Which festival did you attend? Why?
 - What kind of food was your favorite?
 - Was there anything you didn't like about the festival you attended?
 - Have you been to a music festival?
 - What festival did you attend? Why?
 - What kind of music acts were your favorite?
 - Was there anything you didn't like about the festival you attended?
 - Would you attend an authentic New Orleans style jazz+food festival?
 - Why or why not?
 - Have you been to New Orleans?
 - If yes, did you like New Orleans?
- The questions in this section are:
 - Yes/No answer
 - Open-Ended

Phase 5: Website Questions

- The website questions were designed to try to understand the role a website plays in consumer behavior pertaining to a food or music festival
- The section contains three questions and four sub questions about the following:
 - How do you prefer to stay updated on announcements pertaining to festivals and events?
 - Do you get emails?
 - Do you use social media to stay updated on an event that you are interested about?
 - Do you use websites?
 - What are your intentions when you go to a music or food festival website?
 - When you go to a website does the overall layout have an impact on how you use it?
 - If yes, in what ways?
- The questions in this section are:
 - Yes/No answer
 - Open-Ended

Phase 6: Social Media Questions

- The social media questions were designed to understand how the interviewees interact on social media and how that influences their decision to attend a music or food festival
- The section contains eight questions and two sub questions about the following:
 - Do you follow any music & food festivals on social media platforms?



- If yes, which ones do you follow and on what platforms?
- Do conversations on social media influence your decision to attend a music and food festival?
- Do videos on social media influence your decision to attend a music and food festival?
- Do photos on social media influence your decision to attend a music and food festival?
- Do event pages on social media influence your decision to attend a music and food festival?
- Do you look at or read reviews on social media regarding music and food festivals?
 - If yes, do reviews on social media influence your decision to attend a music and food festival?
 - What information about a festival is most useful to you on a social media site?
 - How do you interact with festivals on social media?
- The questions in this section are:
 - Yes/No answer
 - Open-Ended

Phase 7: Public Relations Questions

- The public relations questions were designed to determine what sources interviewees received their information, as well as what constitutes a great festival experience
- The section contains six questions and one sub question about the following:
 - What outlets do you read/watch to find information about weekend events?
 - What is your go-to source to find out about weekend events?
 - How many music festivals have you attended in the last five years?
 - How many music festivals have you attended in the last five years?
 - Are you familiar with New Orleans culture?
 - If yes, test them with New Orleans lingo
 - Tell me about a great experience you had at a festival
- These questions in this section are:
 - Yes/No answer
 - Open-Ended

Phase 8: Speciality Audiences Questions

- The specialty audiences questions were designed to determine how diversity plays a role in the different types of festivals that participants attended
- The section contains six questions and four sub questions about the following:
 - Was the festival(s) you attended racially/ethnically diverse?
 - Was there a balance between men and women?
 - If no, were there more men or women?
 - Were there children present?
 - Were there a lot of people within your age range at the festival(s)?
 - How far in advance did you purchase your festival(s) tickets?
 - If you bought the ticket before the festival, was your ticket on your phone, or was it printed out?
 - If you waited to purchase your ticket, why?



- How did the festival staff collect your ticket? Was a ticket scanner utilized?
- Do you usually carry cash?

Phase 9: Greeting and Consent Form

After the completion of the final draft of the interview question the research division made a qualtrics survey that asked each individual for their demographics. Each division member gave the questions and the link to the survey to their group members. Before each interview was conducted an email went out to each person being interviewed welcoming them to the interview.

Hi (Mr, Mrs, or Ms. Name),

Thank you for agreeing to participate in research for my senior capstone course in PR. My class needs men and women of all ages and varied ethnicities who attend cultural, food and music festivals. We would appreciate your opinions and feedback on a few questions we have about a local festival in South Florida. This interview will take about 20-30 minutes and can be done in person or through a video chatting service such as Skype or FaceTime. Please let us (or me) know what times would work for you. Once again your participation is greatly appreciated.

A few basic questions have been email to you. Please fill them out before we talk in person or through Skype/Facetime.

Thank you,

(Your Name)

Phase 10: Administration

47 individuals were interviewed in total. Each team conducted the survey in person or via Skype/FaceTime. The students sent the participants an email containing the Qualtrics demographic questions before conducting the interview. The interview took about ten minutes to complete and the students recorded the answers on their laptops or recording devices.

Limitations

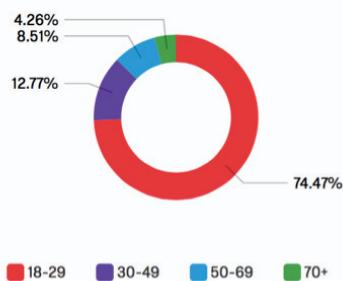
The limitations are the total number of people who participated the interview, the amount of time the interview needed, and the resources. The interview need the participants who attended music or food festival and also have lived in Florida. The pre-requirements narrow down the scope of the available interviewees. Therefore, the conclusion draw from the small number of interviews conducted may not be comprehensive and general. The way to conduct the interview is through face-to-face communication, Facetime and Skype. Therefore, it's harder to set the time works for both and the technical problems can also be an issue. Since the demographic questions in the interview include sensitive topic like income and religion, the demographic part putted into the Qualtrics which enable the interviewees complete this section online. This process make it difficult to match the specific interviewee's result with his or her demographic background, which also make it complicated to draw the correlations. Therefore, it is important to check the submitting time on Qualtrics to match the person and the interview results. The interview is formed with mainly short answer questions, which require more time



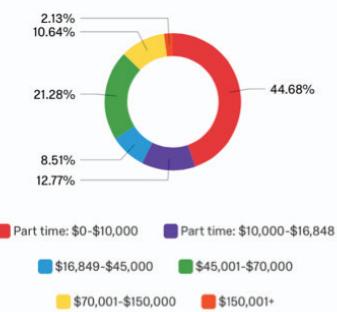
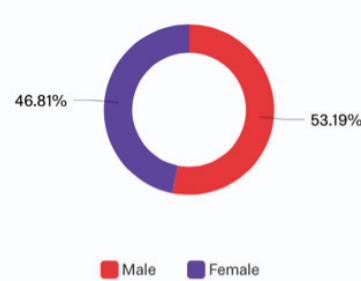
and thinking, but people tend to respond as yes or no question without further opinions due to the time issues. Therefore, some of the results are hardly useful for analyzing the results, since it is imperative to probe the correlations. Considering the nature of the short answer questions, unlike the survey, it may cause more confusion and misunderstanding, even conducted Beta Test before the interview. Interviewee may interpret the question in his or her own perception. Also, there are several questions concerning about the New Orleans culture, but hardly people lived in Florida can have knowledge of New Orleans culture. Since this festival is related to New Orleans culture, the answers of these questions are very important to analyze.

