DELLA NOVA

MARKETING REPORT FOR DEBUT ALBUM RELEASE

WRITTEN AND PRESENTED BY ELLE BOWEN



INTRODUCTION

This report is to analyse past marketing strategies and recommend new strategies for the forthcoming release of DELLA NOVA's self-titled album.

6 MONTH OBJECTIVES:

- Radioplay
- 10k Streams
- Merch
- 4k Followers
- 100 Subs
- Mini-UK Tour



THE NEXT RELEASE

DELLA NOVA - Della Nova (Album)
Release date: October 6th 2023

10 track album (3 tracks are interludes / instrumentals)

3 singles already released, with 1 more single to release in August before the album

PRE-MARKETING ANALYSIS

DELLA NOVA

Band Profile



Alt-rock / heavy rock trio based in London, UK

Alex (lead vocals & guitar), Joe (bass) and Karl (drums)

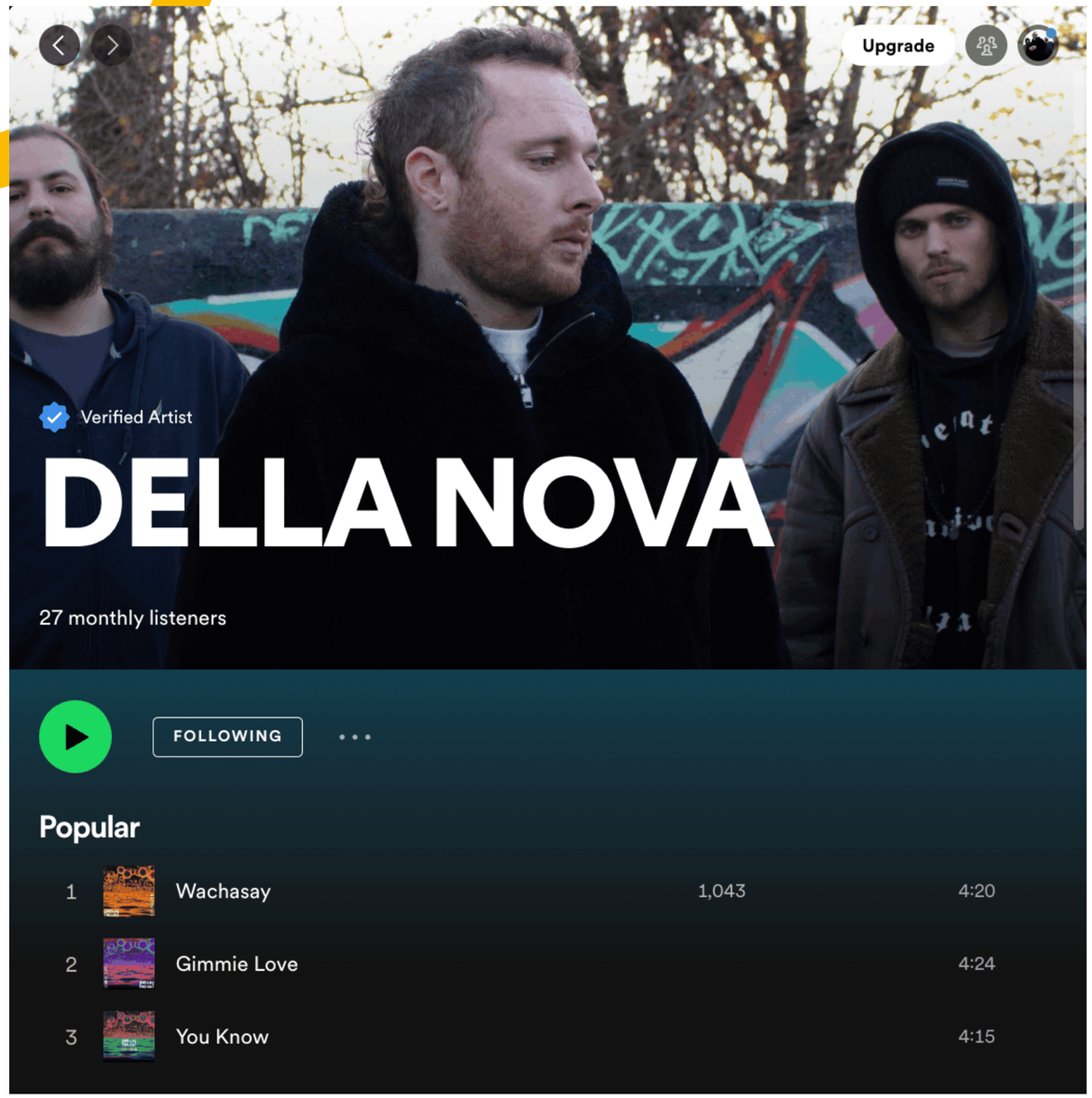
Formed in 2020, first single released in January 2023

