



Fan Experience Makeover

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Executive Summary

Boston Calling needs to focus on a clear strategic direction to revitalize its brand and overcome recent challenges:

To attract more business professionals:

- Implement a comprehensive LinkedIn strategy with sponsored ads, organic content, and personalized outreach
- Develop a year-round engagement approach across multiple platforms
- Attract and showcase local talent (50% of lineup)
- Partner with New England brands and institutions (like Berklee) for satellite events
- Create dedicated industry networking spaces and programming

And focus on rock music (60% of lineup) to:

- Differentiate from competitors
- Honor Boston's rich musical heritage
- Appeal across generations
- Establish a clear festival identity

Through this focused approach, Boston Calling will transform into an authentic celebration of Boston's musical ecosystem that connects fans, artists, and industry professionals.



History

Brief History of the Boston Music Industry

- Rich music history deeply rooted in a passion for rock and blues, largely shaped by the influential Don Law
- He operated Boston Tea Party club where he helped break bands like Led Zeppelin, Fleetwood Mac and Jethro Tull...
- Don Law Company sold for \$80m in 1998 to modern day LiveNation, and taking a position as the President of Live Nation New England
- Today, Boston Calling became a LiveNation festival in 2016

Notable Bands from Boston

Aerosmith



Boston.



Dropkick Murphys



Pixies



Mission of Burma



Boys Like Girls



What is Boston Calling?

New England's premier music festival held annually at Harvard Athletic Complex. Founded in 2013, it showcases diverse musical acts across multiple genres. The festival draws 18-40K daily attendees each Memorial Day weekend, featuring established and emerging artists in a celebration that has become integral to Boston's cultural landscape.



[Watch video on YouTube](#)

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Top headliners include



History

Started

- Began as two-day festival in May 2013 at City Hall Plaza, created by former WFNX radio colleagues Brian Appel and Mike Snow
- Originally produced by Crash Line Productions



Moved

- Expanded from two days to three days in 2014, and stuck to Memorial Day Weekend
- Partnered with Live Nation in 2016
- Relocated to Harvard Athletic Complex in Allston in 2017

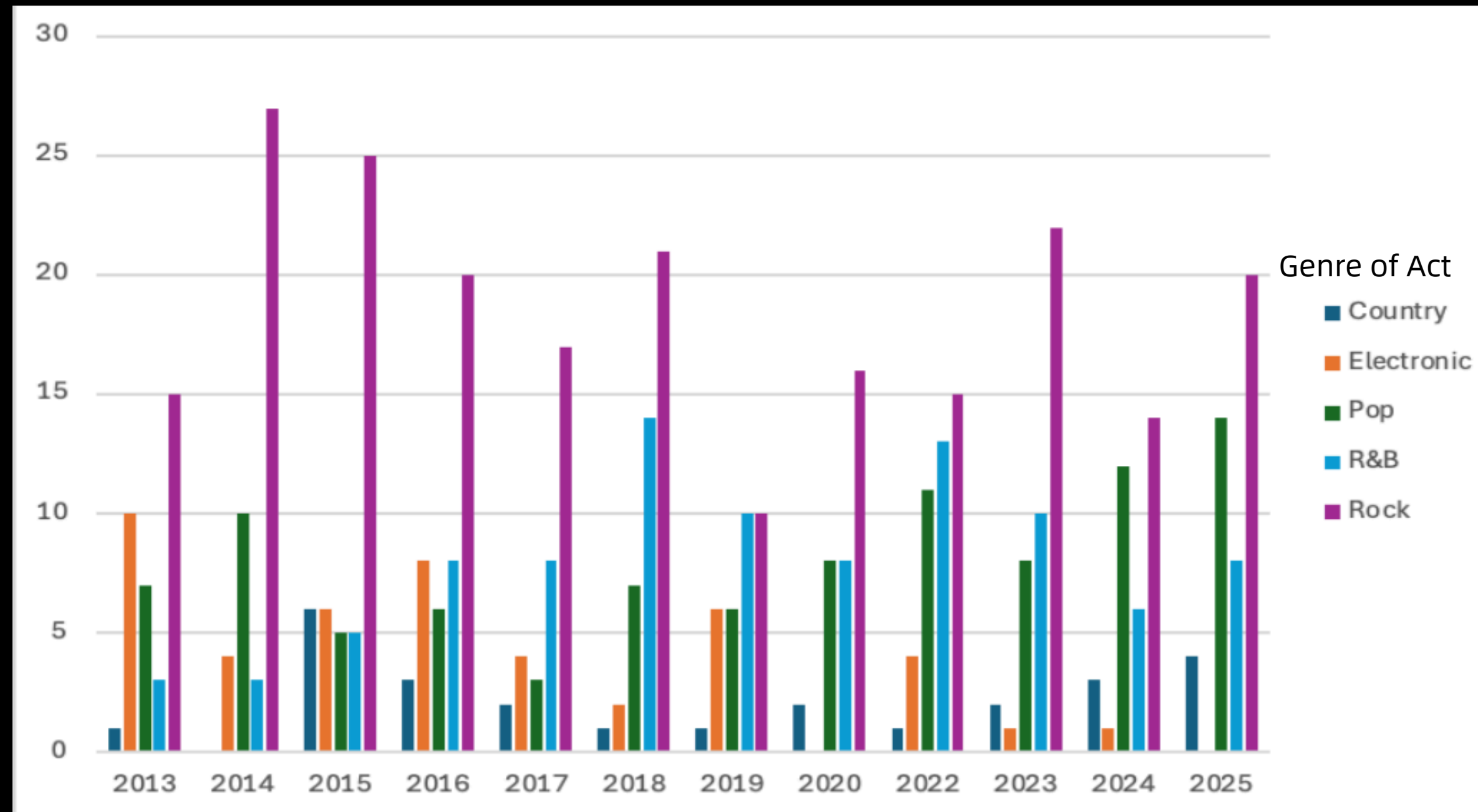
Grew

- Initially focused on indie rock and alternative acts
- Gradually expanded to include more diverse genres and bigger headliners
- Added comedy sets and local artist stages



Who plays Boston Calling?

adaptation from a niche indie festival to a major multi-genre event



Key Takeaway

Rock has been the strongest presence since the beginning

Why Rock Music?

Emphasizing rock music would provide Boston Calling with competitive differentiation by catering to an underserved niche in the festival market. This focus would attract dedicated rock fans from across the country, potentially boosting ticket sales and increasing national recognition for the festival.