RESULTS SUMMARY

Age Breakdown

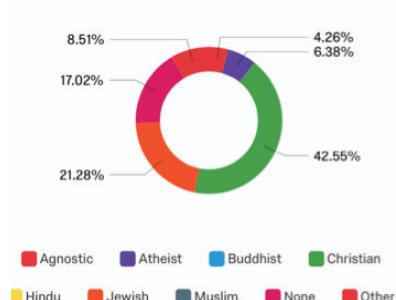


Gender Breakdown

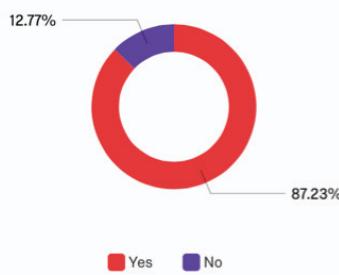


Income Breakdown

Currently residing in Florida breakdown



Religion Breakdown





Interpretation of results

Staying updated on festivals

The results indicate that 39% of White people, 60% of Hispanics and 50% of Black people prefer to stay updated about festivals through Facebook. Therefore, CrawDebauchery should keep its Facebook updated with announcements about the festival so these races can stay informed. However, Asians equally prefer staying updated through Facebook, email and websites with 25% for each platform. CrawDebauchery needs to keep its social media updated because 52% of Generation Y uses social media to stay updated on announcements and 67% of Generation X prefers social media as well. However, none of the Baby Boomers interviewed prefer social media to stay updated. Instead, 67% of Baby Boomers prefer to stay updated on events and announcements via email. In terms of education level, high school graduates prefer to stay updated about festivals via social media, as 38% answered this way in the interviews. Therefore, if CrawDebauchery wants to reach this education level, it should maintain an active social media presence. Only 27% of individuals with a Bachelor's degree and 20% with a Master's degree use social media to stay updated on festival announcements. Instead, 55% of individuals with education up to their Bachelor's and 40% of individuals with their Master's prefer to receive emails. To reach single individuals, CrawDebauchery should make announcements on social media as 42% of these interviewees said they check social media for updates about festivals. However, only 22% of married people said they check social media for updates, rather than email and websites with 44% respectively. To reach females and males when making announcements about CrawDebauchery, the festival should use social media as 50% of females and 37% of males prefer this medium. Out of all of the Jewish interviewees, 33% prefer to stay updated on festival announcements by email. CrawDebauchery should consider maintaining an email list to provide this demographic with updates. However, 42% of Christians and 50% of Agnostics prefer to stay updated using social media. Out of the individuals working part time earning between \$0 - \$10,000 a year, 50% stated they prefer to stay updated through social media. Additionally, 67% of people working part time earning between \$16,848 - \$45,000 a year state they prefer to stay updated with festivals and events through social media, which further suggests CrawDebauchery should remain active on its social media accounts. However, only 33% of people earning between \$45,001 - \$70,000 a year state they prefer to stay updated about festivals and events through social media. Only 20% of people earning between \$70,001 - \$150,000 a year prefer social media to stay updated. However, 60% of the latter demographic prefer to stay updated with events and festivals by email, which suggests that CrawDebauchery should consider creating an email list if it desires to attract this demographic.

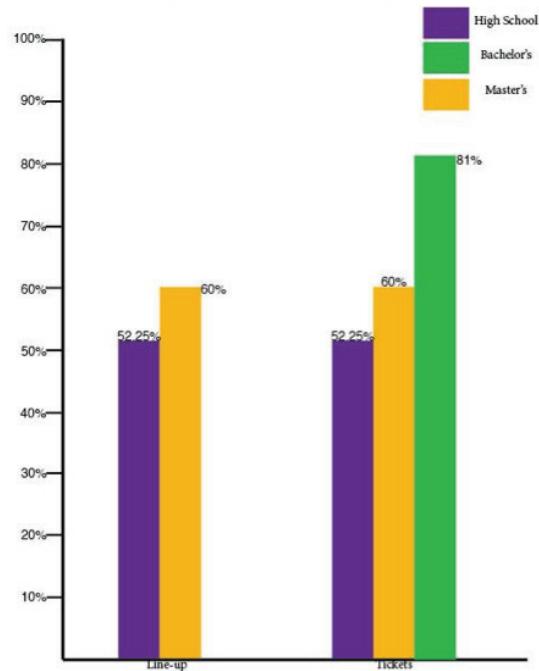
Promoting on the website

The results indicate it is important for CrawDebauchery to heavily promote both its lineup and tickets on its website. All races go to the website to find both the lineup and ticket sales. Of the White people interviewed, 67% went to the website in search of the festival's line-up. Of the Hispanics interviewed, 60% went to the website in search of the festival's line-up and tickets. Every Asian went to the website for tickets and Blacks were split equally with 50% for lineup and 50% for tickets. For the different generations, it is important for CrawDebauchery to promote its lineup and tickets heavily on their website as well since 60% of Generation Y go to festival websites to view lineup and ticket promotions. Generation X and Baby Boomers visit festival



websites to view ticket prices, with 88% and 50% respectively. The majority of high school educated individuals, 56.25%, look at the lineup and ticket prices. Therefore, CrawDebauchery should heavily promote these two resources to attract this education level. The majority of individuals with an education of Bachelor's view websites for tickets, 81% to be exact, whereas interviewees with their Master's visit a website for lineup and ticket prices, 60% for each. Additionally, CrawDebauchery should ensure their lineup is promoted heavily on their website to reach single individuals as 69% said they go to festival websites to view the lineup. Married individuals view lineup frequently as well with 44% stating this was why they went to a festival website. However, the majority, 66%, go to a festival website to buy tickets. Single individuals reported going to websites to look at tickets as well, as 57% answered with this response. When viewing a festival website, 47% of females go on a website to view the lineup. However, only 53% of males view the lineup and 63% view tickets. Of the females interviewed, 42% view ticket prices on the website. Therefore, CrawDebauchery should make sure tickets and lineup are very prevalent on their website to appease both genders. CrawDebauchery should keep its website up to date with lineup information considering 56% of Jews, 67% of Christians, and 100% of Agnostics go to festival websites for this purpose. In terms of religion, 44% of Jews, 67% of Christians, and 50% of Agnostics go to festival websites to view ticket prices. Lastly, CrawDebauchery should keep ticket prices up to date on its website considering, 82% of people working part time earning between \$0 - \$10,000 a year, 50% of people earning between \$45,001 - \$70,000 a year, and 80% of people earning between \$70,001 - \$150,000 a year all go to websites to view/buy tickets. Half of people working part time earning between \$16,848 - \$45,000 a year also go to festival websites to view/buy tickets, however, 100% of this demographic goes to festival websites to see the lineup, meaning CrawDebauchery should keep the website updated with lineup information if it wishes to attract this demographic.

