Whitewater Amphitheater Research Project

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MC 3360: Public Relations Research

Spring 2019

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Introduction

Whitewater Amphitheater is a concert music venue and river floating destination in New Braunfels, Texas. This entertainment location is large and spacious, making the venue a ideal space for large events and concerts. With a large mainstage, general admission seating, and platinum seating, the venue also includes an elegant Biergarten to accommodate to the German culture of New Braunfels. Nationwide acts are booked year-round and the Whitewater Amphitheater takes pride in having a concert venue where you can float the river and listen to music during the floating season. Preservation of the environment and local wildlife is held at very high standard and appreciation of the Guadalupe River that surrounds their venue is a top priority as its one of the venues main attractions. The structure and architecture of Whitewater Amphitheater is designed to provide excellent acoustics to ensure every attendee has a memorable listening experience at every show, even for those who are enjoying the river. Whitewater Amphitheater's website is designed to display the shows scheduled at the venue and provide users with a platform to purchase tickets, as well as view further information about performances. The analytics provided by Whitewater Amphitheater in this proposal are taken from their website and give an insight into client transactions, engagement and loyalty. The Whitewater Amphitheater website displays a relatively plain design with a color scheme of black, white and blue, featuring a carousel slideshow of photos of upcoming artists who are lined up to perform on their calendar. Their navigation bar includes the tabs: Home, Calendar, Gallery, VIP, About, Contact and Employment. Scrolling down towards the main section of the website, viewers can see a list of upcoming shows along with their respective date and time. The website includes

Facebook, Twitter and Instagram widgets on the righthand side of the site, along with links to each page at the top. Also listed is their contact information, such as address and phone number, along with an option to sign up for an email list (micro-conversion) which can be found along the right side of the home page. If a customer chooses to purchase a ticket (macro-conversion), they can do so by going to the concert calendar or by clicking on the "Tickets" button on the artist they would like to see, listed under "Upcoming Events."

Rilwan Banks-Audu Review : The idea was to look at research dealing with website design and how these designs lead to customer satisfaction which in turn brings about loyalty and engagement. One of the papers used is A Literature Review: Website Design and User Engagement; It looks into the research of how website design can shape the way users engage with the site. We look at the research done and analyze the "design elements" that the paper sees as important criteria for facilitating user engagement and compare with our client's site to see if it's lacking any of these elements. The second is Impact of Usability Website Attributes on Users' Trust, Satisfaction and Loyalty; The paper will be used in the same vein as the first one. Instead of the design elements, we are looking at an experimental study "aimed at identifying possible relationships among website usability characteristics, consumer satisfaction, trust, and loyalty" (http://socsc.ktu.lt/index.php/Social/article/view/8409). We are examining the study and comparing it with our client's website to see if we can apply some of the variables in the aforementioned paper to possible solutions for our client. The third research paper, Engaging customers during a website visit: a model of website customer engagement allows us to look at a conceptual model of a website that is created specifically for testing

customer loyalty and engagement by showing relationships between the constructs and website design and then testing empirically. We then look at any data gotten from the study and draw possible solutions for our clients.

Ashleigh's Literature review: We referred to the resource "Digital Media Marketing Using Trend Analysis On Social Media" to research how the user personal engagement with the client's content on their social media provides referral traffic to the client's website so users purchase tickets. This article discusses how quality data on social media leads to higher conversion and lower bounce rates. We also referred to the article "Website Credibility and User Engagement: A Theoretical Integration" to look deeper into how important website accessibility is to users so the client can have a lot of activity from users on their website.

Goal for the Client: The goal of this project is to analyze and understand how users are interacting with the Whitewater Music Amphitheater website and determine how to improve user activity in order to increase ticket sales. The main research question we want to answer in our project is "How can improving website promotion on the client's social media increase engagement and ticket sales on their website?" From the website's analytics, it can be determined how users are utilizing the website, what is causing them to bounce and where the website needs improvement in order to reach new users and bring in more traffic. Our supplementary hypothesis is: if Whitewater Amphitheater updates their social media promotional strategies, they will be able to improve their engagement with a younger audience, causing an increase in traffic to the website and in turn, an increase in ticket sales overall. Our main goal with this research is

to show the client that they can increase ticket sales on their website by improving social

media posts on all of their platforms.

