

2022



# HOWLROUND

## Marketing Plans Book

### TEAM 3:

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Shanna, Theresa, & Yiyi



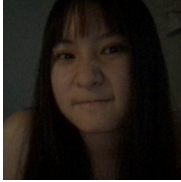
HOWLROUND.COM

# X ————— **TABLE OF CONTENTS** ————— X

Meet the Team.....	3
Meet the Client.....	4
Client Analysis.....	5
Executive Summary.....	6
Research & Discovery.....	7
Key Insights & Findings.....	15
Partners & Target Audience.....	19
What We Recommend.....	25
Brand Strategy.....	28
Primary Platforms.....	29
Advertising Tactics.....	35
Recommendations Timeline.....	49
Campaign Budget.....	50
What We Will Accomplish in 18 Months.....	51
References.....	52



# MEET THE TEAM



**ZHEN (THERESA) CHAO**  
**Account Planner**  
Marketing Communications Major  
Art History Minor  
Graduating December 2022



**EVA CHARBONNIER**  
**Account Manager**  
Marketing Communications Major  
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**JULIA DIAZ-YOUNG**  
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**MADDY DOMEK**  
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Marketing Communications Major  
Art History Minor  
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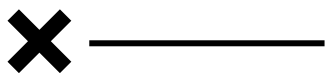
**MANNING (MANDI) LI**  
**Media Planner**  
Marketing Communications Major  
Psychology Minor  
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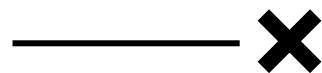
**Xinyue Liu**  
**PR and Experiential Marketing**  
Marketing Communications Major  
Public Relations Minor  
Graduating December 2022



**Yiyi Zhang**  
**Creative Director**  
Marketing Communications Major  
E-Sports Minor  
Graduating May 2023



# MEET THE CLIENT



**MISSION:** Howlround is a digital platform for theatre makers worldwide that aims to amplify progressive and disruptive ideas about theatre.

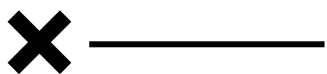


**HowlRound Theatre Commons** was launched as online journal in 2011 by P. Carl, David Dower, Jamie Gahlon, and Vijay Mathew as part of the American Voices New Play Institute (AVNPI) at Arena Stage in Washington, DC.

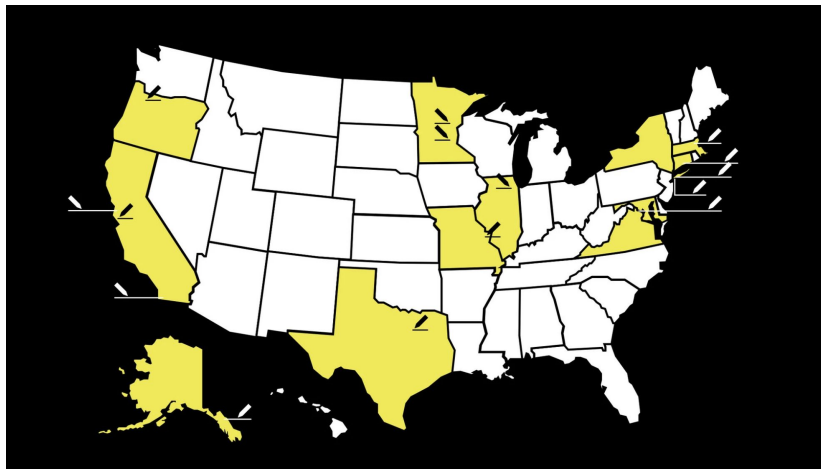
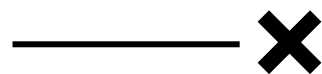
In July 2012, HowlRound officially became part of Emerson's Office of the Arts. Now, ten years later, HowlRound produces convenings, podcasts, and live TV alongside their journal to promote the discussion of ideas between creative minds of the theatre industry.



**Current HowlRound Staff.** Photo by Anya Prudente in August 2022.



# CLIENT ANALYSIS



National Playwright Residency Program Map (Cohort 3)

**HowlRound Theatre Common's** primary programming includes various Convenings, Latinx Theatre Commons, and National Playwright Residency Program.



LATINX THEATRE  
**COMMONS**



Recent Convening: 2022 LTC Comedy Carnival

**National Playwright Residency Program** is a three year program that provides a salary, benefits and research fund for playwrights at a select few theatres in the US.

# X ————— EXECUTIVE SUMMARY ————— X

**We recommend HowlRound re-design the website for better user experience, strengthen ties with Emerson College, and grant access to a network of theatre professionals through the paid membership tier.**

Doing so will engage HowlRound's current audience, and expand into Emerson College's student base of aspiring theatre professionals. Both of these groups are deeply invested in the theatre field; our recommendations center on the desire of theatre professionals to be part of a community.

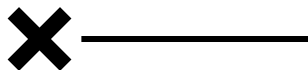
Our campaign is a special event in partnership with Arts Emerson, theatre focused, student run organizations Flawless Brown, and the New England Theatre Conference. The event showcases HowlRound's access to a network of theatre professionals and a place knowledge sharing. To promote the event, we will post graphics to social media, create posters for Emerson College's campus, and create a popup event open to Emerson College theatre interested students.

**RE-DESIGN**  
**STRENGTHEN**  
**TIES TO EC**  
**PAID TIER**



# **RESEARCH AND DISCOVERY**





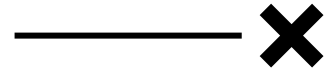
# SWOT



<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Long Standing platform with unique target audience</li><li>• Outlet for non-profit theater work with emphasis on shared values</li><li>• Puts spotlight on material in theater realm that traditionally have been ignored</li><li>• Niche audiences</li><li>• Wide range of content</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Our research reveals the website and positioning is confusing.</li><li>• Additionally, our research finds the content is not organized in a consumer friendly manner</li><li>• Poor user retention</li><li>• Untapped market of aspiring theatre professionals</li></ul>
<p><b>Threats</b></p> <ul style="list-style-type: none"><li>• Lack of outreach to interested audiences</li><li>• User drop because of poor website user experience</li><li>• Community sourced content websites with user friendly design</li><li>• Companies may reach the untapped need of theatre networking before HowlRound</li></ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Strengthening ties with Emerson College's Arts Emerson and theatre focused student-run organizations to generate more users and content</li><li>• Create a paid membership tier for theatre professionals to build and expand their network</li><li>• A more user friendly website design</li></ul>



# WHO IS OUR CURRENT TARGET AUDIENCE?



HowlRound is already a place of community for theatre professionals, who make up **the largest share of users on HowlRound at 47.4%**. The platform effectively builds community by having their content based on resource sharing through their knowledge common.

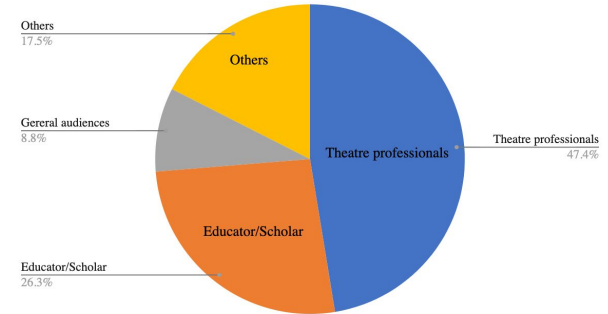
Contributing content to HowlRound is an attractive opportunity to both **college students and theatre professionals** as both of these groups look to advance in their industry. Tapping into HowlRounds already existing community by enhancing it's connective power will save money and improve user retention.

