

Group Members- Dan Schuele, Holly Butler, Bree Trumpfheller, Eric Coombe, Mason Phillips

1. Intro

A. The Fire Technicians are a fire-dancing team located in Saint Louis, Missouri.

Their service is an exciting performance which requires an extreme amount of precision, skill, and practice from all of the performers involved. The group works all around Saint Louis as well as the southern Illinois area. The advantage which the group presents over similar entertainment groups comes from the intrigue and the awe that is inspired by people dancing with batons lit aflame. This intrigue is evident by the amount of word-of-mouth advertising which they create.

2. Situational Analysis

A. Market Description

1. Users/Buyers

The users are primarily locally-based businesses who need entertainment for conferences or other company events.

Geographically, we plan to target the greater Saint Louis Area. The group is open to travelling but there are a sufficient number of businesses locally to sustain the business.

After analyzing a list of past clientele, demographical patterns emerge. From this data, clientele can be separated into two main groups: businesses and parties. Business events are normally located at conferences or fundraisers.

The parties consist of music festivals and holiday parties, particularly the time around Fourth of July is extremely popular

2. Competitors

The Fire Technicians are well known and respected in Saint Louis's entertainment sector, however there are competitors. Any import distinction to make is that their competitors do not only have to be similar acts but anything that could be seen as a replacement service to the Fire Technicians.

The most direct competitor is known as Venus in Flames. They offer an extremely similar service to the Fire Technicians because they are also classified as a fire troupe. The main selling point which Venus in Flames has over Fire Technicians is that they are comprised solely of females.

Cosmic collaborative is a Saint Louis-based hoop club. This means that their act is mainly comprised of hula-hoops. They are relatively successful but are not at the same level of the Fire Technicians in terms of intrigue and entertainment, but this is a personal preference of course.

3. Market Share

The Fire Technicians do have a substantial amount of the market, approximately 40%, but this does not mean that there are not untapped markets or possible new ventures to expand to.

4. Distribution Structure

The Fire Technicians are booked via their website and are open to registrations very far into the future.

5. Environmental Factors

The main environmental factor that could factor this plan is the economic environment. If the economy were to take a downward turn then one of the first aspects of a business's budgets to be cut would be entertainment.

3. SWOT ANALYSIS

Strengths:

We offer a very unique product that has already attained a market foothold. The members of the group are well diversified and talented. Our product is capable of persevering and has longevity due to the uniqueness and lack of threat.

Weaknesses:

It takes the dancers months to plan and choreograph their shows. Because of this, it is very difficult to market their product as there is no defined market for it. It is difficult to focus on getting bookings at a reasonable rate as opposed to something extravagant that no one will pay for. Management is weak due to the fact that one person currently manages nearly every aspect of the business. To solve this, we will make delegation commonplace within the group. The group has a lack of versatility due to the nature of the shows. Most of the shows must be performed outside which limits the times of year they can perform.

Opportunities:

Greater recognition throughout the St. Louis area and expansion outside of the St. Louis area.

Threats:

There are many other artists and groups in the area such as “Venus in Flames” and “Cosmic Collaborative”. Each of these groups and other independent artists are competing for the same clients as The Fire Technicians.

4. Strategy

To develop and implement a comprehensive marketing plan that will further the success and reputation of fire dancing to the general public as an entertaining art form to entertain groups of all ages.

5. Positioning Statement

For the greater Saint Louis area, the Fire Technicians are the most awe-inspiring and exciting show available because of their talent, work ethic, and precision.

6. Tactical plans

Personal Selling: The Fire Technicians will have select members of the group advertise the service by contacting managers of local music venues, restaurants and musicians to set up meetings. This meeting will inform them of our service and the benefits entertainment can bring to their company or events. The members will provide direct contact information and navigate through the website during the meeting. If customers have questions, they will have the information available on the website or can contact the member for further inquiries.

Web Banners Ads: The ads will be placed on event planning websites. These ads will catch the attention of someone planning an event, and they have the option to request entertainment at their event.

Sales Promotions: *Contest and Giveaways* – Hold a contest over social media (Facebook, Twitter, Instagram) where followers of the Fire Technicians like and share the page for a chance to win entertainment at their event, lessons with a performer, or performance props from the Fire Technicians Etsy shop.

Website: The website will provide extensive media covering the different options for events. Also have profiles and contact information for each individual

performer. This will allow clients can have direct communication with performers for booking inquiries.

Video: Create a video for promotional proposes. The video can be shared to perspective clients, across social media, and available on the website. The video will display talents the Fire Technicians offer.

SEO (Search Engine Optimization): This will promote the awareness of fire dancing and increase the amount of people viewing the website. We will use key words or phrases like St. Louis entertainment, dance, and fire performers.

TV ads: These will briefly explain fire dancing as an entertainment service, show clips from previous fire dancing events, and give contact information.

Direct Mail: A brochures has been made including contact information, details about their act, and the different packages that are available for purchase. These brochures will be mailed directly to local businesses. This will be effective due to low cost yet a high potential reward per brochure. An example of the brochure is attached.

7. Media Plan:

1. Web Banner ads: Large rectangle ads (336 x 280), interactive with sound and animation, full color on 8 websites for 6 months. The time period corresponds to the season of the highest volume of business.

2. TV ads: 30 second ad on St. Louis local TV during news hours on KMOV. The ads will run for two weeks, and will be positioned to run a month before major holidays like Memorial Day and Independence Day.

Schedule

8: Schedule of Activities (Calendar by Quarters)

First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Contest Giveaway (lessons)	Contest Giveaway (event entertainment)		Contest Giveaway (performance tools)
	Banner ads	Banner ads	
Personal Selling	Personal Selling	Personal Selling	Personal Selling
Create Video	Release Video		
	TV Ads		
SEO	SEO	SEO	SEO
Direct Mail	Direct Mail	Direct Mail	Direct Mail

9. Conclusion

The Fire Technicians have an extreme amount of potential as a group. Their customers give rave reviews which at the moment is invaluable to securing new clientele. This word-of-mouth will continue to be an important factor. However, using these marketing techniques will help not only expand their market but also look into new market segments. The techniques described are cost-effective and efficient.