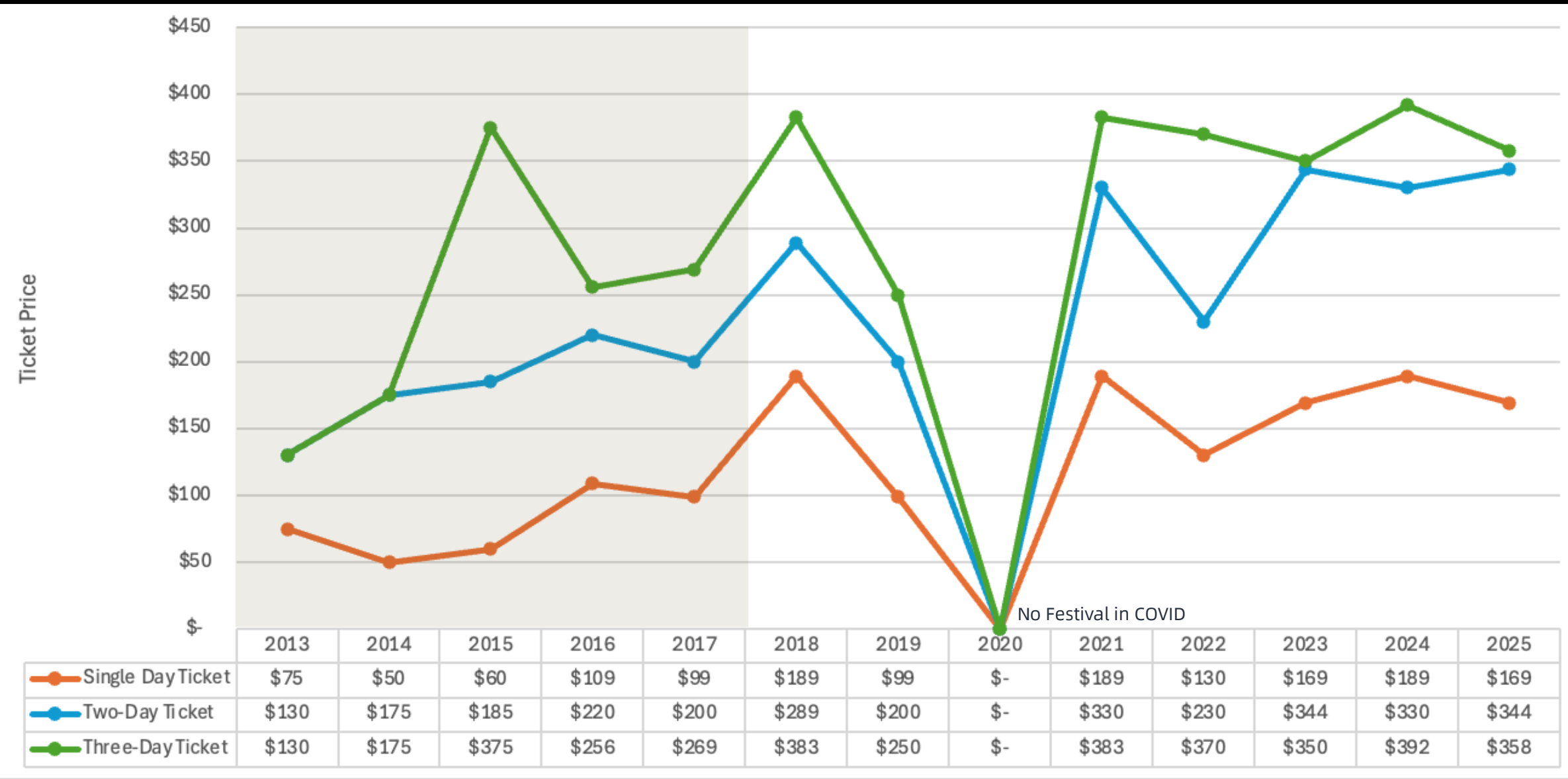
Rock music also has the advantage of appealing across multiple generations, with bands like Aerosmith and Rolling Stones resonating with older audiences while groups such as Pixies and The Breeders connect with younger generations.

The strategy is further supported by the proven success of rock festivals throughout music history - from cultural phenomena like Woodstock and Monterey Pop Festival to modern events like Aftershock and Welcome to Rockville, which continue to draw massive audiences across the United States.



How much does Boston Calling Cost?

Historical Ticket Price Analysis



Key Trends

- Smaller Festivals are decreasing their prices & larger are increasing
- Getting rid, or slowing down one day tickets

Competitor Pricing 2025

Festival	Full Cost
Boston Calling	\$ 358
Levitate	\$ 229
Green River Festival	\$ 165
Breakaway Music Festival	\$ 160
Fresh Grass	\$ 169
Coachella	\$ 2,356
Arc Fest	\$ 429
Lollapalooza	\$ 415
SXSW	\$ 945
Rolling Loud	\$ 250
Gov Ball	\$ 339

Why Boston Calling Tickets Cost More

Base Ticket Price: Up 40–50%

- GA 3-Day Pass: \$279 → \$429
- Fees also increased (~\$30 → \$60)
- Total cost now up to \$489 per person

Post-COVID Inflation & Artist Fees

- Staffing, equipment, travel costs surged.
- Artists charge more after tour delays.
- Safety & health protocols add to expenses.

Bigger Production, Bigger Bill

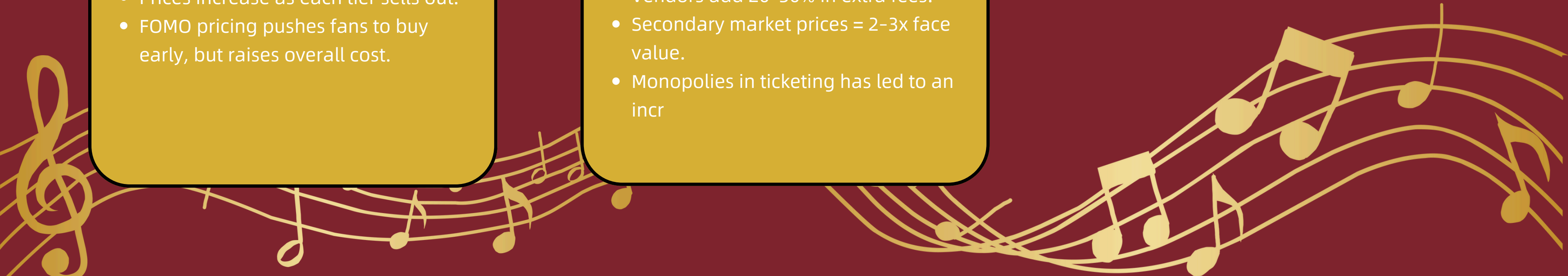
- New stage builds, better sound & VIP zones.
- Higher insurance & compliance costs.
- More immersive experience = more expensive to produce.

Tiered & Dynamic Pricing Models

- Prices increase as each tier sells out.
- FOMO pricing pushes fans to buy early, but raises overall cost.

Hidden Costs: Fees & Resale

- Vendors add 20–30% in extra fees.
- Secondary market prices = 2–3x face value.
- Monopolies in ticketing has led to an incr





Situation

What's going on today?

Boston Calling is out of touch from its audience, leading to a growing disconnect. Fans feel alienated and confused after 2024.

- “All over the place”
- “3-day pass isn’t in consideration for anyone I know”
- “Looks like a lineup from 2003”