What Education Levels Look for on a Website

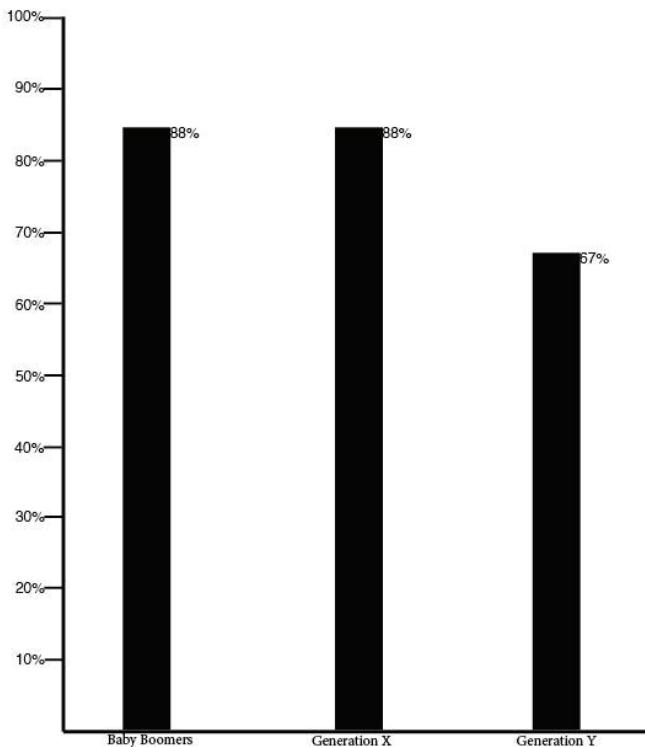




Website layout impact

CrawDebauchery should ensure that its website is user friendly, easy to navigate, visually appealing and efficient. For race, 83% of White people, 100% of Asians, 80% of Hispanics and 50% of Black people prefer a well designed website. However, 50% of Black people said that the layout does not matter to them. The results also showed that 88% of Generation Y, 88% of Generation X and 67% of Baby Boomers feel that the overall website has an impact on they use it. Therefore, CrawDebauchery should have a clean and easy to navigate site to appease each generation. Maintaining a user-friendly website is important to married and single interviewees. Of the single and married individuals, 70% and 88% respectively said that the layout of the website impacts how they use it. Jews (78%), Christians (67%), and Agnostics (100%) all agree that the layout of a website has an impact on how they use it. This suggests that CrawDebauchery must maintain a website that is easy to navigate to attract members of these faith beliefs. All incomes arrived at the same consensus as well, as 75% of people working part time earning between \$0 - \$10,000 a year, 100% of people working part time earning between \$16,848 - \$45,000 a year, 45% of people earning between \$45,001 - \$70,000 a year, and 60% of people earning between \$70,001 - \$150,000 a year all state that the overall layout of a website has an impact on how they use it.

Does the overall design of the website impact the desicion to attend





Conversations on social media

The results showed that 100% of Asians felt that conversations on social media influence their decision to attend a festival. However, only 50% of Blacks felt that this had an influence on them as well as 39% of White people and 60% of Hispanics. Therefore, CrawDebauchery should foster positive conversations on social media. CrawDebauchery should be cognizant of conversations on social media pertaining to its festival solely for Generation X as 88% of this age demographic believes it influences their decision. However, 60% and 50% of Generation Y and Baby Boomers respectively disagree. Conversations on social media do not influence high school educated, individuals with a Bachelor's or Master's degree as 69%, 64% and 60% reported this in the interviews respectively. Therefore, it is not crucial for CrawDebauchery to monitor its social media conversations. Additionally, conversations on social media do not influence single or married people as 69% of single and 66% of married individuals answered with this response. Therefore, CrawDebauchery does not need to be as cognizant with monitoring their social media as the conversations do not heavily influence this demographic. Male and females do not become influenced by conversations on social media as of 57% females and 47% of males reported that it does not affect them. Therefore, CrawDebauchery should not be concerned about this aspect of social media influencing male or female's decision to attend the festival. In terms of attracting individuals with different religious beliefs, CrawDebauchery should not focus too much on conversations taking place on its social media pages, considering 78% of Jews and 75% of Agnostics report that conversations do not influence their decision to attend a festival. However, 33% of Christians are influenced by social media conversations, so CrawDebauchery should not ignore the conversations completely. Lastly, regarding income, 50% of people working part time earning between \$0 - \$10,000 a year, 50% of people working part time earning between \$16,848 - \$45,000 a year, 50% of people earning between \$45,001 - \$70,000 a year, and 100% of people earning between \$70,001 - \$150,000 a year all agree conversations on social media do not influence their decision to attend a festival. This finding suggests that CrawDebauchery need not focus heavily on social media conversations when attempting to attract these income groups.

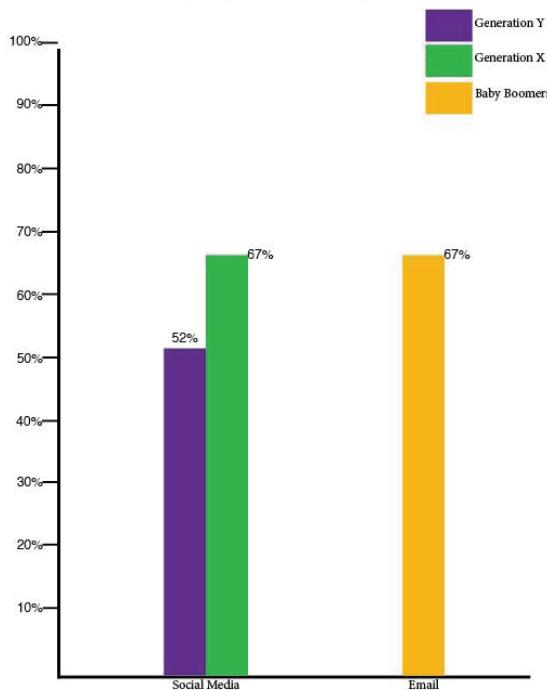
Staying updated on weekend events

CrawDebauchery should heavily publicize the festival on social media because 50% of White people, 75% of Asians, 80% of Hispanics and 50% of Blacks prefer to use social media to keep themselves update on weekend events. However, the festival should also promote themselves in the newspaper and on the radio because 50% of White people use newspaper ads and 50% of Black people listen to the radio to find out about weekend events. To keep Generation Y individuals informed, CrawDebauchery should utilize its social media because 60% said they use social media to stay updated. Additionally, 33% of Generation X said social media was one of their go to platforms as well. However, none of Baby Boomers use social media to stay updated on weekend events. Instead, Baby Boomers prefer newspapers with 50% answering with this outlet, as well as Generation X, with 33%. The majority of high school graduates receive their weekend event information from social media, with 63% reporting this answer. Therefore, CrawDebauchery should keep its social media pages very updated to reach this education demographic. However, only 27% of individuals with a Bachelor's degree and 20% with Master's degree rely on social media for weekend information. Instead, they both read newspapers as 73% of individuals receiving a Bachelor's degree and 60% of individuals with Master's degree reported this answer. Therefore, the festival should be promoted in newspapers to reach this education demographic. Both males and



females prefer to receive information about weekend events by social media as 57% of females and 31% of males stated this in the interview. Therefore, CrawDebauchery should maintain a strong social media presence to reach both genders. Single individuals prefer to use social media to keep updated on weekend events. However, only 11% of married people said they use social media to do this. Instead, 55% of married individuals read the newspaper, whereas only 15% of single individuals read this outlet. In terms of religion, both Christians (50%) and Agnostics (50%) find out about weekend events through social media, which suggests that CrawDebauchery should maintain a strong social media presence. Comparatively, only 33% of Jews find out about weekend events through social media, so CrawDebauchery may not reach as many members of the Jewish faith through these platforms. The majority of people working part time, 81%, earning between \$0 - \$10,000 a year turn to social media to find out about weekend events which suggests CrawDebauchery should keep its social media accounts updated to appeal to this demographic. However, only 17% of people working part time earning between \$16,848 - \$45,000 a year and 17% of people earning between \$45,001 - \$70,000 a year list social media as the medium in which they find out about weekend events. In actuality, 50% of the latter demographic use websites to find out information about weekend events which suggests CrawDebauchery should keep its website updated and seek placement on event websites. Lastly, 80% of people earning between \$70,001 - \$150,000 a year use newspapers as their source of weekend events, which means CrawDebauchery should land newspaper placements in order to attract the members of this income level.

