

BAND ON THE WALL

Social Media Agency Brief

Overview

Band on the Wall is a multi award-winning live music venue, music learning centre and national concert promoter. Owned and operated by the charity Inner City Music, the venue has been at the very heart of Manchester music culture for many years. A showcase venue for some of the best music in the world, we present an internationally-acclaimed programme of live music events, both in-house and externally at venues across the UK.

The venue reopened in Spring 2022 following a major expansion, with an increased main venue capacity of 500, smaller 150 capacity second stage, new state-of-the-art learning facilities, and completely renovated bar. With this physical expansion comes a significant expansion in our programme, with live music and DJs on every night across two stages, plus learning programme activity, touring programmes and a new improved food and drink offer.

We are seeking a social marketing agency to support our internal marketing team in promoting this activity on social media, though scheduling and managing posts, audience development and paid campaigns.

The successful agency will have a proven track record in working in a live music environment and be familiar with working across many show campaigns simultaneously.

Since reopening in Spring 2022 Band on the Wall's social engagement has increased significantly:

Facebook

Reach increased 565.9%

Page visits increased 260.2%

Instagram

Reach increased 1,300%

Profile visits increased 280%

(Further analytics and insights available on request).

We want to build on this success, further increasing online engagement and convert online followers to ticket buying music fans, learning programme participants, and bar customers.

Note: The agency will be expected to both publish and promote content collected by Band on the Wall's internal team, and to generate content, including some 'on the night' social media content. The agency should include a clear outline of how much 'on the night' time is included as part of their tender submission budget.

Programme Strands

Band on the Wall's activity can be broadly split across three programme strands, with each strand requiring different online marketing activity: -

Live Shows

Band on the Wall has a nightly programme of ticketed live shows in its 500 capacity main venue, plus late-night free entry shows and DJs on its second bar stage. Each show will need social marketing on announcement, onsale and throughout the campaign in the run-up to the show.

World of Music Learning Programme

More than 'just a venue', Band on the Wall runs a year-round learning and participation programme, *World of Music*. This comprises of various courses and classes taking place at the venue – from parent and baby music-making sessions, to choirs, music lessons for young people, and archiving projects. *World of Music* has its own social channels set up – we would like the successful agency to help us cultivate this audience and share content generated from learning programme activity online.

We recognise that promoting learning and participation programmes requires a different skillset to night-time music and bar activity. This activity strand is of high strategic importance to Band on the Wall and its partners, and will require particular focus and expertise. *World of Music* has its own brand audience, and the successful agency will be expected to develop this audience online.

Agencies are welcome to cost out this area of work separately as part of their tender submissions, should they wish.

Bar + Kitchen

The agency will promote our new bar and kitchen as a destination venue on socials, sharing fun 'on the night' content to give online audiences a taste of what a night out at Band on the Wall is like – covering food, drink and late night music on the bar stage.

Requirements

Strategy and Trends

The agency will use their knowledge of the latest social media trends and social marketing methods to advise our internal marketing team on how to maximise ROI on socials across different audience segments and campaigns. They will use this knowledge to increase engagement, followers and traffic and assist our team in culturing difference audiences, across live music, music learning and nightlife/hospitality.

Band on the Wall has an existing presence across Instagram, Facebook, YouTube and Twitter. The agency will advise on how best to keep existing audiences on-board, while developing new ones on both existing social platforms, and platforms where Band on the Wall does not currently have a presence, such as TikTok and Snapchat. It will advise Band on the Wall's internal marketing team and work with us to develop a plan for audience development across these new platforms.

Campaign Support

The agency will work with Band on the Wall's internal marketing team to delivery social media campaigns for shows at Band on the Wall and across the country, plus promote the new bar as a destination hospitality venue, and promote its learning programmes. They will leverage digital content produced at the venue (video, photography) to keep existing social audiences engaged, and develop new ones.

The agency will be familiar with managing a large volume of messages and working with internal marketing teams to ensure these messages are communicated with effectiveness and clarity.

Paid Ad Placements

The agency will use their expertise of living and breathing social campaigns to best leverage social ad budgets to increase ROI and drive engagement across events and wider comms campaigns.

Reporting

The agency will report back on a regular basis to Band on the Wall's marketing team on engagement, reach and social audience development, and paid ad campaign performance. They will make recommendations on what kinds of campaigns are performing well and suggest changes as social algorithms evolve.

Further Information

@bandonthewall on all socials / @thebandonthewall on YouTube

Live programme: <https://bandonthewall.org/whats-on/>

Learning programme: <https://bandonthewall.org/learning/>

Application Submission

Please provide a short proposal, including your approach and examples of relevant work by Monday 17th October 2022.

Please include an indicative budget, taking into consideration the scale of our organisation and the scope of this brief.

If you have any specific questions that are not addressed in this document, please contact Simon Webbon, Head of Marketing & Communications at simon.webbon@bandonthewall.org.

Submissions should be sent to simon.webbon@bandonthewall.org.