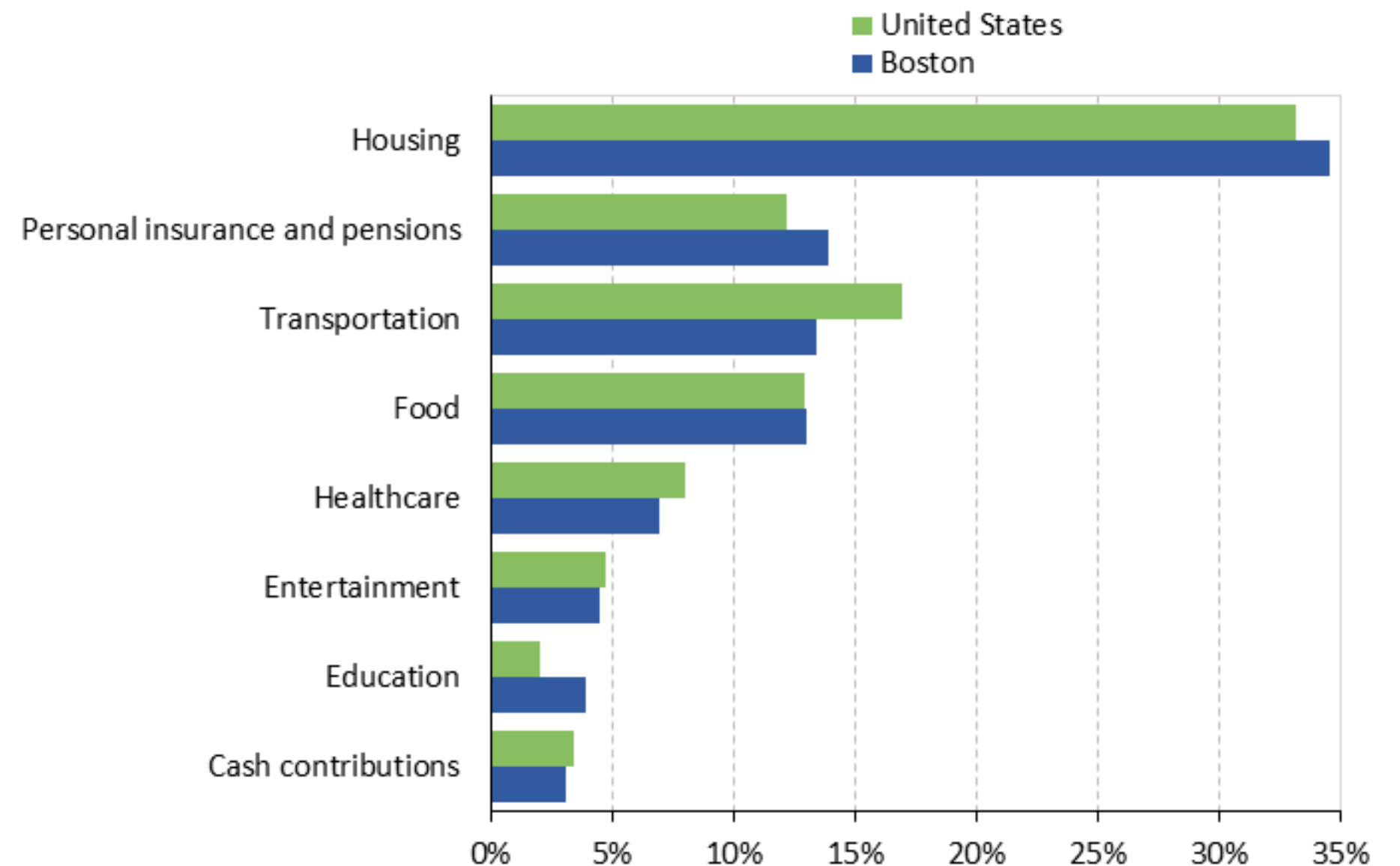


“I thought hitting lightning in a bottle last year with the chappell roan/hozier/megan thee stallion day would change their booking strategy going forward but clearly it didn’t lol. Like what is this lineup? Who does it appeal to? What is their demographic? This festival continues to be in a major identity crisis”

Broad Situation - Boston Spending

Consumer spending is declining overall, impacting sectors like entertainment. However, Bostonians continue to spend on entertainment at rates similar to national averages, indicating that despite becoming more selective with discretionary spending, entertainment remains a priority for them.

Chart 1. Shares of average expenditures for selected major components in the United States and Boston metropolitan area, 2022–23



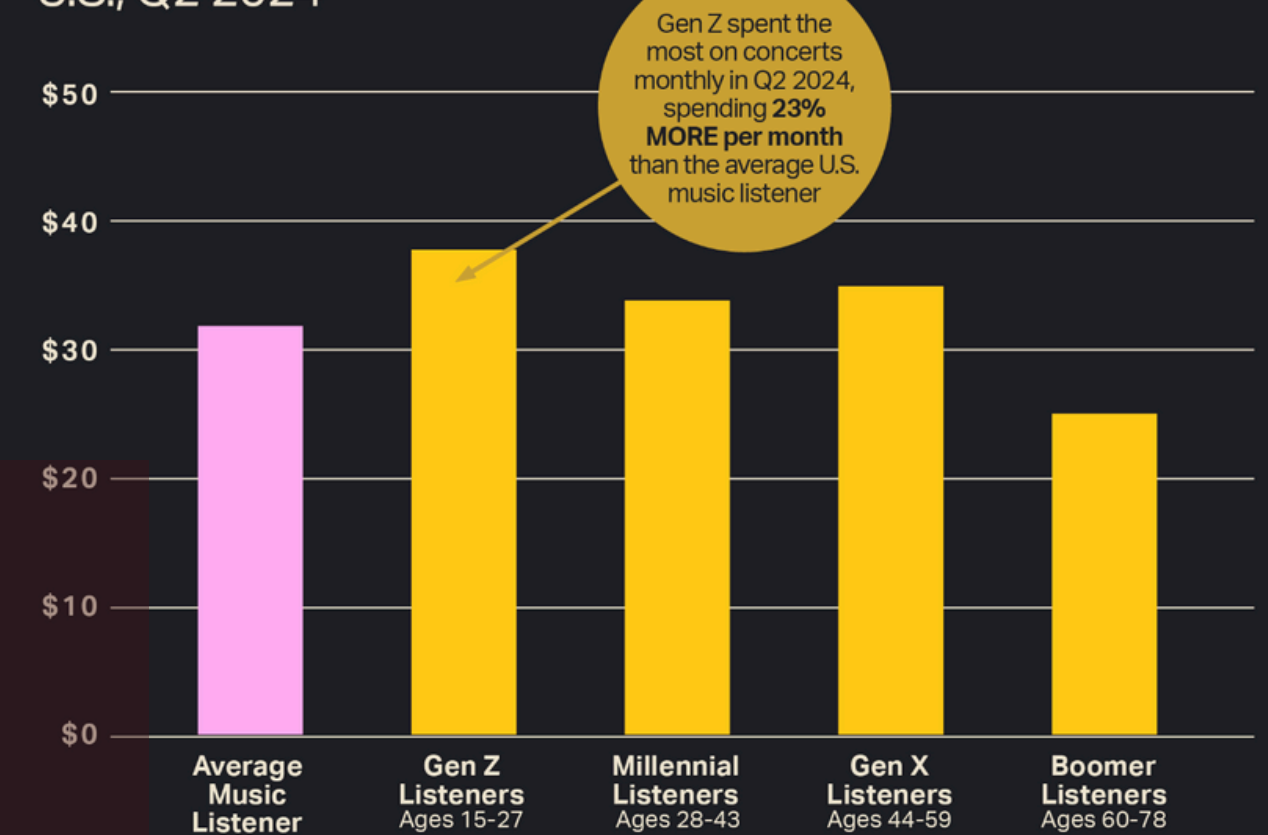
Source: U.S. Bureau of Labor Statistics.

Broad Situation - Music Spending

- Consumer spending is on the downturn
- Spending on Live Music tickets are increasing, partly due to increased prices
- Gen Z is trending towards literally going into debt to buy concert tickets

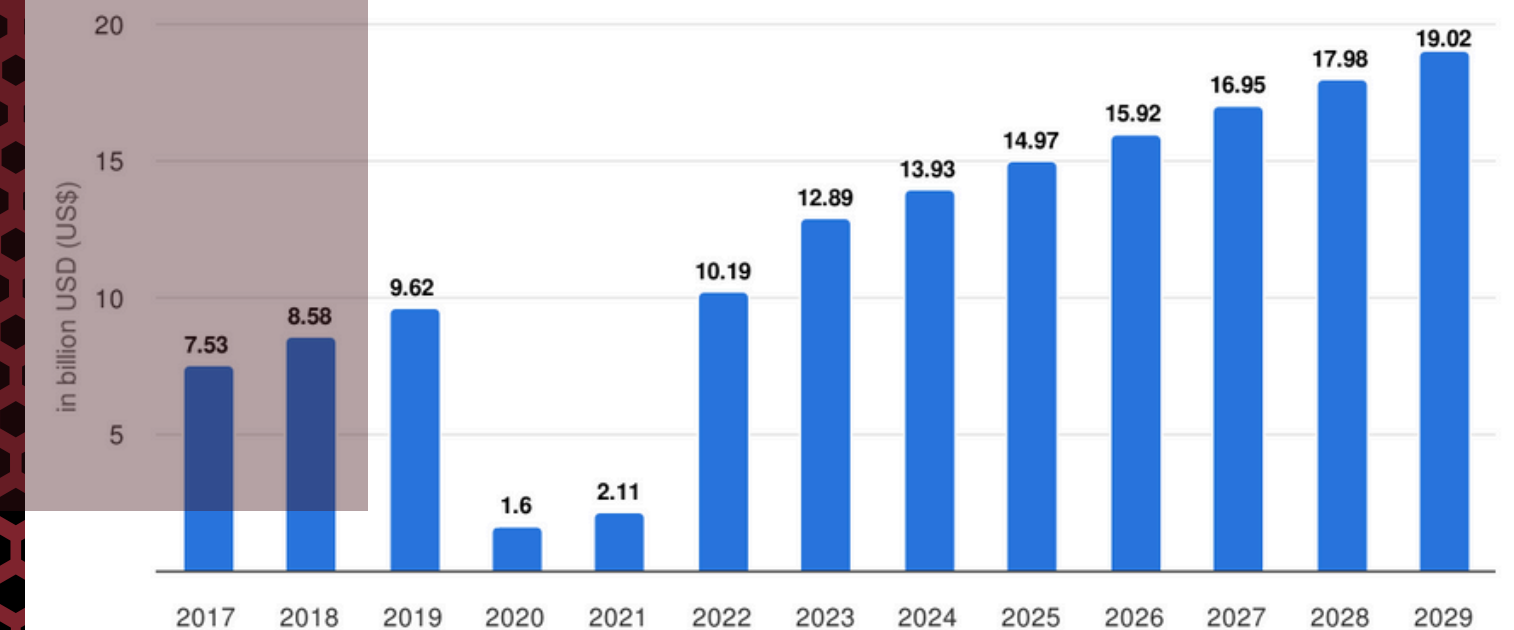
U.S. Monthly Spending on Concerts

U.S., Q2 2024



Live music ticket sales - Revenue

United States (in billion USD (US\$))



