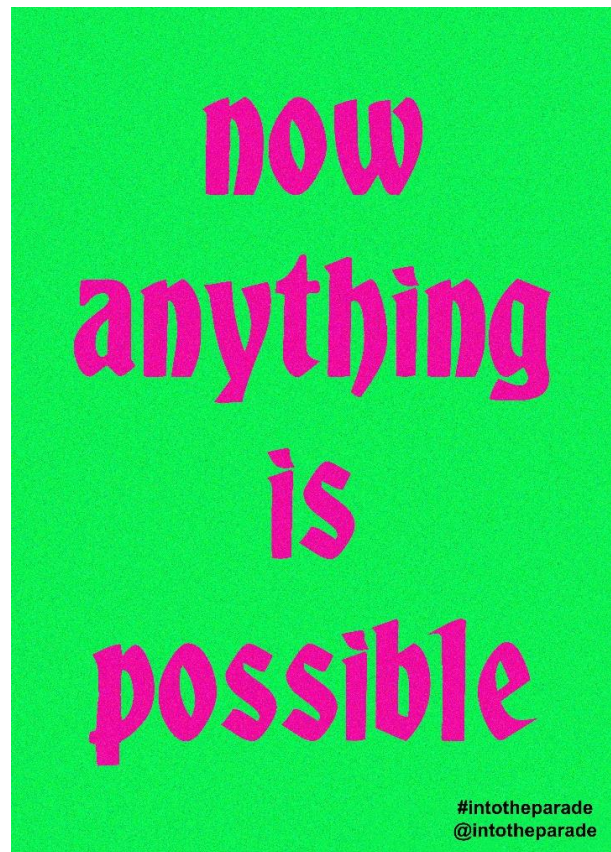
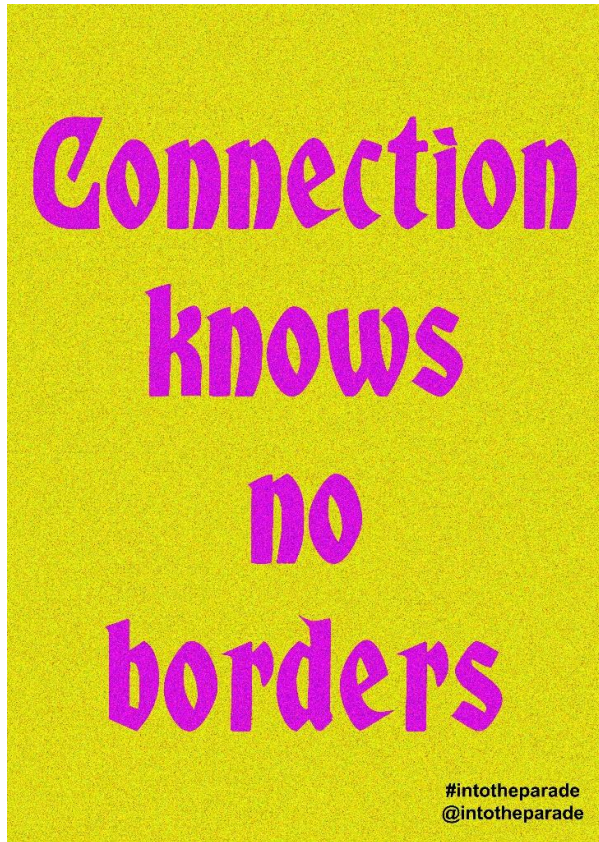
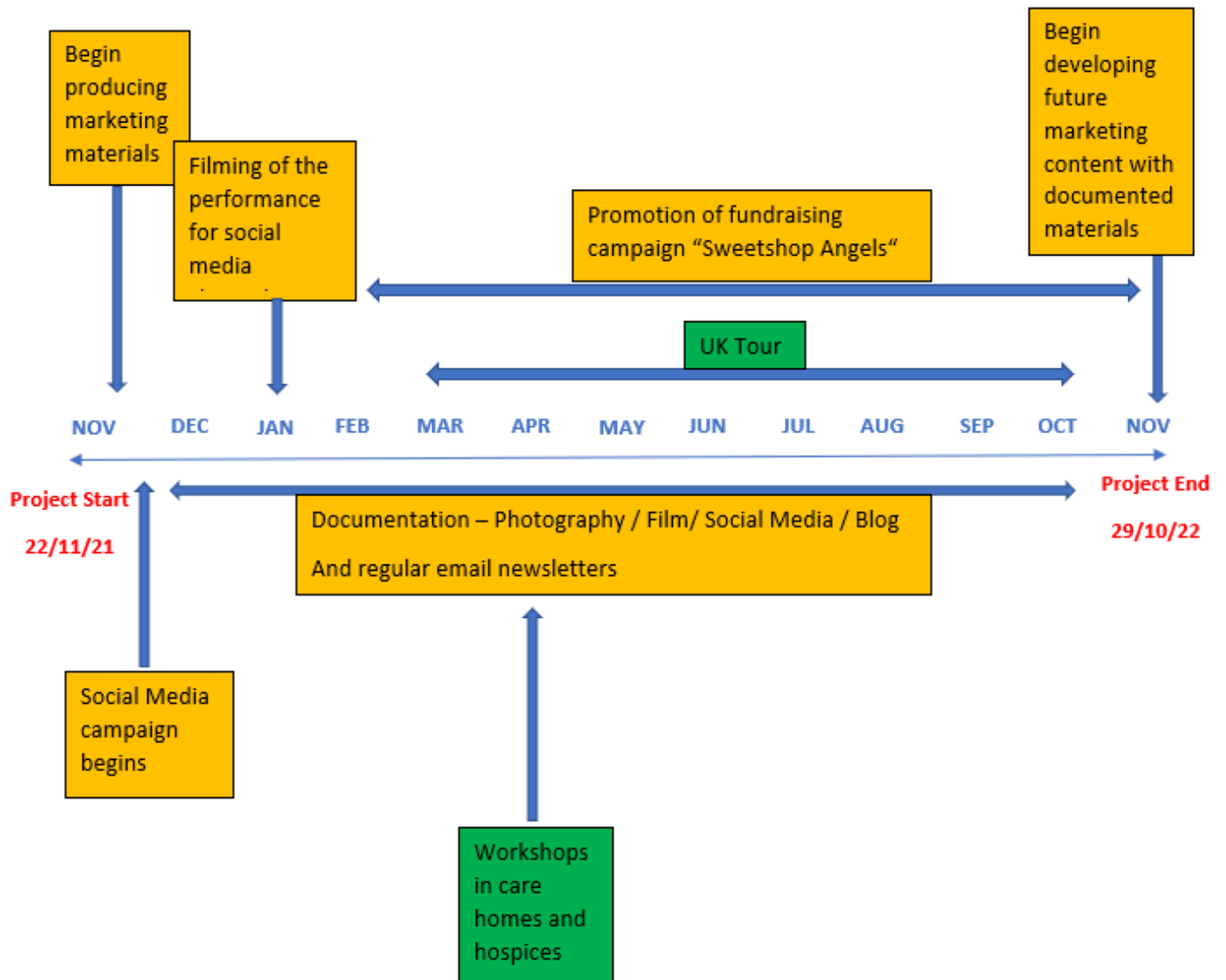


