

# MUSIC

ENTERTAINMENT MANAGEMENT



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**Rick Barr Music**  
at **Barr26 Entertainment**





There are a lot of things that go into building a successful entertainment venue. Booking and promoting the talent can be very time consuming, almost a full-time job. Outsourcing all or parts of those tasks can relieve pressure on management, resulting in a smooth-running operation.

## LIVE MUSIC SCHEDULING

Central Ohio is rich with an extremely eclectic music scene. There are many talented musicians who are experts in just about every genre, from rock, folk, and country, to hip-hop, jazz, R&B, and much more. I've been fortunate to encounter several hundred musicians through the open MICs I host, events I've performed in, and good old fashioned networking. I can work closely with you to understand your business, what you're looking to do, and how best to provide you with the best talent available.

I can handle the scouting and scheduling for all of your live music. I'll schedule musicians and bands based on your specific needs, within your budget, with a guarantee on professionalism and high-quality entertainment. I will also be the primary contact for the musicians, so distractions on your end are kept to a minimum. Contact me at [rick@barr26.com](mailto:rick@barr26.com) to get started!

## SOCIAL MEDIA ENGAGEMENT >>>>

I will promote your live music events on all of the top social media platforms, including Facebook, Twitter, Instagram, Pinterest, YouTube, and Yelp. You probably already have accounts for some of these, but if you don't have a focused approach to utilizing them, they may not be doing much good. You may choose which platform you prefer to promote on. If you prefer to use just one, or split between any of the six, that is completely up to you. Here's some details on each of these services.

## CONTACT

**Rick Barr at 614-302-9665**



## FACEBOOK

As the most used, ubiquitous social media service in the world, Facebook can provide you with a wide reach. But, to make the most of the asset there are some things to consider.

**BEYOND THE "LIKES"**  
Facebook has a sophisticated set of algorithms and tools that provide great analytical data. Using these tools creates an understanding of what appeals to your consumer.

### CUSTOMIZATION

Let's look beyond the basic set-up and see what improvements can be made.

**COMPELLING CONTENT**  
Great photos and strong engagement are key. I can manage the process for you or we can set up a time for me to visit so we can work on creating that content together.

### TARGETED POSTS

Maximize the effect of your posts and engage your audience to produce maximum benefits.

### CONTESTS AND PROMOTIONS

Let's explore the most effective ways to bringing attention to your business through a variety of contests and promotions. These efforts also highlight your community involvement.

### FACEBOOK ADS

Target ads utilizing specific objectives, like traffic, brand awareness, lead generation, and more. The cost of ad campaigns varies, starting at \$5/week. More extensive campaigns are also available.

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## INSTAGRAM

Instagram is all about images and videos. Its popularity cannot be denied, and it's the one of the easiest platforms to use. Link your Instagram account to Facebook and Twitter, so posts automatically get shared to those platforms. There really are no tricks to using it properly, though the tips from Facebook and Twitter apply. I'll ensure that your business is well-represented, and if you're using other platforms, that there is continuity from one to another.

## PINTEREST

Pinterest is similar to the other social media platforms in terms of sharing content, but it has very unique qualities: share videos, blog posts, and other content. Plus, you can have multiple boards, and write comments on each post. Pinterest really excels when it comes to telling a story about a product or offering, through image-driven content. You can also connect your Pinterest account to Facebook and Twitter.

## YOUTUBE

YouTube was essentially a primitive form of social media before there even was such a thing. There are no surprises here - this video sharing service is known around the globe, and is king of its domain. You may not think you have anything worthy of video, but let's take a look at the possibilities. Having content on YouTube can be very beneficial in search engine results, since Google owns YouTube.

## YELP

Yelp is currently the most popular web site for reviewing businesses. It definitely pays to leverage it to your advantage. Starting with a strong business profile, which can include images and descriptions, is key. But the reviews and ratings are where it's at, and the fact that you can respond to users' reviews and comments is often an under-utilized feature. I'll help get your profile off the ground (or enhanced, if you already have one), and make sure you have strong engagement with the public.

## TWITTER

Twitter sits solidly in second place behind Facebook in terms of popularity and global use. The one advantage it has over all the other social media platforms is its speed and size.

### TARGETED TWEETS

Similar to Facebook, you'll get better engagement and follow-ers if you know who your target audience is and how to get your message to them.

### FOLLOWING OTHERS

It's very important to give as much as you want to get. You want followers, so I'll make sure your account is following the right accounts

to en-sure we have a good level of reciprocation.

### VERSATILITY

While it's imperative to talk about your own business, this is a medium that encourages (and thrives on) being able to talk about all sorts of things. Sharing others' tweets, and engaging in conversations can lend a more personal quality to your brand.

### CONTESTS AND PROMOTIONS

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