

MARKETING REPORT PRESENTATION // ENTERTAINMENT MARKETING

SINIKKA MONTE

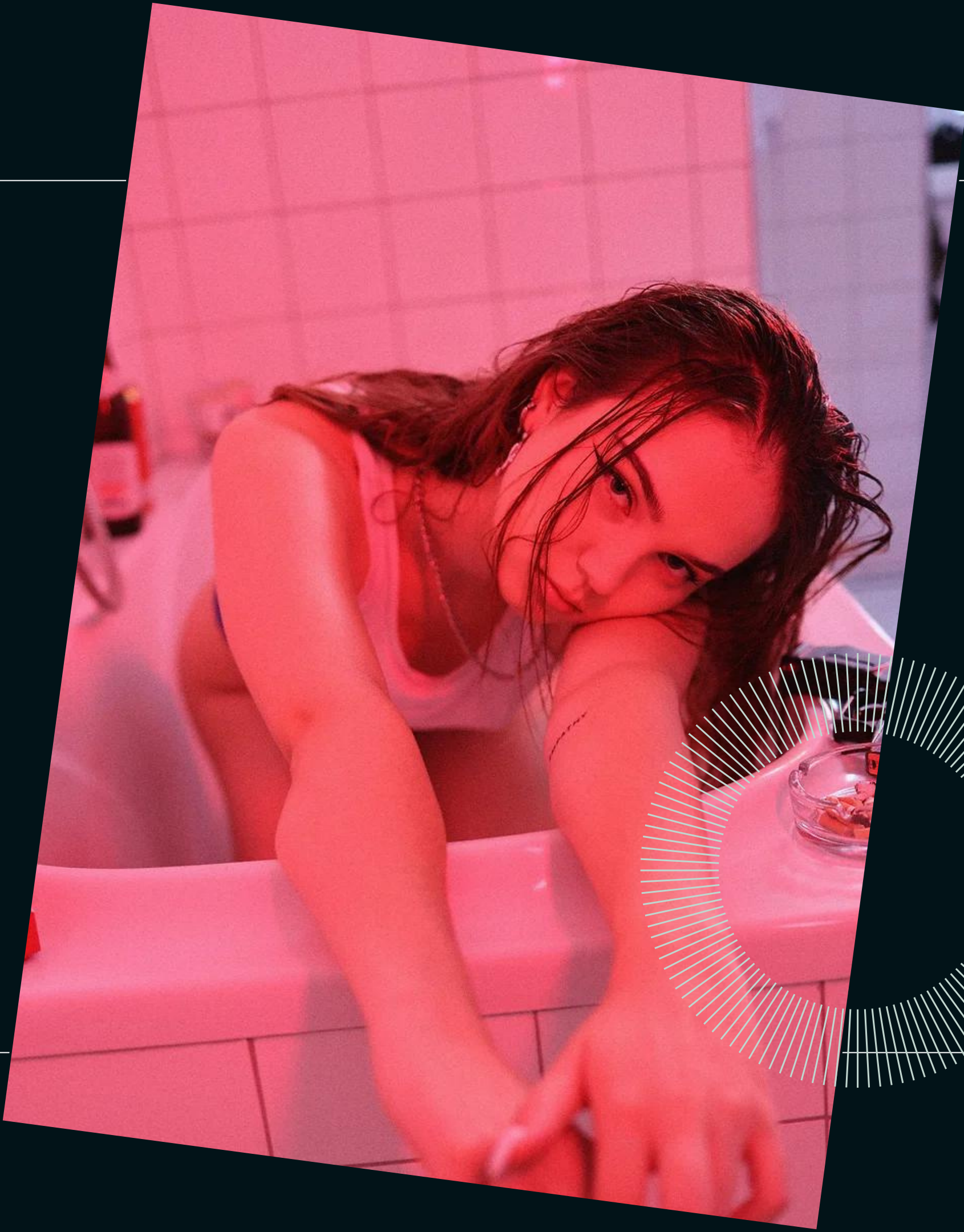
JULY 2023 // Anja Wilawitzer



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- 02 - Previous releases and successes
- 03 - Marketing strategy
- 04 - Timeline and budget





01 - ABOUT SINIKKA MONTE

- 21 years old
- born in Kirkcaldy, Scotland
- Finnish, South African, and Italian roots
- started writing songs at the age of 12
- love for music performing came from ballet classes

(Bio | Sinikka Monte | Austria, 2022)

02 - PREVIOUS RELEASES...

