**Coachella Valley Music and Arts Festival's Holistic Customer Experience Marketing Plan**

**MARK1152**

**Relationship Marketing and the Customer Experience**

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# 1. Marketing Plan background

## 1.1 Brief overview of the event you have chosen for this assignment

Annual music festival, the Coachella Valley Music and Arts Festival is the chosen event used in this assignment. Coachella is the music festival held in Indio, California an annually (Anon., 2020). The Coachella Valley Music and Arts Festival become one of the most popular music festivals in the world since it was established in 1999 (Anon., 2020). Frequently, this festival takes place over two weekends in April and attracts hundreds of thousands of attendees from around the world. Eclectic mix of musical genres, art installations, and fashion trends are the main services which has made Coachella to be known. The event also offers a variety of food and beverage vendors, as well as activities and experiences for festival-goers. In addition to the music and art, the festival also includes comedy, fashion, and culinary experiences. As an event, Coachella has become a cultural phenomenon and has been widely covered in the media (Anon., 2020).

## 1.2 Brief overview of their current marketing situation

The current marketing situation for Coachella Valley Music and Arts Festival is quite successful. The Coachella Valley Music and Arts Festival has become a cultural phenomenon and is highly expected each year. Eclectic mix of musical genres, fashion trends and art installations has made Coachella to become well-known. The Coachella Valley Music and Arts Festival event also provides a variety of food and beverage vendors, as well as activities and experiences for festival-goers. Varieties of marketing tactics are employed by Coachella Valley Music and Arts Festival to promote this event. Traditional advertising such as radio, television, and print ads are also involved. Social media, email, and search engine optimization are the online marketing tactics used in promoting this event. Coachella Valley Music and Arts Festival also has a strong presence at other music festivals and events, as well as a popular website and mobile app. To add on that, Coachella Valley Music and Arts Festival has an extensive network of influencers and celebrity endorsements. All of these tactics as mentioned above have helped to make Coachella Valley Music and Arts Festival one of the most successful music festivals in the world.

# 2. The theoretical framework

## 2.1 Relationship Marketing

The form of marketing that mainly makes its focus on creating long-term relationships with customers is referred to as Relationship marketing. The main objective of this marketing relationship is to create a personal connection with customers and to promote loyalty and satisfaction. Relationship marketing is a concept which originated in the mid-1980s (Rajalakshmi & Chitra, 2020). Since its establishment, Relationship marketing become a widely accepted practice in modern marketing. The primary basic principle of relationship marketing is that when customers have a personal connection with a brand or company, then customers are more likely to be loyal and satisfied (Rajalakshmi & Chitra, 2020). The personal connection discussed above can be promoted via a variety of tactics which includes but not limited to customer service, personalization and reward programs. In addition to that, relationship marketing stresses the importance of getting to know the needs of the customer and coming up with solutions which meet the customer needs.

The key elements of relationship marketing are as follows; value, commitment, trust and communication. The value component is one of the important factor in relationship marketing. It is recommended therefore that, Companies should strive to develop value for its customers by providing products and services which meet the needs of their customers (Lashinsky, 2003). Commitment is also essential component since it helps the company to promote a long-term relationship. Thus, it’s recommended that Companies must be willing to invest the resources and time necessary to nurture and strengthen customer relationships. In order for a company to create a strong relationship with its customers, trust is a must (Lashinsky, 2003). Thus, is recommended that Companies must demonstrate that they are trustworthy and that they are committed to delivering a positive customer experience. Communication is also important in order to build relationships.

According to (McDonald, 2020), there are different contexts including events in which Relationship marketing can be used. Since Events provides an opportunity for companies to build relationships with customers and create experiences to remember, events are thus, an ideal platform for relationship marketing. Companies can use events to build relationships by engaging customers with interesting content and activities (Peppers & Rogers, 1993). In addition, events can also provide a platform for companies to communicate their message and create value for customers. Further, Companies can also use events to reward loyal customers and to build loyalty by providing exclusive experiences or rewards (Möller, 2009).