It has been widely reported that it **costs 5 times more to attract new customers than to retain existing ones**. And that existing customers are 50% more likely to try new products and spend 31% more compared to new ones. Data suggests that 60% of loyal customers will become advocates and tell friends and family, in turn becoming advocates for the brand. Continuing on, in a study on online community and satisfaction found, "online community satisfaction is a strong predictor of **continued use intention**." As HowlRound is already connected to Emerson College, and Boston theatre professionals, enhancing marketing towards these segments **will not only boost sales, but save HowlRound money**.



Therefore, our target audience includes active users from your current audience base, which is **theatre professionals**. In addition to this group, **college students seeking a degree in theatre** will also be part of our target audience.

Frequent Users' Positions in the Theatre Field



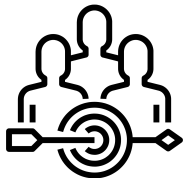
Pie Chart 1: HowlRound User Demographics

# WHAT OUR RESEARCH REVEALED: AGE OF CURRENT USERS



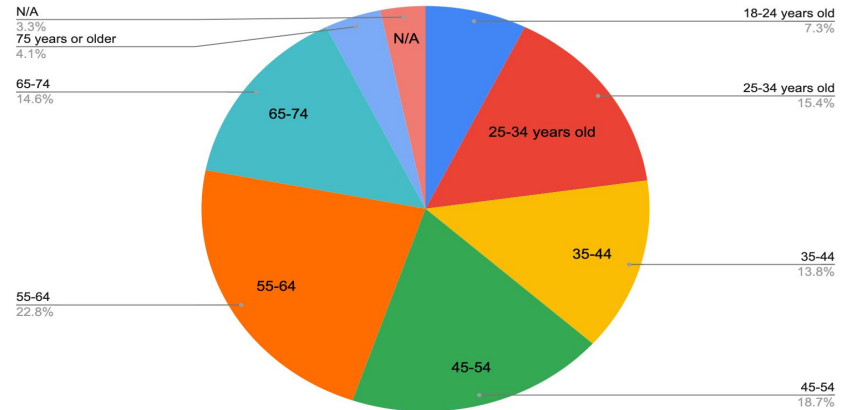
With this in mind, it is important to us to maintain and include users that are **already engaged** on HowlRound.com in our target audience. The most active segment of your current audience is between the ages of 45-64 (Table 1). This group will continue to contribute content and be important to our networking event and membership tier that we recommend HowlRound implement.

Similarly, HowlRound is already part of Emerson College and has a potential audience of Emerson College students. For this reason, we recommend strengthening ties with Emerson College. Our recommendations address this in the coming pages.



We will continue to engage **45-64 year olds** part of our target audience.

Age of HowlRound's current users



**Pie Chart 2:** Age of HowlRound's Current Users

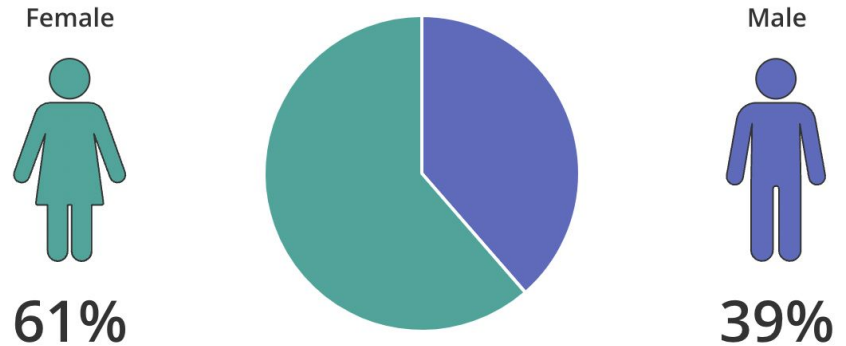
# WHAT OUR RESEARCH REVEALED: HOWLROUND AS THE CONNECTOR OF WOMEN IN THEATRE



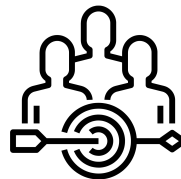
HowlRound currently targets women in theatre, but this group has the ability to be even more engaged through a shift in messaging. We found that women receive the most contracts for employment across the industry. For example in 2021 [Zippa](#) found that **61% of theatre directors are women**. Further in the last year when data was available, [American Theatre](#) found that the, "Top 10 and Top 20 Most-Produced lists... 8 of the 11 most-produced plays in the coming season are written by women, while 11 of the 20 most-produced playwrights are women." **Non-binary** individuals make up 0.91% percent of contracts according to analysis done by [Actors Equity Association](#), which is higher than their proportion in the general population.

However in the 51,000 contracts they analyzed they found a **significant pay disparity between men and women**. Because of their presence in the theatre industry and their need of equal pay opportunities, **HowlRound can position itself to women's advantage**. In addition to messaging about HowlRound's content (on HowlRound.com) HowlRound can act as the connector of women to careers in the theatre industry.

## Theatre Director Gender Distribution



**Pie Chart 3:** Theatre Director Distribution



**Women and Non-binary individuals in theatre are part of our target audience** as HowlRound can connect both groups to opportunities.

# RACE IN THEATRE



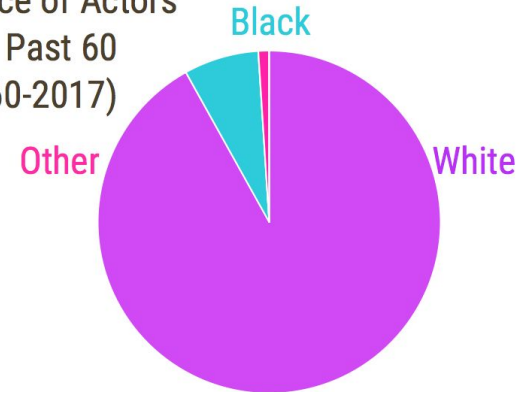
We've shown that women and non-binary individuals receive a significant amount of contracts compared to their representation in the general population making them both lucrative groups for HowlRound to target. HowlRound already builds community with Black, Indigenous, and people of color (BIPOC) individuals, but they do not appear as strongly in their current engaged audience as they could. But, could this be because these groups are not in theater?

Towson University studied Tony Award winners from the past 50 years and found, "Of revival shows, the professional musical theater world has **only cast 9 percent racial minorities** (meaning any non-caucasian race) out of 416 actors... But Black actors and actresses make up **78 percent of minorities represented** (table 3)."

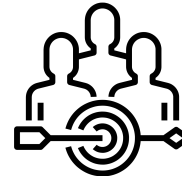
**What's significant in these findings is that Black actors and actresses make up the majority of minorities represented.**

In closing, as a whole our findings show that **BIPOC groups are in theatre, they simply do not have an outlet that addresses their needs.** So, HowlRound has an important opportunity to act more strongly in support of this group.

Overall Race of Actors  
Within the Past 60  
years (1960-2017)



**Pie Chart 4:** Overall Race of Actors (1960-2014)



Lastly, **BIPOC (Black, Indigenous People of Color) theatre professionals and students** are in our target audience.

# HOWLROUND CONNECTS THE THEATRE INDUSTRY



## So, what does your target audience want? **Opportunities.**

We found that having a network to advance your career is arguably more important to theatre professionals than it is to professionals in any other industry. In an [interview](#) about the theatre industry, Professors of Theatre and ex-industry professionals Andrea McCook and Stacy Joyce sole advice to readers is the importance of finding and maintaining a professional network. Furthermore higher education institutions have begun creating fellowship opportunities centered on the value of giving theatre interested students access to a network of professionals.

