

OSI ROCK STARS CASE MARKETING STUDY

Submitted by Alex (imlx) of OSI Rock Stars

Scenario

Alex is a piano teacher at a music academy in a suburb of Cincinnati, Ohio. Having been employed by the academy for almost 4 years, Alex currently has 22 piano students enrolled in his studio, where they are taught piano performance and music theory in private sessions. Students are enrolled for either 30-minute or 45-minute sessions, five days a week, excluding weekends. Lessons usually begin no earlier than 2:30pm on any given afternoon since students are still at their schools before that time.

Recently, the academy approached Alex to explain that he needs to increase the number of students he teaches to a minimum of 45 students. For business and financial reasons, the academy sees it necessary for this increase because of the unexpected employee costs incurred on his behalf. The academy explained that this increase in enrolment must take effect immediately and the total enrolment of 45 students must be reached within the next six (6) months. Failure to do so by the end of January 2009 may result in a termination of contract.

Besides teaching piano, Alex is also an active collaborative artist (accompanist) to students or performers in vocal and instrumental studies in the Cincinnati area and nationwide. He also markets his music services locally as a pianist for occasions like weddings and parties. The academy proposed that he engage himself in more performance and/or coaching opportunities like these so as to increase the income he earns and possibly offset the number of students he needs to teach at the academy.

Goal

Short-term Goal: To increase enrolment of piano students from 22 to **35 students by September 30th, 2008** with the final goal of **45 students by January 31st, 2009**.

Long-term Goal: To **maintain 45 students** throughout each academic year (except for summers). In addition, to increase income earned by engaging in **2-4 performance or coaching opportunities per month**.

My main target customer

The billable client is the **parents of the students**, or in the case of adult piano students, **the adult himself/herself**.

What does my target customer's world look like?

In general, my typical target customers are parents (in mid-30s to early 50s) with an average of 2-3 children in the household and who reside in close proximity (2-5 miles) from the academy. They are mid- to high income earners who own their home and an average of 2 cars, usually mid- to high end cars and family SUV's. These target customers usually book vacations during the summer and winter months,

with beach or resort destinations including Florida (Orlando), South Carolina (Myrtle Beach, Hilton Head), Upper Michigan, Colorado (ski resorts) and California (San Diego). They mostly engage in family-oriented activities. Family entertainment includes movies, live Broadway musicals (but not classical concerts), and weekend vacations.

Each of my target customers own an average of 2 computers (with high-speed access) and are versed with basic Internet browsing, email and commerce.

Generally, my target customers enroll their children in local public schools with high standards. A minority of these children attend private schools. Besides piano lessons, they enroll their children in a sports activity and/or another performance arts activity including vocal or instrumental studies, or drama.

They tend to shop by brand name and frequent the high-end shopping Mall in close proximity to the academy, though they are not opposed to shopping at Wal-Mart, Target and value stores.

The majority of my target customers and families attend church/synagogue regularly.

Other Influencers

Children: the target customers' children range from ages 1 through 19 and are enrolled in grades K-12, with a minority of older children having graduated from high school and currently attending college/university out-of-state. My piano studio consists of these younger children in grades K-12. It is not unusual to have 2-3 siblings of the same family enrolled for lessons in my studio. These students may be also involved in additional private lessons for voice or another instrument, and one or more sports activities including soccer, football, tennis, swimming, lacrosse or track. Majority of my students are in grades K-9, with a minority of students who are juniors and seniors in high school. All of these students are internet- and tech-savvy. Most of them own game consoles including Playstation, Xbox and Nintendo.

Private Teachers/Tutors: Primarily, private teachers offering additional instructions in vocal or instrumental performance are located either at the academy, or in local neighborhoods. A majority of these teachers teach from their homes. Frequency of lessons is usually once a week.

Sports Coaches: Primarily, sports coaches are associated with the school/s the children attend. Frequency of coaching sessions is usually 1-2 times per week, depending on the sport and/or season. Coaching sessions are after-school activities and frequently conflict with music lessons.

Current Marketing Attempts

Via Music Academy: The music academy advertises its services online (via website) and in traditional methods including paper advertisement. Majority of new clients enroll at the academy by referrals. Interested parties call or email the academy for information about music instruction, and the academy then refers these parties to the teachers within the academy who might want or be able to teach the said party.

Via Website and Blog (In Progress): Having also understood the need to market his music services, Alex is in the progress of having a website built and a blog started for this purpose. The website will mainly focus on Alex's availability as an accompanist for individual vocalists or instrumentalists for performance recitals, festivals or competitions. In addition, his service as a wedding or event pianist will be advertised.

Via Printed Material/Newsletter (In Progress): Alex also plans to produce flyers to be sent to private instrumental and vocal music studios as well as schools in the area to market his services as an accompanist. Several local and national music events are conducted each academic year involving evaluation of a student's music performance, and these performances often require an accompanist. In addition, Alex plans to increase his efforts to produce a monthly newsletter to be distributed to his piano students and their parents, not merely for communication purposes, but possibly for affiliate marketing and profits.