



Past Communication Efforts

Process of Analyzation

We performed an analysis on each of Samba Fogo's social media accounts as well as their blog and website. Community outreach efforts such as visuals materials (posters and a handout) were also included. These past communication efforts were reviewed to get a sense of the message Samba Fogo is sending to their audiences and the message's effectiveness. Each communication form was analyzed under 12 categories:

- **Target Audiences**
- **Primary Uses**
- **Frequency of posting/ updates**
- **Content Mix**
 - Variety, user-focus, messages, calls to action, etc.
- **Strengths of the platform**
- **Weaknesses of the platform**
- **Microcontent**
 - Headlines, subject lines, links, captions, etc.
- **Design**
 - Layout, colors, typography, etc.
- **Visuals**
 - Photos, charts, etc.
- **Branding and Integration**
 - Consistency with the branding
- **Ease of Use**
 - For both readers and staff
- **Other Considerations**
 - Channel-specific or what's working and what's not

Twitter

Target Audiences	Primary Uses	Content Mix	Frequency	Strengths	Weaknesses
<ul style="list-style-type: none"> - Currents company members - Potential audience members - Potential company members 	<ul style="list-style-type: none"> - Audition and workshop news - Features of dancers and drummers - General Samba Fogo news - Events 	<ul style="list-style-type: none"> - There is a variety of news about auditions and events - Encourages audiences to come to the audition, class or event 	<ul style="list-style-type: none"> - Posting an average of six tweets per month - Posting becomes more frequent when an event is happening or about to happen such as Samba Queen 	<ul style="list-style-type: none"> - Inclusive language (“all are welcome”) - Use of photos - Featured tweets allow audiences to get to know company members 	<ul style="list-style-type: none"> - Low engagement (few retweets and likes) - Few tweets - Instances of tweeting the same message for multiple days in a row - Inconsistent posting
Microcontent	Design	Visuals	Branding and Integration	Ease of Use	Other Considerations
<ul style="list-style-type: none"> - Tweets for videos are generic and are less likely to engage the audience - Links are frequently used for events, classes and more 	<ul style="list-style-type: none"> - The profile picture and banner work well together - Various typefaces are used on photos 	<ul style="list-style-type: none"> - Lots of photos are used - Majority of the photos are in good quality 	<ul style="list-style-type: none"> - Their #sambafogo is rarely used - Tone is fun and inviting - Twitter profile picture is a partial part of the Samba Fogo logo 	<ul style="list-style-type: none"> - Most of the tweets are just links to the company’s other online platforms such as their website, YouTube Facebook or Instagram - Not much info directly on Twitter 	<ul style="list-style-type: none"> - More tweets about school visits - Use #sambafogo more - Create a better message for sharing videos - Share more about the classes that happen - Use the full logo in the profile picture - Create a consistent posting system



Community Outreach

In this section we looked at form of communication other than those available via Samba Fogo's website or social media accounts.

Visual Materials

Visual materials include posters for events, workshops and weekly classes. These visual materials were found on Samba Fogo's Facebook, blog and at their studio. The visual materials analyzed can be found in Appendix 1.

Target Audiences	Primary Uses	Content Mix	Frequency	Strengths	Weaknesses
<ul style="list-style-type: none">- Currents company members- Potential audience members- Potential company members	<ul style="list-style-type: none">- Dance and drum classes/workshops- Events	<ul style="list-style-type: none">- The call to action is clear- Visual materials are used for a variety of events	<ul style="list-style-type: none">- Visual materials are used each time an event or workshop is being held- Visual materials for the weekly classes are updated less frequently	<ul style="list-style-type: none">- Strong design work- Provides all of the information in a well organized way	<ul style="list-style-type: none">- On some of the visual materials it is hard to read the text on the photo- Text should be arranged in more of a hierarchy



Microcontent	Design	Visuals	Branding and Integration	Ease of Use	Other Considerations
<ul style="list-style-type: none">- The information is presented in a well organized way- Most of the visuals encourage the reader to go to the Samba Fogo website- Some of the text is hard to read on one of the posters	<ul style="list-style-type: none">- Clean design on the visual materials- The typefaces work well together	<ul style="list-style-type: none">- The visual materials for the dance events are strong-The visual materials for the drumming events could be improved	<ul style="list-style-type: none">- The posters have fairly consistent design work- The logo is used consistently on the visual materials	<ul style="list-style-type: none">- The visual materials are easy to read- Readers are able to quickly get event details	<ul style="list-style-type: none">- The designs and images used on the visual materials are strong and effective- Show images of people playing the drums when creating a poster for a drumming event- Use different font sizes to create a hierarchy for the information