SWOT

Strengths <ul style="list-style-type: none">• Only large festival in Boston• 40,000 attendees• Venue has multiple types of performance spaces• Diverse line up to attract large audiences• Strong brand recognition in Boston• Connection to Boston's rich music history• Production partnership with Live Nation/C3 Presents	Weaknesses <ul style="list-style-type: none">• Limited capacity• Weak brand recognition nationally• Operational struggles with overcapacity• Negative press from last year• Event is limited with weather• Ticket pricing strategy compared to competitors
Opportunities <ul style="list-style-type: none">• Year-round brand engagement• Untapped audiences (music professionals)• Expand Local Partnerships• Leveraging emerging music trends for 2025• Digital opportunities to extend the festival experience	Threats <ul style="list-style-type: none">• Cuts on discretionary spending• Potential event regulatory changes in privacy, AI, employment law, ESP, and other industry regulation• Changing music consumption habits affecting live events

Competitor Notes

- Coachella holds the strongest brand recognition
- SXSW is the leading event for music professionals
- Arc Fest delivers superior fan experience with investments into lighting and show quality
- Levitate Music Festival engages year round

Other MA Festivals

- Levitate Music Festival (July, Folk Rock, 20,000 attendees)
- Green River Festival (June, Rock & Country, 6,000 attendees)
- Breakaway Music Festival (September, Dance & Pop, up to 10,000 attendees)

Key Takeaway

To overcome 2024's overcapacity challenges and ensure future success, Boston Calling should adapt and incorporate effective strategies from competitors.



Objectives & Strategy

The background of the slide is a repeating pattern of Boston Calling festival logos. The logos are circular and come in three colors: red, yellow, and dark blue. Each logo features the text "BOSTON CALLING" in a stylized font, with "BOSTON" in a larger, bold font. Below the main text, smaller text reads "MUSIC FESTIVAL", "HARVARD ATHLETIC COMPLEX", and "MAY 24 2020".

Mission

To combat a bruised reputation plagued by over-capacity events, Boston Calling will revitalize itself as an authentic celebration of Boston's musical ecosystem that connects fans, artists, and industry professionals through prioritized fan experiences, and year-round engagement to ensure sustainable attendance, enhance interactions, and rebuild trust.

Objectives

Goal: Make Boston Calling an Industry Spotlight

Step 1: Line Up

- 60% rock(genre), 50% local(artists)

Step 2: Focus

- 20% of fans attending for networking purposes

Step 3: Engagement

- Year round with socials and satellite events

Boston Calling will become an industry spotlight by curating rock-focused lineups with local artists, attracting professionals for networking, and maintaining year-round engagement through social media and satellite events.

Objectives

Step 1: Strategic Lineup Curation

- Program 60% rock acts to honor Boston's musical legacy.
- Feature 50% local/regional artists to enhance the music ecosystem.
- Include a dedicated stage for Berklee College of Music students and alumni.
- Organize festival days with intentional genre progression for industry interest.

Step 2: Professional Engagement

- Targeting 20% of attendees for networking
- Three-tiered LinkedIn outreach with custom messages
- Monthly B2B partner newsletters on partnership opportunities
- Creating an Industry Lounge for networking and exclusive access
- Hosting panels on Boston's music impact and industry topics.

Step 3: Year-Round Ecosystem

- Establish Boston Calling as Boston's music community hub
- Create content for LinkedIn and Reddit
- Organize smaller industry events annually
- Implement targeted digital marketing strategies
- Collaborate with local music businesses and institutions



Customer Profile

Current Customer Profile

- Highly diverse audience across all ages and music genres.
- Festival enthusiasts, experience-seekers, safety-conscious.
- Interest in local food vendors, interactive installations, recreational activities.
- Younger crowd (Gen Z, some Millennials) go for contemporary artists.
- Older crowd (some Millennials, Gen X, Boomers) go for nostalgic artists.



Tyler
Age: 13

Fav Artist: Olivia Rodrigo

Main Pain Point: unfamiliar with nostalgic lineups



Meredith
Age: 28

Fav Artist: Luke Combs

Main Pain Point: overcrowded and not enough local artists



Diane
Age: 65

Fav Artist: Metallica

Main Pain Point: Unfamiliar, new lineups

Focused Customer Profile

- Higher concentration of New England locals, especially from Boston.
- Music Industry Professionals looking to scout local, emerging artists.
- Rock fans across different age groups.
- Professionals and work teams looking to network at a fun, local venue.
- Interest in local food vendors, interactive installations, recreational activities.



Connor from Southie
Age: 26

- Marketing Coordinator, \$72K
- Attends 15+ shows annually, Dropkick Murphys fan
- Pain Point: Limited exposure to emerging local artists
- Motivations: Boston pride, authentic experiences, local connections
- Behavior: Social media sharer, willing to pay for VIP with local elements



Andy, Music Talent Agent
Age: 40

- Talent Agent, \$110K
- Vinyl collector, Radiohead fan, industry networker
- Pain Point: Limited access to Northeast talent to scout
- Motivations: Professional networking, talent discovery, business partnerships
- Behavior: Seeks structured networking and exclusive industry access



Marketing Objectives

Marketing Objectives & Marketing Tactics

Rebuild Brand reputation.

Focus Genre, cool product, cool day of contests.

Boost community engagement.

Year round social media engagement.

Enhance professional
Partnerships

Berklee Student Stage

LinkedIn: \$14,400

- Sponsored Ads
- Organic Reach
- DM Outreach

Out Of Home: \$89,000

- Street Posters
- Transit Ads
- Airport Ads
- Billboard

Social Media:

\$150,000

- Instagram
- Tik Tok
- Youtube

Digital: \$38,000

- Targeted Email
- SEO/ Pay- Per- Click
- Website
- Targeted Display Ads

SOCIAL MEDIA STRATEGY

- Build a consistent brand presence throughout the year
- Regular content sharing to keep fans engaged
- Through social media platforms such as Instagram/Facebook, YouTube, TikTok, and LinkedIn
- Thematic storytelling around “Boston’s Musical Ecosystem.”
- Collaborations with local artists, industry pros, and influencers



SOCIAL MEDIA STRATEGY

Break down between instagram ads, YouTube ads and TikTok ads:

- Average attendance: 40,000–50,000 people per day
- 3-day festival total: ~120,000–150,000

Target reach (for awareness & engagement):

- Aim to reach 400,000–900,000 people in Greater Boston + Northeast over the campaign period.

Social Media Budget Based on Event Size:

- Spend \$1.50 per targeted person.
- Aim to reach 400,000+ users.



Instagram/Facebook Strategy

Message

"Come for the music, stay for the vibes. Boston Calling isn't just a festival; its a community."

Goal:

Boston Calling thrives on energy and experience. Instagram and facebook allow us to create buzz with reels, stories, and posts that capture the vibe. It's all about community, visuals, and building hype before the festival.

Target:

- Young adults (18-35) in the New England area.
- Music lovers and festival - goers.
- Local influencers and college students.
- Culture - driven and experience - seeking audiences.

