

Marketing Plan Two Way Radio



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I Executive Summary

This marketing plan is written for the band Two Way Radio. The band has existed for six years, but still does not have a contract with a record label or management agency. They would like to make music their profession; this marketing plan gives them some good ideas for the future and gives them an overview of how their past and current marketing actions were/are received.

The band uses/used these marketing actions in the past years: stickers, T-shirts, “wear your shirt and get free entrance for a gig”, hats, lighters, album release, DVD documentary, “t Glazen huis” donation, entering band competitions and EP. According to TWR the following actions were/are successful: stickers, shirts, lighters, album release, EP and entering competitions. According to TWR the following were less successful or not successful at all: “wear your shirt and get free entrance for a gig”, the donations given to ‘t glazen huis, hats and the DVD documentary.

The same marketing actions were presented in survey 2, for the fans, and it was asked if it appeals/appealed to them, which actions made them want to come to the shows of TWR more often and which actions made them want to buy a CD. The following marketing actions appealed to the fans: stickers, shirts, album release and the donations. People wanted to come to the shows of TWR more often because of these actions: the album release and entering competitions. People bought a CD because of these actions: album release and the EP. The two actions that did not appeal to the people are: hats and lighters.

The band and its fans have some good ideas that can be used in the future. The most important and effective tactics are: a new album release (which they are already working on), cooperation with an energy drink, more advertisement (also on the Internet, social networks etc.), the possibility for fans to register on the website of TWR (this will also help TWR to increase their fan base), a professional video clip on Youtube, cooperation with student organisations and the ‘big bang’ effect.

All in all it can be concluded that there are many marketing actions that can be used by TWR to become more successful in the music business of today. Advertisement is one of the most important actions that have to be taken. Two Way Radio has to make sure people know their name; simple actions can help with this. For example: cooperation with a brand and/or student organisation, make sure people can register on the website to receive emails and will not forget the name of the band, a professional video clip on Youtube, key chain in the shape of red lips with the

website on it to hand out during gigs and tickets with discount, with this action people will bring along friends.

Abbreviations

TWR = Two Way Radio

FX = Effects

E.g. = For example

GPVNL = Grote Prijs van Nederland

N/A = Not applicable

USP = Unique Selling Point

MCN = Muziek Centrum Nederland

DWDD = De wereld draait door

Social networks:

MySpace = especially for musicians

Hyves = Dutch network

Facebook = international network

Twitter = international

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Introduction

For my final paper for European studies, Business Management, I have chosen to write a marketing plan for the band Two Way Radio.

The band Two Way Radio has existed for six years. The genre of the band is Electro/Rock/Pop and it has seven band members, four guys and three girls. The three girls are the lead singers; all of them have an equal share in the band. There is a guitar player, a bass player, a drummer and a keyboard player.

As they still do not have a contract with a record label or management agency and are now planning to do the upcoming album release by themselves, including the marketing, organisation of the release party, recording the album etc, there is a lot to do for only seven band members. Especially, in the current state of the music industry, a solid ‘game winning’ strategy needs to be in place. Therefore, I am writing this report to help the band get a good overview of what has to be done when it comes to the marketing strategies for the release, but also for now and the future.

In this report I will answer the following question:

Which marketing actions can Two Way Radio use to become successful in the music business of today?

Other questions that will be answered in this report are:

1. How does Two Way Radio think about their current strategy? What are their ideas for the future?
2. How did the audience receive the previous marketing actions of Two Way Radio?
3. What is a successful marketing strategy?
4. What has changed in the music business in the last years?

To answer these question I send two surveys; to the band members and one to the fans. I also held an interview with the current producer of the band and I used Internet for desk-research.

I hope you enjoy reading this paper.

1. Two Way Radio

Two Way Radio started in 2004. They always performed together in school, but wanted more than only one performance a year. Therefore a few came with the idea to start a band. That is how Two Way Radio got together.

In the first few years of their existence they performed in cities close to Hilversum. After playing on small stages, birthdays, wedding parties etc. they thought it was time to go bigger.

Between 2004 and 2007 many band members started a new school in Amsterdam or The Hague, therefore they also started to perform there and created a fan base.

The band released their first album in January 2008. The release took place in the Melkweg, Amsterdam, and was totally sold out. Also in 2008 they worked together with Muziek Centrum Nederland (MCN) on an album with music from bands under 21. After that, they toured around the country, performed on stages like Tivoli (Utrecht) and Paradiso (Amsterdam). They played with the Editors in 't Paard van Troje (The Hague) and they were selected for the MTV brand new festival in the 013 (Tilburg) where they met some well known Dutch bands like Moke, Voicst and Racoon.

2008 was a great year for the band. The first contacts with record labels and management companies were made. At the end of 2008 the band won the biggest leading price that exists for bands in the Netherlands called: De Grote Prijs van Nederland. Not only the jury thought they were great, they also got the price coming from the audience.

In the beginning of 2009 Two Way Radio performed often. They got to perform in all the major cities in the Netherlands, and were even asked to perform in Casablanca, Morocco (unfortunately they had to turn this down due to personal reasons). In the second part of 2009 the band started writing songs and recorded them.

Now, 2010, they still have contact with different record labels and management companies, but unfortunately they still do not have a record label. Two Way Radio now has decided to independently release an album. This decision was made after consulting some important people in the music industry.

Band members of Two Way Radio:

Dominique Top	(Vocals)
Madeleine van Geuns	(Vocals)
Tessa Belinfante	(Vocals)
Dorus Eggermont	(Guitar)
Nelson Eggermont	(Keys/FX)
Maarten van Es	(Bass)
Philippe van Schil	(Drums)

Additional information: I am one of the band members, but in this report I will use ‘them’ to take a consulting position.

2. Past strategies

In this chapter the past marketing actions/strategies of Two Way Radio are discussed. I will tell more about the past marketing actions/strategies the band has used in the past six years and whether the band thought these were successful or not. The answers are based on the answers given in Survey 1. (See chapter 3, analysis of survey 1)

Two Way Radio has used the following marketing actions/strategies in the past six years:

- Stickers
- T-shirts
- “Wear your shirt and get free entrance for a gig”
- Hats
- Lighters
- Album release (January 2008)
- DVD documentary (2008)
- “t Glazen huis” donation
- Entering band competitions
- EP (December 2009)

Stickers

Soon after the band got together they created a logo. This logo is still used and is made into a



People spot the sticker all over the world, from tollhouses in France to the Chinese wall.

People send picture to the band with them and the sticker. Many people want the sticker to have in their room, on their laptop, to give to friends, etc. And many people who do not know the band yet recognise the sticker because it can be found everywhere in their city.

T-shirts

The band sells T-shirts for a small price. They offer shirts in all sizes for men and women.

The shirt is black and has the name Two Way Radio on the front side, the back is black and on one sleeve you can find the website. The fans can buy a shirt at a gig or trough band members. In the past there was an action “Wear your shirt and get free entrance for a gig” (see below) because of this action many people bought a shirt. These people still wear the shirt every time they come to see the band perform.

