



## **Hey Nineteen - Tribute to Steely Dan Marketing Plan relative to each performance:**

At least 45 days prior to each scheduled date we send a Press Release with a professionally prepared poster reflecting specifics of the gig to all relevant digital and print media in the market area. We reference our website for additional photos and videos.

We follow up with those media sources with an interesting story as to how the band came to be from the fall of the mortgage industry and financial meltdown. We also have a couple of other interesting stories that deal with band members and their journey to the band that we will forward in hopes to be picked up.

We contact appropriate radio stations with our Press Release, poster, and with a request for a media Sponsor for which we can provide tickets for giveaways, interviews, t-shirts, etc.

We have a social marketing professional who is active in bringing in non-profit groups for whom we provide a donation from our portion of ticket sales to their cause, based on the number of tickets sold to that membership.

We post at least 15 times on our Facebook page prior to a gig. We run contests for free tickets or t-shirts. We boost our posts inside a 25-mile radius of each gig approximately 5-10 times based on ticket sales. We also run Facebook ads.

Lastly, we run Constant Contact advertisements through our social marketing person who brings significant expertise in this media realm.

[www.hey19band.com](http://www.hey19band.com)

[www.facebook.com/hey19](http://www.facebook.com/hey19)