THE FIRE TECHNICIANS

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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



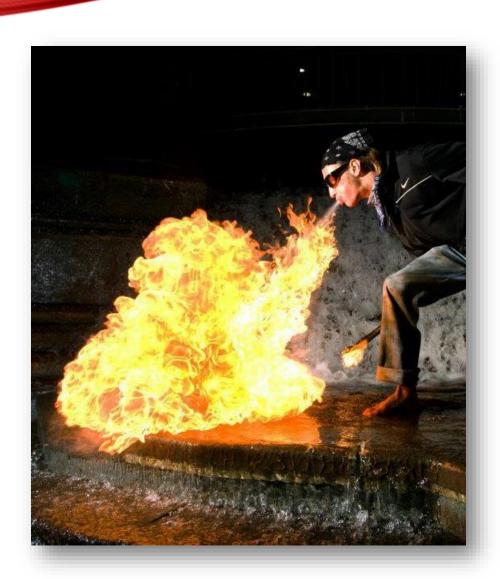
SITUATIONAL ANALYSIS

- **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



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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.

Situational Analysis

- Objectives
- Tactics
- http://firetechnicians.com/firetechs.html

Light up the Night!

CONCLUSION