Survey Results

Age	Gender	Attendance at weekly classes a month	Drum or Dance	Why do you come to Samba Fogo?	What first brought you to Samba Fogo?	How did you hear about Samba Fogo?
32	Female	2	Dance	Fun, high energy exercise	Social Media/Internet - Facebook	Performance
45	Female	4	Drum and Dance	Exercise, community, fun	Performance - "Love their shows"	Don't remember!
46	Female	2-3	Dance	I saw them perform and it looked like fun	Social Media/Internet - "I wanted to learn to samba"	Performance
50	Female	4	Dance	Love music/ Dancing/ wanted to learn samba	Word of Mouth	Ex-boyfriend gave info
51	Female	4	Dance	I love dancing, I love hearing the drums, and I wanted to meet new people	Performance - "I saw some of their performances and loved them"	Performance
35	Female	4	Dance	To learn and have fun	Personal Connection - Daughters, drum lesson with Mason	Finding drum lessons
23	Female	4	Dance	To feel amazing and fill my soul	Social Media/Internet - Facebook/ Google search	Facebook

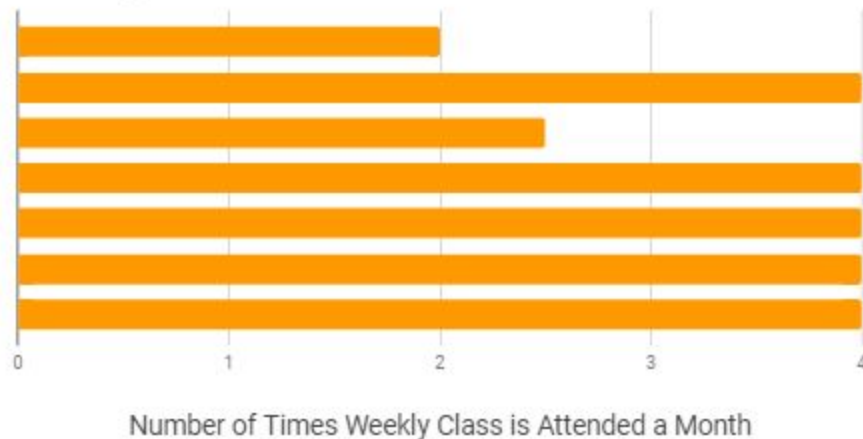



Analysis of Age



This graph displays the age breakdown of those who were at the Thursday evening class on the day we surveyed. The average age of those participating in the class was 40.3 years old. Having a goal of pulling in a younger group of participants, this is not the ideal average.

Analysis of Attendance





This graph outlines the attendance on average of those who are participating in the Thursday evening class currently, resulting in an average attendance of 3.5 times within a 4 week month. This data shows that participation is high once individuals initially come to class a couple of times.

Our data also found that 100% of the current dancer participation is female.

We recognize that the survey participant size was minimal and below 10. Because of this, we cannot lay claim to these findings being representative of the entire population. We suggest that Samba Fogo continues to survey its participants to continue to better understand what is influencing people to first walk in the door of the community class and what is driving them to come back every week. The survey has been included in Appendix 2 of this document and in a Google Drive folder sent to Lorin Hansen in an email.

Dancer Testimonial Video


This video was created during a performance at Samba Fogo's dance studio in November 2018. The video features dancer Cami Haroldson who talks about her connection to Samba Fogo and the impact it has had on her.

Samba Fogo can use this video by posting it on their social media accounts as well as on their YouTube and blog. By creating this video Samba Fogo can increase the engagement they have with their audience online and can bring in new company members. Similar videos can be made by asking other company members to share their stories about Samba Fogo. Samba Fogo should try and get a variety of stories from drummers to dancers to teachers about their experience with Samba Fogo.

This video can help Samba Fogo bring in their younger audience because Videos are becoming an important tool when creating content for a brand. According to the Next Thoughts Studio (Bevan, 2017) website, video testimonials reinforces someone's trust with the brand and can help them connect to a product or service. Another website, Social Media Today (Ahmad, 2018), said it is predicted that 80 percent of internet traffic in 2019 will come from videos. As engagement with videos increases it is important for Samba Fogo to start using videos to market themselves.

This is an unlisted link to the video that's posted on YouTube. Only those with the link can assess the video. The video can be downloaded directly from YouTube or the full video and video assets are in a Google Drive folder. A link to the folder was sent to Lorin Hansen through email in January 2019.





The Google Drive link also provides other video assets so Samba Fogo can create more videos in the future.

The link to the unlisted video on YouTube: <https://youtu.be/tQLkAJ33xHU>

If the video is going to be posted on social media here are some suggested captions for the each platform:

- Facebook:
 - Samba Fogo company member Cami Haroldson talks about her connection to Samba Fogo. Hear what she has to say! (Video attachment)
- Twitter:
 - Samba Fogo company member Cami Haroldson talks about her connection to Samba Fogo and the impact it has had on her. (Video attachment)
- Instagram:
 - Samba Fogo company member Cami Haroldson talks about how her connection to Samba Fogo. Check out the full video on our YouTube channel! (Attach a small portion of the video relating to her talking about her connection to Samba Fogo)
- YouTube:
 - Samba Fogo company member Cami Haroldson talks about her connection to Samba Fogo and the impact it has had on her.



