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Web Marketing Plan

The Columbus Band Web Site

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1. Key Moments of Opportunity for the Columbos

1.1 Scenarios

1.1.1 Darren – Track Clips or Downloads/Purchase CD

Description

Darren is a 19 year old looking for music clips or tracks of the music genre, surf, after reading an article in a magazine, before deciding whether they wish to purchase a CD, if a band or singer in the genre gains their interest.

Need

- > Streaming audio clips, or free music track downloads.
- > Possibility of the purchase of a CD.

Action

- > Logs on to Internet, and searches for “surf music” on Google.
- > First page of results shows articles about surf music, and a link to Amazon in relation to a Surf music CD, which contains samples of each track. A couple of results include directories and listings of surf bands.
- > After listening to samples, Darren decides to purchase a CD from Amazon but searches Froogle (area of Google) for comparison of prices from different stores.
- > Darren goes to the town centre to see if the CD is available for a cheaper price.
- > After going to shops and looking online, Darren opts to buy the CD from an online retailer found through Froogle.

1.1.2 Susanne – Gig Tickets

Description

Susanne is a 43 year old mother, looking for tickets to gigs in the local area, during August as a surprise for her two teenage children.

Need

- > Requires 2 tickets for gig in local area.

Action

- > Looks in Yellow Pages, and Thomson directory, for contact number for the Box Office of the Newcastle Metro Radio Arena.
- > Enquires about what concerts/gigs are taking place in August, and also enquires about their prices. Looking at the mostly larger prices Susanne decides to turn to the Internet.
- > Susanne logs on to Yahoo, and searches "local gigs in northeast". Results are varied from gig listings through to local articles from local newspaper websites. Susanne logs on to the top result and sees a list of gigs in the area over the coming months, and scrolls through to August. She discovers that tickets can't be purchased from the gigs listing site, so decides to look for ticket websites.
- > Searches Yahoo for "gig tickets online" and sees several websites dedicated to selling tickets for gigs including Ticketmaster and Aloud. After looking through more ticket websites she decides to buy tickets from GigsAndTours.com. She looks through several bands before booking two tickets.

1.1.3 National Music Event

Description

A national music event is looking for local music for different areas of the country to go on tour to promote unsigned and independent music, for acts on minor record labels.

Need

- > Requires local bands of varying genres from across the UK.

Action

- > The organisers go to DMOZ to search for listed bands in the UK, by going through the directory as: Regional – Europe – United Kingdom – Arts and Entertainment – Music – Bands and Artists.
- > The organisers then start looking through the 400+ entries for acts they believe will fit in with the brief of the tour to promote local music.
- > The organisers make a shortlist and visit each website of each band and look for contact details to invite them along on the tour. If no details are not found on the site, then the band will be removed from the tour shortlist.

1.1.4. Independent Record Store*Description*

A new local independent record store is looking to sell band merchandise for local acts in the region, as well as stocking the traditional range of CD's and vinyls.

Need

- > Requires local band merchandise to stock their store.
- > Requires CD's/vinyls to add to music collection in store.

Action

- > The shop manager decides to start searching for local bands using MySpace, by visiting www.myspace.com.
- > They click on music in the top navigation bar, and click search on the MySpace music navigation bar.
- > They refine the search by changing genre to surf, enter United Kingdom as country, and order by number of plays, and they search the first 10 pages of results, to see if any match the area of the shop.

- > Click on the few that get the interest of the manager, and listen to samples of their songs. Click on link to official band website on MySpace profile if one is present.
- > If link doesn't exist, the manager will go to Google and search for the band's name, plus the term 'official site' to ensure he doesn't reach a fan built site.
- > Once on the official band site, the manager will search for the band shop to buy products for the record store.
- > He will then select the products he feels he can sell in the store, and place an order.

1.1.5 Gig Merchandise

Description

Mikey is a 24 year old music fan who has recently seen several bands perform during nights out. The music of several of the bands Mikey has gained the interest in following, and would like to purchase merchandise related to the gigs he has been to. He would most be interested in a t-shirt or a baseball cap to help promote the new music. Mikey would also be interested in viewing the bands' back catalogues with a view to possibly buying a couple of albums. Also would prefer to pay buy telephone or postal address, as he is not confident in online purchasing from independent artists.

Need

- > Requires an official band t-shirt or a baseball from a recent gig.
- > May also be interested in an older album release from band, if applicable.
- > Alternative method of buying.

