

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Cultural drummer/ artist

Business Objective: Bookings

Funnel: Social Media Funnels

WINNER'S WRITING PROCESS

1. Who am I talking to?

- ☐ Events Organizers
- ☐ School administration looking for cultural teacher
- ☐ Family hosting birthday or wedding party
- ☐ Club/ Bar & restaurants looking for means to entertain their customers more .
- ☐ Corporate companies hosting party for their staff and stakeholders
- ☐ Travel and tourism
- ☐ Trade and exhibition host
- ☐ NGO: looking to promote and create awareness .

2. Where are they now;

- ☐ They are scrolling on social media i.e facebook, instagram and tiktok mostly aware of drummer artists or have witnessed their performance.
- ☐ Browsing on google doing research on entertainments in UAE
- ☐ Sitting in their office mediating on which artist performance will suit their upcoming events .
- ☐ School searching for Additional timetable for the school kids, in between decide what kind of entertainment will be good for the kids .
- ☐ Bar/ restaurant planning show for next weekend

3. What do I want them to do?

- ☐ We want to click the link in the bio and hover to the website and book a call or send email.
- ☐ To click on the whatsapp icon and start a chat .

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

1. Provide professional videos and high-resolution photos of past performances. Showcasing dynamic performances, audience reactions, and the overall energy of your troupe will help potential clients visualize the experience.
2. Sharing private video of recents show to clients through DMs or emails reply .
3. Offer customized performance packages based on the client's needs, including different types of performances, durations, and any additional services you might provide.

A. Current state:

- They don't know which best artist best suit for their events
 1. They see lot of artists i.e bella dancer , indian drummers, Magician they don't which one best suitable.
 2. They have doubt if the audience coming to the events will be interested in watching africa artist drumming.
- Schools look to entertain the kids but don't know what is going to work for them.
 1. They are concern about the kids reaction to the performance they will experience.;
 2. Will the customers be happy or not.
- Will they grab audience attention or not.

B. Dream state:

- They want to see the audience attending the responding every bits of the performance
 1. By drumming along with the during the team building.
 2. Audience clapping and responding to the artist's calls.
- School Hr seeing full satisfaction from the kids that attend the teaching class.
- Events host review.

Road block

- They don't which artist is more better for their show.
- They don't have idea of the performance people will like to see
- Clients might be unfamiliar with African drumming and dance, leading to uncertainty about how it will fit into their event
- Clients may worry about the cost of hiring a drumming and dance troupe, especially if they have a tight budget.
- They are doubting if the performance will really help their brand because they haven't hire one before .
- They worried if the performance will fit in the events .

Solution

The solution is this aspect comes after they speak with drumming artist management and after talking to them, they will assure the following .

- They got assurance of the performance after watching a few clips of the artist's performance.
- They videos of audience participate in the team building and joyful they are being part of the team .
- They see other kids loving the teaching class.
- They already the outline and the service and the kind of performance that will gain people attention.

Market awareness :

- They are at Level 4
 1. They already know about the artist performance
 2. They have tried it.

Market sophistication

- They are Level 5
 1. The performance should be able to bring them status .
 2. They want to see different experience

DRAFT:

The road map

The road map is to build a collective social media present across all platforms(youtube, Instagram, facebook and email). This will bring popularity among competitors and gain ground in the industry. In the road map we present the following as the best solution to grow social media across all platform.

Showcase Performances:

Videos:

Share high-quality videos of performances, behind-the-scenes footage, and rehearsals to highlight the energy and skill involved in drumming and dancing.

Content Strategy:

Constantly share recent videos across all platforms.

Introduce new performance styles in the videos.

Schedule content strategically; avoid random posting times.

Posting Frequency:

Instagram: 1-2 reels per day

YouTube: 3-4 videos per week

Facebook: 1 Reel and 1 regular post per day

TikTok: 3-4 posts each day

Include audience reactions in live performance videos.

Engagement:

Create engaging Stories and Reels showcasing snippets of performances, quick tutorials, or fun facts about African drumming and dance. Use polls, quizzes, and Q&A sessions to engage the audience and gather feedback.

Artist's Journey:

Share posts about the artist's training, inspirations, and achievements.

● Live Streams:

Use Instagram and Facebook live to stream performances or rehearsals, giving followers a real-time connection to the artist.

1. Introduce a live session to your via stories, notifying the date and time.
2. The session should be held 1-2 a week.
3. A live interaction with the audience .

Partnerships:.

- **Guest Appearances: Promote Events:**
- **Event Announcements:** Create engaging posts to promote upcoming shows and events. Use eye-catching visuals and clear information about dates, times, and locations.

1. Show features of other artists coming to the show.
2. A quick selfie video to update the audience about the upcoming shows.

- **Post-Event Content:**

Share highlights, audience reactions, and feedback after each show to keep the excitement going.

1. A short clip from the events showing audience engagement during the show.
2. An appreciation post after every event .

Leverage Ads and Promotions:

- **Targeted Ads:** Use Facebook and Instagram ads to target specific demographics interested in cultural events, music, or dance.
 1. A quick cuts from recent events put together for promotion.
 2. Using ads to target the actual clients such as school, event managements, restaurant and bars.
 3. Ads must be end clear CTA message “ BOOK US NOW “

- **Promotions & Collaboration**

1. Partner with local influencers, other artists, or cultural organizations in Dubai and the Middle East to broaden their reach.
2. A short clip shout out video with influencers
3. Feature guest posts or collaborations with other performers.
4. A collaboration with other cultural artists .

- **Engagement:**

1. Respond to comments and messages promptly to build a strong connection with followers.

- **User-Generated Content:**

1. Encourage fans to share their own content related to the performances or their experiences and feature this on the artist's social media pages.
2. Share after events post with potential clients with or without requesting for tags .

The tip and light bullet point are deem from research and how to efficiently prompt social media across all platform.

