

Blik Playback Theatre Group Business Plan

Executive Summary

Blik Playback Theatre Group is focused on delivering unique, interactive performances that foster reflection, growth, and connection.

Problem

Blik lacks a social media presence and an optimized website, making it difficult to reach potential clients such as HR professionals, event organizers, and private individuals. This business plan outlines a strategy for building Blik's brand guide, including developing an online presence through social media and a user-friendly, visually appealing website. Blik's brand will revolve around core values like reflection, playfulness, vulnerability, and connection, with a green-based color palette symbolizing growth and balance.

1. Business Objectives

- **Goal:** Establish a strong online presence for Blik, including social media platforms and a website that effectively communicates their mission, values, and service offerings.
- **Target Market:** HR professionals, corporate event organizers, private individuals, and event planners seeking emotionally impactful and team-building experiences through Playback Theatre.
- **Key Deliverables:**
 - A cohesive brand guide (visual identity, messaging, content strategy).
 - Launch and maintain Instagram, Facebook, and LinkedIn profiles.
 - A professionally designed, user-friendly website.

2. Competitor Analysis Summary

Based on the competitor analysis of Theater Draad, TTA, and IPTN, Blik can capitalize on gaps in competitors' branding and engagement strategies.

- **Weaknesses of Competitors:**
 - Inconsistent posting schedules and weak brand visuals (Theater Draad, TTA)
 - Lack of audience engagement (Theater Draad, TTA)
 - Poor website design and usability (TTA)
- **Opportunities for Blik:**
 - Focus on a consistent content strategy with engaging visuals and interactive posts
 - Ensure brand consistency (colors, fonts, tone) across all platforms
 - Create a visually appealing, user-friendly website that highlights Blik's unique values and booking options

3. Survey and Interview Analysis Summary

From the survey results, Blik's branding should focus on:

- **Target Demographic:** 25-35-year-olds working in HR, finance, or corporate environments, as they are most likely to book a playback theatre performance for team-building and fun
- **Preferred Social Media Platforms:** Instagram and Facebook, with LinkedIn also targeting corporate professionals
- **Content Preferences:** Highlight reels, behind-the-scenes content, and event promotions are the top three preferred types of content
- **Posting Time:** Most respondents engage with social media in the evenings, making this the ideal time for posting content
- **Website Preferences:** Users expect clear information on shows and events, booking rates, and group mission/values (with images capturing emotional moments and interactive engagement being a nice addition as well)

4. Branding & Content Strategy

Brand Identity

- **Color Palette:**
 - **Primary Colors:** Green (growth & reflection), Darker Green (stability, connection)
 - **Accents:** White (clarity, vulnerability), Black (depth, perspectives, deep emotions)
- **Core Values:** Reflection & Growth, Playfulness, Perspectives, Vulnerability, Connections.
- **Tone & Messaging:**
 - Playful yet thoughtful, inspiring deeper emotional connections and a sense of community
 - Messages should emphasize the unique experience of Playback Theatre: emotionally impactful, deeply reflective, and capable of transforming teams through empathy and interaction

Social Media Strategy

1. Platforms:

- **Instagram** and **Facebook** for creative, visually engaging content that resonates with both HR professionals and private individuals
- **LinkedIn** to target corporate clients, focusing on team-building and performance benefits

2. Content Types:

- **Highlight Reels:** Showcase emotional moments from performances and how Playback Theatre builds connections
- **Behind-the-Scenes:** Offer a glimpse into Blik's team dynamic, preparation for performances, and set design
- **Promotional Content:** Announce upcoming events, booking information, and testimonials from previous clients
- **Interactive Posts:** Polls, Q&A sessions, and feedback surveys to foster engagement and invite potential clients to learn more about Playback Theatre

3. Posting Schedule:

- **Frequency:** Post **twice a week** on Instagram and Facebook (preferably Tuesdays and Fridays but as long as it's twice a week), and **once a week** on LinkedIn
- **Timing:** Schedule posts for the **evening**, when target users are most active

4. Audience Engagement:

- Actively respond to comments and messages to build connections with the audience
- Incorporate user-generated content (e.g., testimonials, behind-the-scenes photos) to increase authenticity and trust
- Use stories (Instagram and Facebook) for more personal interactions, like Q&A sessions or snippets of live performances

Website Strategy

1. Design & Visuals:

- **Color Palette:** Use the chosen green shades as primary elements, complemented by white for clarity and black for depth
- **Imagery:** Emotional moments from performances, light-hearted group photos, moments of actors interacting with the audience to show the engaging nature of Playback Theatre
- **Typography:** Use a clean, modern sans-serif font to reflect growth, openness, and accessibility: Recursive

2. Key Features:

- **Homepage:** Visually appealing, featuring Blik's mission and a strong call-to-action (e.g., "Book a Performance" button)
- **Shows and Events Page:** List upcoming performances with dates, venues, and booking options
- **Booking Information:** Clear, transparent pricing for events and a streamlined process to request performances
- **About Us:** Showcase Blik's values (Reflection, Playfulness, Connections) and introduce the team
- **Contact Form:** Easy-to-use form for inquiries or booking requests

3. User Experience:

- Emphasize fast-loading pages and a clear, intuitive structure, especially for booking a performance

Conclusion

Blik Playback Theatre has a unique opportunity to carve out a strong brand presence that highlights its core values of reflection, playfulness, and connection. Through a thoughtful and consistent social media strategy, along with a visually appealing and functional website, Blik can engage target audiences effectively, driving both awareness and bookings for performances. The business plan focuses on building a brand that speaks to HR professionals, event organizers, and private individuals, positioning Playback Theatre as an invaluable tool for emotional growth, team growth and fun