“Wear your shirt and get free entrance for a gig”

For a few gigs (gig is another word for performance) in 2009 the band had a new action → “Wear your shirt and get free entrance for a gig”. As said before, this action made a lot of people buy a T-shirt. It was only used for a few gigs, because the band soon found out it did not really work. People came to gigs, but only a few would wear the shirt. It was a nice action for a few times, and the band should keep having different actions like this to make the “die-hard fans” feel more special. At that moment it was a good marketing action and it can maybe be used a few more times in the future, but not every time because then it is not special anymore.

Hats

Winter was coming, so TWR ordered hats with their logo on it. They only ordered the hats one time. Many people wanted them, but unfortunately people do not wear the hat often. One of the crewmembers still wears the hat all through the winter, which is good advertisement for the band.

Lighters

In the same time as the hats and the stickers, the band ordered lighters. These were black lighters with on one side the logo and on the other side the website of the band. Many people wanted one for different reasons; smokers but also for home or to give to someone or to have to remember the band name. When people use the lighter a lot, their friends see it and ask about it and then it becomes an alternative way of word-of-mouth advertisement. TWR only ordered these lighters one or two times in the first three years of their existence, now three more years have past, so it would be a good idea to order the lighters again. They can, for example, be handed out at the end of the show in combination with a flyer.

Album release

In 2008 TWR had an album release, to present their first album “The big leap”. They had this party in the Melkweg, Amsterdam. With a capacity of 750, TWR was proud to say that at the evening itself over 800 people showed up. They made a little flyer and stapled it to the entrance card, this because the Melkweg made the entrance card and there was a lot of information missing. With this flyer you could get the new CD at the merchandise stand at the end of the show, where the band was signing the CD’s. They arranged a support-act for that evening, to warm up the crowd. During their own show they used different things to stand out, e.g.: big lights the lead singers were holding, a beamer with lyrics on it and pictures, a self made computer music intro where the voices of the girls were used etc. People from all over the world (Greece, Indonesia etc.) came to the Netherlands to attend the album release.

DVD documentary

In the same year as the album release (2008), the band made a documentary about their music, their passions and to show themselves in a different way. This documentary was made to send to record labels, management agencies, but also to put on you tube so fans and other people could watch it.

‘t Glazen huis’ donation

Every year three DJ’s of the Dutch radio station 3FM lock there selves up in a house of glass, without eating for six days, to raise awareness and money for a world problem, for example: malaria, refugees, healthy drink water etc. The house is build in December and is held in a different city every year. Now not only Holland has a house of glass but it has also gone international. In the past years Two Way Radio also donated money to “t Glazen huis”. They went to the city where it took place and donated an amount. In 2007 they donated 200 Euros, in 2008 it was 1500 Euros and in 2009 they had a stand and sold their EP to as many people as possible that is how they raised 2400 Euros for “t Glazen huis”. A very important thing for the band is that when the amount is being donated they get to talk with one of the DJ’s (on live radio). He asks how you got the money and which song you want to hear in exchange for the money. For the past three years the band, off course, asked for one of their own.

Entering band competitions

Since the band exists they are entering band competitions. A few advantages of entering band competitions are: you learn a lot from watching other bands play, playing a lot yourself, what the jury has to say about you, it is good for brand awareness (your name is on many flyers, posters etc.) and you can win big prices. The biggest price that exists in the Netherlands (de grote prijs van Nederland) is already won by TWR. But they still participate in competitions, because of different reasons: you can win a large amount of money, you get to perform a lot or you can win other gigs.

EP

At the end of 2009 it was time for a new CD. The people were asking for it and the band had some new songs, so they recorded them. One of the prizes from GPVNL was the printing of 500 CD’s. So the band used this prize to present a new EP. On the 12th of December they got to perform at the GPVNL as the winner of last year, during this gig they sold their EP for five Euros with the announcement that the whole amount of the selling of the EP was going to be donated to “t Glazen huis”. At the end of December they sold all their EP’s and donated the full amount. (The amount was 2400 which means they still had some EP’s left; they used these to give to record labels, family, other important companies etc.)

3. Analysis of current internal situation

In this chapter you can read more about the internal situation of the band. The analysis of the internal situation contains information about Two Way Radio, the internal stakeholders, some general information and the marketing actions they use at the moment. For my thesis I held two surveys. One of these surveys was especially for the band, the producer, the crew and other closely involved people. The outcome of this survey can be found in chapter 3 (analysis of Survey 1).

Two Way Radio exists since 2004. In the past six years the people around them (stakeholders) have increased. Below you find an overview of the internal stakeholders of Two Way Radio:

- Band members
- Producer
- Closely involved people
- Crew

In the first years of their existence, the band paid a lot of attention to marketing. For example: stickers, hats, T-shirts, lighters, a big album release etc. A lot of these actions are not used anymore, because the band paid more attention to their music, recordings and gigs they forgot to pay attention to their fans. This can be done easily with some small marketing actions. Some of the above named actions are still used, for example the stickers. The stickers are a part of merchandise. Merchandise is a form of promoting your band, by e.g. handing out free products (like stickers) or sell T-shirts, hats, etc.

At the moment TWR is busy with a new album release. Other marketing actions are not used at the moment. The T-shirts are still sold, but new ones are not ordered, and they do not have a lot T-shirts left. All in all, the internal situation, when it comes to the marketing, is poor. They do not pay much attention to it. One of the reasons is that many band members do not know a lot about marketing, but they do have ideas that can be read in chapter 4 (Ideas from Two Way Radio).

3.1 Analysis of Survey 1

An analysis (only the results) of Survey 1 (for the band, crew, producer and closely involved people) is given below.

Question 1

I am....

Figure 1: Position



Figure 1 shows that six bandmembers have completed the survey (I did not fill in this survey, because I am making this final paper). The band only has one producer, therefore only one filled in the survey. Two crewmembers (of the two) and two closely involved people have completed survey 1. The two 'others' are parents who are closely involved with the band.

Question 2

Below you find a list of marketing actions Two Way Radio has used in the past six years.

Please indicate whether this action was/is successful for the band or not.

Figure 2: Past marketing actions

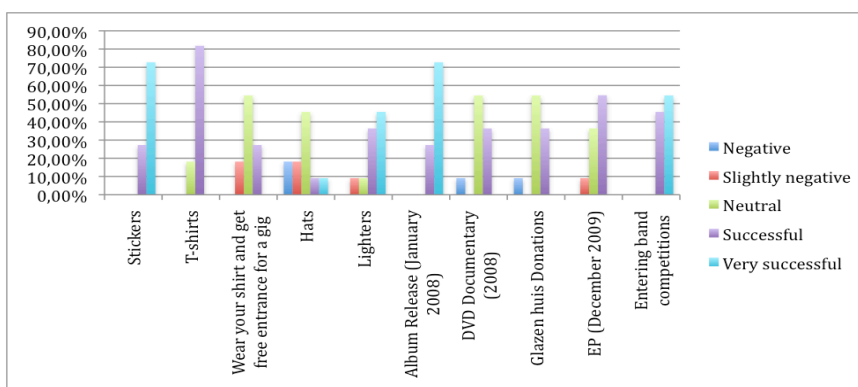


Figure 2 gives information about the past and current marketing actions/strategies Two Way Radio used/is using, and if they thought it was successful or not. The stickers are the first action the band had when they started. 27.3% thinks the stickers are successful, and 72.7% says it is very successful.