Action

- > Mikey goes to his local town centre to visit several independent music stores, to see if any of the merchandise from the bands he's seen is available.

- > As Mikey finds nothing in his town centre, he returns home to search the Internet for the band names, and also for local music in the north east, using the search engine, Ask.
- > Mikey finds a couple of websites relating to the bands he has seen at local gigs, and looks through the site's navigation to find a store.
- > Mikey finds relevant merchandise in the stores, and also sees the reassurances of buying online in a security logo seen on the band website.
- > He considers overnight whether or not to buy the products online, and decides to do so, when he notices that online prices are cheaper.

1.2. Developing Shortlist of Key Words and Phrases

Below are a set of keywords and key phrases for potential different user segments, verified for their popularity through Google Adwords' ^[1] query tool, and to develop variations on the search keyword or phrase:

1.2.1 Darren – Track Clips or Downloads/Purchase CD

- > “surf music” – *low search volume*
- > “surfing music” – *low search volume*
- > “surfer music” – *low search volume*
- > “band downloads” – *average search volume*

1.2.2. Susanne – Gig Tickets

- > “newcastle arena” – *very low search volume*
- > “arena newcastle” – *average search volume*
- > “north east gigs” - *very low search volume*
- > “north-east gigs” – *very low search volume*
- > “north east gig guide” – *very low search volume*
- > “gigs north east” – *very low search volume*
- > “gigs in the north east” – *very low search volume*
- > “gig tickets” – *very low search volume*
- > “gigs and tickets” – *low search volume*

- > “tickets gig” – average search volume
- > “gig tickets online” – *very low search volume*
- > “buy concert tickets” – *average search volume*
- > “buy concert tickets online” – *average search volume*
- > “teesside gigs” – *very low search volume*

1.2.3. National Music Event

- > “uk bands” – *average search volume*
- > “uk indie bands” – *average search volume*
- > “uk surf band” – *very low search volume*
- > “independent music” – *very low search volume*
- > “independant music” – *low search volume*
- > “music independent” – *average search volume*
- > “british band” – *average search volume*
- > “unsigned bands uk” – *low search volume*
- > “uk music” – *high search volume*

1.2.4. Independent Record Store

- > “band merchandise” – *very low search volume*
- > “band shop” – *low search volume*
- > “band store” – *low search volume*
- > “cd band” – *average search volume*
- > “band cd” – *very low search volume*
- > “official website band” – *average search volume*
- > “official site band” – *average search volume*

1.2.5. Gig Merchandise

- > “band t shirts” – *average search volume*
- > “band shirts” – *average search volume*
- > “band tee shirts” – *low search volume*
- > “band caps” – *low search volume*
- > “band clothes” – *low search volume*

- > “band poster” – *average search volume*
- > “band posters” – *average search volume*
- > “concert merchandise” – *low search volume*

1.2.6. Miscellaneous Keywords

These are alternatives suggested by Overture Keyword Generator ^[2].

- > “official band merchandise” (*count: 16*)
- > “band merchandise online store” (*count: 6*)
- > “buy cd music surf” (*count: 6*)
- > “cd music surf” (*count: 20*)
- > “music surf” (*count: 490*)

2. Competitor Analysis in the Market Space

2.1 Scenarios

2.1.1 Darren – Track Clips or Downloads/Purchase CD

Potential Competitors: Amazon, iTunes, Channel 4 Music

Competitor's Strengths:

- > Have a niche in a small genre of music.
- > Well established name used by thousands of consumers.
- > Able to sell in bulk, allowing prices to be lowered.

Competitor's Weaknesses:

- > Large and depersonalised websites or applications.
- > Can be difficult to find certain music genres.
- > Amazon and iTunes do not sell music for many smaller unsigned bands and artists.

2.1.2. Susanne – Gig Tickets

Potential Competitors: Ticketmaster, Aloud, See Tickets

Competitor's Strengths:

- > Sell wide range of tickets for a wide range of entertainment
- > Make tickets available for generally larger venues
- > Established names for selling tickets.

Competitor's Weaknesses:

- > Do not sell tickets for localised gigs in small intimate venues.
- > Users need to know what tickets they intend to search for.
- > Commissions will be added to price of tickets.

2.1.3. National Music Event

Potential Competitors: other independent unsigned artists

Competitor's Strengths:

- > May be higher in search engine rankings.
- > Artists with videos have a visual advantage over bands with just audio.