Interesting backstory around the band's name

DELLA NOVA Comparative Analysis Overview

Similar Bands	Status	Location	Number of Followers	Monthly Spotify Listeners	Genre	Festivals / Tours	Marketing	Media / Press Features
Queens of the Stone Age	Established	USA	4m+	8.8m	Rock / Hard Rock	Glastonbury	Partnership / music video with Beavertown	All major media channels including Kerrang, NME
Royal Blood	Established	UK	1.3m+	3.7m	Rock / Modern Hard Rock	Glastonbury, supported Muse, upcoming 2023 tour in big venues e.g. Apollo in London	Strong social media and video content strategy	All major media channels including BBC R1, Radio X
The Enemy Within	Up and Coming	UK	2.7k	332	Metal / Heavy Rock	None yet announced	Early stages - social media and YouTube advertising for debut single	First radio play on Alyx Holcombe's BBC Introducing Rock show
Mother Vulture	Up and Coming	Bristol, UK	6.5k	1.1k	Rock, Alternative	Smaller festivals e.g. Vicefest. UK Tour announced for 2023. All major cities, small cap venues	Social media posts, mainly imagery	Kerrang features

Source: Chart Metrics, Artists' own channels



STREAMING STATISTICS

1.3k Spotify streams across 3 releases (the most popular DSP)

Streams on other DSPs (Apple Music, Tidal, Deezer, etc.) are less than 10 each

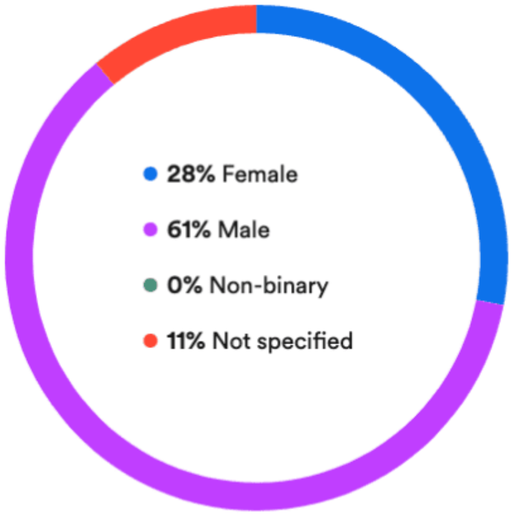
Spotify will be the primary DSP for all CTA campaigns

Releases	Streams	Listeners	Views	Saves	First Released
 **You Know** Single	77	—	—	—	2023
1 **You Know**	77	34	—	—	May 19, 2023
 **Gimmie Love** Single	245	—	—	—	2023
1 **Gimmie Love**	245	75	—	—	Mar 31, 2023
 **Wachasay** Single	990	—	—	—	2023
1 **Wachasay**	990	361	—	—	Feb 3, 2023