Methods

Method: Web Strategies. The client uses a few web strategies in order to entice

customers to go to their website and buying tickets to their shows. Whitewater Amphitheater has

multiple social media accounts, including Facebook, Twitter, YouTube, and Instagram. These

social media accounts help the company by linking back to their main site, generating more

views and traffic. This relates to our project by providing information such as sources for referral

traffic. Whitewater Amphitheater also provides information for each of their shows and ticket

prices on the very first page of their site, which could help to keep the bounce rate from being

too high. The average session duration was around a minute in the analytics provided, meaning

that the site could have more added in order to keep people interested and browsing the shows

that the venue has to offer. The Twitter account linked on their site provides almost no

information about the shows except for the band name, date of performance, and a link to buy

tickets, which could have a negative impact on the number of people only viewing the Twitter

account clicking through to the main venue site. Conversely, their Instagram, which is not linked

on the site, consists of well-made concert promotion posters and pictures of people attending the

shows and has much more social engagement than their Twitter, most likely leading to more

traffic generated to the site through the links on their Instagram. These social media campaigns

bring their own traffic to the site, although some work more effectively than others. In relation to

our project, these strategies, especially their social media, generate traffic to their website, which

in turn encourages visitors to check out tickets and make purchases.

Method: Measurement of Outputs and Outtakes. In order to create a public relations campaign for our client, we must first know exactly what we need to put out to target consumers and what the reception from the consumers will be. We will be measuring audience response to announcements put out by Whitewater Amphitheater in the form of visits to the main website, an increase or decrease in bounce rate, and the amount of time spent on the site. The client's outputs (social media posts, events held, shows announced) will be used to determine what can be more effectively done in order to increase traffic and get more customers. Meanwhile, we will be also be measuring outtakes by seeing the actual effect any choices made by the client have on consumer interaction.

Method: Concepts and Constructs of Research. The biggest constructs that pertain to our research deal mostly with engagement and loyalty. We measure loyalty in particular because it gives us a good understanding of the relationship between our client and their users. We look specifically into customer retention, meaning: do people return to the website after their first use? If so, is it on a regular basis? We derive some answers from an analytics report from February to April, which shows a decline in returning customers and deduce reasons for the decline as it highlights specific problem areas that the client might need to fix so as to keep users happy and make their website more profitable as the macro goal. We break it down even further by examining the numbers on a week-to-week basis between those months and get deeper into the minutia of the report and infer more solutions from it for the client. Engagement also plays a role, in the sense that we try and measure how well our client is reaching their users, and how they, in turn, are actively using the website or if they even use it at any all. We examine the referral traffic analytics and check to see if audiences are getting referred for information about concerts, tickets, venues and so forth, from the actual source which is the website, or if they are

referred from social media sites or ticket vendors which in turn would help our client know

where to put their resources into. We also look at how users are engaging with our client's site,

specifically dealing with what devices they are using and which so as to infer what our client's

need to focus on with regards to website development on mobile/tablet or desktop. So with these

two constructs, we have stated; there are two research questions that come to mind right now,

which are: 1) How are active users trending over time? ; and 2) How well does the client retain

users?

   Three Academic Research Papers: There are three academic papers we will be using;

the first one is A Literature Review: Website Design and User Engagement by Renee Garett,

MS, LCSW,1 Jason Chiu, MS, Ly Zhang, and Sean D. Young, Ph.D., MS2,3. It looks into the

research of how website design can shape the way users engage with the site, the authors decide

to break it down into "design elements" which in turn allows their "review and the resulting short

list of design elements be used to help designers and researchers to operationalize best practices

for facilitating and predicting user engagement" (J Commun Media Technol. 2016 Jul; 6(3): 1–

14.). We can use this as a way to study our client's site and see how it could affect their user

engagement. The second is Impact of Usability Website Attributes on Users' Trust, Satisfaction

and Loyalty by Dariusz Dabrowski, Beata A. Basinska and Marcin Sikorski it "presents the

results of an experimental study aimed at identifying possible relationships among website

usability characteristics, consumer satisfaction, trust, and loyalty"

(http://socsc.ktu.lt/index.php/Social/article/view/8409). The paper can help see what factors can

help our client's retain users and better help them grow economically. The Final paper we will be

looking at is Engaging customers during a website visit: a model of website customer

engagement by Catherine Demangeot, (Department of Marketing, IESEG School of

Management (LEM-CNRS), Paris, France) and Amanda J. Broderick, (Newcastle University

London, London, UK). The research paper's goal is to bring, "a conceptual model of website

customer engagement underpinned by relationship marketing and communication, knowledge,

shows how perceptions of the website's exploration and sense-making potential can activate

consumer engagement and is then empirically tested." (Catherine Demangeot, Amanda J.