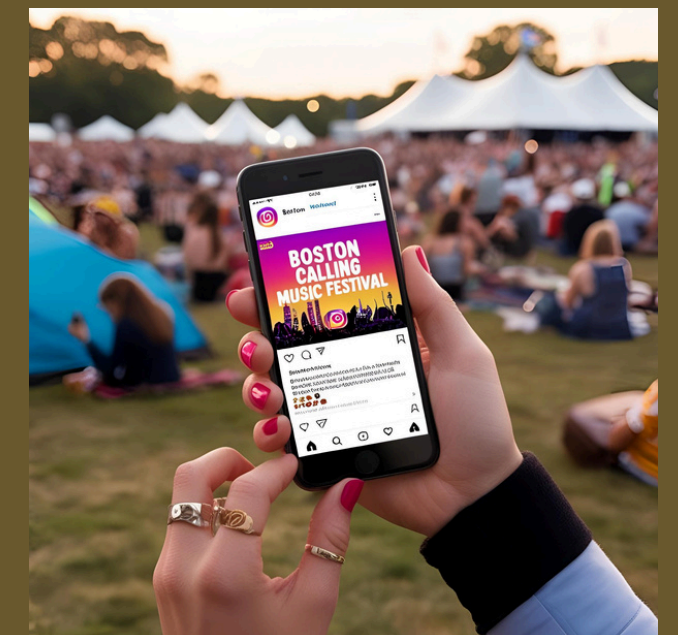
Strategy:

Post Frequency: 3--5x week

- Use reels and stories for artist teasers and behind-the-scenes looks.
- Run countdowns, polls, and ticket giveaways.
- Share fan testimonials and user-generated content.
- Promote using Meta Ads to boost top-performing posts.

Results

- Stronger local presence
- More community engagement and word of mouth buzz.
- Turn attendees into year-round brand advocates.



Instagram/Facebook Strategy

\$60,000

Facebook (Meta):

- Paid ads for older demos + local groups: \$15,000.
- Boosted event pages & posts : \$5,000
- Comments engagement/moderation: \$5,000
-

Facebook Subtotal:
\$25,000

Instagram (Meta):

- Paid ads (Reels, Stories, Lineup teasers) : \$20,000.
- Content creation (Reels, highlights, artist drops): \$10,000.
- Promo campaigns (giveaways, UGC reposts): \$5,000.

Instagram Subtotal:
\$35,000



TikTok Strategy

Message:

Boston Calling isn't just a music festival, it's a moment. Be part of the story

Goal:

- Engage younger audiences through creative, viral content to build hype and awareness for Boston Calling.

Strategy:

- Post Frequency: 3--5x week
- Partner with trending TikTok creators and local Boston influencers to post challenge videos, behind the scenes looks, and artist previews.

Launch a hashtag challenge:

- #CallingMyCrew-encourage users to share their festival fits or squad meet-up moments.
- Use fast-paced, authentic, and music-driven content to align with TikTok's native style.

TikTok Strategy

\$40,000

TikTok

- In-feed + Spark Ads :\$20,000
- Creator/influencer partnerships :\$10,000
- Content production (fan reels, countdowns, etc.): \$10,000.

TikTok Subtotal
\$40,000



Youtube Strategy

Goal:

Maximize long-form storytelling to engage fans and document the Boston Calling experience beyond the festival grounds.

Messaging:

More than a moment, Boston Calling is a movement. Relive it. Anticipate it.

Strategy:

- Leverage the official Boston Calling Youtube channel (active since 2013) to post compelling content leading up to, during, and after the event.

Expand content beyond lineup videos to include:

- Behind the scenes prep (staging, artist arrival, etc.)
- Artist interviews, Q&A panels, and soundcheck snippets.
- Fan highlight reels and post-festival recap edits.

Examples of Effective content:

- Boston Calling 2025: Official Trailer.
- A day in the life: Festival goer edition.
- Top 3 can't miss sets this year.
- Behind the music: why these artists chose Boston.

Youtube Strategy

\$25,000

YouTube

- Pre-roll lineup videos, sponsor rollouts: \$10,000
- After-movie + docu-style storytelling: \$10,000
- Shorts for mobile reach: \$5,000

YouTube Subtotal
\$25,000



Festival Engagement Initiative

Stage for Local Artists

Connect the festival with Boston's premier music education institution, by creating an authentic talent pipeline that strengthens the local music ecosystem.



Goal: get the local industry excited

Message: Boston Calling supports Boston Music

Target: Berklee College of Music, BPMI, other music colleges

Strategy: Hold a contest for performance submission via social media

Result: Boston Calling becomes a launch point for local artists



LinkedIn Strategy

Boston Calling's LinkedIn strategy employs sponsored ads, organic content, and DM outreach to engage music industry professionals, with the goal of having 20% of festival attendees there for networking purposes.

Goal: to engage professionals where they are

Message: Come to Boston Calling to expand your professional network

Target: New England Area, Record Labels, Music Programs & More

Strategy: Post Aug25-Jan26 to separate from other engaging content

\$14,400

Other Strategies: post industry insights from festival operations

Other Strategies: A/B test different ads



LinkedIn Strategy

\$14,400

Sponsored \$14,000

Organic \$0

DM Outreach \$400

Daily Budget: \$25 min
Expect to reach about 300,000

High-quality, engaging content

\$80 for 50 credits/month

KPI
Click-through rates on sponsored content

KPI
Engagement rate on organic posts

KPI
Response Rate

Professional ticket package sales (target: 20% of total attendance)

Post-event survey measuring professional networking satisfaction

LinkedIn follower growth among industry professionals (target: 35% increase to ~2K)



Sponsored Ads

\$14,000

Timeline:

Aug - Sept ➡ Awareness Phase

- Video ads highlighting **professional networking** opportunities
- Carousel ads **showcasing successful business** connections made at previous festivals
- Lead generation ads offering **early access to industry-only events**

Oct - Nov ➡ Consideration Phase

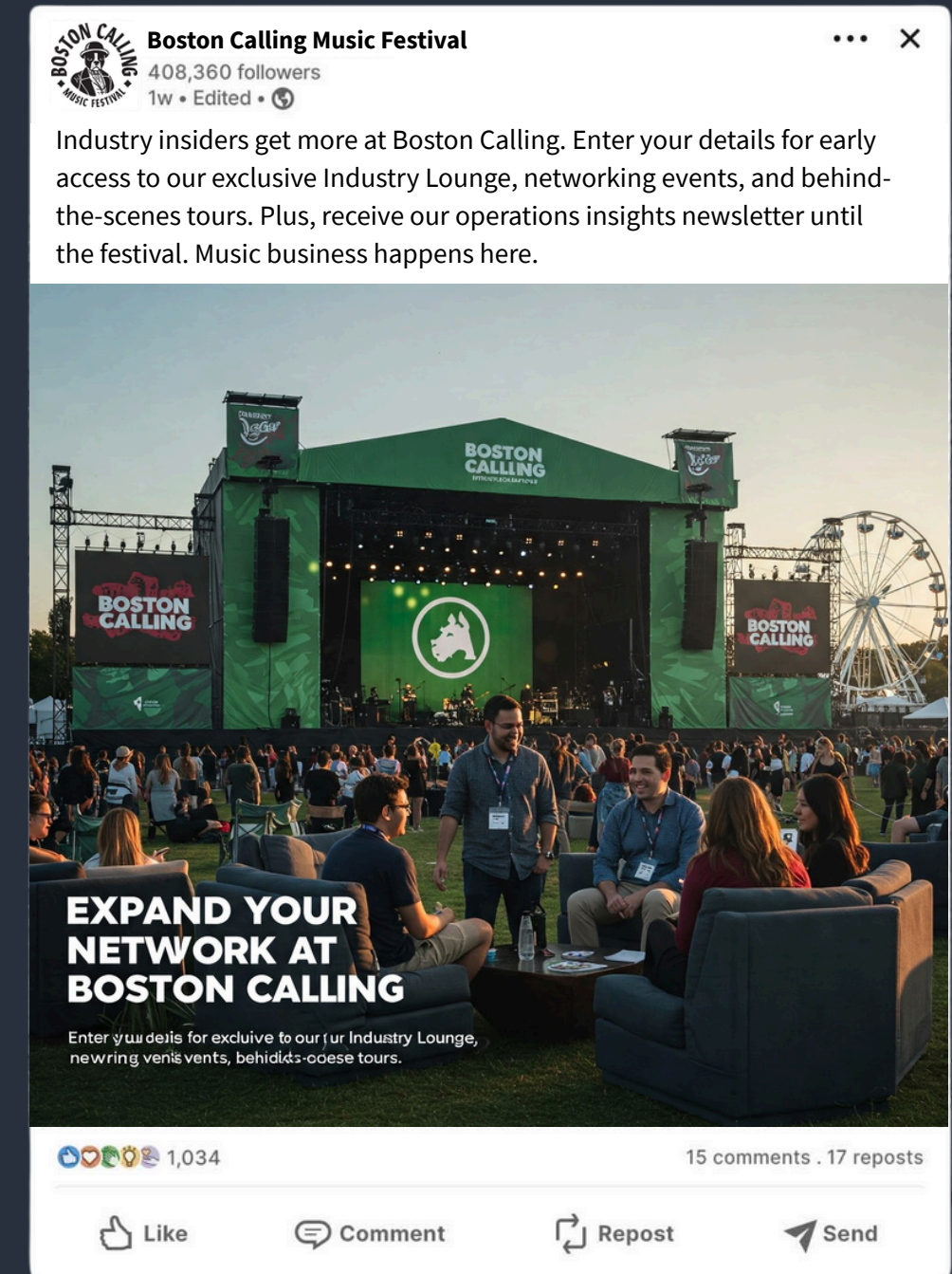
- **Testimonials** from industry professionals who found value events
- "Behind the Festival" ads highlighting valuable **operations insights**