The results when it comes to the T-shirts of the band are as follows: 18.2% is Neutral about them, and 81.8% says it is successful, nobody thinks the T-shirts are very successful. The band had a marketing action concerning the T-shirts, when the fans wore their shirts to a show they got free entrance. This action was used two or three times. 18.2% answered slightly negative, 54.5% is neutral about it, 27.3% thinks it was successful and nobody thinks it was very successful. 18.2% thinks the hats are not successful (negative), 18.2% slightly negative, 45.5% answered neutral, 9.1% says successful and another 9.1% thinks it is very successful. 9.1% thought the lighters were slightly negative, 9.1% neutral, 36.4% thinks it was successful and 45.5% thought it was very successful. 27.3% thought the album release, held in January '08, was successful, and 72.7% thought it was very successful. In the same year the band made a documentary on DVD. 9.1% is negative about this DVD, 54.5% neutral, 36.4% thinks it was successful, and nobody thinks it was very successful. Since 2007 the band gives a donation to "t Glazen huis". 9.1% experiences this as negative, 54.5% is neutral about it, 36.4% thinks it is successful and nobody thinks it is a big success. The last EP they released was in 2009. 9.1% is slightly negative about this EP, 36.4% is neutral about it, 54.6% says it was successful and nobody says it was very successful. Since they started the band, they have entered band competitions. 45.5% thinks this is successful, and 54.5% thinks it is very successful.

Question 3

How do you think the fans received these marketing actions?

Figure 3: Reception fans

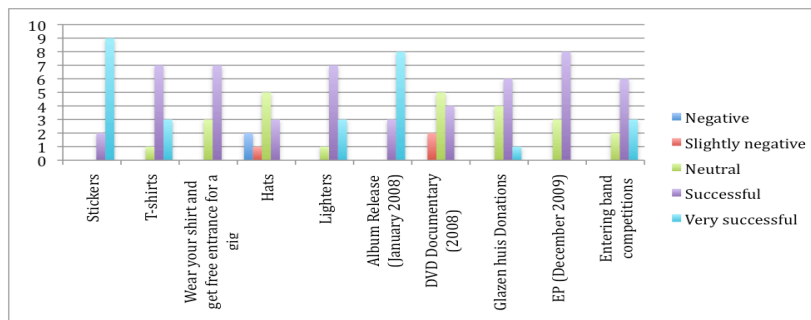


Figure 3 shows the results about how the band thinks the fans received the past and current marketing actions. Two people say that the stickers are successfully received and nine people even say very successful. When it comes to the T-shirts one person answered neutral, seven say successful and three say that the shirts are very successful. Three people answered neutral to the question how the fans received the action "wear your shirt and get free entrance for a gig", and seven answered successful (one person did not fill in this question). Two people say that the hats are negatively received, one person answered slightly negative, five neutral, and three successful. The lighters are successfully received according to seven people, one answered neutral and three answered very successful. Eight people think the album release was received very successfully and

three answered successful. When I look at the DVD Documentary, two people answered slightly negative, five neutral, and four people successful. The donations to “t Glazen huis” were received neutral four people answered, six answered successful and one answered very successful. Three people think the EP was received neutral and eight answered successful. The last marketing action, entering band competitions is very successfully received according to three people. Six answered successful and two answered neutral.

Question 4

Please note some marketing actions Two Way Radio can use in the future to become more successful in the music business of today? (Do not name strategies that involve Internet)

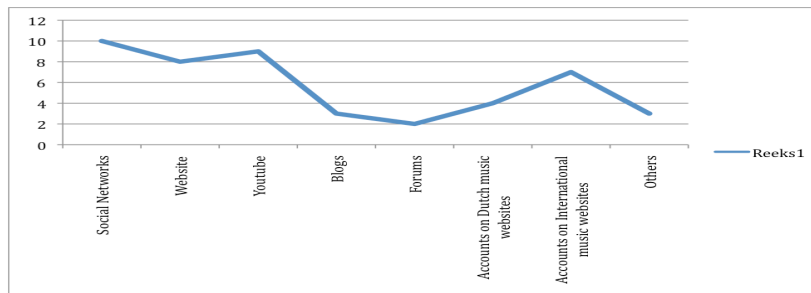
The following answers were giving in the survey:

- Vouchers
- Specials only for registered fans
- Guest list
- Co-productions with other bands or with brands
- Meet & Greet
- Single on the radio
- Flyers
- Order new lighters
- Come up with a new action like we did with “Wear your shirt and get free entrance”
- Spoiling your fan base
- Expansion of fan base
- Participate in more ‘fashionable/upbeat’ gigs
- Airplay on TV and Radio
- Ads for important gigs in media
- A professional Video Clip
- Silicone wristbands
- Music in commercials

Question 5

In what way do you think the band can use Internet to create more brand awareness?

Figure 4: Social Networks



The band was asked in what way they think they can use Internet more to create more brand awareness. 10 of the 11 think the social networks are a good way. Eight people think the website is a good way to create brand awareness. Youtube becomes more important according to nine people. Blogs are not seen as a good way to create brand awareness, but three people think it is. Being active on forums is a good way according to two people. Four people think having accounts on Dutch music websites is a good way, and seven people answered that it is good to have an account on International music websites. Three people answered 'other', they mentioned: free downloads, you need a single on the radio otherwise the followers on the Internet will not rise with a large amount and someone answered that the band needs a professional clip on Youtube.

Question 6

Can you give some examples of very good marketing actions, according to you, that other bands have used to become more successful?

Two people answered 'No'.

The different examples given in the survey are:

- Sell different packages of the album, example: Small = CD, Medium = CD + Poster, Big = CD + Poster + DVD.
- Paper/magazine with a free CD with two or three tracks (like Room Eleven and Jan Smit)
- Things have to be substantially different on e.g. Youtube or chat roulette. The problem is that music is not 'something different' – weird shit is.
- Lady gaga → Image
- King Jack / Go back to the zoo → Performing together
- As many bands → have your songs in commercials
- Spectacular looks/image (Madonna/Lady Gaga/Pink)
- Air Play
- Interactive website
- One colour as theme (e.g. red)

- Having the same charisma (noticeable)

Question 7

What is your view on working together with other brands (e.g. Red Bull, Student Organisations etc.)?

Figure 5: Cooperation with Brands



Of the 11 people who filled in the survey 10 are in favour of working with big brands, and one person answered neutral.

Question 8

Why?

To figure out why they answered in favour or neutral at question 7, question 8 is “Why“ do you think that?

The answers given:

- There must be a relationship with the band
- You can use their big name to promote your own band
- If there is a good relation between TWR and the brand it is a win-win for the fans
- Drinks like Heineken and Grolsch or clothing brands like Converse are widely associated with music. So is Apple. It is just important that you pick the right brand to collaborate with
- It will lead to more than not working together with a big brand
- It would be good if they can help us get further than we already are
- Working with big brands makes sure we will become more well-known in Holland (or maybe even international)
- Leverage on the brand awareness
- Anyone who can really put power behind TWR is needed to get through
- When the brand is the right one, they lift you to a next level
- It creates more exposure and identity
- It will lead to more gigs

Question 9

Are there other things you would like to add when it comes to the marketing of the band?

Six people answered No.

Other answered:

- The band has to have a good plan of action. So when there is a CD we can look at the plan and create a “Big Bang”. Pull everything out of the closet at one moment.
- More advertisement as in posters/flyers etc.
- Having a banner before every gig, to place on facebook/hyves. Looks professional and it tells “how and what” in a split second.