Broderick, (2016) "Engaging customers during a website visit: a model of website customer

engagement", International Journal of Retail & Distribution Management, Vol. 44 Issue: 8,

pp.814-839, https://doi.org/10.1108/IJRDM-08-2015-0124). It relates back to our client and their

website because it can give us a model from the research to look at and compare with our client's

so as better see what ways we can get more engagement from users.

Data Analysis:

For this study, we will be analyzing the data of the Whitewater Amphitheater website and

determining how the analytics given represent customer engagement and influence on ticket

sales. By looking at the referral traffic and bounce rate of the website, we can see how the

interactivity of customers is linked with the clients website itself and also their social media

presence. The engagement of customers is determined by how they can access what the client

has to offer through promotion on social media. The graphs below represent the data and

analytics of the website from the past 90 days.

Referral Traffic:

	Source	Acquisition			Behavior			Conversions		
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		532 % of Total: 7.41% (7,182)	440 % of Total: 8.04% (5,472)	613 % of Total: 6.40% (9,585)	77.98% Avg for View: 73.15% (6.61%)	1.45 Avg for View: 1.52 (-4.96%)	00:00:52 Avg for View: 00:01:14 (-29.51%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
☐	1. theavettbrothers.com	200 (37.59%)	156 (35.45%)	241 (39.31%)	83.82%	1.36	00:00:35	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	2. bandsintown.com	65 (12.22%)	58 (13.18%)	87 (14.19%)	80.46%	1.52	00:01:11	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	3. stayandfloat.com	38 (7.14%)	30 (6.82%)	38 (6.20%)	84.21%	1.45	00:00:25	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	4. m.facebook.com	29 (5.45%)	27 (6.14%)	29 (4.73%)	82.76%	1.24	00:00:06	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	5. l.instagram.com	28 (5.26%)	26 (5.91%)	28 (4.57%)	57.14%	1.75	00:00:58	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	6. instagram.com	27 (5.08%)	27 (6.14%)	27 (4.40%)	74.07%	1.33	00:00:24	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	7. www1.ticketmaster.com	22 (4.14%)	19 (4.32%)	22 (3.59%)	59.09%	1.45	00:00:51	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	8. com.google.android.googlequicksearchbox	14 (2.63%)	6 (1.36%)	16 (2.61%)	68.75%	1.56	00:01:09	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	9. link.seated.com	13 (2.44%)	11 (2.50%)	13 (2.12%)	61.54%	1.77	00:01:03	0.00%	0 (0.00%)	$0.00 (0.00%)
☐	10. do512.com	12 (2.26%)	10 (2.27%)	12 (1.96%)	83.33%	1.50	00:01:05	0.00%	0 (0.00%)	$0.00 (0.00%)

 To know and fully grasp what exactly is bringing users to the Whitewater Amphitheater website,

we first need to analyze the websites referral traffic. As shown in the graph above, we can see

that from the past 90 days 37.59% of referral traffic is coming from The Avett Brothers website

and 156 of those users are new, indicating that customers are coming in for that band

specifically. Traffic from social media is at a low with Instagram and Facebook both bringing in

less than 10% of the website traffic, showing that the client has a very low social media

promotional presence. From this, we can conclude that users are coming to the website for

specific events only, and not utilizing the website to browse other events being offered.