Dec - Jan ➡ Conversion Phase

- **Limited-time** professional package offers with early-bird pricing
- **Countdown** ads highlighting exclusive industry programming
- **Retargeting** ads for previous website visitors and partial form completions

Targeting Parameters

- Job titles: Music producers, A&R representatives, venue managers, music educators
- Industries: Music, entertainment, education, event management
- Geography: New England region with emphasis on Boston metro area
- Company targeting: Record labels, music schools, production companies





Organic Ads

\$0

Timeline:

Aug - Sept ➡ Industry Education

- "Festival Operations Decoded" series breaking down logistics of large-scale events
- "Boston Music Legacy" posts connecting historical significance to current industry
- Polls and questions about industry challenges to drive engagement

Oct - Nov ➡ Professional Spotlights

- "Industry Innovator" profiles of professionals attending Boston Calling
- LinkedIn articles authored by festival organizers on music business topics

Dec - Jan ➡ Community Building

- "Professional Preview" posts about industry-specific programming
- LinkedIn Live sessions with industry speakers and partners
- User-generated content from past professional attendees

Content Distribution Plan

- Post 3x weekly during peak hours for professional engagement (Tues-Thurs, 9-11am)
- Leverage LinkedIn groups related to music industry and event management
- Encourage employee sharing through internal advocacy program within LiveNation





DM Outreach

\$400

Timeline:

Aug - Sept ➡ Relationship Building

- Personalized outreach to 50 key industry influencers per week
- Share exclusive festival insights not available publicly
- Request input on programming to create stakeholder investment

Oct - Nov ➡ Partnership Development

- Targeted messages to potential speakers and panelists
- Outreach to educational institutions for student programs and industry association leaders for potential partnerships

Dec - Jan ➡ Exclusive Invitations

- Early access offers for professional networking events
- Group booking opportunities for companies and organizations

Hi Mark,

As VP of A&R at Atlantic Records, I wanted to personally invite you to join our Industry Advisory Council for Boston Calling 2026.

This exclusive group of 25 industry leaders will receive:

- Complimentary VIP Industry Passes for you and a colleague
- Access to our private Industry Lounge with dedicated concierge
- Invitation to our pre-festival dinner with headlining artists
- Input on our Industry Day programming

Last year, council members reported making an average of 14 valuable connections each.

Would you be interested in joining? I can send more details if helpful.

Best regards,
Jane Smith
Industry Relations Director
Boston Calling



Send

Outreach Management

- Develop tiered contact list (A, B, C priority levels)
- Create conversation templates while ensuring personalization
- Track response rates and adjust approach based on engagement



DM Outreach

\$400

A Tier - Potential Speakers



Dustin Labbe ✓ · 2nd
SVP Booking - Peachtree Entertainment
Peachtree Entertainment · Bay State College

Hi Dustin,
I'm [Name] from Boston Calling's Industry Relations team. Your booking expertise at Peachtree Entertainment and your experience developing talent across multiple markets caught our attention.

For Boston Calling 2026, we're creating an industry panel on "The Future of Festival Booking" and would love to have your insights as a speaker.

Would you be interested in discussing this opportunity? We're finalizing our Industry Day programming in the next few weeks and would be honored to include your voice.

B Tier - Potential Partners



Chris Wares ✓ (He/Him) · 2nd
Assistant Chair of Music Business/Management
Department at Berklee College of Music

Hello Chris,
I'm reaching out about a collaboration between Boston Calling and Berklee College of Music. As Assistant Chair of the Music Business/Management Department, your insights are invaluable for developing future music industry talent.

We aim to strengthen Boston's music scene by connecting students with industry professionals at our 2026 festival, providing exposure for emerging talent and attracting industry experts.

Would you be interested in discussing how we can develop this partnership for the benefit of Berklee students and our festival? We see great potential for ongoing collaboration.

C Tier - Industry Experts



Carter Vogel ✓ · 2nd
Music Business Professional | Versatile, Cross-Genre Performer. Seeking to implement my music business knowledge in the industry.

Hi Carter,
Your versatile background as both a music business professional and cross-genre performer makes you an ideal collaborator for our initiatives at Boston Calling 2026.

We're creating opportunities for industry experts like yourself to connect with emerging talent while networking with other professionals in a curated environment. This presents an excellent opportunity to discover fresh artists while expanding your professional connections in the Boston music community.

Would you be interested in exploring how you might participate in our industry programming?

Out- of- Home

\$89,000



Street Posters
\$4,000

Goal: Build local presence and drive awareness among small businesses and indie brands.
Strategy: Target walkable, high-traffic areas (Allston, Cambridge, Fenway) with visually bold, CTA-focused posters near retail, music, and hospitality hubs.

Transit Ads
\$20,000

Goal: Reach business owners and professionals during daily commutes.
Strategy: Place ads in Green/Red Line trains and stations near startup corridors and food & beverage zones. Leverage consistent visibility to increase partner consideration over time.

Billboard Ads
\$50,000

Goal: Establish scale and legitimacy while elevating campaign visibility citywide.
Strategy: Secure premium static or digital placements in key arteries (e.g., Mass Pike, Seaport, Fenway). Use short, bold messaging and a branded visual style to increase brand recall.

Airport Ads
\$15,000

Goal: Position Boston Calling as a major destination event for national brands and partners.
Strategy: Place digital ads in terminals targeting business travelers.

OOH- Street Posters

\$4,000

Target Allston, Cambridge, and Fenway areas, low cost and high visibility.

Connects directly with local businesses in highly walkable, high-traffic neighborhoods.

Reinforces campaign visibility to both consumers and potential partners already in the city.

Repetition builds familiarity — daily exposure helps build credibility with small business owners.

Taps into Boston's grassroots culture — authenticity matters to local vendors and sponsors.



OOH- Transit Ads

\$20,000

Ads inside Green/Red Line trains and stations (Cambridge, Back Bay, Downtown).

Captures attention during idle commute time — ideal for messaging with strong call-to-action.

Premium placements near business districts and startup hubs increase reach to potential collaborators.

Reaches both locals and daily commuters who are likely to influence or run small-to-midsize businesses.

Seen multiple times per week, increasing message retention and association with Boston Calling's credibility.



OOH- Billboard

\$50,000

Includes ~2–3 digital or static boards in Boston for 4–8 weeks (e.g., Fenway, Allston, Mass Pike).

