

# STEVE BONHAM AND THE LONG ROAD AMERICAN WILDERNESS ODYSSEY

## Marketing and audience development plan

### American Wilderness Odyssey in 100 words

Join three guys on an incredible journey, searching for the moonshine, myth and madness of the American Wilderness. An evening of stories and songs. Tales of outlaws, ghost towns, the emigrant, the doomed lover, the extraordinary lives of ordinary people, real and imagined. Written from the nitty-gritty experience of month-long treks and road trips, off the main strip, along the backwoods and byways of the southern states of America, Steve Bonham and The Long Road bring to life the songs and stories from their acclaimed American Wilderness Odyssey album and its companion book.

### American Wilderness Odyssey in 50 words

Join three guys on an incredible journey, searching for the moonshine, myth and madness of the American Wilderness. An evening of stories and songs. Tales of outlaws, ghost towns, the emigrant, the doomed lover, the extraordinary lives of ordinary people, real and imagined.

### American Wilderness Odyssey in a Tweet




Join @TheLongRoadBand on an incredible journey, searching for the moonshine, myth and madness of the American Wilderness. An evening of stories and songs celebrating the extraordinary lives of ordinary people, real and imagined.





### Quotes about Steve Bonham and The Long Road

"Everything about Steve Bonham and The Long Road is out of the ordinary."  
- *Maverick Magazine*

"The outlaw songsmiths... employ a renegade-Anglo touch to make Americana great again... but they're less world-weary, more foot down hard with raw whisky energy."  
- *RnR Magazine*

"Make no mistake about it! Steve Bonham and The Long Road are a British band, but their interpretation of American styles is tantamount to anything their transatlantic brethren have released in recent years."  
- *Indie Source Radio*

 [thelongroadband.net](http://thelongroadband.net)  
 [thelongroadband.bandcamp.com](http://thelongroadband.bandcamp.com)  
 [bit.ly/spotifythelongroadband](https://bit.ly/spotifythelongroadband)

 [thelongroadbanduk](https://www.facebook.com/thelongroadbanduk)  
 [thelongroadband](https://www.youtube.com/thelongroadband)  
 [thelongroadband](https://www.instagram.com/thelongroadband)  
 [thelongroadband](https://twitter.com/thelongroadband)

**Photographs and video trailers are in this tour pack**

# Audience Development Plan

## Aims

- Attract fans of acoustic music
  - folk, roots, country, rock, Americana, blues and jazz
  - We call our approach Artisan Music, binding all these genres
  - The idea of authenticity, artistry, connection to the source materials and inspiration
  - Original, handcrafted songs
- Attract enthusiasts of storytelling/narrative performances
- Attract supporters of live music (including those who have become disengaged by conservatism & lack of vibrancy in the acoustic scene)
- Attract those excited by psychogeographic\* music
- To sell out performances
- To achieve 30% new audiences

\* Psychogeography describes the effect of a geographical location on the emotions & behaviour of individuals

## The Long Road's standing

Spotify listens.....218,000+  
YouTube channel views.....168,000+  
Combined social media followers.....8,000+

## What The Long Road will provide

- A3 and A4 posters
- A5 flyers
- Copy, images and video trailer for venue brochures, mailshots and website
- Availability for press interviews
- Access to our Artisan music documentary: Rise of the Artisan

## Working together

We will have planning meeting with your marketing/box office teams.

We will work with you to establish a plan for your venue that could include any of the following:

- Identification of local organisations and key influencers
  - Lists of local organisations and groups
  - Identification of key influencers
- Development of a social media plan
  - Examples of best practice
  - Sample posts
  - Engagement with local organisations and groups
  - Interaction between The Long Road and venue
- Development of a local and regional press/PR strategy
  - Collaborating on press release
  - Identification of local and regional press
  - Identification of newsworthy angles
  - Box office briefing
  - How to describe the show in ten seconds, 30 seconds, 1 minute
  - Sample direct mails
- How we can maximise audience experience
  - Post-show discussion with the band to discuss our treks, storytelling and the artisan approach
  - Pre-show screening of our Artisan music documentary: Rise of the Artisan. (a 30-minute documentary following The Long Road during a recording session in November 2020)
  - Pre-show / post-show foyer performance of solo jazz piano from Christopher Lydon, showcasing some of the music that flows into our inspiration pool
- Retaining audience members post-show
  - Exit flyering
  - Identification of similar programming in the future