For example, last year Columbia University School of the Arts' Theatre Management and Producing created the [Front Row Productions Fellowship](#), that gives students access to, " university courses and resources, **guidance from a network of mentors**, opportunities to develop business and entrepreneurial skill." Further Emerson College BFA program for Theatre Design/ Technology writes that, " teamwork and **mentorship are essential parts of a career in theatre** and core to your experience at Emerson." But, how effective are professional networks, actually?

Theatre Professionals **need a network to support their career.**



*in association with* **COLUMBIA UNIVERSITY SCHOOL OF THE ARTS**

**Image 1:** Logo for [Front Row Productions](#)

Using data from 2,639 companies that use [Jobvite](#), a job applicant tracking platform, found that **even though only 7% of applications are referrals, they make up 40% of the hires** and have the highest rate of applicant-to-hire conversion. With a referral secured, professionals can think about work experience that can advance their career. This is an opportunity which HowlRound can provide through their community sourced content.

# WHEN YOUR USERS ARE THE MOST ACTIVE



We decided to **target college students (at Emerson and elsewhere)** not only because of their interest in progressing their careers, but also because at the beginning of the school year, **August through September**, is when we found your users are the most active. Our event timing and campaign are based on this finding.

	Theory of Change Pathway	FY22 Q2 Average (or Total)	December 2021	November 2021	October 2021	FY22 Q1 Average (or Total)	September 2021	August 2021	July 2021
<b>Communications</b>									
Visitors to HowlRound.com	Connect People	45,048	33,976	50,898	50,269	43,061	50,416	40,538	38,228
Visitors to HowlRound.com with session duration over 50 seconds	Curate Progressive & Disruptive Content	6,365	4,871	6,507	7,718	6,946	8,097	6,221	6,520
Visitors to HowlRound.com with session duration over 7.7 minutes	Curate Progressive & Disruptive Content	2,723	2,011	2,795	3,363	1,243	3,730	2,667	2826

**Table 1:** Visitors to HR in 2021

	Theory of Change Pathway	FY21 Q2 Average (or Total)	December 2020	November 2020	October 2020	FY 1 Q1 Average (or Total)	September 2020	August 2020	July 2020
<b>Communications</b>									
Visitors to HowlRound.com	Connect People	65,428	57,314	56,040	82,930	61,24	75,378	85,137	67,856
Visitors to HowlRound.com with session duration over 50 seconds	Curate Progressive & Disruptive Content	8,921	6,964	9,033	10,765	10,846	10,530	10,570	11,437
Visitors to HowlRound.com with session duration over 7.7 minutes	Curate Progressive & Disruptive Content								

**Table 2:** Visitors to HR in 2022



# KEY INSIGHTS



# WHAT OUR INTERVIEWS REVEALED

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**Methodology:** In order to optimize our current and future audience recommendations we used several different research methods.

**Data Analytics:** Using Google Analytics data we segmented your audience by career, age, and time most active. The data set provided the following information about HowlRound's audience

- Demographic information of current user
  - Career
  - Age
- Time your users are the most active
- General perceptions of HowlRound.com

**This data informed our recommendations on target audience, website redesign, event type and timing.**

**Interviews:** We conducted in depth interviews with a variety of future and current theatre professionals. The data we collected provided insight on the following:

- Ease of user navigation through HowlRound.com
- Perceptions of HowlRound as an organization
- Perceptions of HowlRound.com
- Opinions on HowlRound.com's design
- User acquisition
- Demographic information

**The information we collected revealed where HowlRound has an opportunity to strengthen as a recognizable brand. This data informed our recommendations on target audience, website redesign, event type and timing.**



# WHAT OUR INTERVIEWS REVEALED



**Main Takeaway:** Our research found that individuals lacked awareness of HowlRound's community and struggled to find content on the website.

“ At least during my undergraduate years, most of my friends and my American classmates **found jobs basically by connection.** ”

On Need For Networking

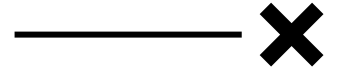
“ HowlRound's website reminds me of a **government website**, if you know what you're looking for you can find it. If you don't you won't be able to find it. ”

On HowlRound's Reach

“ ”  
On Contribute Content Page

I suggest that they break down the **contribute content page** into one homepage, then one page for The Journal, one page for Podcasts, one for HowlRound TV, etc. I think having **examples of each type of content** that did well would ensure that the contributors submit their best work. ”

# WHAT OUR INTERVIEWS REVEALED



“ I wouldn't be directly opposed [to using HowlRound] but I also have no reason to go there unless I need a **resource** for some reason. ”

On Desire To Return

“ I feel as though the phrasing could be altered to be **more friendly**. There is a lot of lists of what HowlRound is not looking for little on what they are. ”

On Tone Of Website

(Also why we chose to define what a HowlRound is on your website mockup.)

“  
On Job Opportunities

The way **theatre students** find jobs are complex depending on different companies. That means having a website that can gather all the **employment information** would be much better for them.

”

— x

**PARTNERS &**  
**TARGET**  
**AUDIENCE**



# HOW WE ALIGN YOUR TARGET AUDIENCE WITH YOUR MISSION

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A 2020 study of the 51,000 members part of Actors Equity found that, "People of color, women, people with disabilities, transgender people **all remain less likely to find theatrical** work than members who are (or appear to be) white, male, cisgender and without apparent disability. And when they are hired, they are likely to earn less than other members doing the same and similar jobs."

For example, "Working stage managers are **most often female**; Nationally in 2020, 64.18% of stage manager contracts went to women, compared with 62.90% of assistant stage manager contracts. However, the gender pay gap paralleled the racial gap, and **male stage managers made, on average, 22.78% more** money for their labor per week in 2020 than women did."

HowlRound's, "founding came at a time when we saw too many voices left off our stages, not represented inside of our institutions, and **not recognized for their substantial contribution** to our past and present. We set about to create a group of tools that would amplify voices and issues chronically underrepresented and unheard in the theatre." HowlRound has put efforts towards supporting these groups, but their current messaging could be stronger to meet their needs.

Our recommendations and messaging will support and engage our target audience which is **women** who make up the majority of the theatre industry, **nonbinary identifying** and **Black, Indigenous, and People of color** in theatre, and **college students**. Amplifying these voices through our messaging shows a commitment to HowlRound's values and unlocks the industry's underrepresented group's demands for equity.



# ZOOMING IN ON OUR TARGET AUDIENCE

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**Gender:** Mostly female (+51%)

- According to NPR women make up 63% of the performing arts majors in universities with the remainder being male and nonbinary .91%

**Race:** Black Indigenous People of Color (BIPOC)

- Towson University studied Tony Award winners from the past 50 years and found, "Of revival shows, the professional musical theater world has only cast 9 percent racial minorities (meaning any non-caucasian race) out of 416 actors... But Black actors and actresses make up 78 percent of minorities represented (table 3)."

**Age:** College age (18-23) and professionals between ages 35-50.

- Following the above data, individuals pursuing a degree in the performing arts are going to be interested in the current discourse surrounding their profession.
- According to Zippa, the average Age of stage directors, who made up a significant portion of HowlRound's current audience is 40.1.

**Income:** Between \$30,100- \$66,871

- Zippa finds the average salary of theatre directors without previous experience is \$30,100 and the average income of theatre directors in Massachusetts is \$66,871.

## Psychographics:

The following psychographics are common among the groups we listed to the left.