Establishes brand legitimacy — being featured on a billboard signals scale, trust, and cultural relevance.



Delivers 24/7 exposure — always on, rain or shine, day or night.

Creates top-of-mind awareness during decision-making windows for sponsors.

OOH- Airport Ads

\$15,000

Banners or digital ads in terminals; targets business travelers and tourists.

Engages decision-makers while they travel — especially founders, marketers, and brand managers on business trips.

Puts Boston Calling in front of influential travelers as they arrive in the city.

Aligns the festival with other premium brands already advertising in airport terminals.

Promotes a sense of scale and professionalism — airport ads suggest that Boston Calling is a major, established event worth investing in.



Digital Marketing

\$43,000

Targeted Emails
\$5,000

Goal: build and reinforce relationships, promote tickets and partnerships.
Strategy: target segments, automate follow-ups, clear calls-to-action.

SEO & PPC
\$20,000

Goal: improve visibility and traffic for targeted demographics.
Strategy: local SEO, target PPC to Boston/New England demographic, targeted keywords for industry professionals (“Boston talent”, “New England talent”, “music networking”).

Website
\$10,000

Goal: a more comprehensive site for the new, focused customer profile needs.
Strategy: page for sponsorships, vendors, professionals and group networking tickets.
Regular updates with past highlights.

Targeted Display Ads
\$8,000

Goal: generate excitement and expand reach outside of BC website and emails.
Strategy: Targeted ads based on location and genre interest, video highlights of past shows, display banner ads on popular music streaming platforms like YouTube and Spotify.

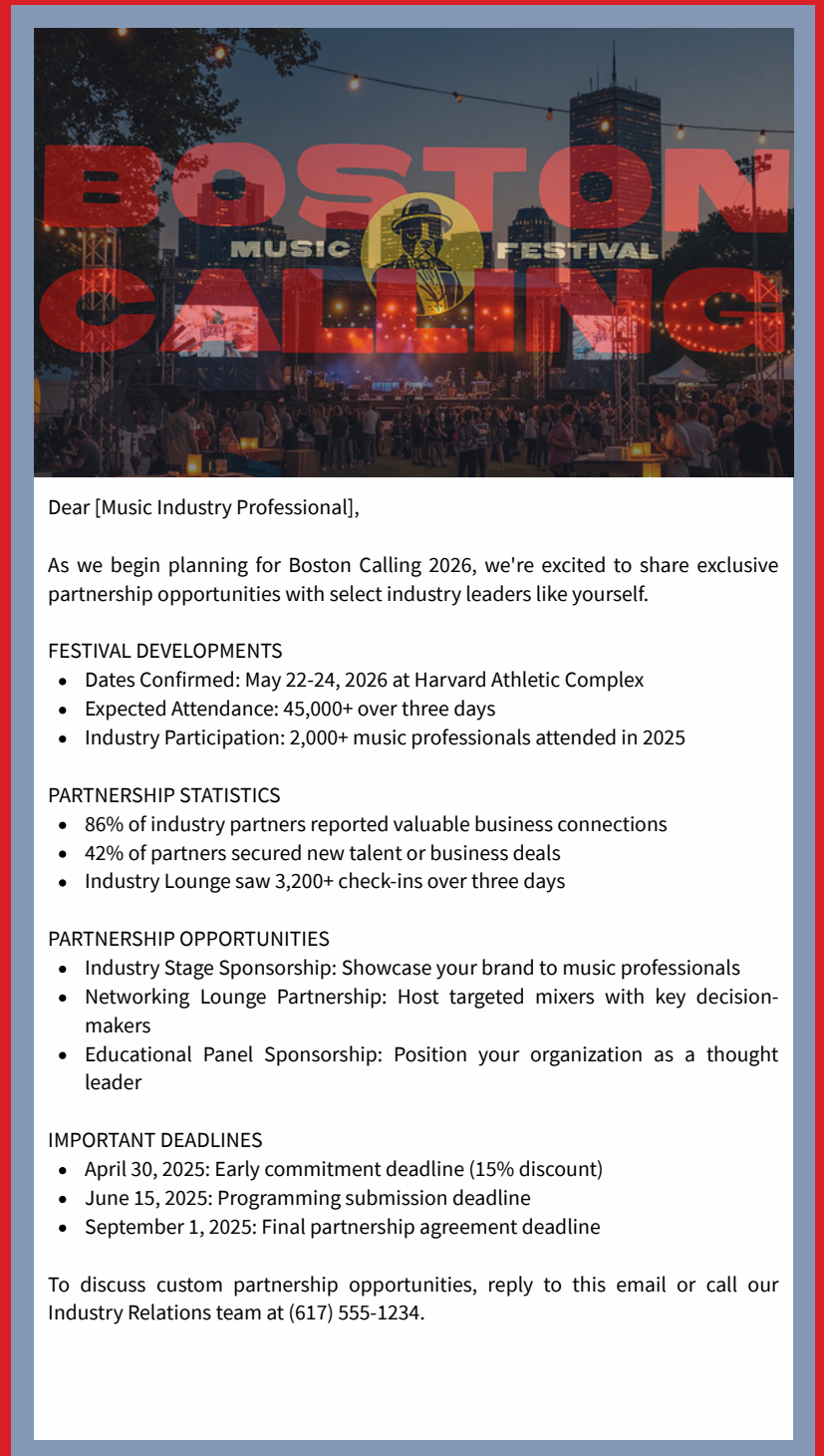
Digital - Targeted Emails

\$5,000

Develop a B2B partner newsletter with monthly updates focusing on festival developments, statistics, partnership opportunities, and important deadlines. This would maintain regular communication with potential business partners and keep them informed about collaboration possibilities with Boston Calling.

Focus on segmented campaigns for not only high ROI but also for targeting previous attendees, local businesses, and potential sponsors.

Use attendee data from past festivals for more personalized communication to increase engagement and ticket sales.



Digital - SEO & Pay-per-click

\$20,000

Implement targeted keyword campaigns to drive inbound leads from local businesses that are actively searching for sponsorship opportunities, vendor positions, or event partnerships. Focus on Boston-specific business terms and festival partnership keywords to capture businesses looking to participate.

PPC campaign should target specific demographics in Boston and surrounding areas using Google Ads, Facebook, and Instagram (e.g. ads promoting early bird ticket sales, and retargeting campaigns for users who visited the website but didn't purchase tickets).


SEO efforts should also focus on optimizing the website for local searches (e.g. "Boston music festivals," "Memorial Day events Boston"). This includes keyword targeting and improving page load speed.

boston music festivals

All Images News Short videos Forums Videos Maps : More

Boston Calling Music Festival / Date


Fri, May 23, 2025 – Sun, May 25, 2025



People also search for

Osheag Festival Hangou Music Festival Rock Fest Riot Fest Levitate Music & Arts... Bonnaroc Music and... Welcom to Rockville

Feedback

 Boston Calling
<https://www.bostoncalling.com> :

Boston Calling Music Festival | Boston, MA | May 23-25, 2025

Boston Calling is New England's #1 music festival, happening Memorial Day Weekend at Harvard Athletic Complex, in Boston, MA on May 23-25, 2025.

Lineup Tickets Boston Calling Food Vendors

Digital - Website

Focus on essential updates and functionality rather than a full redesign. This includes enhancing mobile responsiveness to improve user experience, and highlighting lineup announcements and ticketing information with clear calls-to-action.

Add forms for sponsorship inquiries and vendor applications, and group tickets for professionals and corporate teams.

Maintenance costs should be used to smooth out functionality during peak traffic periods (e.g. lineup release and ticket sale launches).

\$10,000



Digital - Targeted Display Ads

\$8,000

Target ads based on user interests (e.g., rock music fans) or geographic location (Boston and New England residents).

Use platforms like Spotify, YouTube, Reddit, and local music blogs to display banner or video ads highlighting lineup teasers or exclusive offers

Showcase video ads of past festival highlights to evoke excitement and drive ticket sales.