Competitor's Weaknesses:

- > Poorly designed websites may deter potential interest for music events.
- > Lack of content on the website and slow download times.

2.1.4. Independent Record Store

Potential Competitors: other artists on MySpace in or around Teesside.

Competitor's Strengths:

- > MySpace becoming a source of many new artists in chart.
- > Allow artists to place audio and video up for free.

Competitor's Weaknesses:

- > May not have any official website to gain more visitors through search engines.
- > Limited to what they can do and edit on MySpace profiles, and cannot setup a shopping area.

2.1.5. Gig Merchandise

Potential Competitors: Bravado Live, Merch.

Competitor's Strengths:

- > Sells official merchandise for a wide range of bands and artists from varying genres.
- > Established names in the selling of merchandise.

Competitor's Weaknesses:

- > One centralised website selling products, depersonalised.

- > Artists have less control over the design of the merchandise site that is produced on their behalf.

3. SWOT Analysis for the Market Space

3.1. Scenarios – Strengths, Weaknesses, Opportunities, and Threats

3.1.1 Darren – Track Clips or Downloads/Purchase CD

Strengths:

- > Able to offer CD's which are not available elsewhere such as major stores, and online stores.
- > Only sell CD's related to The Columbos, no other products to distract a consumer.
- > Being independent and unsigned, they are not obliged to let larger companies sell their CD's.

Weaknesses:

- > Prices will be higher to cover costs of publishing CD's
- > Costly to set up system to allow for digital downloads.
- > Smaller customer reach than larger companies, due to the independent nature of the band.

Opportunities:

- > Can have additional CD's created on demand, if there is a rise in demand for a particular one.
- > Can offer special offers to their fans via their website.
- > Display the security measures in place, with logos and badges to increase customer reassurance.

Threats:

- > Larger companies can sell products for similar bands more cheaply.
- > Larger companies have a larger presence on a web, therefore are more trusted and well known.
- > People will feel less comfortable purchasing from a small independent band website, to an established name.

3.1.2. Susanne – Gig Tickets

Strengths:

- > Can determine own price for tickets for any gigs they perform.
- > Easier to locate tickets on an official site than a ticket agency site.

Weaknesses:

- > Could increase ticket sales on an agency website, from referrals from other similar artists.
- > Spreading news of the availability of gig tickets will be limited.

Opportunities:

- > Can give registered fans exclusive first choice of tickets, before putting them on sale to the general public.
- > Register with several independent surf music sites, to allow news of any ticket releases to reach a wider audience.
- > Can offer chance to meet the band by running competitions with gig tickets.

Threats:

- > Ticket agency websites have a larger audience reach with their newsletter to send customised alerts to customers. Could overshadow a gig by The Columbos on the same day, if another gig at another venue is close by.
- > People will feel safer buying from a big brand name as opposed to a small independent site.
- > Other similar gigs could draw potential fan's money elsewhere.

3.1.3. National Music Event

Strengths:

- > Able to communicate with fans about any large events.

Weaknesses:

- > Unknown act at national level.
- > Does not guarantee an influx of further interest in the band.

Opportunities:

- > Opportunity to promote the band and their music.
- > Increase awareness about the band and to increase visits to the official band site, to increase chance of sales in the online store.
- > Get listed on DMOZ, to help the official band site to gain access to more search engines and to improve ranking.
- > Get permission to record performance of the event to sell in the online store.

Threats:

- > Would be performing with a number of different bands, therefore The Columbos would need to put on a top performance.
- > No guarantee being on DMOZ would gain The Columbos any further recognition.

3.1.4. Independent Record Store**Strengths:**

- > Can determine whether or not to allow merchandise to be sold at additional locations.
- > Ability to sell merchandise on official website, whereas MySpace users do not.

Weaknesses:

- > Harder to monitor how well a product is selling if it is in an independent store, away from the website.

Opportunities

- > Offer the chance for merchandise to be sold through 3rd party websites and stores, and negotiate commission. This will lead to increased awareness and sales for the band.

- > Encourage national independent stores to stock merchandise to spread awareness outside of the local region.
- > To boost search engine optimisation, any online stores merchandise is sold at, ask for a link to be placed on their website, and return the link also.
- > Create a MySpace profile in addition to the official band site for The Columbus to give a wider reach to gain new fans.