Most relevant current numbers:

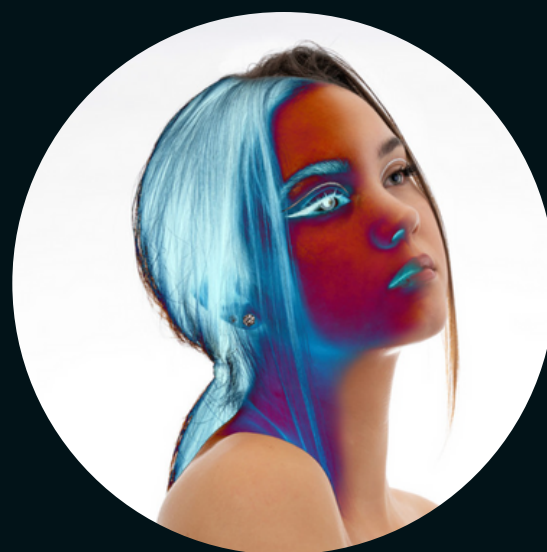
- Spotify: 778 followers / 758 monthly listeners (Chartmetric, 2023)
- Instagram: 3,470 followers
- Facebook: 1,398 followers
- YouTube: 1,640 subscribers
- TikTok: 398 followers / 757 followers (two different accounts)



It ain't you



Play Pretend



Infrared



Slayer



Deadlocked



Dead End

02 - ... AND SUCCESSES

Awards and prizes:

- Joe Zawinul "Z" Award (2019)
- "Youngster of Arts" Award, City of St. Pölten (2020)
- Semi-finals of "International Songwriting Competition"
- Third prize at "Songwriting Award" of the "Austrian Composers Association" (2021)

(Bio | Sinikka Monte | Austria, 2022)

TV Show appearance: "I Can See Your Voice"

- German private channel RTL
- Headlines due to comments from German comedian

(Frick, 2021)



Fig. 1: Frick, 2021

03 - MARKETING STRATEGY

- **DSP:** Playlisting & tastemakers
- **Website:** E-Mail list and newsletter
- Teasing on socials
- **Promotional tour:** brand partnerships & authentic connections



PROMOTIONAL TOUR

3 TOUR STOPS:

- **Vienna, AUT**
 - exclusive event for max. 200 attendees
 - potential special guest: DJ duo MÖWE (common song released in 2023)
- **Cologne/Frankfurt, GER**
 - around 300 attendees, maybe more
 - possible stopover at RTL studios
- **London, UK**
 - around 500 attendees
 - radio interview for UK debut



Fig. 2: Backnecht, 2021

If the running storyline continues from Sinikka's appearance as "fitness model" on RTL, it could lead to a lot of attention and press coverage (earned media), as well as the creation of extensive content that has the potential to go viral.

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Fig. 3: JD Sports, 2023

It would also be a good idea to seek a partnership or sponsorship with a sports brand as additional support for the tour.

BUILDING MOMENTUM

Instagram / TikTok:

- BTS album creation & tour rehearsals
- Excerpts of upcoming singles (incl. artwork)
- Tour insights (including 1-2 Q&A Sessions)
- Milestones / notable achievements and mentions

YouTube

- Most popular video: 110,903 views; 83 comments
- Official music video to single "Infrared"



Fig. 4: Leigh-Anne, 2023

To also hint at the tour and capitalize on the popularity of Sinikka's music videos, a consistent storyline could be used there in particular.

PLAYLISTS...

Examples of playlists with different reach strengths on a global level as well as specifically for Austria and Germany, where a high placement for Sinikka Monte's singles could be exciting and increase reach.

Playlist name	Category	Number of likes	Curator
"Indie Pop "	Global	16,326	tracktribe.co
"Indie Pop / New & Undiscovered"	Global	1,004	PlaylistSubs
"A List - Great New Music from Austria"	Austria	1,094	inkmusic
"austrosound. Made in Austria"	Austria	1,026	Peter Schreiber
"Deutschlandfunk Nova Playlist"	Germany	18,101	Deutschlandfunk Nova

... AND TASTEMAKERS

Examples of well-known journalists, bloggers and other influencers (especially from German-speaking countries) whose promotion or mention could introduce Sinikka Monte to a wider audience and thereby increase her listener and follower numbers.