Source: Spotify for Artists (DELLA NOVA), July 2023

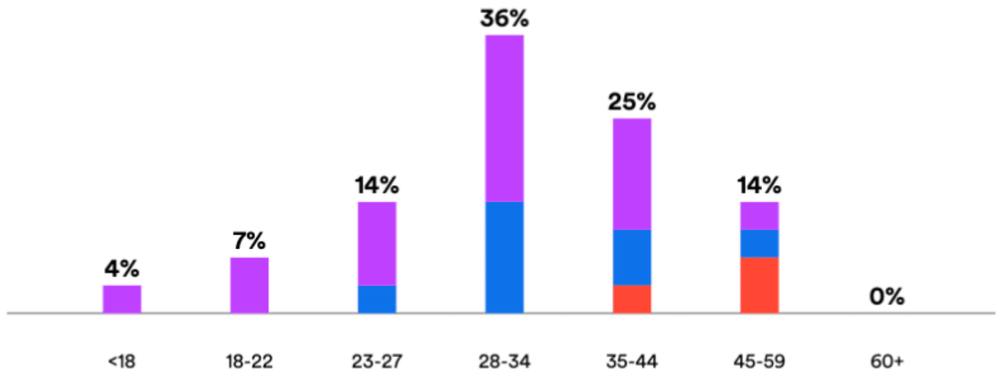
Listeners' gender

Listeners • Last 28 Days • Worldwide



Listeners' age

Listeners • Last 28 Days • Worldwide

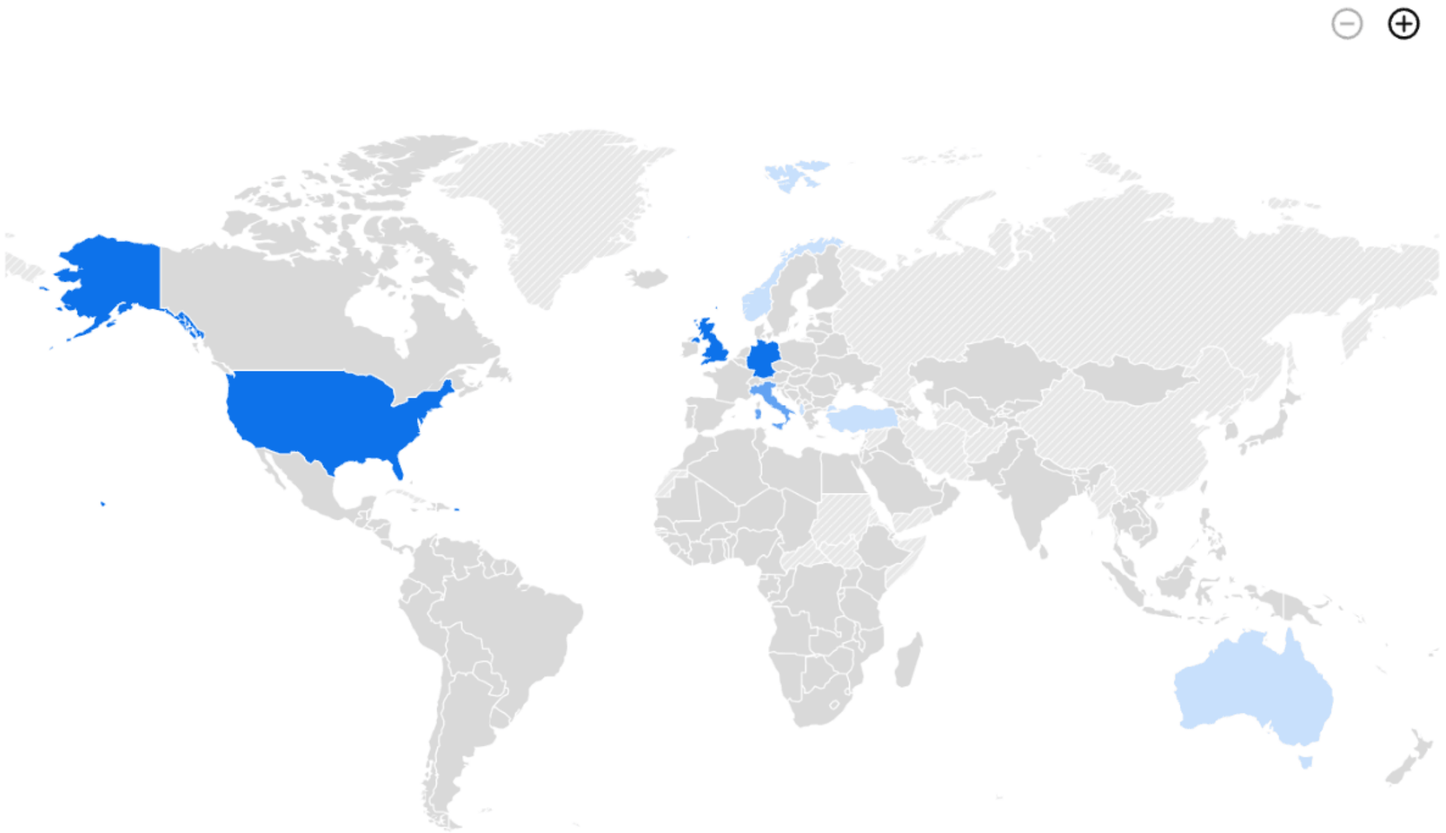


Source: Spotify for Artists (DELLA NOVA), July 2023

Top countries

Listeners • Last 28 Days • Worldwide

Last 28 Days		Listeners
1	**United Kingdom**	15
2	**Germany**	5
3	**United States**	3
4	**Italy**	2
5	**Albania**	1
6	**Australia**	1
7	**Turkey**	1
8	**Norway**	1



Source: Spotify for Artists (DELLA NOVA), July 2023

SOCIAL MEDIA OVERVIEW

1k Followers

461	467	62	28	37

11k Reach (past 30 days)

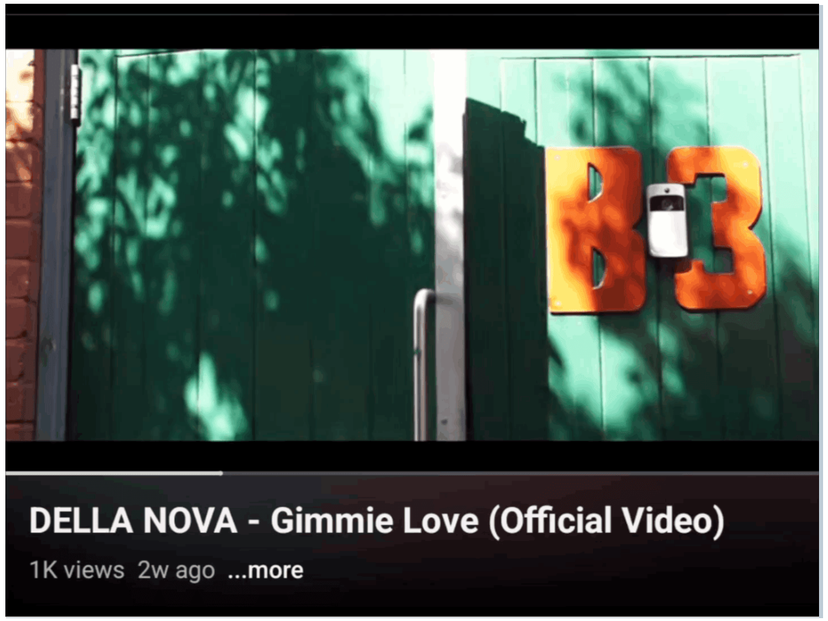
3.6k Video Views (past 30 days)