Threats:

- > If the page rank of certain sites linked to is low, then the official site would be lower down the rankings as a result, therefore any 3rd parties would have to be considered carefully.
- > Thousands of different acts in the genre on MySpace all vying for the attention of possible buyers.
- > Bigger bands have merchandise at specialised online stores which are more trusted by customers.

3.1.5. Gig Merchandise

Strengths:

- > Able to sell innovative merchandise which is not available from any online retail outlet.
- > Can sell merchandise from a wide range of gigs from months gone by, which may be discontinued elsewhere.

Weaknesses:

- > The official site will be low on rankings of search engines to begin with, so the cost of storing merchandise will be higher.
- > Keeping merchandise solely exclusive to The Columbus official site means that less money will be made, as opposed to additionally selling it through 3rd parties.

Opportunities:

- > Adding site to music directories, to boost search engine ranking.

- > Allow select products from the catalogue to be sold at selected online stores.

Threats:

- > Fans may only be interested in merchandise for a limited time, so stock levels in online store need to be considered carefully so no product is over-ordered.
- > Other sites may offer free delivery on all orders over a specified value.
- > Other sites may have faster delivery times, than The Columbus online shop.

4. Creating Focus for the Columbus Site

My website can help my customers by:	Rating 1- 5
1. My website helps my customers save time	2
2. My website helps my customers save money	4
3. My website must makes direct sales	2
4. My website gives my customers confidence in my products	5
5. My website is a source of valuable expert knowledge for customers	4
6. My website helps the band save money	4
7. My web site is aimed at creating contact but not direct sales	2
8. My web communication replaces other channels of communication	2
9. My web site offers previews of products to help increase potential sales. (i.e. photos, audio clips)	4
10. My web site will offer secure method of payment to increase their confidence in using the site.	5
11. My web site will focus on regular special offers to increase return visits.	2
12. My web site is aims to offer free music tracks as well as purchasable CD's	1
13. My web site will offer a variety of products in a number of categories to appeal to as many people as possible	4
14. My web site will focus on selling solely online, to save costs of postal and telephone orders.	3
15. My web site will offer incentives, such as vouchers, to increase sales.	1
16. My website intends to widen its market once established in this country first.	2

1 = low priority

5 = high priority

5. Search Engine Registration Planning

5.1. Identifying Search Engines (Agencies)

- > Google
- > Yahoo!
- > DMOZ
- > Ask/Teoma

5.2. How Search Engines Present Results

5.2.1. Google

Google uses a system to determine the rank of pages called Page Rank. The rank of a page varies between 0 and 10. 0 could mean a site is relatively new to the website, or could be banned from Google's listings.

One factor in ranking a website is how many clicks a link to your site receives, similar to a voting system. Pages which are more regularly clicked will move up the rankings. Also any websites you are linked to, have an effect on the ranking of a site. For example, if one site is linked to 5, high level ranking pages, whereas another links to 5 lower ranked pages, then the first will be above the second in the rankings.

Google also looks at the quality of websites to see if the keywords and phrases you wish your site to be found by are displayed a certain number of times on each page. Titles, headings, link text, and paragraph content all play a part. Uses a bot to spider pages called GoogleBot.

[\(http://www.google.com/technology/\)](http://www.google.com/technology/) ^[3]

5.2.2 Yahoo!

Yahoo ranks pages through a number of factors including the title of the link being related to the keyword or phrase. They also suggest using Meta tags for keywords and description, to describe the site from the head of the HTML

documents. Using alt text in graphics is also recommended as Yahoo cannot interpret images, but can interpret the alternative text they should supply. Creating links to other pages that are unrelated for no reasons violates the Terms of Services that Yahoo lays out for site submission and will end in removal. Yahoo sums up its ranking system as “according to their relevance to a particular query by analyzing the web page text, title and description accuracy as well as its source, associated links, and other unique document characteristics.”

(<http://help.yahoo.com/help/us/ysearch/ranking/ranking-01.html>)^[4]

5.2.3. DMOZ

DMOZ is different to both Yahoo and Google as it is an organised structured directory of websites organised into categories. Each category and subcategory is arranged alphabetically, and is edited by thousands of volunteers, to keep the directory up to date and to validate all links. Some sites have a star rating which pushes them to the top of their categories.