3.2 Discussion Survey 1

In question 1 there were two people who answered 'other'. This can be explained as follows:

One is mostly involved in the finance of the band. The other is currently involved in the organisation of the band. She makes an overview of all the things that the band has to do, that does not concern the music, and makes sure all the bandmembers are in a group (e.g. arranging performances, controlling the website and social networks etc.).

Of the 10 marketing actions given in the survey the most successful actions according to the respondents were/are: stickers, shirts, lighters, album release, EP and entering competitions. The most successful ones according to the respondents for the fans were/are: stickers, shirts, "Wear your shirt and get free entrance for a gig", hats, lighters, album release, donations, EP and entering competitions. As you can see the answers quite diver, some actions, which are not positively received by the band, can be good for the fans though. In chapter 6 you can read how the fans really received these actions.

The people who filled in survey 1 gave their opinion about marketing actions Two Way Radio can use in the future. A few of those are: specials for registered fans, order new lighters, a new action like "Wear your shirt and get free entrance for a gig", expansion of fan base, flyers and a video clip. More ideas and information can be found in chapter 4.

The following things on the Internet are important for TWR according to the people who filled in survey 1: Social networks, website, Youtube and accounts on International websites. Other ideas: free downloads and again the video clip is mentioned.

The people were asked to give some examples of good marketing strategies/actions of other artists. The examples given were: the image of Lady Gaga/Madonna/Pink, the cooperation between King Jack and Go back to the zoo and an interactive website like many artists. More information can be found in chapter 7.

Working with a well-known brand will be a good idea according to all the people who filled in the survey. To the question 'why?' people answered as follows: there must be a relation with TWR, it is a good way to become more well-known, it will lead to more gigs and it will be good for TWR to use the name of a big brand.

The last question was an open question for people who had some additional information they wanted to share. The most important comment given was: *“The band has to have a good plan of action. So when there is a CD we can look at the plan and create a “Big Bang”. Pull everything out of the closet at one moment.”*

4. Ideas from Two Way Radio

After holding survey 1 and talking to many people, there now are many ideas for the marketing of Two Way Radio.

Below you find the list of ideas, after that all the ideas are elaborated.

Merchandise

- Key chains
- Drumsticks
- Energy drink
- More advertisement
- Silicone wristbands
- Lighters
- T-shirts
- USB-sticks

Other ideas:

- Contact with student organisations
- Video clip
- New album release
- Tickets

Internet ideas:

- Social networks
- Banner
- Fan base

I will begin with merchandise. Merchandise can be split into two sub-categories: free merchandise and merchandise that can be sold.

4.1 Free merchandise

Key chains

The band can hand out key chains in the form of little red lips (which is one of the trademarks of the band). On the back of this key chain you find the website. People can hang this on their key ring, and when other people see it or ask about it they will automatically say Two Way Radio's name (which is word-of-mouth advertisement).

Drumsticks with the logo and/or name of the band

TWR can order many drumsticks with the name and/or logo of the band on it. After a big show the drummer can throw the drumstick in the audience. Most of the people who come to see a band like it when a drummer does something like that, and they will probably keep the drumstick. The die-hard fans will probably want an autograph of all the band members on the drumstick.

Energy drink with the logo of the band

Many people link the word 'energetic' to TWR. This can be used in a good way, for example an energy drink. During a concert or a night out people love to drink energy drink because (they think) it gives you more energy. This could be a good cooperation with a large energy drink brand (e.g. Red Bull, Monster, Bullet, Rodeo, Rock Star, Go Fast, Burn).

More advertisement

The band has to use more flyers/posters/leaflets to promote themselves. They can, for example, hand out flyers after/during a gig with the information of upcoming gigs and their website and social networks. They can hang posters in café's, bars, big stages etc. To announce a performance, to make sure people read their name and, hopefully, remember it and to get people to come to the shows more often.

Silicone wristbands

They can hand out silicone wristbands with the name of the band on it. This is cheap to make and people like to wear them. Therefore it would be a good idea.

USB-sticks

The band can use a different way of promoting by, for example, hiding USB-sticks in different places. People will find these USB's and will wonder what kind of information is on it. They will plug it in their computer and will find information, songs, a video etc. about Two Way Radio. Another way to use USB-sticks is to record the gig of the band and hand out usb-sticks with the performance on it at the end of the evening. Instead of handing out stickers as a 'souvenir', people will have a good memory of the evening.

4.2 Merchandise to be sold

Lighters

The lighters can either be sold or handed out for free. This is a choice the band has to make. The lighters were used in the first two years of the existents of TWR, Nowadays, nobody even knows the band had lighters, but a large group of the fans smokes or just likes to have a lighter.

T-shirts

The band has to promote their shirts more. By having a merchandise stand and to have people walk around in one. The band still has some T-shirts in stock, but when demand increases it is important to order a new batch. Not everybody is enthusiastic about the shirts, the size, the print etc. It could be a good idea to work out a better design and make the shirts more fashionable.

4.3 Other ideas

Contact with student organisations

Nobiles is one example of many student organisations that are well known in the Netherlands. Because the band is young, all the band members are students and a large group of the fans is student (also the target group of the band) it would be a good idea to cooperate with student organisations. This can be done in many different ways. For example: have a piece/blog about the band in the monthly edition of a student magazine or perform at a big event like the Career event in the Jaarbeurs, Utrecht (organised by Nobiles). Another student organisation that can be contacted and asked for cooperation is: Memory Magazine.

Professional Video Clip

As well the fans as the band thinks it is time to have a professional video clip. Not only could this be good for the fans, it can also be posted on Youtube. This is a good way to promote yourself and to show people right a way who and what your band is. Also record labels, management agencies etc. could be interested to see a video clip of the band. And it can even be possible that, after sending it to all the mayor music stations and TV-shows, it will be shown on TV.

New album release

At the moment the band is really busy with working on a new album. This album will probably be released at the end of 2010 (November). The last album release (The big leap in 2008) was a huge success; the new album release has to be even bigger. So the band has to work on promotion (flyers, posters, internet > see below), an outstanding performance, but they also have to make sure that all the important people attend this evening. They have to send out a press release to the mayor TV- and radio stations.

Tickets

An action that the band can use, when possible, is: “Buy one ticket, get the second one for one euro”. People who were first questioning to come are now most likely to come because the price is very low.

4.4 Internet

Social networks

TWR is using Hyves, My space and their website at the moment. But big social networks that are used by all the younger people like Facebook and Twitter are not used by TWR. There lies a big chance here. The band has to be more active on the Internet. There is a website that can link all your social networks to each other; this can also be done with Twitter (link it to Hyves and Facebook). In this way, people are always up-to-date no matter what social network they use. The young folks from now are always and everywhere on the Internet. So TWR has to use that in their advantage.

Banner

The flyers and posters etc. are really important, but also the promotion on Internet. By placing a banner on the social network sites and website, people can see when the next gig is and when the click on it they will automatically directed to the website, where they can read more about the band. This banner has to be renewed every ones in a while.

Fan base

It is really important to have a good fan base. The band has to collect the names and email addresses of the fans. In this way TWR can send an email to all their fans with important information or special actions especially for these people. This will not only give them a good feeling, but the connection with the fans will also be better and more personal.