In regards to promoting the venues events, Whitewater Amphitheater focuses more on

promotions of specific events rather than the overall venue itself. While this can influence sales

positively for returning entertainment, other events become less of a focus and this causes data to

fluctuate. From the graph above, we can see how the data shows that there was a huge peak in

users visiting the site around April 7th due to their high promotion and focus on the Willie

Nelson show, resulting in a dramatic increase in the websites traffic of about 17,900 users. While

the client can be sure to rely on incoming traffic from this event, lack of individual attention on

other shows can negatively impact the websites traffic. Upcoming shows for Billy Currington

and Sublime did not receive the same amount of promotional attention as the Willie Nelson

show, and were both announced on the same day, thus resulting in their usual traffic of about

6,500-6,900 users visiting the site.
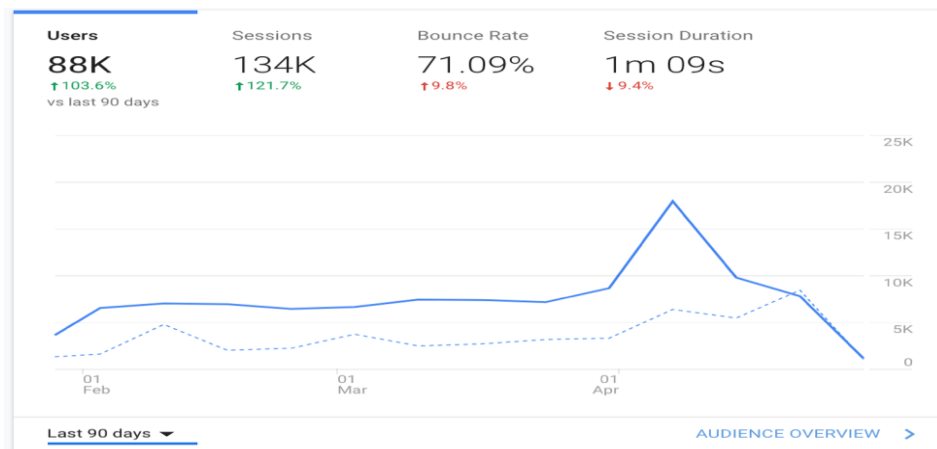
Bounce Rate:
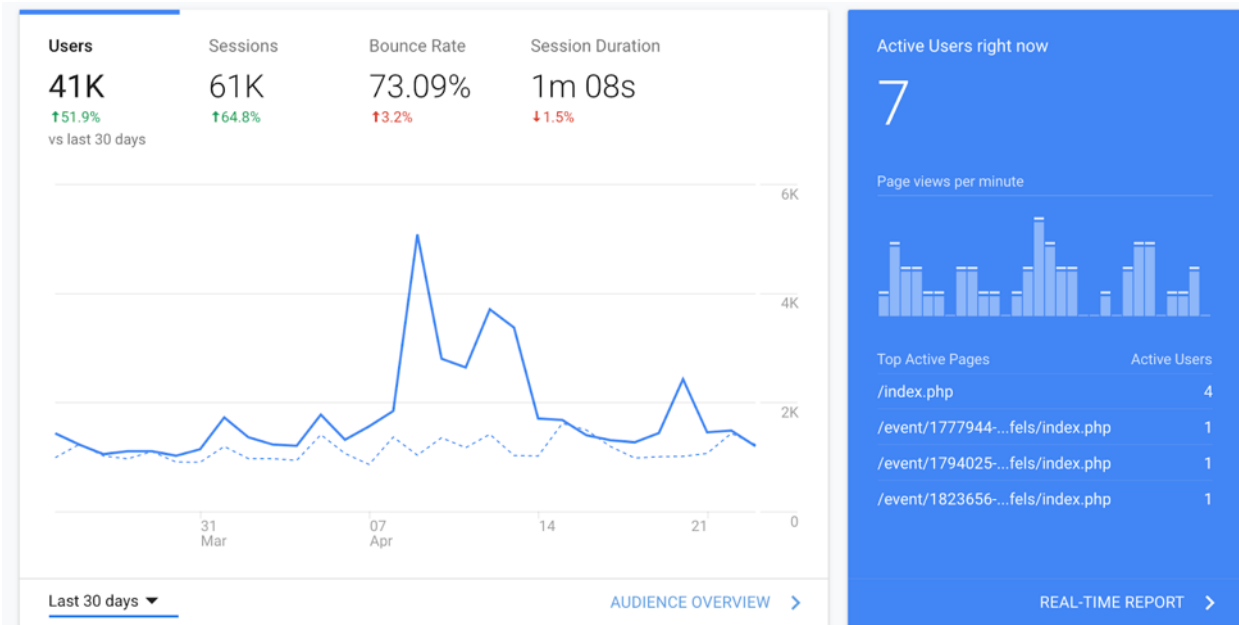
Our client has a bounce rate of 73.09% which is very high considered to the ideal bounce rate of between 26% and 40%. In the past 90 days, the website received 440 new users with an overall total of 532 users. The website received 613 page views with a user average of 1.45 sessions for each user at an average of 52 seconds a session, indicating that the high bounce rate is due to more than half of the users visiting the website are leaving immediately after purchasing whatever event tickets they came for and not exploring the other events the client has to offer.