(<http://www.dmoz.org>)^[5]

5.2.4. Ask/Teoma

Ask, formerly Ask Jeeves, uses an algorithm known as Expert Rank, which was developed by Teoma. Like other search engines, Ask uses link popularity, topics, who is expert on topics, and popularity of pages amongst the experts. Ask claims upon the search query being submitted additional calculations are carried out “that other search engines do not perform”.^[6]

Ask also uses a crawler to index the pages.

(<http://about.ask.com/en/docs/about/webmasters.shtml#3>)^[6]

5.3. Information Required to Submit to Search Engines

5.3.1. Google

Below is a list of what Google requires for site submission:

- > URL
- > Comments

- > Image validation to determine individual submissions to robots.
- > <http://www.google.com/addurl/?continue=/addurl>

5.3.2. Yahoo

Below is a list of what Yahoo requires for site submission:

- > Requires Yahoo ID to submit
- > URL for RSS feed, or
- > URL for web page
- > <http://submit.search.yahoo.com/free/request>

5.3.3. DMOZ

Below is a list of what DMOZ requires for site submissions to be considered:

- > Select sub category required, and click suggest URL
- > Site URL
- > Title of Site
- > Site Description
- > Email Address
- > http://www.dmoz.org/cgi-bin/add.cgi?where=Arts/Music/Styles/R/Rock/Ska/Personal_Pages

5.3.4. Ask/Teoma

Ask no longer has a site submission feature, and relies on it's crawler to find new content.

- > <http://about.ask.com/en/docs/about/webmasters.shtml#18>

6. Inter Networking within the Web

6.1. Identifying a List of Web-Based Agencies

- > Channel 4 Music
- > Let's Talk Music
- > MySpace
- > Music Man Events
- > The Dixon Agency
- > Unit One Entertainment

6.2. Clarify the Approach that will be used to Cooperate

6.2.1. Channel 4 Music (<http://www.channel4.com/music/mymusic/>)^[7]

To become listed on Channel 4 Music to reach a large community of over 2,500 artists, and 300,000 songs, a registration to the site is first needed. Once the registration is complete, it is then possible to edit a page for inclusion on the site, where the following information is needed.

- > Page Title
- > General Description
- > Music Genre
- > Links

One of the links added could be to the official site of The Columbus to help improve the page ranking of the site on the search engines. The ability to add mp3 tracks to Channel 4 Music is allowed once the web page created above has been approved. To show The Columbus's affiliation with Channel 4 Music where unsigned artists feature, a link will be added to the site, in a links page.

6.2.2. Let's Talk Music (<http://www.letstalkmusic.com/>)^[8]

To become a featured artist on Let's Talk Music a registration is required. On the site there are two different kinds of membership, a free one, and a pro one. It would be recommended to The Columbus to register for a professional account, which would cost £60 a year. This would give the following benefits.

- > Profile page for a biography, photos, and track listings.
- > Able to upload up to 20 tracks.
- > Professional Opportunity Submittal
- > Regular showcase CD's sent to industry executives.

The above would allow The Columbos to share their music, and spread awareness about them, to a large community of fellow musicians, songwriters, and fans, with the possibility of being able to work with professional artists already with recording contracts. Again a link to the profile on Let's Talk Music would be placed on a links page on the band web site.

6.2.3. MySpace (<http://music.myspace.com/>)^[9]

To accompany the official site and to tap into one of the largest communities on the Internet, The Columbos should have an official MySpace music profile created. This would allow them to post videos from recent gigs, post a blog, upload up to 4 tracks, and allow the option of downloading to each; also the lyrics can be added too. Visitors can also send messages to the band, and rate songs. Many bands have a MySpace profile as an addition to their official website as a means of communicating with their fans. If someone discovers the profile they can request to be added to the friends list of the band, which in turn will add to the number of plays, their mp3's get, which will then help move The Columbos up the MySpace search rankings. To get the number of fans on the MySpace profile increased, a link would be added on the official band web site asking fans to sign up, to help the Columbos get more recognition on one of the world's largest communities. To become a featured artist on the front page of MySpace, an email would have to be sent, which would then be responded to by a representative in due course. Being featured on the front page would give a huge increase in awareness of the band.

6.2.4. Music Man Events

[\(http://www.musicmanevents.co.uk/default.asp?num=19/\)](http://www.musicmanevents.co.uk/default.asp?num=19/) ^[10]

To be able to play more gigs and to become better known, the Columbos will need to join an agency such as this, which caters for all kinds of events from business functions through to weddings. Without playing gigs regularly they are less likely to be known. This site allows event organisers to search through artists and bands to find one to suit the occasion. To apply to this agency a form has to be filled in with the following details.