5. Analysis of current external situation

Two Way Radio has a large group of fans. I have chosen to have a survey among the fans, because they are, at the moment, the most important external stakeholders for Two Way Radio. In the survey I asked what the fans think about the past and current marketing strategies of TWR. The results of these questions can be found below in the analysis. Extra information can be found in the discussion (chapter 5.1). In chapter 6 there is more information about the effects of the past strategies, based on survey 2.

For this thesis I only focused on the fans, but that does not mean that the fans are the only stakeholders of the band. To give an overview of the external situation of the band and the current stakeholders I will sum up the other stakeholders of TWR.

- Media
 - Radio
 - TV
 - Internet
- Record labels
- Management agencies
- Stages in the Netherlands
 - Bookers
- Pluggers

When the band becomes more successful they will probably have more external stakeholders.

Other bands also belong to the external situation; therefore I added a chapter about successful marketing strategies of other bands (see chapter 7).

5.1 Analysis of Survey 2

For this survey I contacted the fans of the band, mostly through Internet (email and social networks). There are people who know the band from the very beginning, but also people who are fan of the band but the band does not know them (I contacted these people through the social networks of the band). Therefore it can be said that the fans differ a lot.

In total 52 people filled in the survey. The results of survey 2 can be found below.

Question 1

How long do you know the band Two Way Radio?

Figure 6: Time of knowing TWR

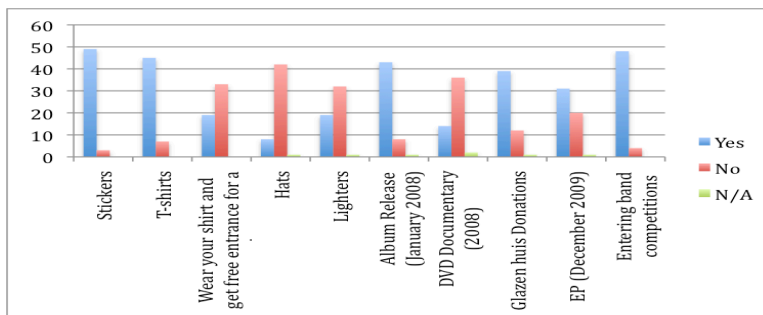


Figure 6 shows us that four people know the band for less than six months. Five people know the band for one year, 11 for two years, 11 for three years, two for four years and 19 for more than four years.

Question 2

In the past six years Two Way Radio has used different marketing tools to promote themselves. Please note if you know their following marketing tools:

Figure 7: Marketing tools



The fans were presented 10 marketing tools Two Way Radio has used in the past six years. According to figure 7, 49 people know the stickers the band hands out and are found in big cities, three people have never seen the stickers. 45 people know the T-shirts; seven people do not know them. 19 people know the action: "Wear your shirt and get free entrance for a gig", 33 do not know

this action. Eight people know the hats the band handed out a few years ago, 42 do not know the hats and two persons answered not applicable. The lighters are known by 19 people, 32 do not know that the band had lighters and one person answered not applicable. 43 people know the album release the band held in 2008, eight people never heard of it and two persons answered not applicable. The DVD documentary the band made in 2008 is known by 14 people, 36 people never saw this DVD and two answered not applicable. 39 people know about the donations TWR gives to “t Glazen huis” every year, 12 people do not know about it and one person answered not applicable. Last December the band released a new EP, 31 people know about this, 20 do not and one person answered not applicable. 48 people know about the band competitions TWR enters ones in a while, four people do not know about this.

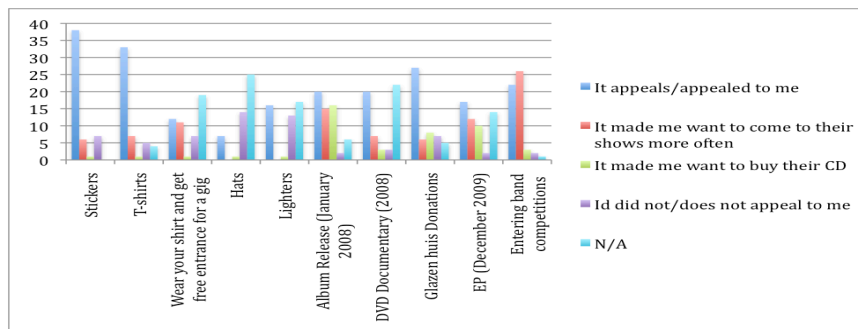
People could also fill in ‘others’ and five people gave a different answer:

- 3FM → an action TWR did with 3FM to earn airplay by minute
- Gigs at Pallas Athene, Grote Markt Den Haag and Zeeheldenfestival
- Website, announcements on Facebook and Hyves
- Hockey tournament
- Website, Youtube, hyves, facebook etc.

Question 3

What did/do you think of these marketing tools?

Figure 8: Effect of marketing tools



As shown in figure 8, 28 people like the stickers, six people wanted to come to the shows of TWR more, one person wanted to buy their CD and seven people answered that it did not appeal to him/her. The T-shirts appeals to 33 people, seven people wanted to come to the shows more often, one person wanted to buy their CD, five people answered that it did not appeal to him/her and 19 people answered not applicable. 12 people liked the action that they could wear their shirt and get free entrance, 11 people wanted to come to the shows more often, one person bought a CD because of this action, seven people did not like this action and 19 people answered not applicable. The hats appealed to seven people, nobody wanted to come to the shows more often, one person bought their CD, 14 people said that it not appeal to him/her and 25 people answered not applicable. The

lighters were a success according to 16 people, one person bought the CD, 13 people did not like the lighters and 17 people answered N/A. 20 people liked the album release in 2008, 15 wanted to come to more shows, 16 bought the CD, two did not like it and six answered N/A. 20 people like the DVD documentary, seven came to the shows more often, three people bought the CD, three people did not like it and 22 answered not applicable. The donations made to “t Glazen huis” appeal to 27 people, six people came to the shows more often, eight bought the CD, seven people did not like it and five answered N/A. The EP that TWR released in December 2009 appealed to 17 people, 12 people wanted to come to the shows of TWR more often, 10 people wanted to buy their CD, two people did not like this action and 14 people answered N/A. Entering band competitions appeals to 22 people, 26 want to come to the shows more often, three wants to buy their CD, it does not appeal to two people and one person answered N/A.

Question 4

When you think of Two Way Radio what do you think would be a good way for them to promote themselves? (You can think of everything from Internet, radio to merchandise etc.)

All the answers to this question can be found in appendix chapter 3.

Here, only the most important en frequently answered answers are discussed.

People answered quit the same to this question. Most of the people want to hear Two Way Radio on the radio; especially 3FM and Radio538 are named to be good radio stations for TWR. The TV is also named frequently. “De wereld draait door” is a Dutch programme where many start-up bands become famous by just playing one song. *“The show is on air at primetime (7.30 p.m.) and they have a large group of viewers. Therefore this show would be good for TWR to perform.”* The different social media’s are also mentioned. The band is already active on Hyves, Myspace and Last.FM, but the fans miss Facebook and Twitter. They would also like it if the band was more active on these social networks, place blogs more often etc. A video clip that can be placed on Youtube is another point that is mentioned a lot. A tip that one person gave was to have an outstanding video clip, one that makes people talk about it. That would be great for TWR. Some other interesting things that were said: support-act of big bands and have many gigs.