How do you prefer to stay updated on events





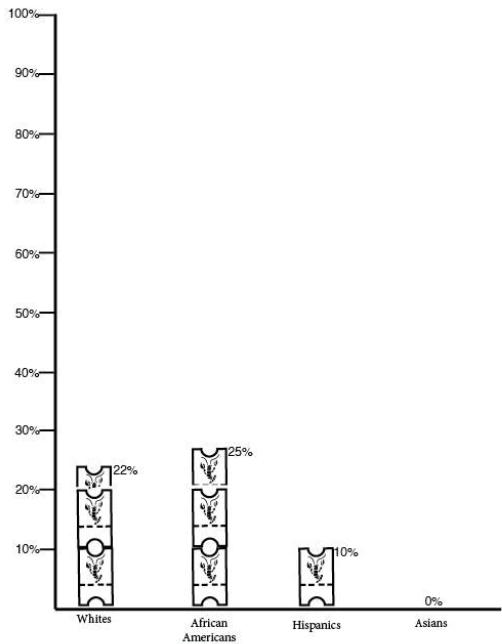
Ticket purchasing

The results of the interviews reveals that CrawDebauchery should expect that Whites and Hispanics purchase their tickets months in advance with 50% and 90% respectively. However, 50% of Blacks buy their festival tickets only a few weeks before the event. CrawDebauchery should expect Generation X to purchase their festival tickets months in advance with 100% responding saying they typically purchase tickets within this timeframe. Generation Y and Baby Boomers also purchase months in advance with 44% and 50% respectively. Each education demographic typically purchase their tickets months in advance, meaning CrawDebauchery should expect this timeframe does not change based off education level. Individuals with a high school education, Bachelor's degree and Master's degree purchase tickets months in advance as well with 44%, 63% and 60% respectively. Both married and single people purchase their tickets months in advanced, 67% and 50% respectively. Therefore, CrawDebauchery should assume both single and married people purchase festival tickets within that timeframe. Males and females buy tickets months in advance as well, 42% and 71% respectively. CrawDebauchery can anticipate that tickets for its event are purchased within this timeframe.

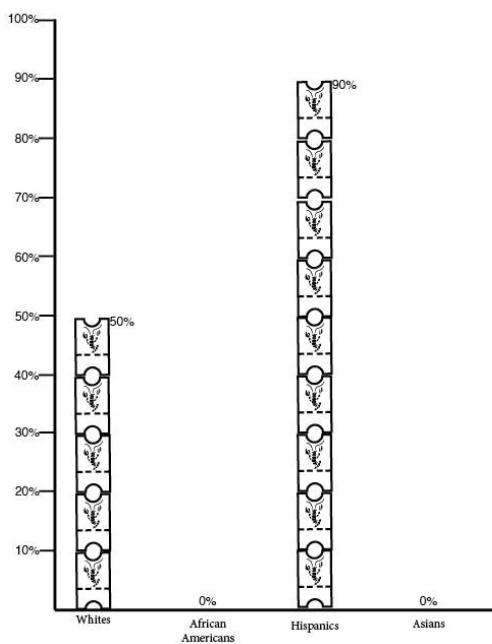
CrawDebauchery can expect Jews, Christians, and Agnostics to purchase their festival tickets at least a month in advance, considering 44% of Jews, 42% of Christians, and 50% of Agnostics reported purchasing festival tickets at least a month in advance. Of the people working part time earning between \$0 - \$10,000 a year, 56% said they purchase tickets months in advance. Additionally, 67% of people earning between \$45,001 - \$70,000 a year, and 80% of people earning between \$70,001 - \$150,000 a year all purchase their festival tickets at least a month in advance. These findings mean CrawDebauchery can expect these income demographics to purchase tickets at least a month in advance. However, only 33% of people working part time earning between \$16,848 - \$45,000 a year purchased their tickets a least a month in advance, so the same expectation does not necessarily apply to this particular income level.



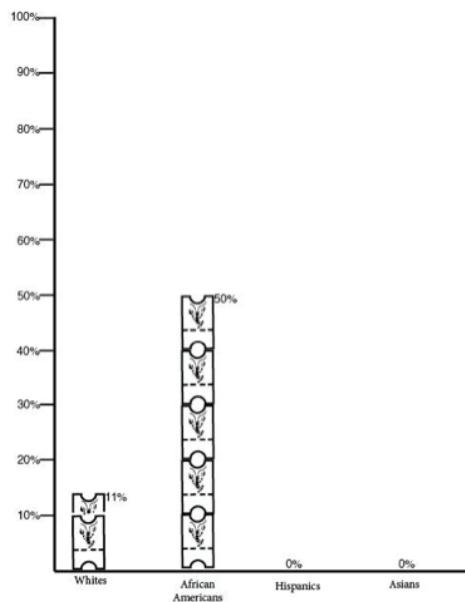
Buys Tickets Days in Advance



Buys Tickets Months in Advance



Buys Tickets Weeks in Advance





MEDIA PLAN

The purpose of a media plan is to coordinate when CrawDebauchery should distribute its tactical writing pieces to media outlets, in order to receive coverage. The documents brief the media about the CrawDebauchery festival, and are targeted to specific media outlets and journalists who would likely cover the event. The media plan includes media advisories, media alerts, media lists, pitches and press releases.

Media Advisories are documents created to invite journalists to cover an upcoming event. They are concise and elaborate on details of the event, date, location and time. The purpose of the advisory is to interest the media in the event, as they are sent three to four weeks prior, so that they will want to attend.

Media Alerts are announcements comprised of timely updates about an event that is in progress or about to start. As the alerts have urgent information, they are usually sent within 48 hours of the event. An example of media alerts, could be a cancelled performer or weather delays.

Media Lists are spreadsheets usually created in excel that give the name, outlet and appropriate contact information of journalists. These media lists are specific to the event and should include journalists that are likely to cover similar topics or festivals. The lists are comprised of columns listing the journalist's name, title, outlet, topic of coverage, phone and email.

Pitches provide an angle of a specific story to persuade the media to write about the topic. The end goal is to receive event coverage. Pitches are in the form of short letters or emails including information about the event as well as enticing the media with an offer to assist them with crafting the story. The power of a pitch can place a small event blurb in a magazine or an extensive feature story with multiple interviews.

Press Releases are detailed announcements for the media comprised of general information as well as quotes from relevant individuals pertaining to the event. They are usually available for immediate release. Typically, they are distributed to the media approximately one or two weeks before the event.

Attached is the media plan calendar. It is comprised of writing pieces crafted for CrawDebauchery regarding specific topics, when each item should be sent to the media, and what journalist and outlet it should be sent.



SOCIAL MEDIA PLATFORM AUDIT

CrawDebauchery Food and Music Festival has previously leveraged its presence on a myriad of social media platforms to facilitate its marketing endeavors. For this campaign, the team focused on Facebook, Instagram and Twitter to fulfill its goals.

