

# THE #1 ENTERTAINMENT GUIDE IN BIRMINGHAM, AL

@ACCESS205  
digital marketing



ANTHONY HAMILTON  
DOUG E FRESH  
SWV JAGGED EDGE



FRIDAY, SEPTEMBER 6

DUNN-OLIVER ACADOME



MARCH 10TH IN BIRMINGHAM ALABAMA  
Visions Beauty Distributors PRESENTS  
**NATURAL**  
*hair and health*  
**EXPO 2018**



TICKETS ON SALE NOW!  
Click for details

VIP AND GROUP TICKET SALES AVAILABLE

THE BLISSFUL BRIDE  
*Wedding Event*

SUNDAY, APRIL 14TH  
AT THE SOIREE EVENT GALLERY  
1325 LANTANA LN., BIRMINGHAM, AL 35209

WED NOV 27  
PLATINUM OF BIRMINGHAM PRESENTS  
ANNUAL PRE-THANKSGIVING BASH  
WITH  
**YGOTT**  
LIVE IN CONCERT

TICKETS AVAILABLE AT  
PLATINUMOFBIRMINGHAM.COM  
RESERVATIONS  
854.413.9846 or 205.328.4053

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**BIG**  
DIFFERENCE



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faulty electrical  
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MORE TIPS




Intimate Jazz  
AND CONVERSATIONS

FEATURING  
**ERIC ESSIX GROUP**

ONE NIGHT - TWO SHOWS 6:30PM AND 9:30PM



NBC BET

**D.L. HUGHLEY**  
OCTOBER 30-NOVEMBER 1

# WHO ARE WE?

**Access205** is the #1 Entertainment Guide in Birmingham, AL and we specialize in digital marketing, exclusive email blast, and flyer distribution. Our social media and email blast audience consist of 64 % (Female) and 36% (Male), mainly of the African-American community ranging from the ages 18-55.

Our email database reaches 15,000 people with the interest of Social Events, Non-Profit Organizations/ Community Events, and Exclusive Events. We have social media audience ranging from Facebook, Twitter, and Instagram, in which we reach 30,000+ people in, Birmingham, Huntsville, Montgomery, and Atlanta, GA on a weekly basis.



Our goal is to increase sales and awareness to an already crowded concert market. Concert buying habits can be a bit fickle and nerve wrecking for any promoter--especially advance sells. Birmingham's concert goers have been labeled for years as "Walk-Ups". Reaching this audience and generating the excitement needed to increase advance sells has changed many times over the years. Radio ads alone will not move this audience--most are beyond local radio--Sirius, Pandora, iTunes and they have taken over the once coveted drive time--so we go where the audience is--Social Media--Street Promotions--Email Blast. Devices with a Call-to-Action and frequency has been a proven method to increase advance sells. Our services help clients building brand awareness, launch new promotional products, and increase long lasting business relationships.



**Access205**  
**8.7k**

**Magic City Radar**  
**8.6K**

**Whoogotit!!!**  
**48K**



**Access205**  
**2.8k**

**MagicCityRadar**  
**3.5K**

**15,000+**  
**email**  
**subscribers**



## **Access205 offers the following services to our clients...**

### ***SOCIAL MEDIA MARKETING***

- We create and manage social media campaigns to fit our client's needs.
- Set up client's company pages with each social media platform.

### ***EMAIL MARKETING***

- Develop email blast campaigns to help increase direct tickets and increase brand awareness.
- Utilize HD videos and flyers to give a more meaningful impact to the audience.

### ***FLYER DISTRIBUTION***

- Design, print, and distribute flyers for our clients
- Provide a strategic plan which includes location, time, and amount of flyers being distributed.

We would love to assist with your advertising needs. Our advertising packages depend on the client's needs. For a detail advertising campaign, please email us at [access205@gmail.com](mailto:access205@gmail.com)

# RESULTS



## COMEDY CLUB STARDOME

Comedy Club Stardome located in Hoover, AL and is known as one of the premier comedy clubs throughout the country. The Stardome is a great and unique place to host corporate luncheons, award ceremonies, holiday events, and dinner parties. On any given weekend, you can purchase tickets to see acts like D.L.Hughley, Jess Hilarious, Kountry Wayne, Desi Banks, and DC Young Fly.

### CHALLENGE

To increase ticket sales for the upcoming urban acts and promote the Stardome as a premier entertainment venue to host business meetings, holiday parties, and private events among the African-American market in Birmingham and surrounding areas.

### SOLUTION

Access205 created Exclusive Email Blast campaigns to promote to each event. These campaigns were sent out 2-3 times per week. The email blast contained ticket information, videos, social media options for forwarding plus bio information about the upcoming act.

**Digital Advertising:** We hosted ticket giveaways and created Facebook and Instagram stories to build customer engagement and increase sales for each act.

### RESULTS

The combination of Exclusive Email Blast and Digital Marketing has resulted in a 70%-100% attendance rate for Marquee headliners. The initial goal was to increase tickets and customer engagement and this marketing campaign works.

## TESTIMONIAL

"We have partnered with Access205 for the last 5 years and they have always provided great service. They coordinate different social media campaigns along with exclusive email blast and as a result our urban acts are selling out quickly. In addition, the visual arts through "Magic City Radar" gives our social media platforms a tremendous boost and increases ticket sales. These guys are really awesome and it's a pleasure working with them".

*Bruce Ayers - Owner of Comedy Club Stardome*

# RESULTS

## THE NATURAL HAIR AND HEALTH EXPO

Jeffrey and Victor Simmons are owners of Visions Beauty Distributors, a Helena, Alabama based cosmetics wholesaler. Affectionately known throughout the industry as "The A Team", they hosted the Natural Hair and Health Expo for the last 5 years. This is the largest natural hair event in Birmingham with now over five thousand participants and has become a way to provide continuing education to stylists, and highlight the latest in natural hair care products and services.

### CHALLENGE

Increase tickets sales, vendor participation, and sponsors for the "Natural Hair and Health Expo" from year-to-year. In addition, create and maintain a fan base through the state of Alabama and surrounding areas.

### SOLUTION

Send out Exclusive Email Blast with HD quality videos, ticket link information and vendor/ sponsorship packages to promote Early Bird Tickets was the key element for the increase in sales. In addition, utilizes various email flyers, promoting special guests, and posting Facebook/ Twitter ads have help double tickets sales and sponsorship packages.

### RESULTS

The combination of Exclusive Email Blast and Social Media Advertising has resulted in the Natural Hair and Health Expo entering into its 7th year with major success. The first show was held at The Cahaba Grand on Hwy 280 and due to major increase in tickets sale and vendors, it has been relocated to the North Exhibition Hall at Birmingham Jefferson Civic Center. The first show had an attendance rate of 1500, and not it over 6000 people. In addition, the vendors and sponsorships has doubled and participations from non-profit organizations and local schools increased.



### TESTIMONIAL

Testimonial "Since the beginning of the Natural Hair and Health Expo, Access205 has helped us connect effectively with the Natural Hair community throughout the Southeast region. They have been a vital part in growing our digital footprint and overall brand presence. We continue to see an increase tickets sales and vendors. Most importantly, their marketing campaigns drive traffic to our website and generates new business. We feel confident that we are getting a great ROI.

*Victor Simmons - Owner of Natural Hair and Health Expo*