Question 5

Which words do you think best describe Two Way Radio? (Please name at least five)

The list with all the words that were mentioned in the survey can be found in appendix chapter 4.

Below you find a few words that many people used:

- Energetic
- Young
- Three girls

- Red lips
- Hard workers
- Talent
- Quality
- New
- Sexy
- Rock
- Powerful
- Enthusiastic

Question 6

Can you give some examples of very good marketing tools, according to you, that other bands have used to become more successful?

The whole list with answers to this question can be found in appendix chapter 5.

Many people did not understand this question. I specifically asked for examples of other bands.

Only a few gave some answers with names of other bands. Below you find a few of these answers:

- Gorillaz: they got a cartoony style of video clips and a really funny and playful website
- Last year with the band contest for Koninginnenach 2009, there was a band called the Socks, and they hang all kind of different socks at the Grote Markt in The Hague.
- Selah Sue: First DWDD and then a TV programme where she played with one band against another band.
- Free single to download on the website, while registering for a newsletter. (The Infadels)

Some other ideas were also answered to this question. For example:

- The best marketing tool is standing out. Getting the attention but not scaring people off.
The stickers were always a very good way to make sure the name Two Way Radio rings a bell. I think the best thing to do now is concentrate on getting some media behind the band.
- Read the book 'calimero marketing' and 'calimero marketing 2.0'. These books give information how to market little companies and such.
- Give away entrance passes, back-stage passes, meet & greet

Question 7

Are there other things you would like to add when it comes to the marketing of Two Way Radio or do you have some good tips for the band?

All the answers can be found in appendix chapter 6.

Some people had some very good tips for Two Way Radio. Below you find a list of some good ideas:

- You guys are doing great, keep it simple. What does help is a remix of one of your songs by a DJ. Always good for name publicity.
- Get a license as street musician (e.g. on a Saturday in the shopping centre of the Hague), sign in some friends, make sure there is a photographer around (local TV reporter?) and finally get removed (or not) by the police ☺ Good luck
- Fan base is most underestimated of all the tools

5.2 Discussion Survey 2

Most of the respondents know the band for more than four years. The people who know the band for two or three years are also in the majority. To the question if they know the 10 marketing actions given, the majority answered yes to the following actions: stickers, shirts, album release, donations, EP and entering competitions.

The following appealed to the people: stickers, shirts, album release and the donations.

People wanted to come to the shows of TWR more often because of these actions: the album release and entering competitions. People bought a CD because of these actions: album release and the EP. The two actions that did not appeal to the people are: hats and lighters.

Something that is funny to see, is that the band was really positive about the lighters, and they also thought the fans were enthusiastic, but the opposite is proven.

When the fans were asked to come up with ideas for TWR to promote themselves, the following ideas were mentioned: be a guest at “De wereld draait door”, make sure you have airplay on the radio (3FM, radio538), be on facebook and twitter, place more blogs and become a support-act of a popular band.

The following words are mostly linked to TWR by the fans: Energetic, Young, three girls, Red lips, Hard workers, Talent, Quality, New, Sexy, Rock, Powerful and Enthusiastic.

The fans were also asked to give some examples of good marketing strategies of other artists. The following artists were named: Gorillaz, Selah Sue and the Infadels. More information can be found in chapter 7.

The last question was an open question for the fans for the people who had some additional information they wanted to share. The funniest things were answered, but the information TWR can maybe use in the future is: a fan base is underestimated and the final answer was to let one of your songs get remixed by a well-known DJ.

All in all, the fans had some very good ideas for TWR.

6. The effect of past strategies

To find out what the effects of the past marketing strategies of TWR were, I held a survey.

Question two and question three of survey 2 (the full analysis can be found in chapter 5 (Analysis of survey 2)) give us the answers to what the fans think about the past marketing strategies of TWR. I will discuss the opinion of the fans per strategy/action. 53 people filled in Survey 2.

Stickers

The stickers are a huge success. Only three people who filled in the survey do not know that TWR has stickers. Of all the respondents only seven answered that stickers do or did not appeal to him/her.

T-shirts

The T-shirts can be considered an even bigger success than the stickers. Only seven people do not know that TWR has T-shirts, and only five people answered that it does not appeal to him/her.

“Wear your shirt and get free entrance for a gig”

The action TWR had with their shirts: “Wear your shirt and get free entrance for a gig” is not very popular. Only 19 people ever heard of this action. 12 people really liked the action, 11 wanted to come to the shows more often, one person bought a CD because of this action and seven people did not like this action. All in all it can be said that it is a good action, but not enough people heard about it.

Hats

Only eight people of the 53 answered that he/she knows the band handed out hats a few years ago. Of all the people who filled in the survey 19 people know the band for more than four years, this means that they knew TWR in the period they handed out the hats, therefore it is not good that only eight people heard of it. Seven of the eight people said that the hat appeals to him/her and one person wanted to buy their CD because of this action. All in all it can be said that this action was not a success.

Lighters

The band existed for two years when they started to hand out lighters with their logo on it. 19 people know about this action and 32 answered that they do not know TWR had lighters. Striking is that 13 people answered that the lighters did not appeal to him/her. TWR answered in survey 1 that they think the fans thought the lighters were good, but the opposite is proved.

Album release (January 2008)

43 people heard about the album release held in 2008 and only two people did not like it. This action was really successful.

DVD documentary (2008)

32 people do not know about the DVD documentary, which is a high number. What is weird is that only 14 people answered that they heard/seen the documentary, but 20 people answered that it appealed to him/her. TWR used the DVD especially for record labels and other important companies; therefore it is not very surprising that not many fans heard of it.

“t Glazen huis” donation

The donations made to “t glazen huis” are known by many people, 39 to be exact. Only seven people do not like this action. Something that a fan answered in one of the open questions in survey 2 is that TWR has to find a different way to link themselves with a good cause. *“So many people in the Netherlands already give money to “t glazen huis”, so why not link your name to a good cause and give performances for that cause.”*

EP (December 2009)

31 people know the newest EP of TWR. It appealed to many people and only two answered that it did not appeal to him/her, therefore it can be said that the EP was a success.

Entering band competitions

The band enters band competitions a lot, the fans know this, only four people do not know this. Many people wanted to come to the shows more often.

Conclusion

It can be concluded that the most successful actions were/are: stickers, T-shirts, album release, donations and entering band competitions. The stickers will always be there, the band is not planning to stop with their stickers. The T-shirts are going to be more fashionable, but this will happen at the end of 2010. The band is recording an album and therefore a new album release will soon be planned. The donations will always be given, to “t glazen huis” or something else. TWR already won the biggest competition that exists in the Netherlands; they still enter competitions, but will probably do this less often in the future.