- Interests: Theatre, less religious
- Activities: Social media, general openness to new experiences, higher education
- Opinions: Liberal, values conscientiousness



# PERSONA 1



**Nancy**

Director at Boston Theater Company

45 Years Old

Part-time Professor at Emerson

Teaches fourth year BFA students

Annual Income of ~110k per year

- **PERSONAL CHARACTERISTICS**
  - Ambitious, creative and consistent - holds herself, her work and her students to a high standard
  - Extremely honest and straightforward about who she is, where she is at, and what she wants/expects.
  - Loves her students - favorite thing to do is attending students' shows or having students attend her's.
- **HOBBIES AND INTERESTS**
  - Enjoys going to local history museums and art galleries
  - Studies the period of 18th century in her free time, specifically the areas of Romanticism and Realism.
- **SOURCES OF INFO**
  - News: TV, MSNBC, Facebook
  - Social Media: Twitter and Facebook
  - Subscriptions: Playbill, NY Times, American Theater, Writer's Digest
- **NEEDS**
  - Wants to find more online resources/platforms for her to use at work, support local theater communities easier, and introduce to her students.

# PERSONA 2



**Rock**

Non-Binary, African American  
20 Years Old

Current Emerson College Student  
Theatre BFA

Flawless Brown Member

Looking for professional development  
and connection opportunities

- **PERSONAL CHARACTERISTICS**

- Original
- Hustler
- Aspirational

- **HOBBIES AND INTERESTS**

- Niche theater involving latinx & indigenous heritage homage
- Climate activism, environmental awareness

- **SOURCES OF INFO**

- News: C-SPAN, NPR, Twitter trending
- Social media: TikTok, Instagram, Twitter, Snapchat
- Word of mouth from classmates, class professors, and fellows in ArtsEmerson

- **NEEDS**

- Find work with the education acquired at Emerson
- Looking ideally for a role in a production, needs first professional addition to portfolio

# PERSONA 3



**Alice**

Female, BIPOC  
22 Years Old  
Emerson College  
Theatre BFA Major  
Recent Graduate (2022)  
Now is working at the ArtsEmerson

- **PERSONAL CHARACTERISTICS**

- Ambivert
- Aspiring Playwright
- Compassionate
- Creative

- **HOBBIES AND INTERESTS**

- Reading & joining multiple reading clubs
- Goes to local theatre performances
- General appreciation for the arts
- Writing plays but haven't show anybody else

- **SOURCES OF INFO**

- News: NPR & NYTimes
- Social media: TikTok, Instagram, Twitter
- Word of mouth from classmates, class professors, and fellows in ArtsEmerson

- **NEEDS**

- To find a formal paid job in theatre industry after graduating from Emerson
- A platform she can be published on in order to let more professionals that are not from Emerson to review and give advice to the plays she wrote



# WHAT WE RECOMMEND

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Our recommendations build upon what HowlRound is already doing, but shifts messaging to attract our target audience and to further engage your already established audience.

01

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In addition to your login on HowlRound.com users will have the option to create a paid account for access to a membership tier. This account connects them to a network of theatre professionals.

02

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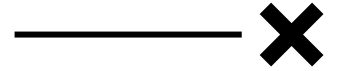
Initiate messaging on HowlRound's primary platforms (HowlRound.com, Instagram Reels, Twitter, and Facebook) centered on the new membership tier featuring professional connections, new posts, and upcoming networking event at Emerson College.

03

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Strengthen ties with Emerson College by holding *Theatre Professionals: Future & Current* event at Emerson College in September 2023. The event will be held Friday to Saturday, with both days open to Emerson College students and faculty, and on Saturday to local theatre professionals. We plan to partner with Arts Emerson, Flawless Brown, and The New England Theatre Conference.

# ABOUT OUR PARTNERS



FLAWLESS BROWN AT  
EMERSON COLLEGE

ARTS EMERSON

THE NEW ENGLAND  
THEATRE CONFERENCE



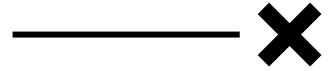
The student run organization at Emerson College is a direct connection to our target audience: BIPOC theatre students. They work to support underrepresented groups in the arts.

Arts Emerson is Emerson College's professional presenting and producing organization. They are Boston's leading presenter of world theatre. They offer valuable connections to theatre professionals as its professionals only.

The New England Theatre Conference (NETC) is an organization with six chapters in the New England region. They connect and support artists and educators in the arts. Their network draws committed theatre professionals looking to advance theirs and others careers.

# MESSAGING

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Our creative strategy and overview centers HowlRound as a connector of theatre professionals through convening online (and through career advancement opportunities. With this in mind, we chose the following to focus our messaging on:

## 1. NEW MEMBERSHIP TIER

- Theatre interested college students and professionals need a specific professional community outlet, HowlRound's membership tier connects them.

## 2. THEATRE PROFESSIONALS: FUTURE & CURRENT EVENT AT EMERSON COLLEGE

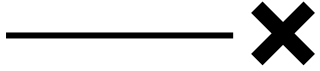
- Connecting college students and local professionals is possible through HowlRound. In September 2023, Emerson College hosts an event in collaboration with Arts Emerson, the New England Theatre Conference, and HowlRound.

## 3. CONTENT CREATION OPPORTUNITIES AND RECENT POSTS

- HowlRound offers paid opportunities to theatre professionals.
- Resource sharing is community building.
- HowlRound is committed to amplifying voices, and acts out the values of diversity, equity, inclusion, and accessibility (DEIA).

## 4. LOCAL THEATRE PUBLICATIONS PRESS RELEASE

- Boston based theatre professionals are invited to mingle on the public day of *Theatre Professionals: Future & Current*.

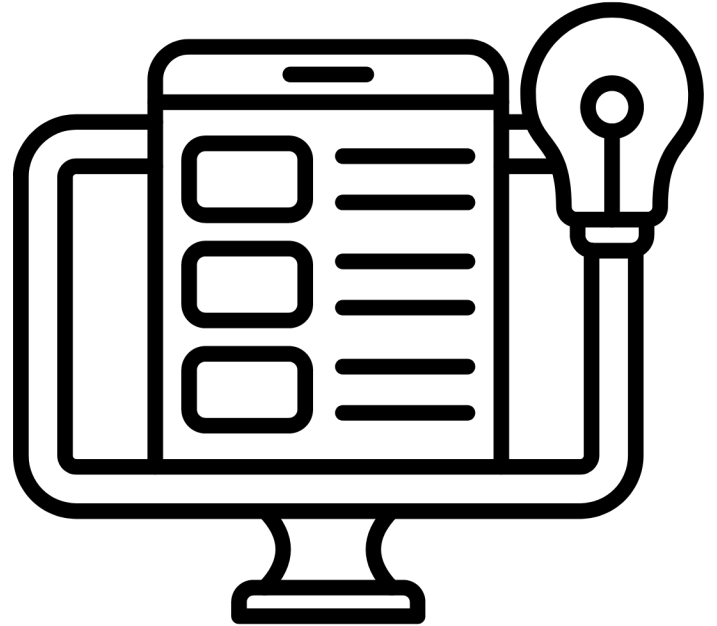


# **BRAND**

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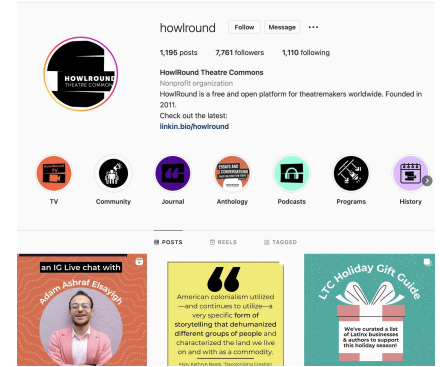
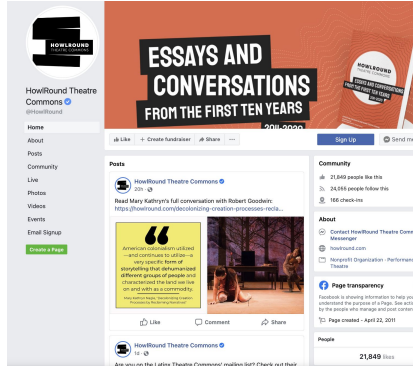
# **STRATEGY**

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# PRIMARY PLATFORMS

1. Instagram
  - Reels
  - Image and text posts
2. Twitter
3. Facebook
4. HowlRound.com
5. Public Relations outreach\*
  - Not typically considered a primary platform, but because we know it will expand HowlRound's awareness among Boston theatre professionals.

