

The background of the slide features abstract, flowing waves in shades of red, orange, and yellow, creating a dynamic and energetic visual effect.

THE FIRE TECHNICIANS

By: Brianna Trumpfheller, Dan Schuele, Eric Coombe, Holly Butler, and Mason Phillips



AGENDA

- Overview
- Situational Analysis
- Objectives of the Marketing Plan
- Tactics
- Video Clip: <https://youtu.be/3WPuOg9yOwE>

THE FIRE TECHNICIANS

- **Tagline:** Light up the Night!
- Troupe of fire dancers based in the St. Louis area





SITUATIONAL ANALYSIS

- **Users/Buyers:** mainly locally-based St. Louis businesses/camps
- **Competitors:** Venus in Flames, Cosmic Collaborative, other entertainment services
- **Market Share:** about 40%
- **Distribution Structure:** mainly booked via their website; open for reservation far into the future
- **Environmental Factors:** economy is the most influential factor

OBJECTIVES

- Maintain and expand the clientele base
- Increase the Fire Technicians' market share
- Build awareness



TACTICS



- Personal Selling
- Website
- Video
- Public Relations
- Sales Promotions
- Search Engine Optimization

Glow



Have an event that doesn't accommodate fire?
We also offer UV & black light performances with LED lit props in place of fire. Same Fire Tech show, but so much more COLOR!

Fire Technicians Performance Troupe

Brochure & DVD



www.firetechnicians.com

fire.technicians@gmail.com

Like us on 
[/firetechnicians](https://www.facebook.com/firetechnicians)

Phone: (618) 670 8624

Fire



Our seasoned fire performers turn any event into a hot party. We simply offer the best fire entertainment in the Mid-West USA. We proudly create a unique artistic presence that will not only entertain, but also mesmerize any crowd and age group.

CONCLUSION

- Situational Analysis
- Objectives
- Tactics
- <http://firetechnicians.com/firetechs.html>

Light up the Night!