Posters Developed for MA Arts and Project Management “Into The Parade” project. Positive quotes to display in Birmingham City University’s School of Art for the transition out of Covid-19 national lockdowns. (20



Sections from final major project: "Market Research and Marketing Plan for Sweetshop Revolution Dance Company "I'm Not Dead I'm Only Sleeping" Tour, Workshops and Fundraising Campaign."

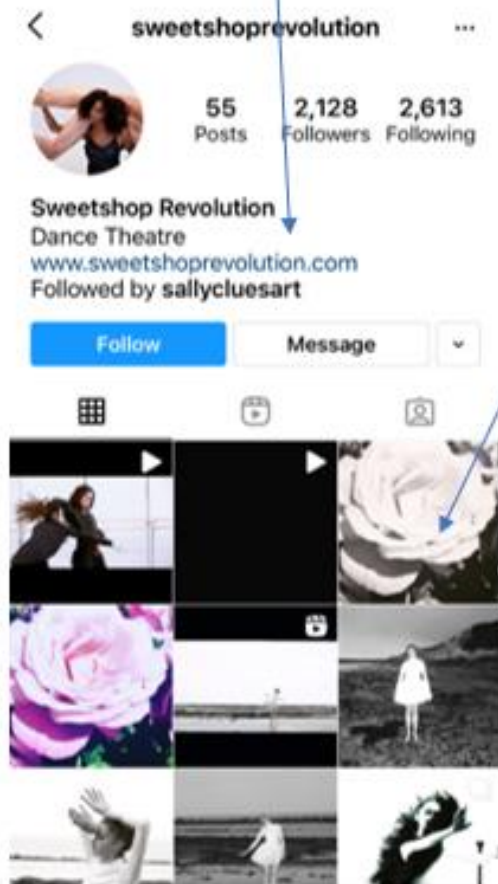
Overview of Project and Marketing Activity



Analysis of Sweetshop Revolution Dance Company's Instagram page.

Images: Sweetshop Revolution (2021)

The link to the website could be changed to a "Link Tree" link which enables users to quickly view different links to different websites, for example, to book tickets for the tour or donate.



The theme of the Sweetshop Revolution Instagram page works well with the regular posting and combination of stills, short films and the use of the Instagram "Reels" function, which could also correlate with videos posted on a Tik Tok page.



More relevant hashtags could be used in Sweetshop Revolution's posts to boost engagement in their posts such as #ukdance #contemporarydance #danceengland #dancephotography #danceartist #dancers #sweetshoprevolution

SMART (Specific, Measured, Achievable, Realistic and Timetabled) Marketing objectives for Sweetshop Revolution's "I'm Not Dead, I'm Only Sleeping" tour, workshops and fundraising campaign.

*1) Engage a total of 150 care home and hospice residents to participate in the workshops.*

Across the 8 care homes and hospices involved, 150 participants paying £5 each to take part would be a realistic objective for Sweetshop Revolution.

*2) Gain an additional 10,000 followers across all social media accounts throughout the duration of the project.*

One of the goals from Sweetshop Revolution's Social Media Marketing brief was to gain 10,000 followers across social media accounts to boost engagement and ticket sales.

*3) Sell 2000 tickets across all shows within the first month of the UK tour announcement.*

By setting an objective to sell 2000 tickets across all 11 shows around the UK within the first month, it will help to give more financial stability and insight into how many more tickets need to be sold.

*4) Gain an additional 50 "Sweetshop Angels" (supporters) throughout the duration of the project.*

With the addition of the lower £20 and £50 tiers to the "Sweetshop Angels" fundraising campaign, this will encourage more philanthropists / supporters to become "Sweetshop Angels". An additional 50 supporters across all tiers throughout the duration of the project would be a realistic goal for this existing fundraising campaign to engage philanthropists.

*5) Gather 100 completed feedback sheets from all participants after the workshops*

By gathering positive feedback from the workshop participants on their personal experience, it will help to develop future marketing content to promote Sweetshop Revolution and how they support their local community.