Slow but positive growth across all social channels

TikTok launched January 2023

Twitter is least engaged platform, so is considered less of a priority

BEST PERFORMING CONTENT



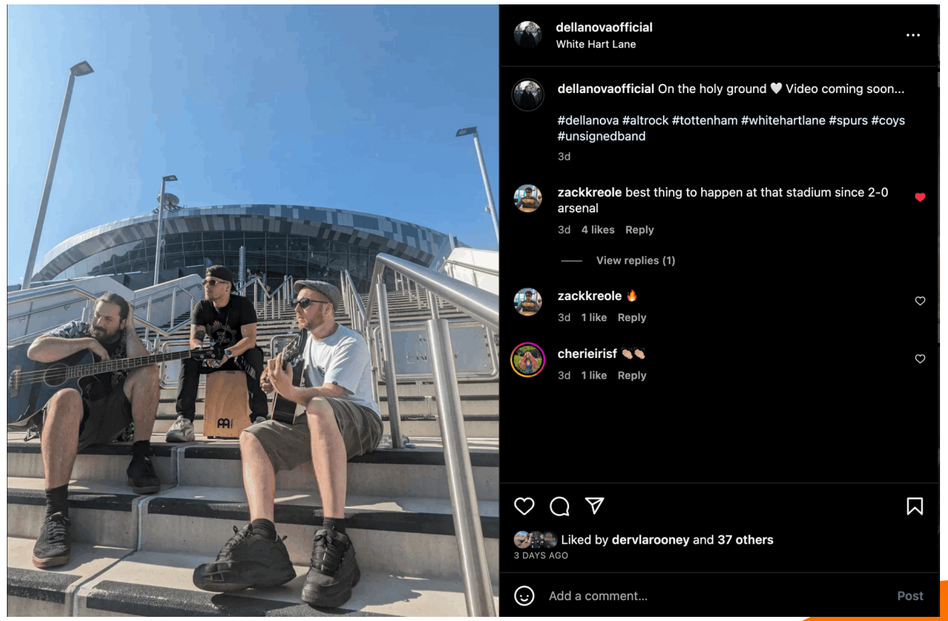
1.1k Views (YouTube)

Paid



1.3k Views (TikTok)

Organic



50 engagements

Organic

SWOT ANALYSIS FOR DELLA NOVA

STRENGTHS

- 3 single already released, each with a music video of good quality
- Airplay on Amazing Radio and other independent/local radio stations
- Excellent songwriting, catchy riffs
- Good production quality
- Strong drive and desire for success
- Good live performances

WEAKNESSES

- Social following fairly small (>1,000) engagements are low
- Small Spotify / DSP streams (>1,000)
- Minimal financial resource, resulted in little success from previous releases
- One band member (singer) is the sole active role in promotion and creative output
- No car or driving license amongst band to easily get to shows
- Struggle to attract fans to shows

OPPORTUNITIES

- Refining the band image
- Recent successful acoustic performance, opens up more live gigs
- Connections to outside of London open up more gigs (Milton Keynes, Hampshire)
  Social media can be an opportunity to help grow fanbase
- Based in London with links to the warehouse scene - exciting community
- Drummer has some connection to music industry contacts from other projects - can potentially be utilised
- Lots of content to repurpose and ideas for new content
- Opportunities to pitch for local partnerships (Beavertown / TwoTribe)

THREATS

- Strong competition from other alt rock bands in London
- Many other artists on social media also fighting for music fan's attentions



Target Listeners

Gen Z and Millennial audience segments (engaging with younger audiences means fans set for life - more £ in merch, streams, etc. over a longer duration)

Male Skew

Lives in a major city around the UK

Listens to likes of QOTSA, Royal Blood, Foo Fighters and Alice in Chains

LISTENER PROFILE

Demographic

Age: 16-34

Gender: Male (70%) and Female (30%)

Location: UK Cities including London, Bristol, Brighton, Leeds, Manchester, Birmingham

Occupation: Creative industries (music producer, artist, performer, etc.), hospitality (restaurant, bar work, festival worker), manual labourer (rigging, plumbing, electrician, etc.)

Behaviours / Interests

Characteristics: confident, edgy, non-conformist, likes to do things a little different, is a leader; doesn't follow

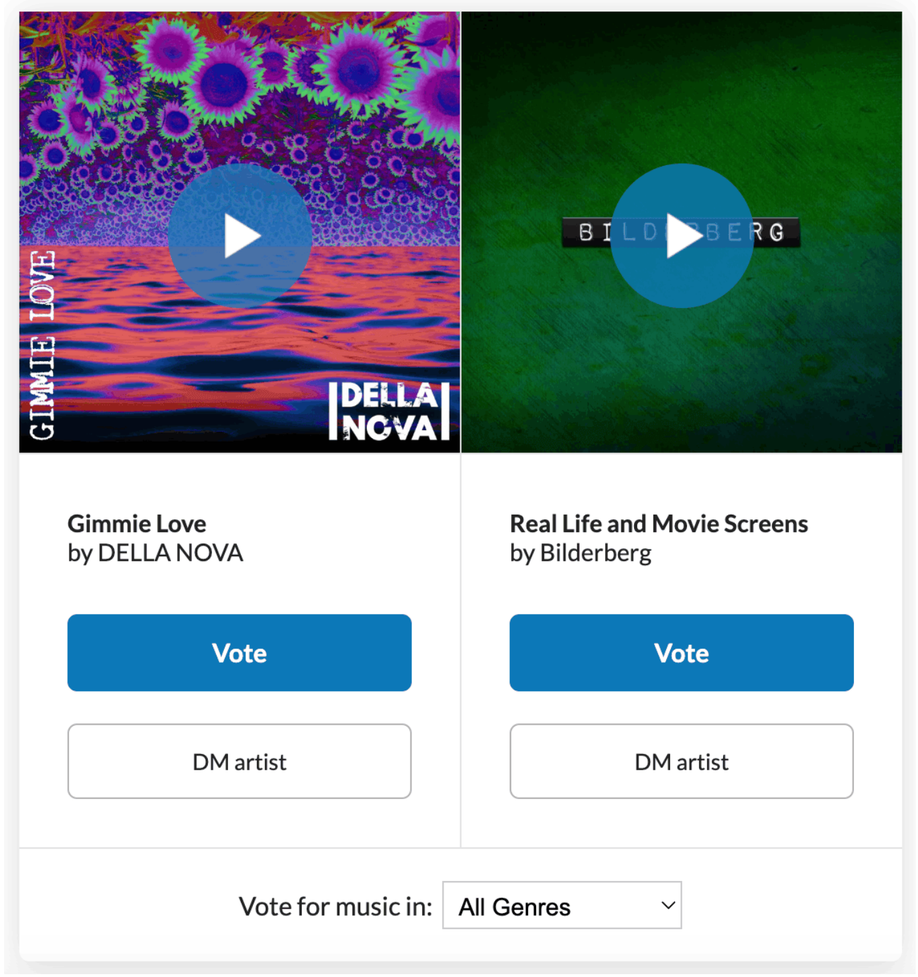
Lifestyle: sociable, likes to attend gigs and festivals, likes to discover new music and show friends, drinks alcohol, has or sometimes is involved with recreational drugs, works hard plays hard