Facebook

Facebook remains the most popular social media platform, with 79 percent of all online adults utilizing the network in America, and 1.86 billion users worldwide. The social networking site showed no signs of slowing down in 2016, with a 7 percent increase in usage as compared to the previous year. Engagement has also increased, with many Americans relying on the platform to receive news as well as to interact with friends and learn about events that relate to their interests.

Both genders in America are heavily represented on the platform, with 83 percent of women and 75 percent of men using the service. While Millennials constitute the largest population on the site with 88 percent of Internet users 18-29, 84 percent of those ages 30-49, 72 percent of those ages 50-64 and 62 percent of users over 65 are also currently on Facebook. This represents a heavy presence of both Baby Boomers and Generation X.

The growing trend towards the utilization of the Facebook as an information source, coupled with the platform's broad reach to multiple age demographics make it a perfect resource for CrawDebauchery's social media campaign. Because CrawDebauchery is an all-ages festival, Millennials, Baby Boomers and Generation Xers are all primary target segments. Facebook allows the festival to effectively reach each of these markets with its messaging, and to infiltrate small interest groups and relevant pages. It also ensures that Baby Boomers and some members of Generation X receive messaging that they might not otherwise absorb because they are not utilizing other platforms.

Facebook posts are typically longer, more descriptive and more informative. The CrawDebauchery campaign consists of four separate content strategies that will be posted at intervals on the platform. While evergreen posts, and content regarding food or New Orleans's specific vernacular remain relatively consistent across all platforms, artist biographies are more effective on Facebook due to this format. All strategies can be implemented in a highly effective manner.

Instagram

While Instagram is not quite as popular as its parent company Facebook, it is still utilized by roughly one third of the US population at 32 percent. Thirty-eight percent of American females currently use the application, 12 percent more than the male population at 26 percent. The app is also used predominately by a younger population. Roughly six of 10 online adults ages 18-29 (59%) use Instagram, nearly double the share among 30- to 49-year-olds (33%) and more than seven times the share among those 65 and older (8%).

Therefore, CrawDebauchery is utilizing the application as its primary tool to reach Millennials in its campaign. The simple, visual nature of Instagram lends itself perfectly to the festival's content strategies, which feature photos of New Orleans style food, bands and artists, as well as live shots from the festival. The viral nature of the platform allows for exponential growth as likes, comments, tags and shares spread content at a rapid pace. Relevant hashtags can also be utilized to ensure that content is seen by those searching for specific interests.



CrawDebauchery leverages Instagram's ease of interactivity and the application's virality in order to establish a stronger social media presence that helps the festival to better reach its younger target market.

Twitter

Utilized by roughly one quarter of online adults, Twitter represents the third social media platform that CrawDebauchery is using in its campaign. While it is also used predominately by a younger demographic, which is split fairly evenly between men and women, it is important to note that its users are generally better educated than on other platforms as 29 percent have college degrees. This is due to the application's text specific format. Users only have 140 characters to convey an idea, and therefore higher education is typically required in order to create effective messaging under the given constraints. Like Instagram, the application is also viral in nature. Messages are spread through likes and retweets, which repost content to a user's feed.

CrawDebauchery's use of Twitter and its photo sharing capabilities to implement each of its content strategies. However, the app is best used to convey informative messaging. NOLA knowledge, or the definition and explanation of New Orleans vernacular or culture, performs best on this platform. Twitter is also helpful in updating consumers on important information like when tickets go on sale or if an artist's time slot has changed.



SECONDARY RESEARCH SUMMARY

Webpage / Website design

A well designed website contains many different components (Kolowich, 2016). It clearly answers the question of "What am I?", "What can I do for you?", "If visitors can't identify what it is you do within seconds, they won't stick around long" (Kolowich, 2016). According to Shortie Designs (Wood, 2014) good website design is not just about how the website looks but also about how user friendly it is. Effective web design is judged by the users of the website and not by the website owners (Wood, 2014). "Websites that are not well designed tend to perform poorly and have sub-optimal Google Analytics metrics" (Wood, 2014).

The website should always cater to the need of the user (Wood, 2014). Every aspect of the website should have a specific purpose (Wood, 2014). People tend to want to get information quickly on the web (Wood, 2014). It is important to have organized information that is clear to the user (Wood, 2014). Use headlines and subheadings to break up important information and bullet points to break up long sentences (Wood, 2014). One of the biggest mistakes a festival website can make, is to not have information clearly displayed (Wood, 2014). The location and date should be clear and easy to find on the homepage (Moon, 2015). Having a clear call to action helps visitors navigate to the next step. The home page of the website should clearly tell visitors what "you" can offer and how they can get it (Kolowich, 2016).

When dealing with colors for the website it is important to have a well thought out color scheme (Wood, 2014). To enhance the user's experience use complementary colors to create harmony and contrasting colors for text and background to make information pop (Wood, 2014). "White space and negative space is important in giving the website a modern and uncluttered look" (Woods, 2014). A well designed website builds trust with the visitors (Kolowich, 2016). Overly complex designs can distract viewers from the call-to-action (Kolowich, 2016). "Designs that use slideshows, image carousels, colorful fonts...are becoming obsolete and being replaced with clean simple designs" (Nova Solutions, 2016).

Content layout

Color and design are not the only two aspects of having a good website. The layout and how content is displayed plays a huge part in how effective the website is to consumers (Woods, 2014). It is now necessary to include links to all social media (Woods, 2014). These links should be easy to find and make it easy for viewers to stay up to date with the music festival (Woods, 2014). Many people do not check out the website everyday but they do log into social media everyday and you want to make it easy for them to follow you (Woods, 2014). Websites should be efficient and load flawlessly no matter what device the user is using to view it (Woods, 2014). Many websites are now using scrolling over clicking; a clicking design usually loads quicker and is more user friendly (Nova Solutions, 2016). It is also ideal for mobile users since it is more difficult to click on a smaller screen (Nova Solutions, 2016).



Color, audience and logo design

When designing a website it is important to take into account the target audience, color meaning and branding. Design should always be catered to the audience (Gaines, 2011.) The design should consider color meanings. Colors can have many different meanings (Olesen, n.d.). The color purple can mean royalty, nobility, spirituality, ceremony, mystery, transformation, wisdom and enlightenment (Olesen, n.d.). The color green can mean nature, environment, health, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune, start signal, St. Patrick's Day and Christmas (Olesen, n.d.). The color yellow can mean joy, optimism, happiness, danger, sunshine, idealism, imagination, hope, summer, gold, deceit, philosophy, dishonesty, cowardice, betrayal, jealousy, disease and warning (Olesen, n.d.). "The Mardi Gras color combo signifies for justice (purple), faith (green) and power (gold)" (Shutts, 2014).

All these meanings are important to the design (Olesen, n.d.). They help build the brand showing what the festival stands for and attracts or detracts website viewers (Ellison, 2014). From sampling a variety of other music festivals websites, it is a common trend to have a new website design each year (Ellison, 2014). Music festivals tend to have bohemian vibe (Ellison, 2014). The competition all have very colorful (neon and gem) websites with lots of designed type and illustrated images (Ellison, 2014). Many festivals tend to change their website design yearly to seem fresh, new and exciting (Ellison, 2014).