Retaining Users:
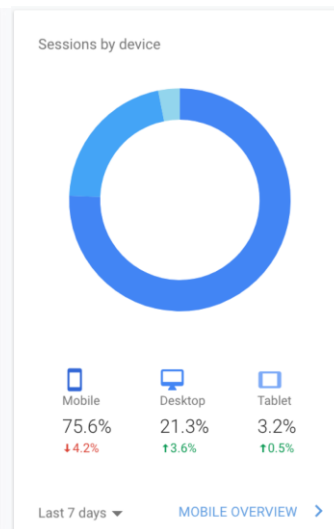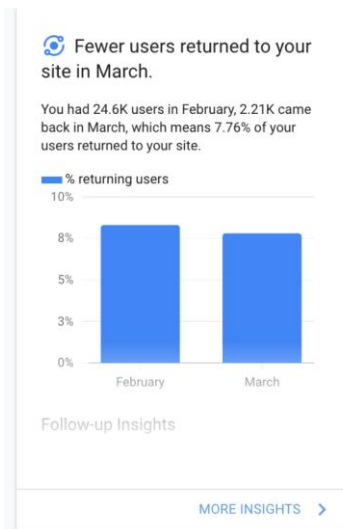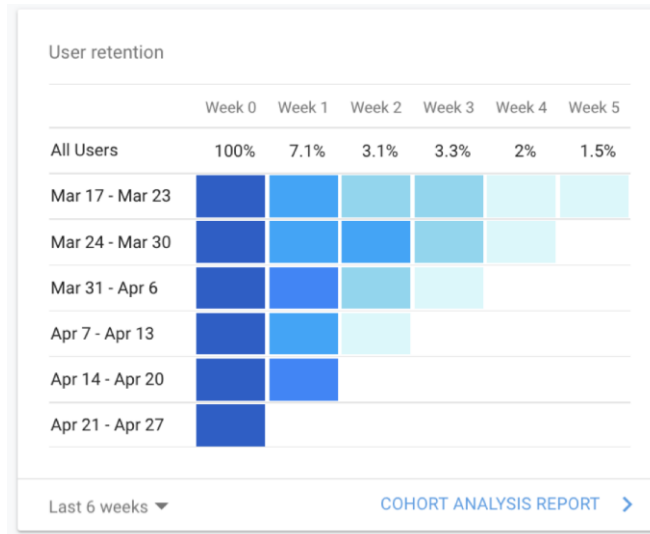
From the overall data analysis, we can conclude that the client relies on a majority of their

revenue and website engagement to come from returning customers who attend their highly

promoted big named events. At the moment, the clients return rate is at 7.76% which is

considered low. By balancing the clients promotions and increasing their social media presence,

we can increase user retention for the website and as well as increase website accessibility to the

clients audience.

Method: Research Questions

Question 1

- According to Google Analytics, most users access the website from a mobile phone, to be precise 71% of users accessing the Whitewater Amphitheater website. Has the company taken the steps to design its website to accommodate mobile phone users?

Discussion

If you look at the company's website from a mobile device you can find that the website is laid out perfectly for viewing on a mobile device you can vividly see what shows are coming up at the venue via PowerPoint presentation that changes every two seconds so users are able to see what acts the venue has booked.

Question 2

- The company's bounce rate is 67.96%, is this considered to be a good or bad bounce rate for our client? It is ideal to make sure your websites bounce rate is between 26% and 40%.

Discussion

A bounce rate of 67.96% is a little too high, but the company can work towards coming up with ways to make their website more interactive, so people stay engaged on their pages for a longer period.

Question 3

- When are most users visiting the Whitewater Amphitheater website?

Discussion

Most users are visiting the client's website between 10am-12pm each day we believe the

cause of this is because that is the time of day our client announces their future shows on

their social media accounts.

Question 4

- Over the last 30 days how many users have visited the website from a mobile device,

  desktop, or tablet?