Interests: craft beers, pop-up food trucks, grassroot music venues, warehouse parties, live music, skating and other extreme sports, specialised and non-mainstream music / radio stations, liberal view on politics

Also listens to: Royal Blood, QOTSA, Muse, Alice in Chains, IDLES

DISTRIBUTION & DPS MARKETING STRATEGIES

DELLA NOVA



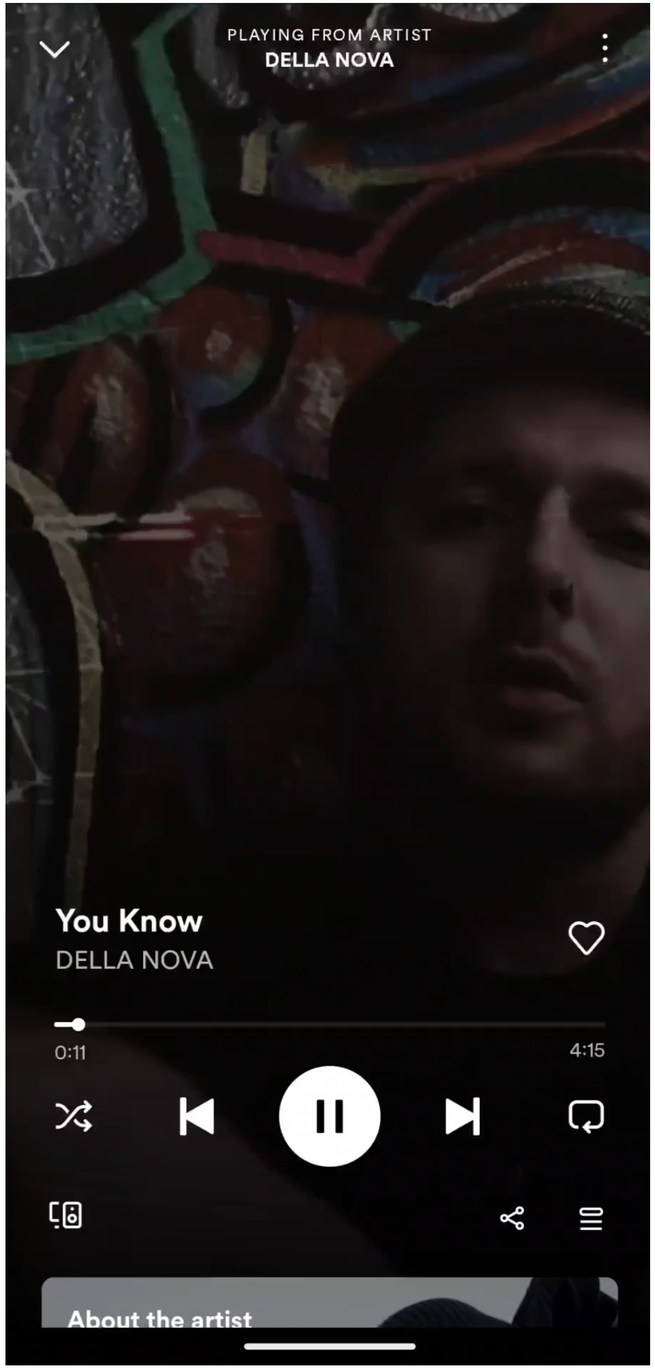
DISTROKID

Chosen Digital Distributor for all previous releases and for the forthcoming album

Pitch to playlist via 'Playlist Spotlight'

Winning tracks are added to DistroKid playlists (300k followers)

Sharable link to get fans and followers to vote



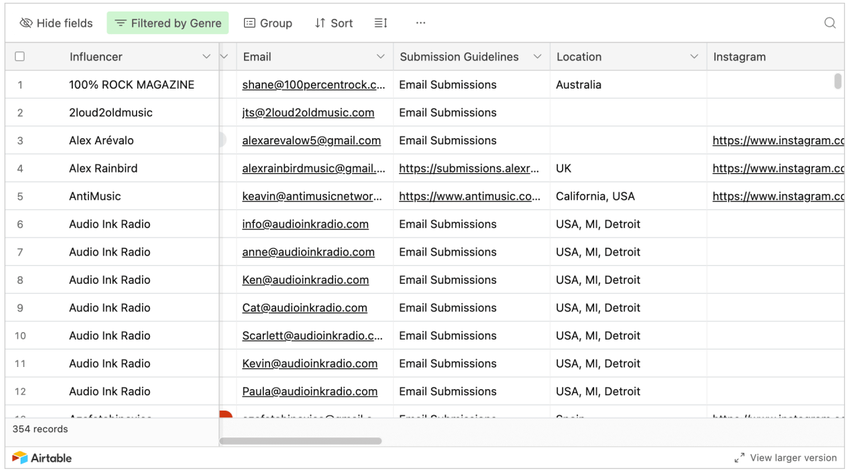
SPOTIFY

Editorial Pitching (must be done before release day)

