



A LIVE NATION COMPANY

It's All About ♦ The Experience

# NESTE MARKETING SERVICES OVERVIEW

## At A Glance

Expert Team on Your Team

- Strategy Session
- Market Research and Target Audience Development
- Brand & Storytelling
- Marketing Plan Creation
- Sales Cycle and Milestone Development
- Owned Channel Review
- Paid Social Media & Digital Results Audit
- Social Media Strategy & Management
- Customer Response & Engagement
- Traditional Marketing

Expanded Marketing Opportunities

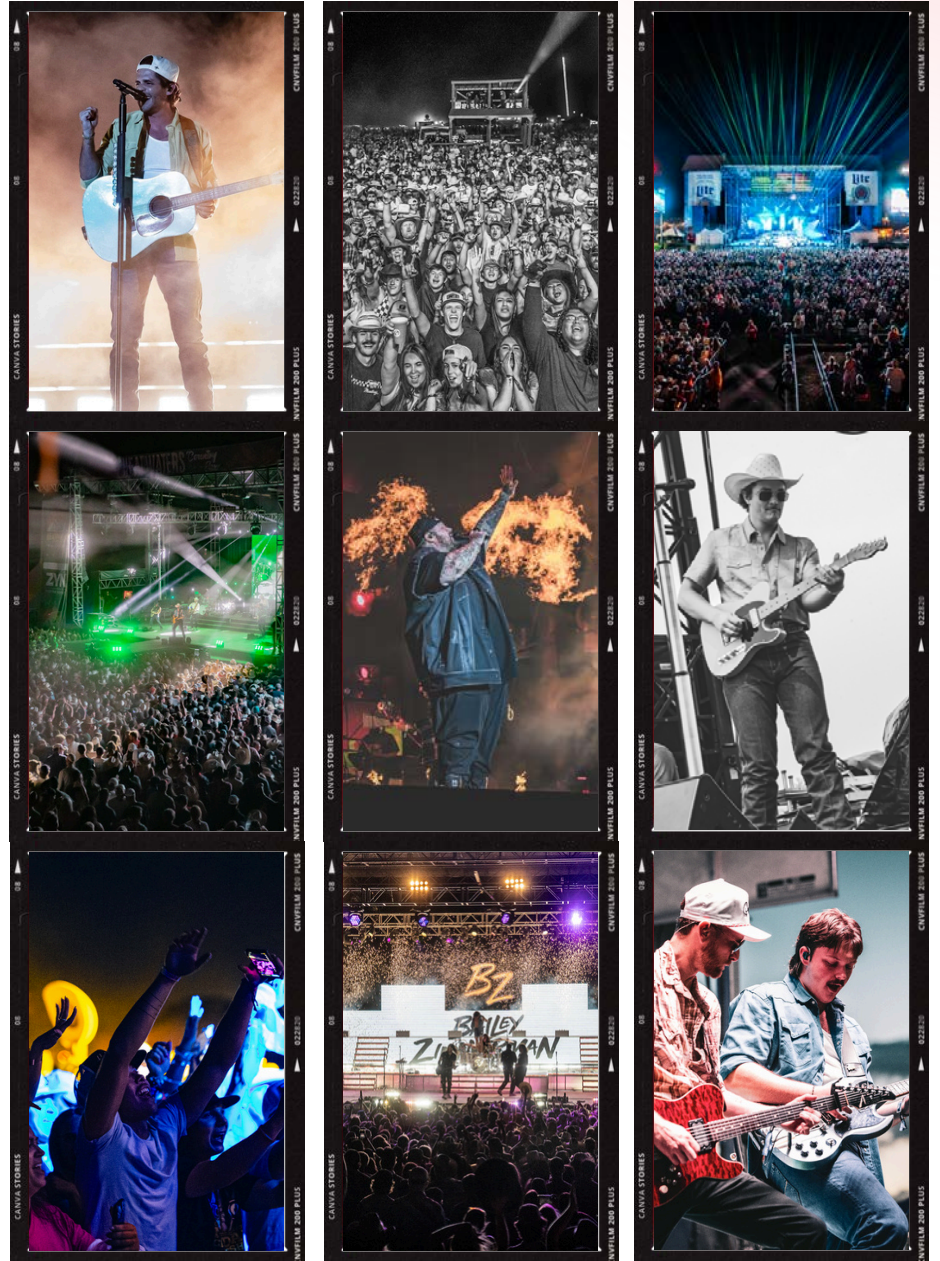
- PR Campaigns
- Graphic Design
- Deployment at Events
- Expanded Research and Data
- Ticketing Integration & Relationships
- Videography and Photography
- Website Development & Maintenance
- Certified Drone Video

Expert Digital Advertising

- Google, Meta, Spotify, YouTube, TikTok
- ROAS & KPI Reporting

Specialization in Live Music

- Festivals & Fairs
- Venues
- Scalable marketing for events of all sizes



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## Valued Clients



## Advantages

360 Connections

- Relationships with ticketing platforms and ticketing teams, allowing access to data & insights (Frontgate, Ticket Master, FEVO)

Live Nation's Extensive Resources

- Being a part of the largest entertainment company in the world with a plethora of resources at our fingertips that brings the entire circle together and connects data with decision-making

Specialization

- Live Event Marketing including traditional and digital + social, we are experts in this space

Storytelling

- We get to know your brand & how to tell a story in an impactful way that resonates with your target audiences
- Building brand loyalty and love

Priceless Industry Relationships

- Artists, managers, agents, record labels, PR firms & more
- We can help optimize support because we are heavily intertwined within the industry

Sponsorship Consultation

- Expertise and advisement on sponsorships



Scan the code to email us directly!

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