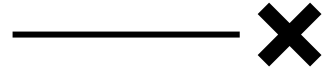


**Reasoning:** HowlRound has an established and engaged following on Instagram, **receiving the most likes and comments than any other platform.** For this reason, content will be made for Instagram and republished with slight variations on Twitter and Facebook. Additionally, HowlRound can engage its Instagram audience through Reels, a new popular mode of content.

Other than Instagram HowlRound's primary platforms will be Twitter, Facebook, and HowlRound.com.

These in combination with **public relations outreach** to Boston local news outlets will support HowlRound's shifted brand identity and event at Emerson College in September 2023.

# ABOUT OUR EVENT

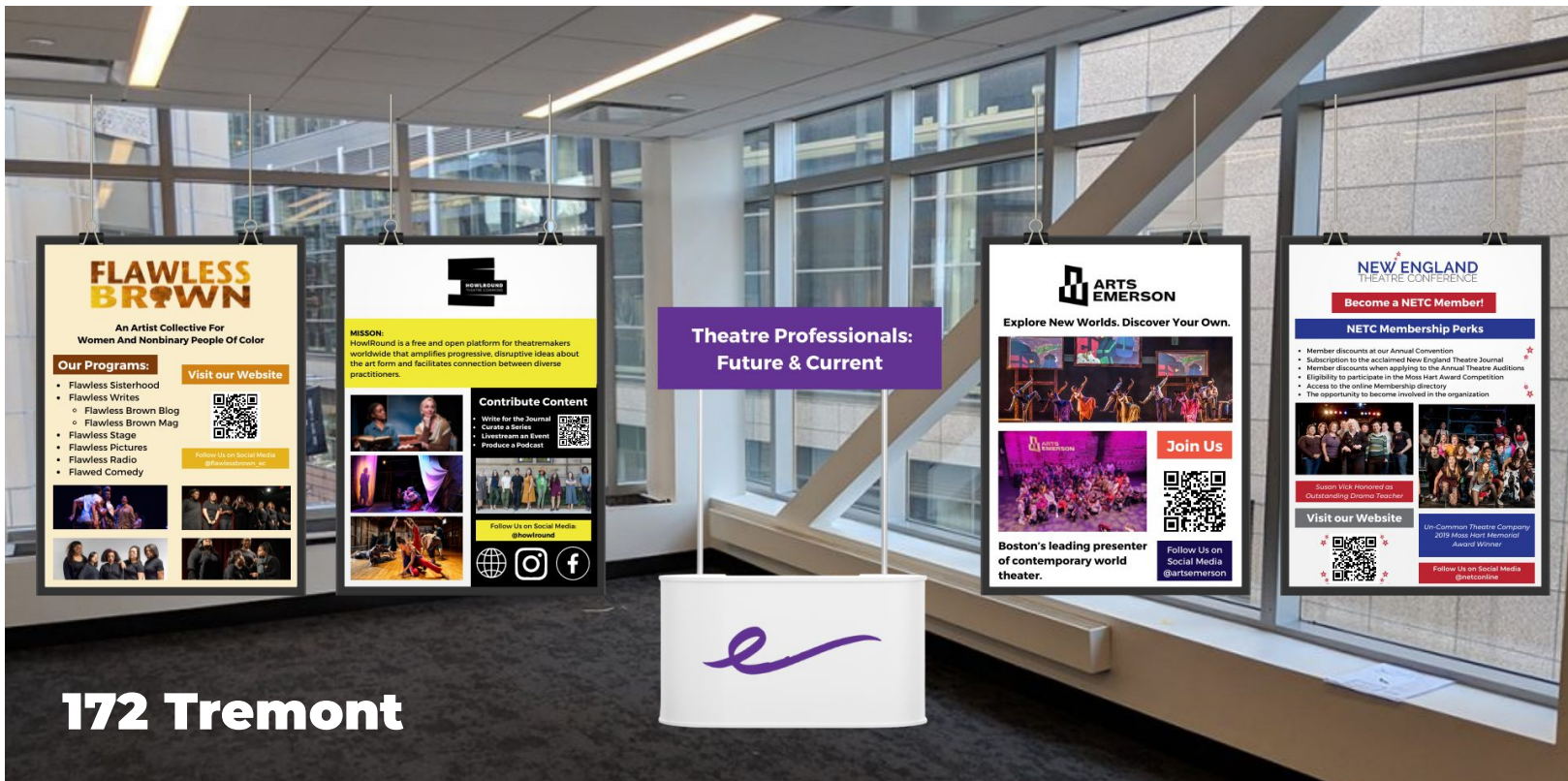


## **THEATRE PROFESSIONALS: FUTURE AND CURRENT**

Holding a professionally focused **networking event** generates buzz for HowlRounds new presence within Emerson College and as an independent organization. The partners of the event tie in our target audience. Visitors of the event will feel part of a community and want to engage outside of the event on HowlRound's membership tier. The next page is a mock up of how we envisioned the event at Emerson College's 172 Tremont Street (location chosen for its accessibility to disabled individuals).