Website writing and building a better website

When writing for a website and building one there are very many common mistakes people can make (Brech, 2008). Too much content on the homepage, too much clutter on the pages, writing the way you would for print, assuming facts, no user testing, too many words, and failing to pitch to a wider audience are all the common errors when it comes to designing a website (Brech, 2008).

Before beginning to discuss the contents of a website and what is really essential, the best builder for our website has to be figured out (Muchmore, 2017). There are many factors that come into consideration such as, basic image editing, site portability, site membership and many more (Muchmore, 2017). One of the most important aspect however is if you have to code the website, or not (Muchmore, 2017). In todays time, there are "easy online site builders" (Muchmore, 2017). These make it a lot easier for the user to create the website the way they want to, by just moving around a few boxes and text (Muchmore, 2017).

Any website that wants to be up-to-date has to have the capability of being accessed on a mobile phone. According to "PC Mag" the best website builders to try out are Wix, DudaOne, Squarespace, uCoz uKit, Weebly, GoDaddy Website Builder, Jimdo, Strikingly, Webs and Yola (Muchmore, 2017).

How to Write for a Website

Moving on to how to write for a website. A common misconception is that it is exactly the same as when writing for a paper (Petrovic, 2015). According to a study involving 500 people only 16 percent of people actually read everything on the website word-for-word (Petrovic, 2015). The reason being that most people just focus on the headlines, they want quick information and short texts, however the other half like to read and takes their time doing it (Petrovic, 2015). The way to write is by following the "inverted pyramid" style (Petrovic, 2015). First focus on the primary/most important information, then move onto the secondary information, information supporting the primary, and lastly write about the deep content (Petrovic, 2015).



Main Website Pages-Contact Us and About Us

After learning how to write for the web, the next focus should be on two main pages, the “contact us” and “about us” page. Starting with the “about us” page, it is important to have a great story about the product or service, such as the Yellow Leaf Hammocks page (Kollowich, 2017). Also keep it simple because nobody wants to read a too extravagant page (Kollowich, 2017). Other ways to make the “about us” page stand out from the rest, is by making it multimedia, with audio and text (Kollowich, 2017). According to blogspot.com, the essential factors a “contact us” pages is supposed to have is, to explain why someone should contact them, include email and phone number, include a call-to-action, link to active social media accounts, and redirect to a thank-you page (Kollowich, 2017).

Edits and Proofreading

One of the last important techniques to follow when creating a successful website is editing and proofreading all work (The University of North Carolina at Chapel Hill, n.d.). First start with the editing phase (The University of North Carolina at Chapel Hill, n.d.). Make sure the content is correct and relates to the general idea. Overall structure, do the paragraphs all flow and have topic sentences (The University of North Carolina at Chapel Hill, n.d.)? Have you used appropriate style and citations? For proofreading it is essential that you don’t rely entirely on spelling and grammar checkers, instead look through the text and research anything that is not 100 percent true (The University of North Carolina at Chapel Hill, n.d.). Next proofread for only one kind of error at a time, otherwise you will be too distracted and cannot focus on even the small mistakes (The University of North Carolina at Chapel Hill, n.d.). Another tip is to separate the text into individual sentences, so you get a clear view of everything you have written, and with that circle punctuation marks, to ask yourself if the punctuation is correct (The University of North Carolina at Chapel Hill, n.d.). The last step is to read the paper backwards (The University of North Carolina at Chapel Hill. (n.d.) Editing and Proofreading).

GETTING PEOPLE TO TAKE ACTION ON THE WEBSITE

A website is an important marketing tool for any company, it is expected that it helps generate sales and create a simplified user experience (Sansivieri, 2012). Most importantly, a company that may not be very well established has a few seconds to make a good first impression (Hamilton, 2012). To generate sales from the website, the homepage must answer the question “What’s in it for me?” and do so within a user friendly interface (Hamilton, 2012).

When looking to turn the website visitors into sales, it is important to incorporate attractors, both on the website and off (Sansevieri, 2012). Attractors can be blog posts, articles, checklists, places you’ve been quoted (or written about) in media, newsletters and social media (Sansevieri, 2012). Furthermore, research shows that certain keywords, such as inexpensive, low cost and top, can increase web traffic and generate sales (Crestodina, 2014). Some words, out of more than 84, that are relevant and can be used for the CrawDebauchery website include: best, bonus, for children, for families, for students, inexpensive, low priced, low cost, program, brand names (such as their sponsors), reviews, and top (Crestodina, 2014).

Alongside attractors and keywords, persuasive writing can also generate sales for a website (Stover, 2014). Persuading readers to agree with the website or its event can turn them into paying customers (Stover, 2014).



All persuasive writing on the website must appeal to the best audience, tell them why, be authoritative but use the right tone of voice, tell a story, show proof (such as pictures or videos) and be consistent (Stover, 2014). By integrating the keywords into the persuasive writing CrawDebauchery can begin selling the tickets themselves (if they choose), instead of relying on an outside source (Stover, 2014). To sell the tickets directly on their website, they can build in an ecommerce page and use Paypal as a secure checkout option for customers (Vulcan, 2011).

SEP, PR / Social media marketing and targeting generations

SEO Marketing, also referred to as Search Engine Optimizations is the process of increasing the visibility of a website on search engine result pages (Browning, n.d.). SEO marketing is about more than having a lot of content (Browning, n.d.). It is important to make sure the website is structured and contains content that is relevant to visitors as well as the search engine (Browning, n.d.). Optimizing the structure and content of the website helps grow the business and increase sales (Browning, n.d.).

Search Engine Optimization

SEO enables reaching relevant leads and guidance to a website (Browning, n.d.). However, it is a mistake to focus the efforts in just SEO (Browning, n.d.). SEO improves a website's prominence on search engine listing but it does not improve conversions (Browning, n.d.). SEO cannot convince someone to subscribe to a mailing list or purchase a product from a brand, it is up to the content, quality, website construction, and customer service to accomplish that (Anderson, 2017). When promoting content, the key is to be everywhere (Anderson, 2017). One of the most important aspects of content marketing is identifying what the audience wants and giving it to them (Anderson, 2017).

Thinking Strategically for Public Relations

It's important to first identify how to resonate uniquely with the audience and then deliver the message (McMillen, 2016). Another important part is to integrate PR, content and social needs and make it part of the strategy (Sullivan, 2015). More than just creating a piece of content, it's also necessary to think strategically about when, where and how content will be distributed to reach and resonate with the right audience (Sullivan, 2015).

Marketing to the Generations

When marketing to Baby Boomers there are certain points to consider and to take advantage of. First, this generation are known to be loyal customers, they feel younger than they are and are entertainment fans (Lister, 2016). They tend to like knowing the value of a service and they are the most susceptible to traditional marketing and sales tactics (Lister, 2016). Marketing to Generation X is easier since they are more on par with technology as Millennials, they grew up with the online shopping experience (Lister, 2016). This generation tends to make a lot of unplanned purchases and the best way to communicate with this generation is through email marketing (Lister, 2016).



TACTICAL PLAN

Objectives, Strategies and Tactics

Class Wide

Objective 1: Increase social media presence by 30 seconds between April 2017 - March 2018.

