




# NORD- festival

Digital marketing strategy for a music festival

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# About the festival

- NORD-festival is a brand new music festival coming in August 2023
- Location: Lahti Energia event park
- Brings together artists from the Nordic countries (Finland, Sweden, Norway, Denmark, Iceland)
- The music genre is “all-things Nordic” – e.g. pop and folktop, with a few bigger names from different countries
- Our target audience is people aged between 20-40 years, interested in music and active in social media
- Main competitors include Headland and Flow Festival

# Business goals

- Promote Nordic Music
- Reach our the target audience
- To get our customers to enjoy the Festival and return next year
- Mission is to be one of the top Festivals in Finland

## How to succeed:

- Differentiate from other festivals by making sure that everything runs as smoothly as possible. Focus on safety of our customers and organisation.
- To analyse feedback before and after the festival and do necessary improvements.
- We have also launched an application with the map of the festival and where customer can schedule the artists which they want to listen. Possible changes are informed in the app and on social media.

# Marketing goals

- **Increase brand awareness and engagement**

We are a new festival which means that we want our consumers to know us. Brand awareness is measured through reaches, followers on social media, search volumes, website traffic, and app downloads

Engagement is measured through the memories shared on social media with us, eg. hashtags

- **Acquire new customers**

Our all customers are new but we want as many customers as possible. Measured: customers coming to the event

- **Increase customer value**

We want our customers to benefit from our event. We have build a loyalty program on our app where customers can get early access to tickets, artist information and other further information

- **Sell tickets**

# Customer profiles



## “Nordic music specialist”

Expert of Nordic music, comes to the festival to see the artists specifically. Is familiarized with the music, doesn't require as much assuring in marketing.

## “Experienced explorer”

Interested in the “festival feeling”. Cares more about the whole experience of the festival rather than seeing certain performers. Has visited many festivals, high standards. Has to be convinced about the new festival with marketing.



## “First fan”

Young, excited admirer. Visits different festivals to see certain big names. Active in social media and in fan groups.

The background is a light beige color with several abstract, organic shapes. In the top left, there is a light orange shape with a dark green wavy line. In the top right, there are two dark green shapes. In the bottom left, there is a light orange shape with many small dark green dots. In the bottom right, there is a large light green shape.

# Strategy

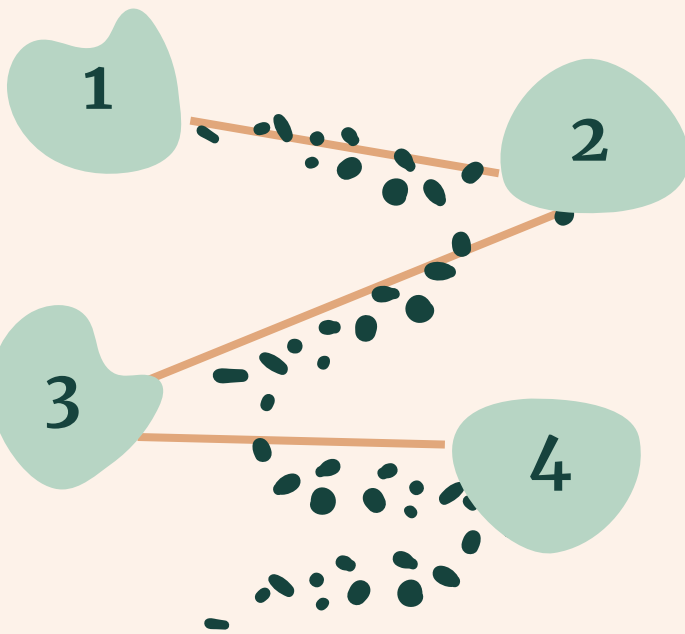
# Timeline

## End of the year 2022

- First artists released
- Starting the marketing campaign
- Reach campaign

## Creating hype

- Several smaller digital marketing campaigns
- Spotify-playlists
- Pre-buy merch & drink tickets
- Encourage planning festival days with the app
- Influencers (TikTok, IG)



The festival ends but  
the promo continues...

## Ticket sales (early 2023)

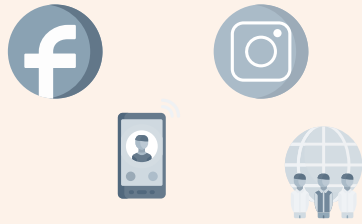
- First “early-bird” tickets, then regular ticket sales
- Rest of the lineup released
- Increased paid ads
- Retargeting campaign

## Festival (August 2023)

- Main days, paid ads not necessary
- Behind the scenes material
- Be vocal on social media, share pictures
- Use the Facebook page to share information



# Channels



Social media



Influencers



Other digital tools

- We produce our own marketing materials
- Using selected channels that are popular among our target audiences
- Promoting in Finland and with Finnish content, as we think it's more efficient

## Social media

### Facebook

- Event page & official page to share information
- Paid ads

### Instagram

- Promo, behind the scenes material
- Paid ads
- Hashtag, share on festival IG

### TikTok

- Content to create hype before and after the festival; "3 examples of festival outfits"
- Engage audience and collaborators