### 2.1.0 Relationship Marketing theory

The idea which states that, customers are more likely to be loyal and satisfied when they have a personal connection with a brand or company is what forms the basis of Relationship Marketing theory (Gummesson, 1999). This connection can be promoted through a variety of tactics which includes but not limited to rewards programs, customer service and personalization. Further, relationship marketing stresses the importance of getting to know the needs of the customer and coming up with solutions which meet the customer needs.

### 2.1.1 Experiential Marketing theory

According to (Tynan & McKechnie, 2009), Experiential Marketing theory is a form of marketing that stresses on developing experiences to remember for the Companies’ customers. Experiential marketing is a highly effective way to engage customers and build relationships. Experiential marketing tactics can include interactive activities, live events, and promotions. Experiential marketing is considered an effective way to create relationships because it allows companies to create an emotional connection with the customers (Tynan & McKechnie, 2009). It also allows companies to create experiences to remember which can lead to long-term loyalty.

The two theories are intertwined in that Relationship Marketing is an effective way to build relationships and Experiential Marketing is an effective way to create memorable experiences. Companies should use both theories in order to create a holistic customer experience which will foster loyalty and satisfaction. By using both theories, companies can create personalized experiences for customers which will build relationships and create loyalty. Additionally, companies can use experiential marketing to create memorable experiences which will further strengthen customer relationships.

Generally, relationship marketing is an significant tactic of marketing which can be used in different contexts, including events. Companies must focus on building trust, communicating effectively, committing to customer relationships, and creating value for customers in order to build strong relationships. Events provide an ideal platform for relationship marketing and companies should take advantage of this opportunity to foster loyalty and create memorable experiences for customers.

## 2.2 Customer experience

The theory of Customer experience is built on the basis that when customers interacts with a brand or company, they do have expectations and what they prefer. This theory discusses on understanding the needs of the customer and coming up with solutions which meet the needs of the customer (Gronroos, 2005). Customer experience theory also stresses the importance of offering a seamless, personalized experience. Thus, it is true that Companies must be willing to invest the time and resources necessary to understand customer needs and provide solutions that meet those needs.

Personalization, convenience and empathy are the key elements of customer experience. It is the duty of Companies to focus on offering a convenient experience for customers (Wang & Fesenmaier, 2004). This includes coming up with digital platforms that are easy to use, as well as offering solutions that simplifies the communication means for customers to interact with the company. Companies should also strive to provide personalized experiences for customers by using data and technology to tailor their interactions (Smith, 2016). Companies must be willing to empathize with customers so that they can understand their needs and provide solutions that meet those needs. Companies should also strive to provide personalized experiences for customers by using data and technology to tailor their interactions.

There is a close relationship between Customer experience theory to experiential marketing and relationship marketing (Aragon-Correa & Sharma, 2003). Experiential marketing is an effective way to build experiences to remember for customers and to build relationships. Relationship marketing is an effective way to foster loyalty and satisfaction through personalization and rewards programs. By combining Customer experience theory, Experiential marketing theory and relationship marketing theory, companies can create a holistic customer experience which will foster loyalty and satisfaction (Aragon-Correa & Sharma, 2003).

In general, customer experience theory is an important concept which companies should strive to understand and implement. Companies must be willing to empathize with customers and to provide a personalized, convenient experience. In addition, companies should also focus on building relationships and creating memorable experiences through experiential marketing and relationship marketing. By combining these theories, companies can create a holistic customer experience which will foster loyalty and satisfaction.

## 2.3 Theoretical framework for the event’s marketing

The combination of the three theories discussed above (relationship marketing, experiential marketing, and customer experience theory) forms the basis of theoretical framework for the Coachella Valley Music and Arts Festival’s marketing plan (Kotler & Keller, 2020). Creating the long-term relationships with customers through rewards programs, personalization and customer service is discussed under Relationship marketing. Building experiences with memories for the customers by engaging them in the interactive activities is well explained under. Experiential marketing. Customer experience theory dealt on understanding the needs of the customer and offering solutions that meet those needs.