Canvas video loop for music (**145%** more likely to share a track if there's a visual, **5%** more likely to keep streaming and **20%** more likely to add the song to their personal playlists)

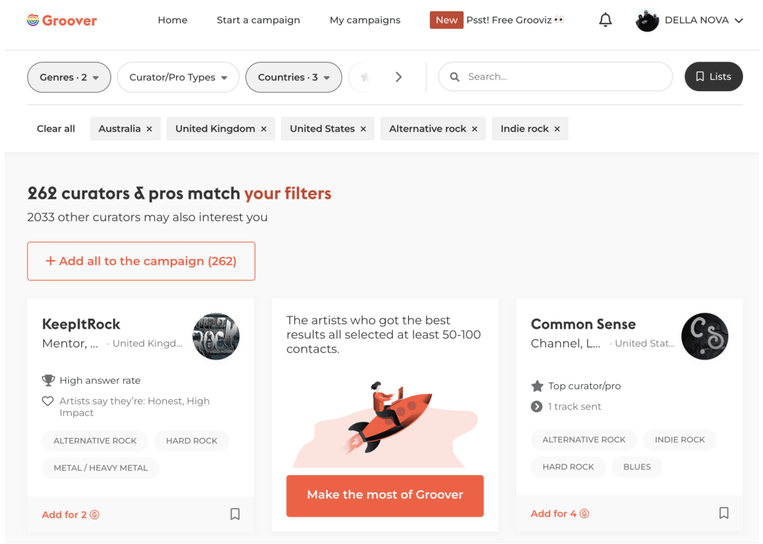
PR AND INFLUENCER MARKETING

DELLA NOVA



MICCO

Groover



DIY PR

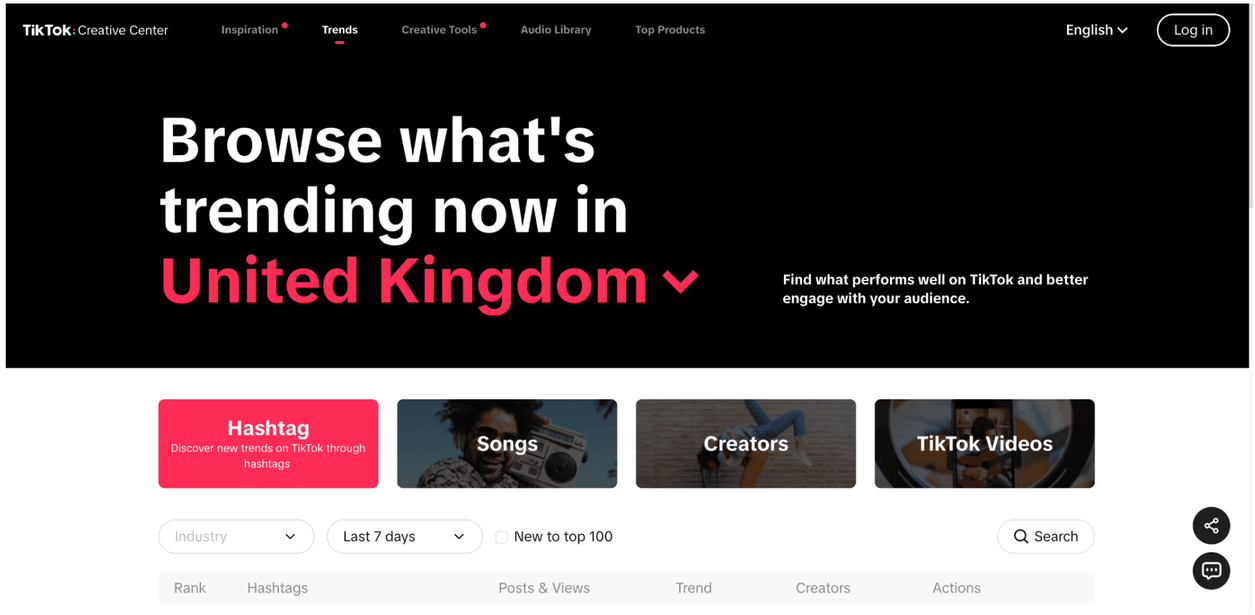
Low cost PR strategies to help build momentum on a micro level:

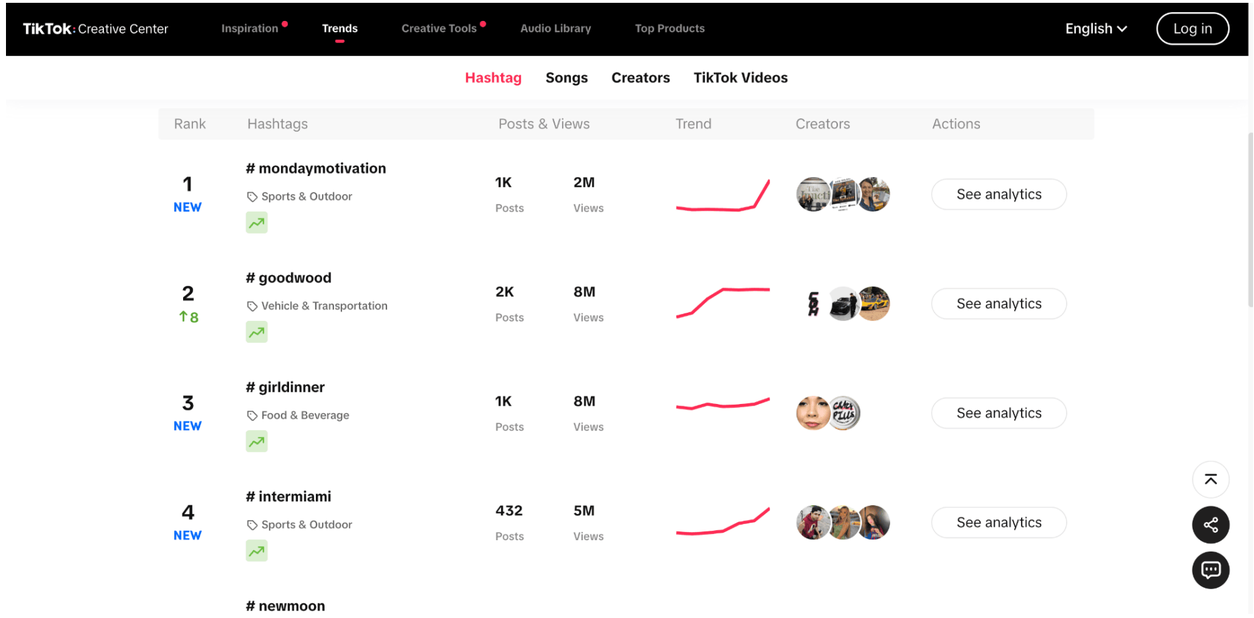
Groover

MICCO

Select relevant curators, influencers, media outlets based on genre, audience size and trends

USING ANALYTICS TO DETERMINE INFLUENCERS





STEP 1

Choose destination, vertical and time frame

2 STEP

Determine relevant hashtag and research influencers from there (e.g. #goodwood > car drivers)

MUSIC PR & PLUGGING

Investing in a Music Press campaign to achieve radio play

Using The Unsigned Guide to determine the best agencies

Shortlisted agencies:
- Blinding Talent
- Additive PR
- Hart Media

DIGITAL MARKETING STRATEGIES

GOOGLE ADS AND SOCIAL MEDIA

DELLA NOVA

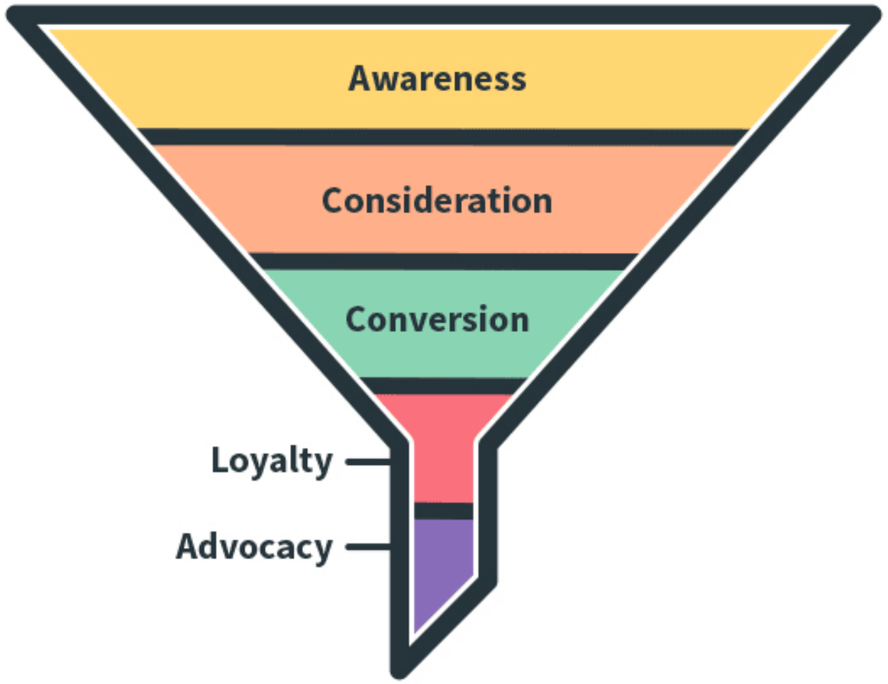


Image Source: SproutSocial (n.d.)