Discussion

Over the last 30 days, 25.5% of users have accessed the website from their desktop, 71%

of users have accessed it from their mobile phone, and 3.5% of users have accessed the

site from their tablet.

Question 5

- Why has the number of users increased by 6.2% over the last 30 days?

Discussion

The number of users has increased by 6.2% over the last 30 days because they have

recently announced three new shows on their social media accounts, and users are

visiting the website to figure out when the show is, and to buy tickets.

Method: Key Variables We Measured

Results

- *Traffic Channel:*

During the beginning of February, our client's traffic channel skyrocketed up, and then fell back

down, and remained stagnant for the rest of the month as a group we wanted to dig deeper into

why that was the case, and we figured out that our client had announced two of their biggest

shows coming up on February 4th. The announcement consisted of Sublime at 9 a.m. and Billy

Currington at 10 a.m. Announcing two huge artists like this on the same day can lead to a lag in

the number of users visiting the Amphitheater's website in the future months. If our client would

have spaced out their announcements throughout the month, they would see an increase in visits

to their website because a lot of announcements at once can crowd a user's attention span and

prevent them from engaging in content.

- *Active Users:*

Based on the data we have collected the Whitewater Amphitheater has 27 thousand monthly

users visit their website, 6.2 thousand users visit each week, and daily about 933 users visit the

website. For a concert venue, these are great numbers because that means our client has

thousands of people clicking on their pages to buy tickets and learn about the artists our client

booked.

Secondary Source

We compared and contrasted a lot of our client's website layout and social media activity to a

venue in San Marcos, Texas called The Marc. The Marc does a great job keeping their social

media interesting. Their website is also very eye catching and it is full of pictures of the concert

going experience they provide so the client doesn't lose focus while browsing on their website

which is great for bounce rate. The Marc is constantly tweeting and interacting with their

customers and Whitewater Amphitheater needs to be interacting with their users as well. The

Marc also does a great job of switching up their posts on Instagram so it isn't the same consistent

post. We want to encourage our client to add variety to their social media posts about concerts so

their users can stay engaged and buy tickets on their website.

Conclusion

After gathering the data on our client, conducting a thorough literature review and analyzing these elements against our clients goals and objectives, we have developed several ways in which we believe our client can improve traffic to their website. We believe that improving their social media relationships with their users is a key element in an increase in referral traffic to the website. Our research found that their Instagram was their most successful social media account but that it was not linked on their website. Alternatively, their Twitter account was the least successful and in need of revamping. We believe that diversity in tweets and an addition of images and user interaction would highly improve traffic to the website. In analyzing the website itself, we believe that the bounce rate could be improved by updating the layout of the website to include more immediate interactive features, such as push buttons, videos, or images to catch and keep the user's attention. All this being said, our group believes if Whitewater Amphitheater makes these easy changes to their website and social media pages, they will see an increase in web traffic and, overall, ticket sales to their venue.

Timetable for Research

· **Feb. 13** -– Formulate group

· **Feb. 18** – Begin brainstorming ideas for a potential client

· **Feb. 20** – Select Whitewater Amphitheater as our group's (potential) client

· **Feb. 22** – Contact Whitewater Amphitheater for approval to use their analytics

· **Feb. 23** – Whitewater Amphitheater accepts to be our client, provides us with their Google

analytics

· **Feb. 25** – Group meeting outside of class: Start to formulate our individual parts of the

proposal and   discuss the meaning and significance of analytics data

· **March 4** – In class Research Proposal consultation

· **March 6** – Group meeting outside of class: Continue working on individual parts of the

research proposal

· **March 11 –** Group meeting outside of class: Put final touches on the proposal

· **March 13** – Final proposal due

· **April 23** – Meeting outside of class to gather further analytics

· **April 24** – Meeting outside of class to put together presentation materials and research from

secondary source

· **April 30** – Meeting outside of class to prepare for presentation

· **May 1** – Presentation

· **May 3** – Final research paper is sent to client

· **May 6** – Final research paper due

Proof Of Submission To Client:

Ashleigh Casstevens <ashcasstevens.ac@gmail.com>
to Angie ▾

Hello Angie, I have attached our research paper to this email thank you so much for allowing us to use Whitewater's analytics. A confirmation that you have received this email is greatly appreciated.

Best wishes,

Ashleigh Casstevens

W **PR Group Project fi...**

Angie Row
to me ▾

Got it, thanks!

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