To develop an effective customer experience that will promote satisfaction and loyalty is the primary goal of the Coachella Valley Music and Arts Festival’s marketing plan. Towards that end, this plan will work on creating memorable experiences, offering solutions that meet the needs of the customer and creating relationships with customers.

To develop relationships with customers, the Coachella Valley Music and Arts Festival’s marketing plan will focus on personalization, customer service, and rewards programs. Personalization will be achieved by leveraging data and technology to tailor interactions with customers. Additionally, customer service will be a priority and customer needs will be addressed in a timely and efficient manner (Sheth & Parvatiyar, 2000). Finally, rewards programs will be implemented to reward loyal customers and to build loyalty.

To build experiences for customers of memories, the Coachella Valley Music and Arts Festival’s marketing plan will focus on the tactics of experiential marketing which includes interactive activities, live events, and promotions (Wirtz & Mattila, 2019). The marketing plan will also focus on creating experiences that are unique which will be tailored to the individual customer. In addition, the plan will also work on offering experiences that are exclusive and rewards to loyal customers (Wirtz & Mattila, 2019).

Finally, to come up with solutions that meet customer needs, the Coachella Valley Music and Arts Festival’s marketing plan will focus on customer experience theory. The plan will emphasize the importance of empathizing with customers and providing a personalized, convenient experience. Additionally, the plan will strive to understand customer needs and provide solutions that meet those needs.

In conclusion, the theoretical framework of the Coachella Valley Music and Arts Festival’s marketing plan is based on the combination of relationship marketing, experiential marketing, and customer experience theory. The goal of the plan is to create a holistic customer experience which will foster loyalty and satisfaction. The plan will focus on building relationships, creating memorable experiences, and providing solutions that meet customer needs.

# 3. Implementation plan

## 3.1 Customer segmentation

The Coachella Valley Music and Arts Festival’s marketing plan will focus on creating a holistic customer experience which will foster loyalty and satisfaction. To this end, the plan will focus on building relationships with customers, creating memorable experiences, and providing solutions that meet customer needs (Berkley & Sharma, 2018).

The marketing plan for Coachella Valley Music and Arts Festival event focuses on establishing a comprehensive experience of the customer that will promote satisfaction and loyalty (Shankar & Neslin, 2006). For that reason, the marketing plan will major on creating experiences to remember, offering solutions that meet the needs of the customer and creating relationships with customers.

This marketing plan focus on targeting targeting millennial customers, as they are the primary target demographic for the festival. To engage this segment, the plan will focus on relationship marketing, experiential marketing, and customer experience theory. To build relationships with millennials, the plan will focus on personalization, customer service, and rewards programs. Personalization will be achieved by leveraging data and technology to tailor interactions with customers (Kumar, 2014). Additionally, customer service will be a priority and customer needs will be addressed in a timely and efficient manner. Finally, rewards programs will be implemented to reward loyal customers and to build loyalty.

To create memorable experiences for millennials, the Coachella Valley Music and Arts Festival’s marketing plan will focus on experiential marketing tactics such as interactive activities, live events, and promotions. The plan will also focus on creating unique experiences which will be tailored to the individual customer. Additionally, the plan will focus on providing exclusive experiences and rewards to loyal customers.

Finally, to provide solutions that meet customer needs, the Coachella Valley Music and Arts Festival’s marketing plan will focus on customer experience theory. The plan will emphasize the importance of empathizing with customers and providing a personalized, convenient experience. Additionally, the plan will strive to understand customer needs and provide solutions that meet those needs (Kumar, 2014).