# THEATRE PROFESSIONALS: FUTURE & CURRENT DESIGN



# WEBSITE

## HOWLROUND.COM

A new streamlined, user friendly way to find articles on HowlRound.com

### Visually strengthening ties with Emerson College

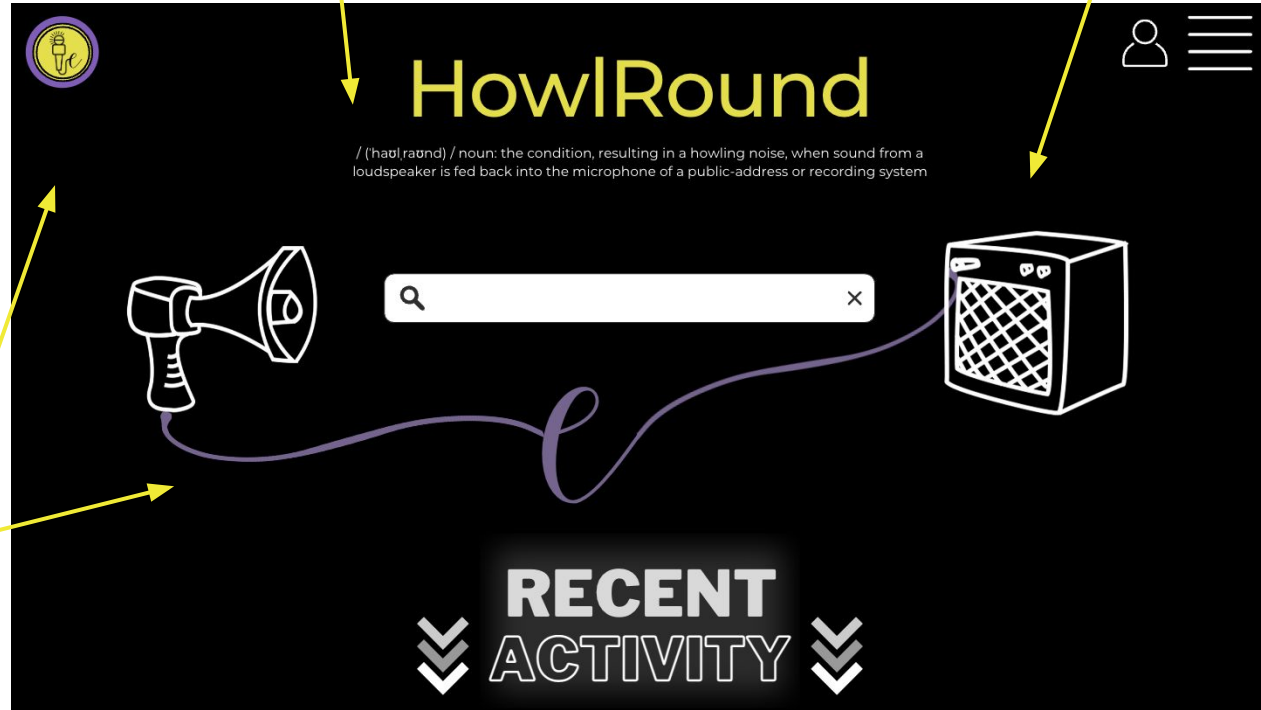
Using Emerson College's established brand recognition to boost community engagement

### What is a HowlRound?

Explaining what a HowlRound to strengthen brand identity and engage visitors

### Search for content

Emphasizing HowlRound's information common through a search feature





# MEMBERSHIP TIER

## HOWLROUND.COM

Using HowlRounds new user friendly brand image to create community.

### Simple log in before payment

HowlRound can choose a price for professionals who wish to connect via HowlRound after they create a login. This way, HowlRound can collect data even if users don't sign up.

### What is a HowlRound?

Explaining what a HowlRound to strengthen brand identity and engage visitors

### Incentives

Emphasizing HowlRound as a connector of professionals

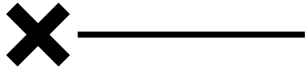
The screenshot shows the HowlRound website interface. At the top left, the 'HowlRound' logo is displayed in white on a black background, with a small circular icon to its right. Below the logo, the text 'Create your Professional Account' is centered. The form contains three input fields: 'NAME' with the value 'Jiara Martins', 'DATE OF BIRTH' with a dropdown menu showing 'Select', and 'EMAIL' with the value 'hello@reallygreatsite.com'. A yellow 'sign up' button is positioned to the right of the email field. Below these fields is a 'PASSWORD' field with masked characters. To the right of the form is a 2x2 grid of navigation options: 'Professional Networking' (top-left, grey), 'New Careers' (top-right, white), 'Connect' (bottom-left, white), and 'Find a Mentor' (bottom-right, grey). A yellow box at the bottom left of the grid contains the text 'Future Proofing Your Career'. A yellow arrow points from the 'What is a HowlRound?' text box to the 'HowlRound' logo, and another yellow arrow points from the 'Incentives' text box to the 'Find a Mentor' button.

# TACTICS AND EXECUTION

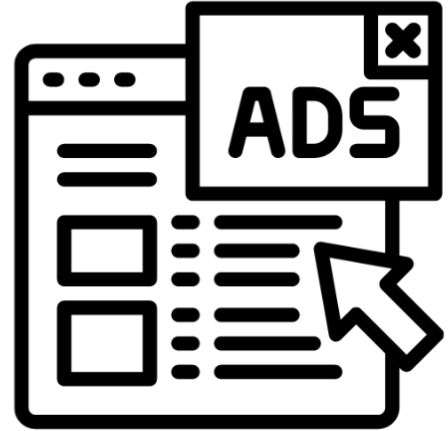
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- Optimize user flow through HowlRound.com
- Update HowlRound.com with recent content
- Continue to generate content and interest in HowlRound's user generated content.
- Boost the Theatre Professionals: Future & Current event on the primary platforms through content that highlights the new membership tier.
- Post on social media about popular users and articles on HowlRound.com.
- Continue regular community building language unrated to Theatre Professionals: Future & Current



# ADVERTISING TACTICS



# MEDIA STRATEGY

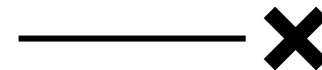
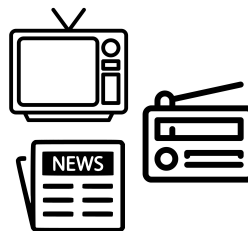


## Using both traditional and digital media to give you the best results

Our media strategy and recommendations lean on your current media strategy of communicating through multiple platforms. In addition to your digital communications strategy we recommend utilizing traditional media channels, such as print newspapers. We created a mock press release that showcases the **Theatre Professionals: Future & Current** at Emerson College.

Our timeline is based off of when **you have the most users** on HowlRound.com.

# TRADITIONAL MEDIA



Fliers

Posters

Theatre Professionals Only Event.

EVERY FRI-SAT, SEP 2023



HOWLROUND THEATRE COMMONS



ARTS EMERSON

Emerson COLLEGE

Future ~~is~~ only

in HowRound!



ARTS EMERSON

HOWLROUND THEATRE COMMONS

FLAWLESS BROWN NEW ENGLAND THEATRE CONFERENCE

HowRound Theatre Commons

## HowRound Professionals Future & Current Event

Meet your future ~~is~~ only in HowRound

September 2023  
Connect with other theatre professionals on HowRound & Get posted on the latest professional-only events

Sign up to be a member of HowRound & Post your journals, podcasts, and scripts. On HowRound <https://howround.com/> for more info

@

## HOWLROUND X FLAWLESS BROWN

Meet Your Future ~~is~~ Only in HowRound

The SEPTEMBER Connect with other theatre professionals on HowRound & Get posted on the latest Theatre professionals: Future & Current events

Sign up to be a member of HowRound & Post your journals, podcasts, and scripts. On HowRound @ Visit <https://howround.com/> for more info

# CONTENT

## Event name recognition

Reduce visual clutter through communicating essential information only

## Posted By Arts Emerson

- Posted around Emerson College's campus
- Included in the **Arts Emerson** newsletter

## Highlighting the Arts Emerson

In a flier form Arts Emerson we highlight the connection between them and HowlRound.

## "Meet Your Future"

Continuing recognition of the event through phrases and colors

# Theatre Professionals Only Event.

EVERY FRI-SAT, SEP 2023

**HOWLROUND**  
THEATRE COMMONS



Meet Your

**Emerson**  
COLLEGE

Future HR only

in HowlRound!



