



RockLocal.com

Rock on and always Rock Local

RockLocal.com's goal is to create and maintain a local music resource site filled with some of the best music of many genres. It is based in the Milwaukee/Chicago area; it will start there and hopefully expand to cover other states and countries as seen fit.

Rocklocal.com is part of Eaglemoon Productions which is a promotions company that sets up web pages promo packs, flyers and any various other types of promotional products for our clients. Our knowledge and creativity combined with your ideas can make your company soar.

Our highly qualified staff provides a streamlined experience tailored to each client's specific needs. By unlocking your potential our solutions help create new opportunities. Whether you need a web site to help launch your presence on the web or a promo pack for your band's upcoming CD release we are here for you.

Strengths – we have a company that employs people as interested in music as our client. Our major goal is to make our clients name known 1st, by helping them succeed we succeed. Each employee is based in their area of expertise but we are all able to work in other areas as well. We are a small employee owned company.

Weaknesses – we are small and unknown to the market. If the idea takes off fast we may not have enough manpower to keep up with demand. There is a lot of startup work and research that needs to be done on a continuous basis with minimal staff.

Opportunities – there really is not a company out there that wants to take it to the level we do. Many places have tried to start but are more just lists of information. We want to make a more interactive experience. Music is big business right now, people want their music right now and if we can bring it to them locally it helps them enjoy it with less cost and hassle in the current economic situation. Established resources are too focused and with people moving around so much it would be nice to have a nation or worldwide resource so wherever you are you can find what you’re looking for in your area.

Threats - Milwaukee especially is very protective of its music and likes to keep it to themselves we need to break that stigma. People are very set in their likes and dislikes of music and are hesitant to try new music. The resources that are already out there are established and people are used to them.

Name	Milwaukeerocks.com	Milwaukeebands.net
Location	Milwaukee	Milwaukee & nationwide
Product Offerings	Listing of bands, venues, classifieds and industry connections in the Milwaukee area	Listing of events, members, classifieds, photos, videos and music of Milwaukee area music
Key Strategies	MilwaukeeRocks.com wants to be Milwaukee's best resource for local music.	A social gathering place exclusively for musicians in the Milwaukee area. Set up a free profile and start networking today! Looking to add to your band, or need some gear? Try the free musicians classifieds
Strengths	Oldest surviving database, established, webmaster has many local connections, major sponsors	1 st on web search, includes major label and national acts coming to town
Weaknesses	Too wordy, out of date, “clients” have to do all the work	Small and mostly unheard of, most of the site is blank, you have to be a member and sign in

Rocklocal.com's competitive advantage is we are interested in our clients and want them to succeed. We want to promote them as much, sometimes more than ourselves. Our database would be more user friendly and up to date. You don't have to join a network to be part of the listing and anyone can see your listing. There are paid services if you want to take more options. Milwaukeeerocks.com has been around for a long time but many bands have stopped using it because it is out of date and hard for people to find the information they want because it is clutter and not user friendly. Milwaukeebands.net is relatively new and seems to have no public backing at all. It only has 8 members and only has events listed which are national, not local acts. We are more focused and want to be more interactive not just a boring list of info. Myspace and facebook also tried to do this but on a global scale. Our company is a mix of all those things but the parts that work but together in a user friendly, easy to access way.

The market we serve is the Milwaukee metropolitan area of musicians, venues and the music appreciating public. The average age of a Milwaukee citizen is 37-38 but in the music area our client could be anywhere from 16-70 and up. Most of our clients would be from 21-50, so that is where our focus would be. The average hourly wage for the Milwaukee Metropolitan area is \$21.64 but the mean is \$16.98. This means that the area does not have an excess of funds to spend on entertainment. Local music is an attractive option because it is relatively less costly and more available to the general public. This area would be more of a target market. According to the demographics our market is split almost 50/50 on gender with about one-third being married. About 86% of the population is white, another 6% black and another 6% Hispanic or Latino. This does not necessarily affect the type of music they enjoy. Music crosses over this demographic without fitting into a certain category. Almost 30 % have children and are just looking for a cheap, fun night away from the kids.