- > Band Name
- > Website
- > Contact Details
- > Description and Summary
- > Example song list
- > Testimonials from up to 3 previous gigs

There is no guarantee that bands will be listed, but if they do they can perform anywhere in the UK, if they can travel there. The form has to be emailed to the site, with a photo, and a demo CD should be sent to their postal address, so samples can be placed on the site if successful in the application.

6.2.5. The Dixon Agency (<http://www.dixonagency.com/>) ^[11]

Looking at the set list of this agency there a couple of acts such as the 'Beach Baha Boys' who closely match the genre of The Columbos. To be listed on the site an enquiry would have to be made, either by telephone, or email requesting an application to the agency. Details to be given would be similar in nature to the previous agency, with a demo CD more than likely needing to be sent to their postal address. This agency is also based in the north-east, which means the band can build up their name locally, before moving on to a more national scene.

6.2.6. Unit One Entertainment

<http://www.unitoneentertainment.co.uk/artisteform.html> ^[12]

To apply to this agency, an online form needs to be completed, to allow the band to be considered for inclusion for events such as weddings. The following details are required.

- > Email Address
- > Band Name
- > Contact Details
- > Band Summary
- > Type of Act
- > Whether the band owns any instruments.

If accepted, the band would co-operate by fulfilling gigs, as and when they are asked, when possible. This agency would also help to boost the profile of The Columbos.

7. Web Advertising

7.1. Identifying Web Advertising Agencies

- > Google Adwords
- > Yahoo! Search Marketing
- > Miva

7.2 Approaching the Web Advertising Agency

7.2.1. Google Adwords (<https://adwords.google.co.uk/>)^[13]

To create ads that appear on the opposing system, Google AdSense, firstly keywords would need to be explored, using Google's keyword tool. This will allow the adverts created for the band to be targeted at keywords that don't have high competition, but have a good search volume. For example, north east music has an average search volume, but a very low advertiser competition, meaning the band's ads would be displayed more often. Once the keywords and phrases are determined, an account needs to be registered for a standard edition level. Then the following information is required.

- > Customer's Language – English
- > Customer's Location – Countries and territories
- > Select United Kingdom as country
- > Headline for ad
- > 2 description lines
- > Display URL – shortened version to fit onto advert.
- > Destination URL – the actual location of the web page.

The ad will then be checked to ensure it is valid and logical. The keywords will then need to be added. The amount of money you are prepared to spend is then needed, and how much you are willing to pay for someone clicking on the advert. An estimation of how much traffic would be generated is also given. Once this is completed, the advert is reviewed, and then details are filled in to have the advertisement published on sites using Google AdSense and on Google itself, for pages matching the keywords and phrases chosen.

7.2.2. Yahoo! Search Marketing (http://searchmarketing.yahoo.com/en_GB/)^[14]

To create a sponsored search on Yahoo that appears at the top of a results page in a blue box, relevant to whatever has been searched; an account will have to be created. There are two options for creating an account, fast track, which initially costs £139 to set up, or self serve, which has an initial set up fee of £60. The difference between the two accounts is the length of time for the turnaround of the account, and with fast track expert assistance is available. For the Columbos it would be recommended to use the self serve, to save initial costs, as £139 is much more costly to a small band. To create the adverts, the following steps need to be taken.

- > Selection of keywords
- > Descriptions
- > Budget for adverts
- > Choose position for the sponsored results.

These adverts are not just available on Yahoo, but a wide range of sites including; Alta Vista, Lycos, Orange, and MSN^[15]. This would allow the band to reach a much wider audience than what Google can offer, but at a higher cost.

7.2.3. Miva (http://www.miva.com/uk/content/advertiser/pay_per_click.asp)^[16]

Miva is another advertising agency which is similar to that of Google and Yahoo. It offers the standard pay per click system, but also has additional facilities for web searching; including pay per text, and pay per call. For pay-per-click, the following information is needed to create the advertisements.

- > Choose keywords for adverts
- > Set bid amount (amount prepared to pay per click)
- > Title and description for advert.

Miva will then distribute the advertisements across its partner web sites, which include the Daily Express, Packard Bell, and The Online Sun. This extra layer of advertisements for the band would give even more coverage, and would even extend to national newspaper websites, where the advertisements would

be seen as credible ones. An account needs to be registered alike the previous ones, to create the adverts.

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