**HOWLROUND**  
THEATRE COMMONS

**FLAWLESS BROWN** **NEW ENGLAND**  
THEATRE CONFERENCE

# CONTENT

## Emerson's & HowlRound's colors

Using Emerson's colors to boost recognition

## Posted by Flawless Brown

- Posted around Emerson College's campus
- On Flawless Brown's Instagram

## Utilizing Flawless Brown's following

Utilizing an already established community of our target audience




## "Meet Your Future"


Using connections as incentives for attendance at the event

**HOWLROUND**  
**X**  
**FLAWLESS BROWN**

Meet Your Future **HR** Only in **HowlRound**

This **SEPTEMBER** Connect with other theatre professionals on HowlRound & Get posted on the latest Theatre professionals: Future & Current events

Sign up to be a member of HowlRound & Post your journals, podcasts, and scripts...On HowlRound @    Visit <https://howlround.com/> for more info



# DIGITAL MEDIA



## Social Media

### Instagram

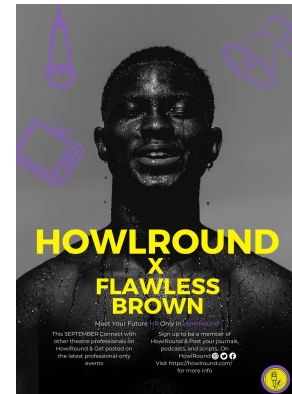
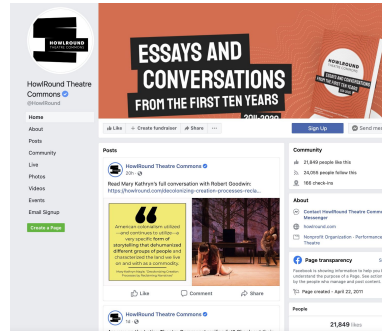
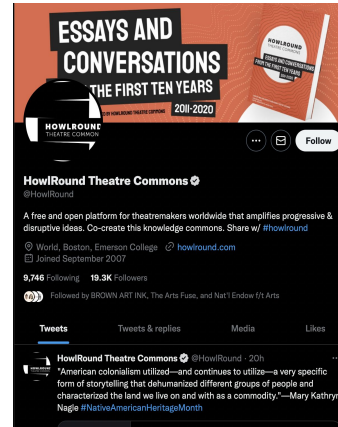
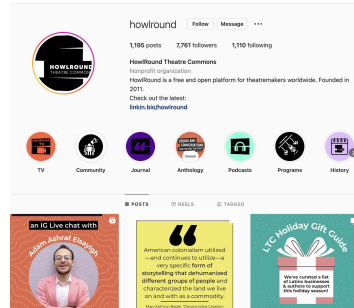
- Stories
- Posts
- Reels

### Facebook

- Posts (Images, writing, links)

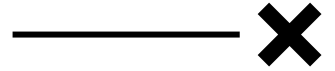
### Twitter

- Posts (Images, writing, links)





# DIGITAL MEDIA



## Video Platform

- **Instagram Reels**

1. Introduction of  
HowlRound (1-2mins)
2. Video ads about  
HowlRound's events (25-35s)

## Video Platform

- **Instagram Reels**

3. Short interview **series**:  
*"Voices of theatre  
professionals "* or  
*"Meet your future theatre  
HR"* (2-3 mins/video)

## Video Platform

- **Instagram Reels**

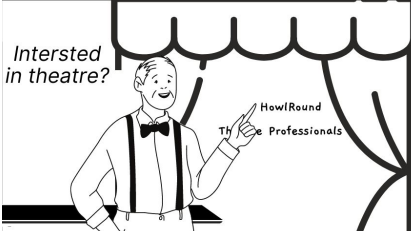
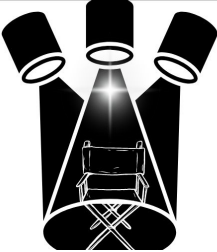


4. Behind the Scene videos  
of HR's events/performances  
that are shot by artists  
who reached out to one  
another through HR's  
platforms



Interview Series

# STORYBOARD 1

In the videos posted by @HowlRound on Instagram Reels:  
“Meet your future HR”  
— *HowlRound’s Theatre Professionals: Future & Current*

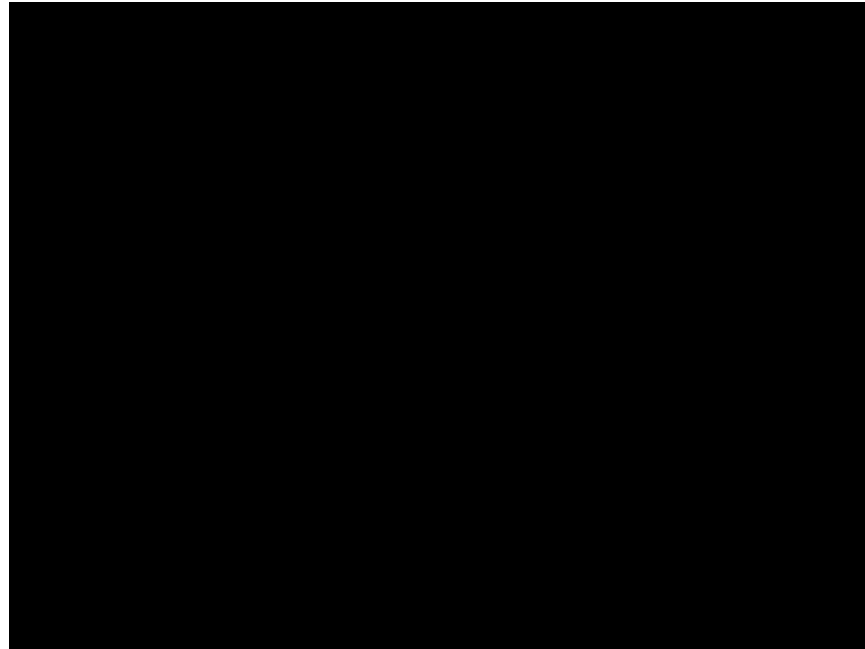
 <p>Interested in theatre?</p> <p>HowlRound Theatre Professionals</p>	 <p>Aspire a position at theatre?</p> <p>Come and have a deeper conversation with theatre professionals in HowlRound!</p>	<p>A chance to meet your future HR here!</p>  <p>HOWLROUND X ARTS EMERSON</p>	 <p><b>Theatre Professionals: Future &amp; Current.</b> Starts on <b>Sep, 2023</b></p>
<p>On HowlRound’s Instagram Reels: Animation/ cartoon character asking: “Interested in theatre?”</p>	<p>Following Question: Aspire a position at theatre? Indicates that they can come to HowlRound to have a conversation with professionals</p>	<p>Show @HowlRound and partners name with our slogan at the top.</p>	<p>Event name recognition. Emphasize the event’s date</p>

# STORYBOARD 1

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Posted by @HowlRound on Instagram Reels: “Meet your future with HowlRound”

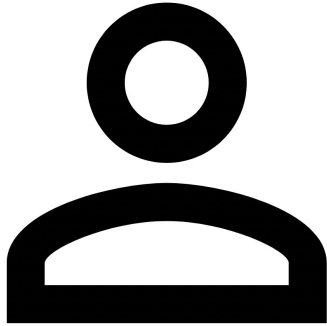
— *HowlRound's Theatre Professionals: Future & Current*



# STORYBOARD 2



Posted by @HowlRound on Instagram Reels: “A day of me as a theatre performer/lighting designer, etc.” — Behind the scenes videos PART I



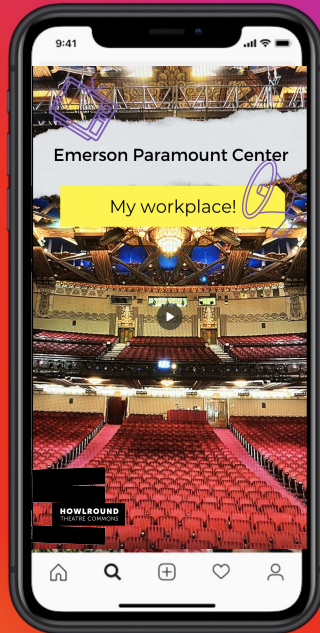
*(This would be posted on @HowlRound's Instagram.)* Image Description: A close-up of a theatre professional filming themselves. “Hi, I’m XXX, and this a day of me as a minority working in XXX theatre”

A long video clip filming how the theatre & their performance look like: “So this is the show that we’ve been working on, and it’s called XXX...(intro of the show)”

A long video clip of the performance to let the followers see who the theatre professionals colleagues are: “This is XXX, she is our scriptwright; XXX, our director; XXX, our stage manager...”