7. Successful Marketing Strategies

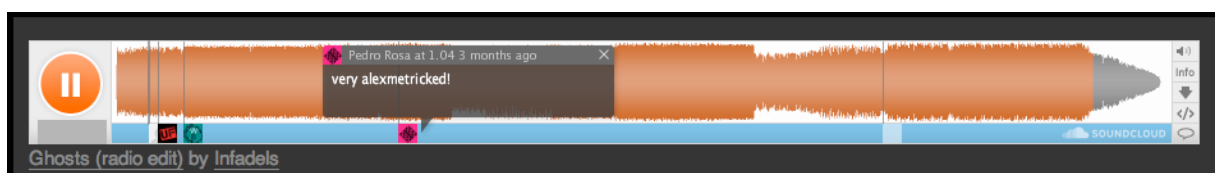
A survey was conducted under the band members and the fans were asked to give their opinion about successful marketing strategies from other bands and/or companies. Below I will describe a few that can be useful for Two Way Radio.

Michael Jackson

The website of Michael Jackson is really clear. All the information that you need is ordered in different buttons and when you click on the button you get more information. It is possible to download wallpapers and banners under the button extra, under the button mobile you can send a text message to Michael which appears on the website, there is a forum where people can talk about everything that is related to Michael Jackson, at music you can find all his albums and links to buy these albums and in the shop people can buy all kind of things related to Michael (e.g. CD's, MP3's, shirts etc.) The record label of Michael, Motown, also has a website. On this website it is possible to remix some songs of the Jackson Five (a band Michael was in when he was younger), you can also learn to sing it or hear different versions of the song. All in all a really good marketing tool that makes people want to come to that website more often ("Michael Jackson," 2010), ("Jackson 5," 2010).

The Infadels

The website of the Infadels provides specials that are really cool. For example, when you go to music you can add a comment to the song, but the funny thing is that you can place this comment everywhere in the song. Below you can see how that works.



The other buttons on the website are just like any other band, not very special, just the information people need. ("Infadels," 2010).

Anouk

Many cover bands in the Netherlands cover songs of the Dutch rock singer Anouk. Now Anouk has a special action. People can record their cover and place it on YouTube, this YouTube link can be uploaded on the website of Anouk. She places all these YouTube clips on her website so everybody can see the cover fans sing. On the website you can also find a link to her fan club

website. And another good thing, what I also see with other bands, you can register on the website so you can use different extra's. ("Anouk," 2009).

Moke

Moke is a Dutch rock band that has an extra for the fans on their website. At media fans can upload photos (many bands, also international bands, have this extra on their site). ("Fan Photography," 2009).

Gorillaz

The Gorillaz are famous for their cartoons. Nobody really knows who is behind the concept of the Gorillaz, who is singing it, but everybody knows the cartoons. On their website people can play games with these cartoons, therefore people will come back to the website sooner than when only some basic information is on it. Another thing that is really good about the website is that you can register for exclusive extra's, you can sign up for a mailing list and all the links to their social networks can be found easily. The site even provides a club that is called "G-club". When you register for this club you can buy all kinds of toys, you get 25% discount in their web shop, priority excess to G-club events etc. All in all it can be said that the Gorillaz have some really good marketing actions. ("Gorillaz," 2010).



Deus

The Belgian rock band Deus has a very interactive website. When you open the website you see a studio (that looks like a living room) and when you open one of the buttons the camera walks through the room, even goes downstairs. In this way people can see where Deus recorded their album(s). It is interactive, but after going to the website a few times it becomes a bit boring. The

idea of letting the fans see where you record is very good (you involve the fans in a place where most bands do not want people to make video recordings or take photos). (“Deus,” 2010).

Lady Gaga

Not only is a good website with some outstanding marketing actions necessary in the music business, but also the image of the band members. How they dress and act on stage and off stage.

A good example of what can be called outstanding when it comes to image is Lady Gaga. Below you find some pictures of her. The first and last photos are for the press (or album cover), the second and third photos are on the street or/and on the red carpet and the fourth photo is on stage.



Because of her fashion- and hairstyle people talk about her. Her pictures can be found all over the Internet, but also in different magazines. She is really becoming an icon just by doing something different than others.

King Jack / Go back to the zoo

The two Dutch bands ‘King Jack’ and ‘Go back to the zoo’ soon noticed that it is hard to get to the top on your own therefore it is important to be a support-act of big bands or, as they do, cooperate with another well-known Dutch band. The two bands are now advertising together for different shows they organise. This is a good way to get a larger fan base (the fans of the other band also come to the shows).

7.1 Conclusion Successful Marketing Strategies

The points written above will be summarized below:

Website:

- Free download of banners and/or wallpapers;
- Involve the mobile phone on your website, by giving fans the opportunity to send text messages that appear on the website;

- Forum;
- An online shop with merchandise/CD's etc.;
- The opportunity to play with the music of the artist, e.g. sing it, remix it, etc.;
- Add comments to a song of the artist;
- Fans can post photos and/or video's of the artist (or them singing a song of the artist);
- When people register they can benefit of many extra's;
- Interactive games on the website;
- Let the fans see something they normally do not get to see (e.g. the studio where the artist records).

Others:

- Image: create an image that is so extravaganza that it makes people talk about you and that makes magazines want to place you in their magazine;
- Cooperate with other bands that are not really famous yet, so your fan base increases.

8. The Music business

The music business changed a lot with the coming on Internet, because artists can promote themselves on the Internet and Internet is becoming more important every day. It can be seen as a big advantage, but for record labels, management agencies, producers etc. a lot has changed.

I talked with producer Jaap Eggermont (ex-drummer of the Dutch band the Golden Earring, creator of Stars on 45, producer of many commercials and now fulltime producer for the band Two Way Radio) about the changes in the music business.

“In the past the public media (radio/TV) was as important as it is nowadays. A big difference with the past is the selling of the CD’s. Forty years ago we earned money because of the CD’s, the gigs were only to promote the album. We earned about a 1000 gulden (around 500 euro) for a performance, nowadays the amount for a gig is much higher. But for our single, that was number one or was in the top 10, we earned a lot because around 70.000-80.000 copies were sold. We became big in a small period of time because of airplay, we first had 1000 fans, but that soon added up to 10.000 fans, all because of airplay. In our time the radio DJ’s played whatever their taste was and what the younger people wanted. Nowadays they have investigations in what the people in the whole country want. Radio stations play one song for a long period of time while in our time you had to have a new single every two or three months.”

“The music business was really different back then. The Hague was a big music city and we had the advantage that we all lived there. The whole city was covered in our stickers and we even asked some people to graffiti the bands name on different walls in The Hague.” This can still be found on some walls in The Hague.

“Another advantage for the Golden Earring was that in the 1960’s Dutch soccer became more international, therefore all the DJ’s of radio stations wanted to make Dutch music more international.” The band became famous in America after a few years and after that they only got bigger and bigger. Jaap stopped with the Golden Earring after playing as their drummer for five years. He became a successful producer after that. (J. Eggermont, personal interview, May 3, 2010)

Nowadays, with the coming of Internet, a lot has changed for bands. As Jaap said, the public media is still as important as it was previously. Now the big change is, e.g. when people listen to the radio and hear a new artist, it is possible to download the whole CD, check out the website of the band etc. on the Internet. In the past they had to wait for the next single, go to a record store to buy the CD or tape it on a cassette. When a band has airplay their Internet visits will increase too.

Another big difference is the fact that the radio, nowadays, does not air album repertoire, but only songs that are a hit, most of the time the easy songs.

Downloading is one of the most important factors to discuss when it comes to changes in the music business. Many people see downloading as a negative thing, but downloading can be positive for upcoming bands. People often listen to the music of the artist first before buying the full album. Therefore it can be really positive for upcoming bands to offer their music for free on the Internet. (Van Eck, 2009).