References

Ahmad, I. (2018, March 06). The State of Video Marketing in 2018

[Infographic]. Retrieved from

<https://www.socialmediatoday.com/news/the-state-of-video-marketing-in-2018-infographic/518339/>

Bevan, J. (2017, May 30). The Importance of Video Testimonials. Retrieved

from

<https://www.nextthoughtstudios.com/video-production-blog/2017/5/30/the-importance-of-video-testimonials>

Morris, J. A. (2018, November 09). Young Millennials Leave Facebook For

Snapchat And Instagram. Retrieved from

<https://www.websitebuilderexpert.com/blog/millennials-leave-facebook-for-snapchat-and-instagram/>

Appendix 1: Visual Materials Analyzed



FEB 3, 2018
8PM-MIDNIGHT



Samba Queen

Samba
FOGO

SAMBA DANCE CLASS

THURSDAYS
6:30-8:00 PM

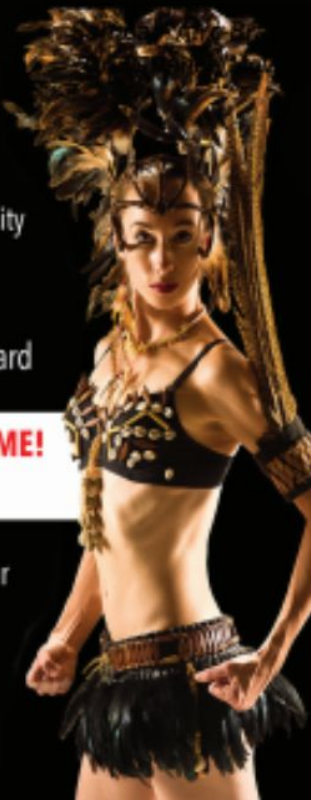
SLC Arts Hub
663 W 100 S, Salt Lake City

\$12 Drop-In
\$100 for a ten-class card

ALL LEVELS WELCOME!
LIVE DRUMMING!

Visit sambafogo.com for
more information

Samba
FOGO



Samba
FOGO



ORIXA MOVEMENT WORKSHOP

Five Tuesdays:
Nov 3, 10, 17, 24, and Dec 1
6:30PM – 8:00PM
\$12 drop-in or
\$50 for 5-class workshop
(class cards may be used)

More Info & Registration at
Sambafogo.com



DRUM WORKSHOP

With Mason Aeschbacher

ALL LEVELS WELCOME



Sundays, Nov. 1, 8, 15, & 22

12pm-2pm

663 W 100 S

\$60

Instruments Provided

Workshop culminates in an optional
audition to join Samba Fogo as
a performing drummer



SambaFogo.com for more info & registration



presents:



Cuban Batá Drum Workshop

Four Saturdays:

November 7, 14, 21, & 28

2PM - 4PM

SLC Arts Hub, 663 W 100 S

\$80

Instruments Provided

Info & Registration at

Sambafogo.com



Samba FOGO

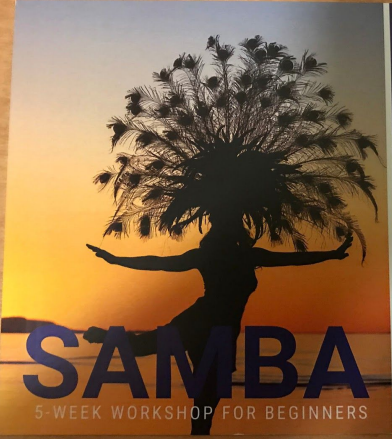
WEEKLY DANCE CLASS

6:30-8:30PM
SLC ARTS HUB
663 W 100 S

SAMBA
BRAZILIAN SAMBA & AFRO-BRAZILIAN DANCE

\$12 / \$100 FOR TEN CLASSES

WWW.SAMBAFOGO.COM



Samba FOGO

BEGINNING SAMBA WORKSHOP

TUESDAYS
SEP 11 - OCT 9
6:30-7:30PM

SLC ARTS HUB
663 W 100 S

\$60
SAMBAFOGO.COM

SAMBA
5-WEEK WORKSHOP FOR BEGINNERS



Appendix 2: Current Audience Survey

This is the survey that was used to gain a sense of the audiences that attend the Thursday night classes. We recommend that Samba Fogo continue to do this survey once a month so they can know if they are reaching a younger audience. It also lets Samba Fogo know why people are coming and how they heard about them.

What is your age? _____

What gender do you identify as? _____

How often do you come to the classes at Samba Fogo?

Do you drum or dance? _____

Why do you come to Samba Fogo?

What first brought you to Samba Fogo?

How did you hear about Samba Fogo?