Strategy: Development of a comprehensive social media strategic plan

Tactic: Social media audit

Tactic: Full 12-month social media calendar

Objective 2: Increase festival attendance by 20 percent of March 2018

Strategy: Creation of general public awareness materials

Tactic: Full 12-month social media calendar

Tactic: CrawDebauchery Backgrounder (appx. B.2.a)

Tactic: CrawDebauchery Fact Sheet (appx.B.3.a)

Tactic: Announcement Press Release (appx.B.4.a) (appx.B.4.b)

Tactic: Announcement Advisory (appx.B.1.a)

Strategy: Creation of strategic promotional materials focused at target audiences

Tactic: Men's Merchandise (appx.E.1.a)

Tactic: Women's Merchandise (appx.E.1.b)

Tactic: Unisex Merchandise (appx.E.1.c)

Tactic: Waterbottle Merchandise (appx.E.1.d)

Tactic: Sticker (appx.E.2.a)

Tactic: Krewe Flyer (appx. E.3.a)

Tactic: Gumbo Rumble Flyer (appx.E.3.b)

Tactic: KidZone Flyer (appx.E.3.c)

Tactic: Line-up Flyer (appx.E.3.d)

Tactic: Line-up Palm Card (appx.E.4.a)

Tactic: Facebook Cover Photo (appx.E.5.a)

Website Team

Objective 1: Increase festival attendance by 20 percent by March 31, 2018.

Strategy: Create entertaining and appealing website

Tactic: Design the website (appx.D.2)

Tactic: Gather new photos and video for website

Tactic: Promotional video for the event added to the home page of the website (appx.D.1)

Objective 2: To re-direct traffic to strategic places on the website that tell stories about what CrawDebauchery is.

Strategy: Create entertaining and appealing content for the website

Tactic: Promotional video for the event added to the home page of the website (appx.D.1)

Tactic: Re-edit the website (appx.D.2)



EVALUATIONS AND MEASUREMENTS

Class Wide

Objective 1: Increase social media presence by 30 percent between April 2017- April 2018.

Evaluation:

Count number of followers on each platform before the campaign and at each measurement point (Aug.1, Oct.1, Dec.1, Feb.1, April 1) throughout the campaign

Count likes, comments and interactions every 14 days

Measurement:

Hot: Increase in followers 30 percent or above

Medium: Increase in followers 20 to 29 percent

Mild: Increase in followers is 0 to 19 percent

Objective 2: Increase festival attendance by 20 percent by March 31, 2018.

Evaluation:

Compare amount of tickets sold in 2017 to the ticket sales of 2018

Count number of social media posts about ticket sales

Count number of attendees on the Facebook event page

Count the number of tickets used

Measurement:

Hot: Increase in attendees is 20 percent or more

Medium: Increase in attendees is 15 to 19 percent

Mild: Increase in followers is 0 to 14 percent

Team Website

Objective 1: Increase festival attendance by 20 percent by March 31, 2018

Evaluation:

Count interactions on website before the campaign and at each measurement point (Aug.1, Oct.1, Dec.1, Feb.1, April 1) throughout the campaign.

Measurement:

Hot: More than 11 links

Medium: 4-10 links

Mild: Less than 3 links

Objective 2: To re-direct traffic to strategic places on the website that tell stories about what CrawDebauchery is.

Evaluation:

Count interactions on website before the campaign and at each measurement point (Aug.1, Oct.1, Dec.1, Feb.1, April 1) throughout the campaign.



Measurement:

Hot: More than 11 links

Medium: 4-10 links

Mild: Less than 3 links



RECOMMENDATIONS

Make social media promotion a requirement for artists and vendors

Make posting on social media a requirement for artists and vendors in order to expand CrawDebauchery awareness.

Timeline: By March 29, 2019

Get rid of “festival colors” and stick with CrawDebauchery’s palette

Sticking with the CrawDebauchery’s colors each year for the festival will help the festival develop a streamlined, cohesive brand and recognizable brand.

Timeline: By March 29, 2019

Enhance the fan experience

Make the venue more comfortable with a shaded lounge area featuring mist machines and charging stations. Entrance into the area should be contingent upon a social media action. Throughout the day have different social media tasks such as follow us on Twitter, like us on Facebook, post a selfie and use a hashtag.

Timeline: By March 29, 2019

Professional quality video channel

Create YouTube channel with professional quality videos detailing the different areas of the festival that posts weekly videos of New Orleans related material, festival, bands and all things concurrent with CrawDebauchery.

Timeline: By March 29, 2019

Website content with professional videos

Create professional quality video of ALL events, performances, and zones (Krewe area and KidZone) for the website.

Timeline: By March 29, 2019

Instagram account managed by professional with daily posts

Create/establish an Instagram account that is monitored and updated daily with posts of CrawDebauchery, bands, New Orleans related material, contests, and engagement with followers.

Timeline: By March 29, 2019

Re-design the official CrawDebauchery website

Re-design the CrawDebauchery website so that it is functional, versatile and reflects the brand’s identity and New Orleans connection. It should include photo galleries, videos, information about the sponsors, Krewe Competitions, Gumbo Rumble, KidZone and ticket information; making ticket purchasing an easy process. The website should also include a blog, social media widgets and be connected to Music to the Ear Foundation’s website.

Timeline: By March 29, 2019



Official CrawDebauchery Photo Booth for event

A fun photo booth with props such as crawfish, hats and signs that are relevant to the event inside. The props will be in a box inside of the photo booth so that they are easy to find. This box can also include sponsor signs as well that guests are encouraged to use for their instant photos.

Timeline: By March 29, 2019



WRITING TACTICAL (TRADITIONAL) STYLE GUIDE

Company Name: CrawDebauchery, The South Florida Crawfish Festival

Second reference: CrawDebauchery

Index

1. Event Information

- Event Dates
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2. Staff and Contact Information

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4. Quick Company Facts

5. AP Style Writing

- Font Styles
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- Endmarks
- Boilerplate
- Glossary of Food Terms
- Glossary of Cultural Terms

1. Event information:

- Event dates: March 31 and April 1, 2018
- Event location: Pompano Beach Amphitheater Field, 1806 NE 6th St, Pompano Beach, FL



33060, USA

- Event headliner: The Revivalists
- Event sub-events:
 - Krewe competition: Groups, friends etc. are invited to participate in the Krewe Competition. The festival donates space for a 10'x10' tent, the day prior and removed the day after. The Tents must be decorated in the best Mardi Gras and New Orleans traditions. Each tent is allowed a maximum of two tables and 12 folding chairs. No outside food or drink permitted. Krewes compete for best booth as well as elect a nominee for King and Queen of CrawDebauchery. There is a special area designated for each Krewe to gather, relax and enjoy the festival. Email info@crawdebauchery.com for more information.
 - Gumbo rumble: CrawDebauchery opens the Gumbo Rumble competition to the public. Chefs judge the entries and determine the best gumbo recipe in South Florida. The entry fee is \$100. The festival provides space and power; each entrant must provide their tent and other necessary requirements. Those interested should email info@crawdebauchery.com for more details.
 - KidZone: The "KidZone" offers fun for all ages while enjoying a terrific day of music and food. It features crawfish races, interactive games with prizes, jugglers, stilt walkers, face painters and airbrush artists (free for children under 16), storytelling and more to guarantee fun and excitement for the whole family!