Mentality artists: D.I.Y. – Do it yourself

With the coming of Internet it became possible to start your own record label, with different programmes people can have their own studio on their computer. Now, even some web hosting companies provide artists to have a special website for only promotion and the possibility to sell their CD's and merchandise.

“Today the power is in the hand of the artists.” (Ford, 2006).

Conclusion

All in all it can be said that the selling of the CD's are less important than it was in the past, but the gigs are very important nowadays. Internet became more important, because people can download music. Downloading is seen as a negative thing, but it can also be seen as a positive thing especially for upcoming bands. People often listen to the music of the artist first before buying the full album. Therefore it can be really positive for upcoming bands to offer their music for free on the Internet. And another big difference is the fact that artist do it by themselves nowadays. Because of the Internet they leave their record label to do it by themselves (D.I.Y. mentality).

9. Marketing Strategies

In this chapter there will be an explanation of the term marketing strategies. What is a marketing strategy and how is it used in marketing and, most importantly, which strategy can be best used by Two Way Radio.

To come to a good marketing strategy there are a few steps to take:

Step 1

What is the unique selling point (USP) of Two Way Radio?

The unique selling point of TWR is the three girls, because when you look at other rock bands you do not see groups with three lead singers. Therefore this is the USP of the band.

Step 2

What is the target group of Two Way Radio?

Two Way Radio mostly focuses on younger people from 15 – 35 years old.

Step 3

What are the benefits of Two Way Radio?

The benefits of Two Way Radio are: innovatory electric/rock sounds, it is a young group, every performance is one big party and people get a good feeling when they look at the band and hear their songs.

Step 4

How can Two Way Radio position itself?

The position themselves in the group: upcoming/new bands. They are fairly experienced and are professional (they have their own studio, producer etc.)

Step 5

What are the marketing methods that are going to be used by Two Way Radio? (Advertisement, use Internet marketing, direct marketing, or public relations)

The band uses advertisement (posters/flyers) ones in a while. They use Internet a lot (website, social networks etc.) They also use direct marketing, especially with their own

friends and family. Another good example of direct marketing they have used is the selling of their EP for ‘t Glazen huis’.

(Lake, n.d.).

There are different types of marketing strategies:

➤ **Market dominance**

‘In this scheme, firms are classified based on their market share or dominance of an industry.’

(“Marketing strategy,” 2010, para. 4). This strategy is not for TWR, because the band does not dominate an industry.

➤ **Innovation strategies**

‘This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation.’

(“Marketing strategy,” 2010, para. 3). This strategy is not for TWR, because the band wants to grow and therefore has nothing to do with this strategy.

➤ **Growth strategy**

‘In this scheme we ask the question, “How should the firm grow?”’ (“Marketing strategy,” 2010, para. 4). TWR wants to grow; therefore this is the best strategy.

The band wants to grow even bigger than they already are. Therefore the following question has to be asked: “How should TWR grow?” There are four answers that are mostly answered to this question:

- Horizontal integration
- Vertical integration
- Diversification
- Intensification

Horizontal integration is not for TWR, because this strategy focuses on more markets than one. Horizontal integration is mostly used when a company is taken over or merged with another company. (“Horizontal integration,” 2010, para. 1)

Vertical integration is not for TWR, because with this strategy it is common that many companies work together, every company comes with a product or service and they combine this into a product and/or service that is/are a common need. (“Vertical integration,” 2010, para. 1)

Diversification is not for TWR, because with this strategy you start something totally new on a new market. And that is not the case with TWR. (“Diversification (marketing strategy),” 2010, para. 2).

Intensification is to make something intense or more intense. This strategy is for TWR, because the band already has some good ideas and has a basis of six years it can be said that the band wants to make their name more known in the Netherlands (in other words: make it more intense). (“Intensification,” 2010)

So the strategy that best fits TWR is the growth strategy – intensification. The marketing actions (mentioned in this report) can be seen as a part of this strategy. All the marketing actions are used to make sure the band becomes more successful (more intense).

Conclusion

Based on the growth strategy – intensification and the surveys conducted among the band members, producer, crew, closely involved people and the fans, the following can be concluded: In the music business of today it is very important to respond to the changes that have taken place in the past years. For example: the Internet has become more important and the way people listen to the radio is different. In this thesis I have come across many different ideas for Two Way Radio, but Two Way Radio can only use a few of these ideas.

How does Two Way Radio think about their current strategy? What are their ideas for the future?

In survey 1 the opinion of Two Way Radio was asked when it comes to their current strategy. A few marketing actions were given, and the question was if they thought these actions were/are successful. The following actions were/are, according to TWR, successful: stickers, shirts, lighters, album release, EP and entering competitions. The following were, according to TWR, less successful or not successful at all: “wear your shirt and get free entrance for a gig”, the donations given to ‘t glazen huis, hats and the DVD documentary.

The band has some good ideas for the future. The most important and usefull actions are: a new album release (which they already work on), cooperation with an energy drink, more advertisement (also on the Internet, social networks etc.), the possibility for fans to register on the website of TWR (this will also help TWR to increase their fan base), a professional video clip on Youtube, cooperation with student organisations and the ‘big bang’ effect.

How did the audience receive the previous marketing actions of Two Way Radio?

The following marketing actions appealed to the fans: stickers, shirts, album release and the donations. People wanted to come to the shows of TWR more often because of these actions: the album release and entering competitions. People bought a CD because of these actions: album release and the EP. The two actions that did not appeal to the people are: hats and lighters.

A difference exists between what band members and fans think of the lighters. Where the band members perceive the lighters as fun and a great gift; the fans were less positive about this gift.

What is a successful marketing strategy?

A successful marketing strategy is based on something unique. Most famous artists have something that distinguishes them from others. Some artists do this on the Internet (Anouk, Gorillaz, The Infadels) and other artists do this by their image (Lady Gaga, Madonna). The most important thing, when it comes to a good strategy, is to stand out. Be different than the rest.

What has changed in the music business in the last years?

The Internet changed a lot in the music business. People can download the music of artists and listen to it right away when they hear the artist on the radio. People listen to some songs on the Internet first and then buy a CD when they like it. The Internet can be seen as an advantage for upcoming bands, because people have easier access to their music. The public media (TV/Radio) is as important as it was in the past.

With the coming of Internet artists become more and more independent. Some major artists have left their record label and are now doing it by themselves. Therefore it can be said that: *“Today the power is in the hand of the artists”*.

Which marketing actions can Two Way Radio use to become successful in the music business of today?

All in all it can be concluded that there are many marketing actions that can be used by TWR to become more successful in the music business of today. Advertisement is one of the most important actions that have to be taken. Flyers to hand out during and after a show, on the flyer there is information about upcoming gigs and all the important websites of TWR. Posters that can be hung at café's, stages etc. A banner is important for the Internet, the band has to have a banner for every gig with all the necessary information on it.

Two Way Radio has to make sure people know their name; little actions can help with this. For example: cooperation with a brand and/or student organisation, make sure people can register on the website so they get emails ones in a while and will not forget the name of the band, a professional video clip on Youtube, key chain in the shape of red lips with the website on it to hand out during gigs and tickets with discount, with this action people will bring along friends.

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