

Case Study

Smithville Music Festival

www.smithvillemusicfestival.org



Industry

Non-Profit/Charity & Event

Partner

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Goals

The Smithville Music Festival was conceived as a fundraiser for the Smithville Community Fund to support a project aimed at purchasing an historic building in Smithville, Texas and developing it into a multipurpose community center. The decision was made to go ahead with the plan in August and a date in November was chosen for the event. This did not leave a lot of time to get marketing going. To market on such a short timeline a web presence would be essential. For their web site the Smithville Music Festival had Les Warren of S7 Media Design work up a design. He suggested they implement the website in Kentico to take advantage of the strengths the CMS had to offer. The website was live in September.

Challenges and Solutions

Challenge: To quickly implement a web site and continually add new information to it as the event developed.

Solution: With Kentico it was very easy to port the design exactly as conceived into Kentico CMS and start adding content immediately.

Challenge: The website would have to be easy to find in web searches related to the event and artists playing.

Solution: The Kentico Google Analytics web part and Google Sitemap feature made the general SEO for the website a breeze and the meta data editing features of the CMS desk made page-by-page optimization a snap.

Challenge: The site required a simple banner rotator to display banner ads for the major sponsors. This needed to be attractive and easy to update.

Solution: To accomplish this a Flash banner rotator was adapted using the ASP.netFlash control and a simple inline control created for this. Details on adapting this control for Kentico are at the S7 Media Design Blog - <http://s7mediadesign.com/S7-Blog/September-2010/XML-Flash-Banner-in-Kentico.aspx> .

With a directory in the media library for the banner images and the xml files for the Flash movie, updating the banners as easy as adding a banner image and editing and updating the xml file.



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“The first annual Smithville Music Festival was a success beyond our expectations because of the use of our Website and other social media. Our web presence allowed our event to be publicized to an expanded group – much larger than our print media budget would have reached. The well designed Website put a professional ‘face’ on our event and gave us an important positive image in the competitive entertainment marketplace. With the help of our Website, we are now able to communicate immediately with potential sponsors and attendees. Our Website tells easily the who, what, where and when of our event, but also helps to give the event personality and credibility.”

Adena Lewis,
Smithville Chamber of Commerce

Key criteria for selecting Kentico CMS

1. For the price no other application will allow for such rapid development of a website with a sophisticated professional design and all these features out of the box.
2. The content management features and the media library kept the job of updating the site very manageable. This was very important in the early days of the marketing as acts were being added to the event.
3. Ongoing development would be easy to do in the future and updates and new versions of Kentico continually expand the possibilities and usefulness of this website.
4. The security and stability of the ASP.NET platform and the maturity of Kentico CMS as an application.