My site would appeal more to my demographic because it would be quicker to find information on it then on Milwaukeeerocks.com where you are overwhelmed with just listing after listing. I would use more graphics and have music and video previews of the band so they could check them out before they waste their time and money. I would also feature a band a month that has a big show or cd release party that would appeal to the traffic we have been getting most on the site. Overall my site is more user friendly and visually appealing. Each band can also setup a web page through my site if they wish. It is more of a one stop kind of site. Using a sample demographic of 5 people four out of 5 preferred the rocklocal.com site because it was more interesting and easier to see what information they wanted to get to. They felt with MilwaukeeRocks.com even though they knew the name, the information looked like too much to weed through to find what they wanted. Another advantage I have is by using a picture of the band's logo or band members some people can recognize that and may not always remember a band's name to be able to search by it.

Visual Differences between MilwaukeeRocks.com and RockLocal.com

MilwaukeeRocks.com

Vs

RockLocal.com

Main Page

Main Page

The screenshot shows the MilwaukeeRocks.com main page. At the top, there's a navigation bar with links for Home, Bands, Clubs, Shows, Classifieds, Industry, F.A.Q., and Contact. Below this is a calendar for December 2011, with a sidebar listing 'Newest Band Listings' and 'Newest Classified Listings'. The main content area features a 'Studio Z' logo and a 'Music Go Round' banner. The page is densely packed with text and links, including a search bar and various promotional banners.

The screenshot shows the RockLocal.com main page. It features a dark background with the 'RockLocal.com' logo at the top. Below the logo is a navigation bar with links for Home, Wisconsin, Midwest, USA, and World. The main content area highlights 'This month's featured artist is... my mourning belle' with a video player. Below the video are several smaller video thumbnails for other bands like Enter Sandman Live, Fatboy Slim, and The Clutch Song. The page layout is clean and modern, with a focus on video content.

Content Page

Content Page

The screenshot shows the MilwaukeeRocks.com content page for a concert. The top banner features 'MAC MILLER IN DU TO ROCK' for Saturday, December 17, 2011, with 'TICKETS ON SALE NOW' and 'in RAVE'. Below the banner is a search bar and a list of bands. The page is organized into columns, with a main content area on the left and a sidebar on the right. The sidebar includes a 'CHICAGO BANDS.NET' logo and a 'BEST OF MKE.COM' logo. The overall design is professional and informative.

The screenshot shows the RockLocal.com content page. It features a dark background with the 'RockLocal.com' logo at the top. Below the logo is a navigation bar with links for Home, Wisconsin, Midwest, USA, and World. The main content area is divided into two columns: 'Cover Bands' and 'Original Bands'. Each column contains several album covers and band photos, including 'E-BOW the People', 'ADD', 'BUDE MAN B.I.O.', 'R102', 'SHE LINES T.O.U.D.', and 'MILWAUKEE ROCKS'. The page layout is clean and visually appealing, with a focus on album art and band photos.

My biggest Marketing Objective is to get my name out there and get people interested in the site. The biggest idea I thought of to accomplish that is to get drink coasters made up of the logo and website and put them in venues that the musicians featured play in. This would be fairly inexpensive; I found them for about 10 cents apiece at printglobe.com. These would be useful because they are reusable and some people will take them as a reminder and also show them to other people. I would like to get 100 bands on the site with at least 3 signed up for me to do an actual web site for them in the first 60 days of the site being live.

The startup costs for this is relatively low. Advertising would be the biggest startup cost. In addition to the coasters I would take advantage of aggressive marketing through free social media such as Google, Facebook, Twitter, and creating fan mailing list both of our own and of bands we feature. We can collaborate with local bar and venues and place advertisement there as well for little or no cost. As we grow I would look into placing ads with The Onion and Shepard Express Newspapers, OnMilwaukee.com, WMSE, The Rave, Summerfest and The Pabst Theater. Some places will let you advertise for free but others charge anywhere from \$10 a week for a little spot to as much as you want to pay for more content.

As far as the cost of website goes it costs \$10 per month for hosting costs and \$20 per year for the domain name, which adds up to \$140 a year for operating cost. For bands to be listed on the website I would not charge them. If they wanted me to do a website for them I would charge \$100 to setup initially for a basic site and \$10 per month upkeep, depending on what information needs to be continuously updated.

To be included in the website and to continue on the site certain parameters must be followed. They cannot be signed to a major label or any label that is not self-produced in the local area. A band will be considered inactive and removed from the database if they have not played a show in the last 6 months. They must at least provide a picture of the band or logo and have a music or video sample available to display as well.

I would also like to create a twice a year concert showcasing some of the bands we feature on the site hosted by one of the local venues that bands frequent. They bands would play for free as a fundraiser with funds going to a local charity. This would be a great way to make awareness of a local cause and get our name out there and associated with local issues.

Sources

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