## Influencers

- Collaborating with influencers both from the music industry and outside
- Paid collaborations in Instagram and TikTok
- Main goal is to create hype and raise awareness of the new festival
- Couple of influencers post their days at the festival

## Other digital tools

### Official website

- Lineup, map of festival area, links to tickets, general information

### NORD-festival mobile app

- To create fluency
- Make your own "festival-timetable"
- "Early bird" tickets for app-users
- Buy drink tickets, save them to the app to avoid queuing

### Spotify

- Playlists including artists coming to the festival

### Digital ads on bus stops

- Reaches large audiences

# Cost-Benefit analysis

Key Performance Indicators:

- ticket sales, customer and sponsor satisfaction, customer loyalty, social media engagement, the number of downloads of the application

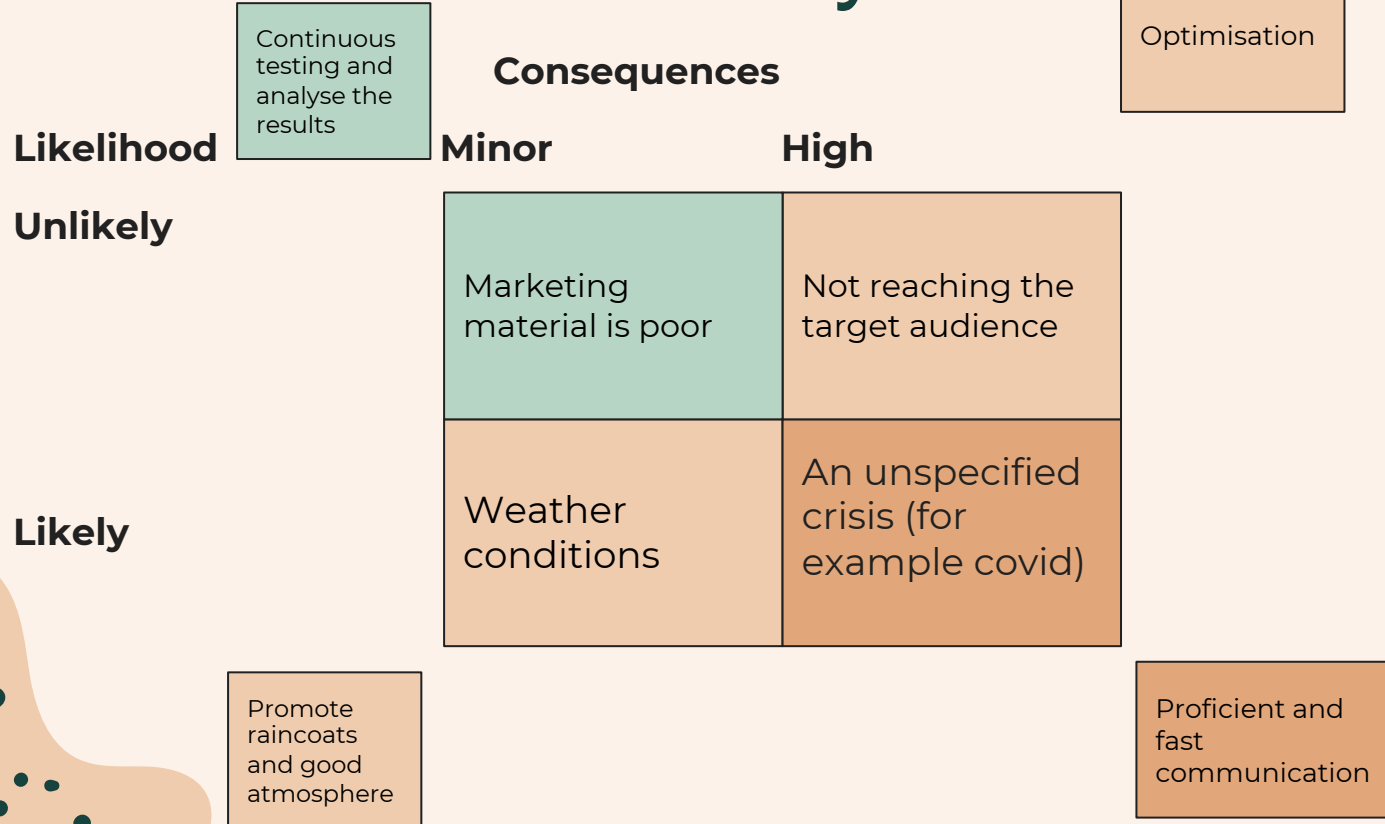
Costs:

- First reach campaign: 1,79€ CPM. Targeted customers 500 000. Cost 16 000€
- Re-targeting campaigns: Cost 10 000€
- Digital bus stop campaign: 5000€
- Influencer collaborations: 10 000€
- App & website creation: 50 000€

Revenue:

- Ticket sales: ticket 150€ á
- Merchandise 20-50€ á
- Share of drink & food sales

# Risk analysis



# Summary & recommendations

- The festival combines Nordic artists and their listeners, which differentiates us from others
- We have presented a broad and diverse strategy to achieve visibility across social media, with costs and risks taken into account
- Our main target is to enable a smooth and safe experience for the customers
- We recommend proceeding according to the suggested timeline and stages



# Thank you!

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