2. Staff

- Don Matthews - Owner, Founder and CEO
- Zac Kushner - Director of Community & Social Development
- Maureen Luna - Event Logistics Coordinator



Contact information

- info@crawdebauchery.com

3. Quotes

- “We are very proud to be hosting The Revivalists this year. They are an authentic New Orleans band and we’re proud of how far they’ve grown in the past year .” Don Matthews.
- “We want to create a destination festival for the public. People from all over can travel to the festival to experience authentic New Orleans culture in sunny South Florida.” Don Matthews
- “CrawDebauchery is all about family, good food, good music and a fun time.” Don Matthews
- “People keep coming back because they love it! They feel the joy that is so characteristic of the New Orleans’ culture.” Don Matthews

4. Quick company facts

- Established in 2014, as a one-day festival.
- Evolved into a two-day festival in 2016.
- It is highly authentic, bringing music acts and food vendors directly from New Orleans.

4. AP style writing

- FONT STYLES FOR ALL PRINT MATERIALS
 - Times News Roman (regular)
 - TIMES NEWS ROMAN (All Caps)
- FONT STYLES FOR ALL DIGITAL MATERIALS
 - Helvetica (regular)
 - HELVETICA (All Caps)
- DATELINE
 - POMPANO BEACH, Fla. (April 1, 2017) --



- NEW ORLEANS - stands alone in a dateline
- New Orleans, Louisiana - in press materials.
- Endmarks for press materials
 - ###
- Boilerplate
 - CrawDebauchery, the South Florida Crawfish Festival, was established in 2014 as an annual celebration of all things New Orleans. It is the only event where families can experience the rich heritage of New Orleans in South Florida. For more information, visit <http://www.crawdebauchery.com>

Glossary of food terms:

Bananas Foster: Dessert made from bananas and vanilla ice cream, with a sauce made from butter, brown sugar, cinnamon, dark rum and banana liqueur. The butter, sugar and bananas are cooked, and then alcohol is added and ignited.

Beignets: French term for a pastry made from deep-fried choux pastry. Beignets may also be made from other types of dough, including yeast dough.

Crawfish: Resemble small lobsters. Only a small portion of the crawfish can be eaten, which is mainly the tail.

Étouffée: Can be made with any shellfish such as crab or shrimp, though the most popular version of the dish is made with crawfish, referred to in the northern US as “crawfish.” A sauce is made from a light or blond roux, seasoned and simmered with the seafood. Étouffée is typically served over rice.

Gumbo: Consists primarily of a strongly-flavored stock, meat or shellfish, a thickener, and what Louisianians



call the “Holy Trinity” of vegetables, namely celery, bell peppers and onions. Often times traditional gumbo contains okra, a flowering plant valued for its edible green seed pods. Gumbo is often served over rice.

Jambalaya: A mix of meat and vegetables with rice and stock. It usually includes chicken, ham, smoked sausage, crawfish and/or shrimp. Creole jambalaya includes tomatoes, while Cajun jambalaya does not. Duck and beef are also used in some versions of this dish.

Po'boy: Almost always consists of meat, usually sloppy roast beef, known as meat curtains, or fried seafood, which includes shrimp, crawfish, oysters and crab. The meat is served on baguette-like New Orleans French bread that is known for its crisp crust and fluffy center.

Glossary of cultural terms:

Acadians: The descendants of French colonists who settled in Acadia during the 17th and 18th centuries, some of whom are also Métis (people of mixed race born generally to indigenous women and French men.)

Big Easy: “The Big Easy” is the official nickname for New Orleans. There are numerous versions of the term’s story of origin, including an official contest, a popular jazz club name, a news column and a famous novel. None of the stories can be verified.

Cajuns: French Acadians who settled in New Orleans after immigrating from Canada.

Creole: Descendants of French, Spanish, and Caribbean slaves and natives; has also come to mean any person whose ancestry derives from the Caribbean’s mixed nationalities. It is also a language developed from a mixture of other different languages and has its own vocabulary and system of grammar.



Krewes: An organization or association that stages a parade or other event for a carnival celebration. Krewes are associated especially with Mardi Gras in New Orleans. Each Mardi Gras Parade Krewe has a unique history and theme. Some have been around for decades, while others have been in existence for just a few years. Full lists of currently existing Krewes can be found online.

Mardi Gras: Fat Tuesday, the day before Lent. The day to celebrate before the traditional Catholic tradition of sacrificing and fasting during the 40 days of Lent.

Mardi Gras Indians: Finding it difficult to participate in Mardi Gras “krewes,” early African Americans developed their own way of celebrating by organizing Mardi Gras Indian tribes. They showcase their spectacular hand-made costumes and original celebratory song and dance. Some believe their origins are traced back to a connection made between blacks and Native Americans when New Orleans escaped slaves found asylum with Louisiana tribes.

Voodoo: Set of spiritual folkways. Ritualistic singing is an important part of voodoo worship. Songs have been passed down orally for hundreds of years. Songs can be accompanied by patting, clapping and foot stomping. Drum playing only accompanied songs if they were part of the weekly public ceremony in Congo Square in New Orleans during slavery times.



SOCIAL MEDIA STYLE GUIDE

Introduction:

This guide was made to establish a consistent voice for CrawDebauchery's social media messaging. Each post should utilize the same tags, hashtags and other various social media conventions to accomplish the festival's social media marketing goals and establish a collective style.

Content Strategies:

Artist Spotlight

Highlight artist with photo and caption about them

Tag artist

#NOLA Knowledge

Define and explain various New Orleans specific vernacular

#TasteNOLA

For food specific posts

Evergreen

Generic posts that includes attendees, food, kids zone and parade

#CrawDebauchery2018

General Guidelines:

Account Names

All social media platforms should use the same name @crawdebauchery

Post Timing/Frequency

Based upon user engagement

10 a.m. and 5 p.m. are ideal

1 per day

Independent content schedules

Post different content on each social media platform

The majority of the post should use photos taken at CrawDebauchery 2017

Post Length

Short and concise



Punctuation

Use only when appropriate and limit to one character

No multiple exclamation points

Emojis

Limited or no use to convey professionalism

Smiley faces when answering questions or reinforcing positive feedback are more acceptable

Hashtags

Develop core hashtags to be used consistently throughout campaign

#CrawDebauchery2018, #gumborumble, #krewelove, #nolaknowledge and #tasteNOLA

Establish hashtag pool to improve post virality and growth

#neworleans #nola #gumbo #crawfish #cajun #cajunzydeco #louisiana

#rockandroll #musicfestival #festival #pompanobeach #music #rock #jazz

#jazzfest #voodoo #livemusic

Food specific hashtags:

#noleftovers #huffposttaste #buzzfeast #vscofood

#nomnom #feedfeed #feastagram #eatfamous #foodpornshare #foodie

#food #foodtrucks #beignets #crawfish #gumbo

Tags

Utilize @ in captions and ensure that you use the official account name for tagging artists such as @therevivalists

Make sure tagged individuals are also tagged in photos so that the pictures show up on their profiles

Food bloggers to tag in food pics

@thenaughtyfork @infatuation @eatfamous @miami_foodporn @noleftovers @brunchboys @huffposttaste @eater @thrillist @foodandwine

Geotagging

Always geotag Pompano Beach Amphitheater so the photos of festival show up under that location

This will help with festival marketing as consumers who may have gone to other events at the location become aware of the festival



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Promotional Video

























