

Spot. Electronics

Strategic Plan

Prepared by Sean M. Kelley

Company Owner/Founder

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General Overview

Business Description:

Spot. Electronics is a customizable effects pedal company located in South Philadelphia. It was created for musicians who want to learn about what goes into the process of building effect pedals, as well as performing artists who are interested in customizing their tone. We want to not only offer high quality products but also be a means of education for those interested in the audio electronics world. We offer a variety of fuzz and distortion pedals that are all unique in their own way.

Staff Roles

Sean Kelley (Owner, circuit designer, pedal builder)

Spot. Electronics is a business operated by one person who is responsible for building and designing all pedals. Drilling, artwork, and screen printing will all be outsourced and paid for as a work for hire. When the business progresses to the point that I would be making over ten pedals a day, the company will hire more in-house pedal builders.

Products

To start we will offer one guitar pedal based on the LPB-1 circuit. It will have five socketed components that users will be able to swap out. Each pedal will also come with an instructional zine that will give an in-depth circuit analysis as well as ideas on what customization options there are and how they might sound.

Education

Spot. Electronics will not only offer high-quality guitar pedals but also act as a means of education for those interested in audio electronics.

1. Articles
 - a. We will write articles on specific topics relating to our pedals. Covering things like Designing PCBs, Using Kicad, "Diodes: what they are and how to use them", and much more
2. Workshops
 - a. We plan to set up a series of one-time workshops. Going to local schools or music programs as well as hosting our own, we plan to set up small workshops students will be giving parts and tools to build a simple circuit.

Branding Strategy

Target Market

Spot. Electronics' target market is musicians and aspiring pedal builders in the United States, ages 17-30.

Mission

Our mission is to provide musicians with customizable effect pedals that allow them to easily swap out key components in order to achieve the tone of their dreams. We want to educate users in the process of building and designing guitar pedals.

Vision

We want musicians to be more knowledgeable in audio electronics equipment and inspire them to create any sound they can think of.

Values

- **Creation:** We want to inspire people to always think outside the box, and be able to create exactly what they see in their head
- **Learning:** We strive to educate and empower musicians in audio electronics with a multitude of resources
- **Diversity:** We plan to represent people of all backgrounds and encourage all types of musicians to create their sound
- **Quality Care:** We are personable and responsive to any questions or concerns

Competitive Strategy

Products, Services, Sources of Revenue

Spot. Electronics' main source of revenue will be generated from the pedals we sell. Another source of revenue will come from selling Modification Kits; most of which will be created by our sponsored artists.

Competitive Strategy

Spot. Electronics is pursuing a Differentiation Strategy, with a segmented focus in DIY effects pedals. Spot. Electronics differentiates itself by selling high-quality pre-built pedals that allow users to swap out key components to alter the sound, unlike other DIY pedal companies that sell kits that require more knowledge and often have lower quality parts.

Primary Target Segments

- **People interested in learning about building pedals:** These are people who aspire to build their own effects pedals, or simply be more knowledgeable about audio electronics. They have had very little to no experience working with electronics, and are using this as a first step into this world.

- **Musical artists:** These are musicians who perform and/or record often. They are interested in expanding the tone that they have from their current pedals and want something they can make their own.

Competitive Advantages

- **Facilities:** Spot. Electronics is a small company and can be run out of a home office.
- **Low Staff:** Spot. Electronics can be run by a single person.
- **Location:** Spot Electronics is located in Philadelphia which is home to a large music community that we can build trust and relationships with.
- **Client List:** Spot Electronics will have connections to the people I have met through playing shows and touring, who know me and already trust my work.
- **Low Investment, High Return:** Each run of pedals can be made in small batches, and each pedal generates a high amount of income in comparison to the cost of components to create them.

Marketing Strategy

Highest Priority of Marketing Message

Quality, experience

Positioning Statement

For musicians who want to learn to build pedals or want to have the ability to easily customize their pedals with little to no knowledge. Spot. Electronics is a customizable guitar pedal company that takes making guitar pedals in a different direction than it has ever been. Unlike most DIY pedal companies, we make pre-built pedals that allow you to swap out key parts and learn about what makes a pedal sound the way it does, or get a tone that only you have.

Communication Strategy

Advertising

- 10% of the profit will go towards advertising
- Targeted social media advertisements

Public Relations:

- **Artist sponsorships**
 - Spot. Electronics will partner with popular artists
 - Have artist make their own signature kits
 - Have musical artists do demo videos
- **Gear reviewers and music bloggers**
 - Spot. Electronics will offer free or discounted pedals to bloggers in exchange for demo videos.
- **Education**
 - Spot. Electronics main goal is to be an educational resource to users. Offering all

of our schematics and resources we use to design our effects for free through our website.

- We plan to open up workshops bringing them to local music programs

- **Newsletter**

- Spot. Electronics will have a monthly newsletter that will be directed at the people more interested in learning about building effect pedals. It will be written by me, with occasional guest writers and submissions by other people in the music
- Contains:
 - Information on upcoming products
 - Promote any artist the company sponsors
 - Articles on specific topics within audio electronics

Social Media

- Instagram: 2 posts per week along with Instagram stories
- Twitter: More personal, chatty, frequent posts
- Facebook: 3 posts per week
- Youtube: YouTube videos will be made for demos of new releases