# STORYBOARD 2

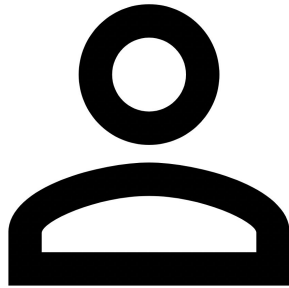
Posted by @HowlRound on Instagram Reels: "A day of me as a theatre performer/lighting designer, etc." — Behind the scenes videos PART I



# STORYBOARD 3

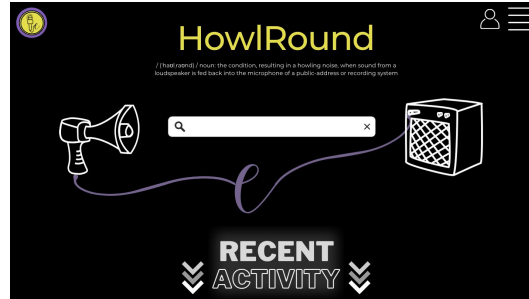


Posted by @HowlRound on Instagram Reels: “A day of me as a theatre performer/lighting designer, etc.” — BTS videos PART II



*Image Description: A close-up of that person filming themselves*

“Hi, it’s me again. A lot of you asking me how I got my job, so here’s the part II”



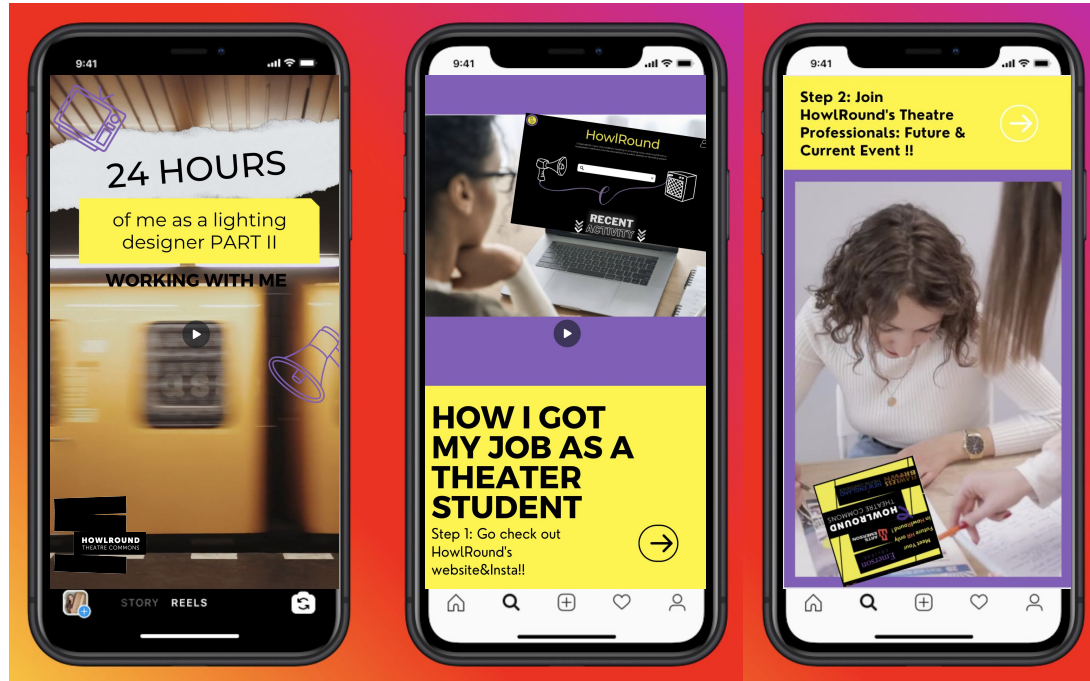
A close-up to show HR’s website or a screen recording of how the person engage with HR’s social media: “At the beginning of this semester, our prof recommended us this organization called HowlRound, on which you can...essays/events, etc.”



A close-up to show HR’s website or a screen recording of how the person engage with HR’s social media: “I followed their Insta N registered as a member on their website. That’s how I saw XXX’s project...” (A Brief overview how the person connect with theatre professionals on HR’s platforms)

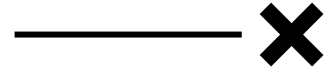
# STORYBOARD 3

Posted by [@HowlRound](#) on Instagram Reels: “A day of me as a theatre performer/lighting designer, etc.” — BTS videos PART II



# KEY PERFORMANCE INDICATORS

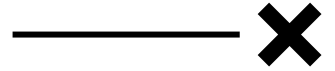
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- Participation through “reach” on Instagram posts on HowlRound’s Instagram ensuring it is above 3,000 accounts.
  - If a post does not reach 2,000 accounts then adjusting the content schedule as needed
- Reels views generate between 2,000-10,000 views.
- Website page sessions increase by 20%.
- Tracking engagement during key months of awareness to boost engagement on articles and Theatre Professionals: Future & Current ensuring unique accounts on Google Analytics reached are above 2,000 accounts.
- Monitor traffic engagement on social media and HowlRound.com to ensure it does not drop below 20% what it was at the peak during the event.
- Ensure membership tier sign ups raise steadily.



# RECOMMENDATIONS TIMELINE



The timeline begins in August 2023 (September is you users are the most active, see page 14 and when your event will take place). We plan for promotional materials and our networking event to happen during this month.

2023-2024	Aug	Sep (event)	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Social Media (Insta, Twitter & FB)	Light Purple	Light Purple				Light Purple							Light Purple
PR					Dark Purple				Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple
Print (Fliers & Posters)	Dark Purple	Dark Purple				Dark Purple							

# BUDGET



**Total: \$1,300- \$3,300**

**Website (including re-design and membership tier): ~ \$1,000 - \$3,000**

- Revamped brand identity
- Membership log in
- User friendly redesign

**Theatre Professionals: Future & Current: ~ \$300**

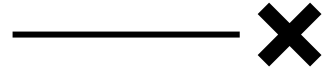
- Custom booth with posters ~ \$300
- Promo from Emerson College student organizations \$0

**New Social Media Strategy: \$0**

- Completed internally by current social media strategists



# WHAT WE WILL ACCOMPLISH IN 18 MONTHS



**Position HowlRound as the connection between theatre industry professionals and a community that will support them.**

- Making theatre a place for everyone to be in community and reach their goals.
- Redesign HowlRound.com improving user retention by 25%. (Calculated by averaging the new and returning user count before and after the redesign).
- Diversify HowlRound's audience base by targeting underrepresented groups.
- Make HowlRound a recognizable brand among Boston theatre professionals.



# REFERENCES



[AMERICAN THEATRE | This Year's Gender & Period Count: The Best Numbers Yet.](#)

[Broadway Diversity](#)

[New Trends Professional Services](#)

[Online Communities: Satisfaction and Continued Use Intention](#)

[Theatre at a Crossroads: Hiring Biases & Wage Gaps in 2020](#)

[What is A Theatre Director?](#)

[Who Studies What? Men, Women And College Majors : Planet Money : NPR](#)

2022



**Thank You !**



**HOWLROUND**  
THEATRE COMMONS

HOWLROUND.COM