Budget Breakdown

Budget Justification

Revenue	\$14,416,666.67
Artists Booking Fees(25%)	\$7,208,333.33
Operations Costs(25%)	\$3,604,166.67
Leftover Earnings	\$ 4,865,625.00
Suggested Marketing Spend (10%)	\$ 486,562.50

Assumptions

- 100,000 attendees unique over 3 days
- Average ticket cost of \$144.17

We can spend up to \$486,562 on marketing

Our recommended budget
\$271,400

Budget

Marketing Channel	Budget %	Segment	Operating Budget	Notes
LinkedIn		Sponsored Ads	\$14,000	Target by industry: food & beverage, fashion, tech, hospitality, retail, higher ed.
		Organic Content	-	Case studies, partner success stories, sustainability stats, professional testimonials.
		DM Outreach	\$400	Direct invites to decision-makers at local brands.
LinkedIn	5.31%	Total Segment Cost	\$14,400	Notes
Out- of- Home		Street Posters	\$4,000	Target Allston, Cambridge, and Fenway areas — low-cost but high-visibility
		Transit Ads (MBTA)	\$20,000	Ads inside Green/Red Line trains and stations (Cambridge, Back Bay, Downtown)
		Airport Ads (Logan)	\$15,000	Banners or digital ads in terminals; targets business travelers and tourists
		Billboard (High Traffic Areas)	\$50,000	Includes ~2–3 digital or static boards in Boston for 4–8 weeks (e.g., Fenway, Allston, Mass Pike)
Out- of- Home	32.79%	Total Segment Cost	\$89,000	Notes
Digital		Targeted Email Marketing	\$5,000	B2B partner newsletter with monthly updates on festival developments, stats, partnership options, and deadlines.
		SEO/ Pay- Per- Click	\$20,000	To drive inbound leads from local businesses searching for sponsorships, vendor opportunities, or event partnerships.
		Website	\$10,000	Form for inquiries, detailed info about opportunities.
		Targeted Display Ads	\$8,000	Target ads based on user interests (e.g., rock music fans) or geographic location (Boston and New England residents).
Digital	15.84%	Total Segment Cost	\$43,000	Notes
Social Media		Instagram/ Facebook	\$60,000	Paid ads (Reels, Stories, Lineup teasers), Content creation (Reels, highlights, artist drops), Boosted event pages & posts.
		Tik Tok	\$40,000	In-feed + Spark Ads, Creator/influencer partnerships, Content production (fan reels, countdowns, etc.)
		Youtube	\$25,000	Pre-roll lineup videos, sponsor rollouts, After-movie + docu-style storytelling, Shorts for mobile reach
Social Media	46.06%	Total Segment Cost	\$125,000	
Grand Total	100.00%		\$271,400	



Execution & Summary

Timeline

Post Festival 2025

- **Social Media** (Instagram/TikTok/YouTube): Launch year-round engagement strategy with festival recap content
- **LinkedIn:** Begin building industry presence with behind-the-scenes operational insights
- **Website:** Update with 2025 highlights and early announcement of 2026 dates

December 2025-January 2026: Conversion Phase

- **LinkedIn - Sponsored Ads:** Limited-time professional package offers with early-bird pricing
- **LinkedIn - Organic:** "Professional Preview" posts and LinkedIn Live sessions
- **LinkedIn - DM Outreach:** Send exclusive VIP invitations to industry leaders
- **OOH - Billboard Ads (\$50,000):** Secure premium placements on major Boston arteries
- **OOH - Street Posters (\$4,000):** Deploy in Allston, Cambridge, and Fenway areas
- **Digital - Website (\$10,000):** Launch enhanced partnership section with inquiry forms
- **Social Media:** Announce initial lineup featuring rock focus and local artists

August-September 2025: Awareness Phase

- **LinkedIn - Sponsored Ads:** Video ads highlighting professional networking opportunities
- **LinkedIn - Organic:** "Festival Operations Decoded" series and "Boston Music Legacy" posts
- **LinkedIn - DM Outreach:** Begin personalized outreach to 50 key industry influencers weekly
- **Digital - SEO/PPC:** Implement targeted keyword campaigns for industry professionals
- **Social Media:** Boston music scene spotlights and artist features

October-November 2025: Consideration Phase

February-March 2026: Expansion Phase

- **OOH - Airport Ads (\$15,000):** Place digital ads in terminals targeting business travelers
- **Digital - Targeted Display Ads (\$8,000):** Deploy ads across Spotify, YouTube, and music blogs
- **Digital - Targeted Emails:** Send segmented campaigns to previous attendees and local businesses
- **Social Media:** Announce Berklee student stage partnership and industry panels
- **Website:** Add group ticket options for professionals and corporate teams

October-November 2025: Consideration Phase

- **LinkedIn - All Channels:** Countdown content highlighting exclusive industry programming
- **OOH - All Channels:** Full campaign deployment across all outdoor platforms
- **Digital - All Channels:** Retargeting campaigns for website visitors
- **Social Media:** Behind-the-scenes content of festival preparation
- **Website:** Final updates with complete schedule and industry programming details

Festival Weekend (May 22-24, 2026)

- **LinkedIn:** Live updates from Industry Lounge and professional networking events
- **Social Media:** Real-time content across all platforms
- **Digital:** Daily email recaps to registered industry professionals
- **On-site:** Execution of Industry Lounge, Berklee stage, and networking events

Summary & Next Steps

- Celebrate Boston's music scene by connecting fans, artists, and industry professionals with a rock-focused lineup (60% rock, 50% local artists).
- Prioritize fan experience with capacity controls, meaningful engagement, and authentic social communication to rebuild trust.
- Position as New England's premier music industry hub, honoring Boston's heritage and fostering valuable networking opportunities.

Next Steps

- Launch year-round social media strategy right after 2025 Festival
- Start by implementing the festival floor plan to include a professional networking space and content stage
 - Formalize Berklee College partnership for further networking capabilities
 - Develop tiered industry outreach (A/B/C)

Thoughts on Ticketing:

- Maintain one-day pricing
- Implement group discounts (4-5 people)
- Create industry packages





Thank you!

Member Contributions

Kaydra

- Research on music genres featured and the artists who headlined each year and its diversity trends.
- Research on the history of the Boston music industry
- Competitor price analysis
- Canva design of campaign book and presentation.
- LinkedIn strategy campaign.
- LinkedIn campaign budget.
- Executive Summary in conjunction with team

Aidan

- Compiled reviews, criticisms, praises, and how the festival addressed past issues from conception to most recent year.
- Competitor Comparisons.
- Suggestions for specific improvements and actions for future events.
- Out Of Home strategy campaign.
- Out Of Home campaign budget.

Aysha

- Analyzed target audience, marketing strategies, and how generational trends influence lineups.
- Created current customer profile and new, focused customer profile.
- Competitors and differentiation of BC.
- Digital marketing strategy campaign.
- Digital marketing budget.

Raghd

- Origin, evolution, and key milestones of Boston Calling.
- Origin & Founding Story.
- Growth and Development over the years.
- Social media campaign components.
- Social media campaign budget.

Aysha's sources

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<https://www.wbur.org/news/2025/01/06/boston-calling-2025-lineup>

Aidan's sources

<https://www.boston.com/culture/music/2024/05/27/boston-calling-2024-festival-review/#:~:text=But%20the%20consequence%20of%20Sunday's,the%20crowds%20were%20a%20problem.>

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Image Generation:

AI-generated image of a Boston Calling poster on a Boston city street with visible background elements. Created by ChatGPT using AI image generation tools. April 2025.

AI-generated image of a Boston Calling full-side T car wrap in Boston. Created by ChatGPT using AI image generation tools. April 2025.

AI-generated image of a Boston Calling billboard on the Mass Pike with traffic in foreground. Created by ChatGPT using AI image generation tools. April 2025.

AI-generated mockup of Boston Calling digital display banner ads for use on platforms like Spotify or YouTube. Created by ChatGPT using AI image generation tools. April 2025.

AI-generated image of a digital Boston Calling partnership ad in Logan Airport. Created by ChatGPT using AI image generation tools. April 2025.

Raghd's Sources

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