Ina Simone Mautz

Musikexpress (AUT) / RollingStone (GER)



Julia Lorenz

Musikexpress (AUT) / Musikblog.de (GER)



Lisa Wright

DIY Magazin (UK)

04 - TIMELINE ...

3 JULY

Marketing campaign kickoff

Album is finished and the rough release strategy is set. Promotion of the first single and the pre-save campaign starts.

18 AUGUST

Release Single #1

Parallel release of the music video and PR activities as well as promotion on radio and social media. Detailed tour planning starts.

29 SEPTEMBER

Release Single #2

Parallel release of the music video and PR activities as well as promotion on radio and social media. Marketing materials for the tour are created at the same time.

03 NOVEMBER

RELEASE DEBUT ALBUM

Album including artwork will be released on all relevant platforms. On the same evening the exclusive release event will take place as the first stop of the tour in Vienna.

9 & 11 NOVEMBER

INTERNATIONAL TOUR STOPS

Two international tour stops in Frankfurt and finally London will take place. In parallel, the promotion of the new album continues with a focus on possible successes.

... AND BUDGET

EXPENSES				
Cost Category	Subcategory	Details	Estimated cost range (in £)	Suggested KPIs
Distribution	DistroKid	Distribution fee for singles and album	£50 - £100	Number of platforms reached, streams, downloads
Recording, Mixing, Mastering	Studio time	Studio rental for recording singles and album tracks	£500 - £1,000	Sound quality, production value, listener engagement
	Engineer fees	Payment for engineers for recording / mixing sessions	£300 - £600	
	Mastering services	Professional massting services for the final album	£200 - £400	
Songwriter collaborations (optional)	Co-writing fees	Collaboration fees for professional songwriters	£300 - £600	Quality of songwriting, creative input, listener response
Music video and photo shoots	Videography	Cost of hiring videographers for music video production	£300 - £600	Video views, engagement, visual aesthetics
	Editing	Video editing services for the final music videos	£100 - £200	
	Location fees	Rental fees for music video / photo shoot locations	£100 - £200	Visual appeal, location suitability
Design / artwork	Album cover	Design and creation of album cover artwork	£200 - £400	Visual appeal, branding consistency
	Promotional materials	Design of promotional materials like posters, flyers etc.	£100 - £200	Visual appeal, message clarity
Events	Venue rental	Rental fees for venues for live performance events	£200 - £400	Attendance, audience engagement, ticket sales
	Travel expenses	Travel / accommodation costs for the promotional tour	£300 - £600	Travel efficiency, cost management
Website development / improvement	Web design	Development and design of the artist's website	£200 - £400	Website traffic, user engagement, conversions
	Domain and hosting	Purchase and hosting fees for the artist's website	£50 - £100	Website uptime, load time, user experience
Social Media Ads	Ad campaign budget	Budget allocation for paid social media advertising	£100 - £200	Reach, impressions, engagement, conversions
PR and Radio Contacts	Press release distribution	Distribution fees for press releases to media outlets	£50 - £100	Press mentions, article pickups, media engagement
	Radio promotion	Promotional costs for radio airplay and interviews	£150 - £300	Radio airplay, interviews, listener response
Other miscellaneous expenses	Promotional materials	Printing and production costs for additional materials	£100 - £200	Quantity, quality, distribution of materials
		Resources	£100 - £200	Expenses for additional resources or services
Total estimated cost range			£3,850 - £7,600	

... AND BUDGET

REVENUES	
Revenue source	Estimated revenue (in £)
Ticket sales	
Vienna tour stop	£1,500 - £3,000
Frankfurt/Cologne tour stop	£1,500 - £3,000
London tour stop	£1,800 - £3,600
Streaming revenue	
Spotify, Apple Music etc.	£300 - £600
Potential partnership/sponsorship	
Partnership/sponsorship sports outfitter	£500 - £1,000
Total estimated revenue range	£5,600 - £11,200

According to this cost and revenue breakdown, the largest possible loss would be approximately £2,000 and the largest possible profit approximately £7,350 – depending on how successful the campaign is, and which concrete options are chosen for the optional possibilities.

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TABLE OF FIGURES

Figure 1: Frick, L. (2021) “‘I Can See Your Voice’: Fitness-Modell reagiert auf Sprüche von Oliver Pocher”, watson.de [blog], 1 April. Available at: <https://www.watson.de/unterhaltung/exklusiv/331004119-i-can-see-your-voice-fitness-modell-reagiert-auf-sprueche-von-oliver-pocher> (Accessed: 12 July 2023).

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