To engage millennials, the plan will focus on utilizing digital marketing tactics such as social media, search engine optimization, and email marketing. Additionally, influencer and celebrity endorsements will be leveraged to reach the target segment. Finally, the plan will focus on creating a positive customer experience by providing quality customer service, exclusive experiences, and rewards programs.

The Coachella Valley Music and Arts Festival’s marketing plan will focus on targeting millennials by leveraging relationship marketing, experiential marketing, and customer experience theory. The plan will focus on building relationships, creating memorable experiences, and providing solutions that meet customer needs. The plan will utilize digital marketing tactics such as social media, search engine optimization, and email marketing, and influencer and celebrity endorsements. Additionally, the plan will focus on providing quality customer service, exclusive experiences, and rewards programs.

## 3.2 Marketing programme of activities

The Coachella Valley Music and Arts Festival’s marketing plan will focus on creating a holistic customer experience which will foster loyalty and satisfaction. The plan will focus on building relationships with customers, creating memorable experiences, and providing solutions that meet customer needs (Anon., 2020). To this end, the plan will include a variety of activities that will target the primary demographic of millennials.

To build relationships with millennials, the plan will focus on personalization, customer service, and rewards programs. Personalization will be achieved by leveraging data and technology to tailor interactions with customers (Gummesson, 1999). To facilitate this, the plan will include activities such as customer segmentation and personalized messaging. The plan will focus on utilizing digital marketing tactics such as social media, search engine optimization, and email marketing. Social media will be used to reach the target segment and create a buzz around the festival. Search engine optimization will be used to ensure that the festival is visible when potential customers are searching for music festivals (Kotler & Keller, 2020). Email marketing will be used to keep customers informed of the latest news and updates about the festival.

To add on, influencer and celebrity endorsements will be leveraged to reach the target segment. Influencers and celebrities will be paid to promote the festival on their social media channels and to attend the festival itself (Berkley & Sharma, 2018). This will create a sense of exclusivity and will make the festival more attractive to potential customers. Additionally, customer service will be a priority and customer needs will be addressed in a timely and efficient manner. The plan will also focus on creating a positive customer experience by providing quality customer service, exclusive experiences, and rewards programs. Quality customer service will be provided by dedicated customer service teams both before and during the festival. Exclusive experiences will be created by offering VIP packages and exclusive events for loyal customers.

To ensure this, the plan will include activities such as customer feedback surveys and customer service training. Finally, rewards programs will be implemented to reward loyal customers and to build loyalty. The plan will include activities such as loyalty points and discount offers.

To create memorable experiences for millennials, the Coachella Valley Music and Arts Festival’s marketing plan will focus on experiential marketing tactics such as interactive activities, live events, and promotions. The plan will include activities such as live music performances, interactive art installations, and exclusive merchandise. Additionally, the plan will focus on creating unique experiences which will be tailored to the individual customer. To this end, the plan will include activities such as personalized experiences and exclusive VIP packages. Finally, the plan will focus on providing exclusive experiences and rewards to loyal customers. The plan will include activities such as VIP lounges and exclusive access to artists.

Finally, to provide solutions that meet customer needs, the Coachella Valley Music and Arts Festival’s marketing plan will focus on customer experience theory. The plan will emphasize the importance of empathizing with customers and providing a personalized, convenient experience. To facilitate this, the plan will include activities such as customer feedback surveys and customer service training. Additionally, the plan will strive to understand customer needs and provide solutions that meet those needs. To this end, the plan will include activities such as market research and customer segmentation.

In conclusion, the Coachella Valley Music and Arts Festival’s marketing plan will include activities that will focus on building relationships, creating memorable experiences, and providing solutions that meet customer needs. The plan will include activities such as personalization, customer service, rewards programs, interactive activities, live events, and promotions. Additionally, the plan will focus on customer experience theory by including activities such as customer feedback surveys and customer service training. Finally, the plan will focus on providing exclusive experiences and rewards to loyal customers.

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