OVERVIEW

A combination of Google Ads (YouTube) and Meta Ads (Facebook and Instagram) will be activated to drive multiple KPIs

Different bursts of activity serve different KPIs:

ALWAYS ON - Awareness
TACTICAL - Traffic and Conversions

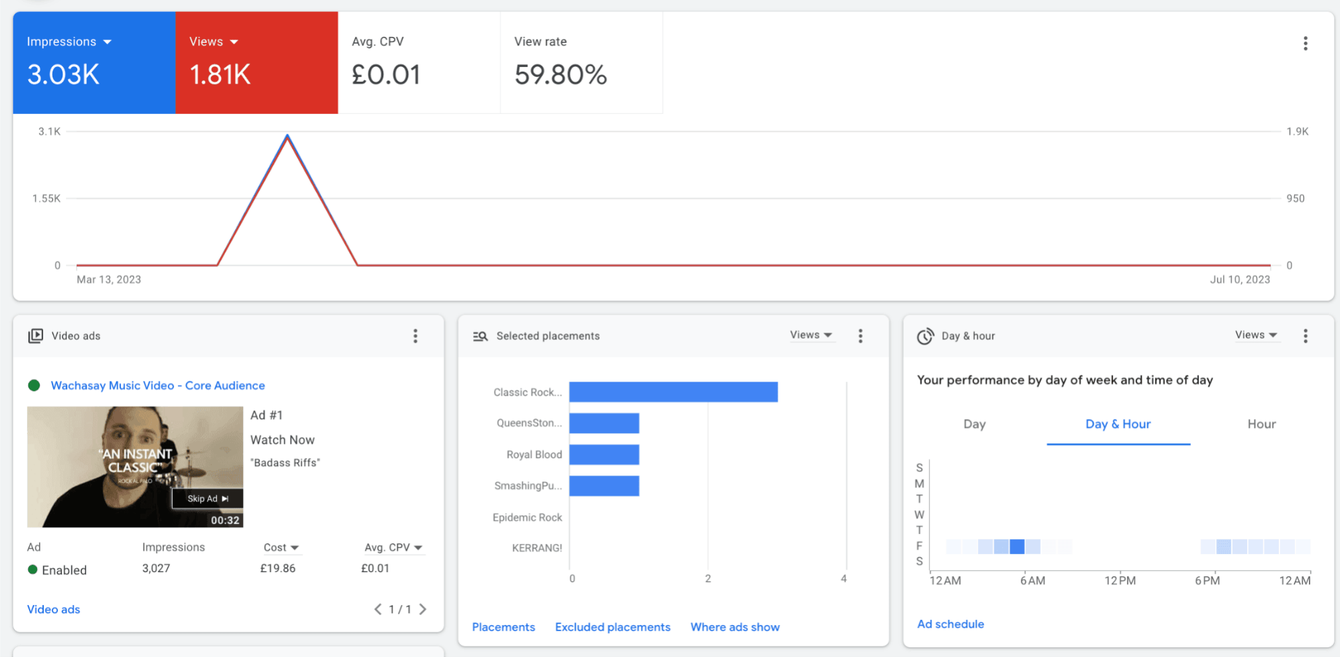
Implement pixels on all campaigns to allow for retargeting

Optimise between multiple creative ads and captions to best performing

TARGETING INTEREST SEGMENTS AND KEYWORDS

General Music Terms	Bands / Media	Festivals / Gigs	Food / Drink	Sports
new music	royal blood	concert news	Beavertown	Tottenham Hotspur
new band	kerrang magazine	upcoming rock concerts	Two Tribes	Skating
new uk band	classic rock magazine	rock bands playing near me	Camden Hells	
new rock band	nme magazine	download festival		
new rock music	absolute classic rock	glastonbury		
rock	absolute radio classic rock	reading and leeds festival		
rock and metal	rock on fm	live music london this weekend		
hard rock	the rock radio	underworld camden		
heavy rock	classic rock station	electric ballroom camden		
hard rock music bands	rock music station	koko camden		
rock and metal music	classic rock radio	camden assembly		
best heavy rock bands	rock station			
heavy metal hard rock music	rock radio stations			
heavy rock bands	radio rock fm			
new rock albums	radio 1 rock			
hard rock and heavy metal	rock online			
	classic rock live			
	pop rock radio			
	foo fighters			
	queens of the stone age			
	qotsa			
	muse			
	kerrang radio			
	bbc introducing rock			

GOOGLE ADS



Google Ads to set up YouTube campaigns

Targeting the most relevant audience and interests

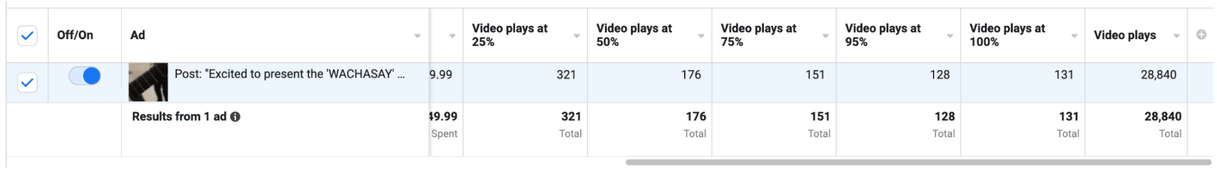
Pre-Release Promo Video (Awareness / Video Views)

Out Now Promo Video (Traffic)

Case Study: 'Wachasay' Promo
1.8k views
59.8% VTR
Spend: £19.86

Source: Google Ads Dashboard for DELLA NOVA, July 2023

SOCIAL MEDIA ADS



Off/On	Ad		Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 95%	Video plays at 100%	Video plays
	Post: "Excited to present the 'WACHASAY' ...	9.99	321	176	151	128	131	28,840
	Results from 1 ad	49.99 Spent	321 Total	176 Total	151 Total	128 Total	131 Total	28,840 Total

Case Study: 'Wachasay' Music Video Boost
28.8k views
84% VTR
Spend: £49.99

Meta Ads (Instagram and Facebook) will be launched in the pre release and post release stages

Targeting strategies implemented

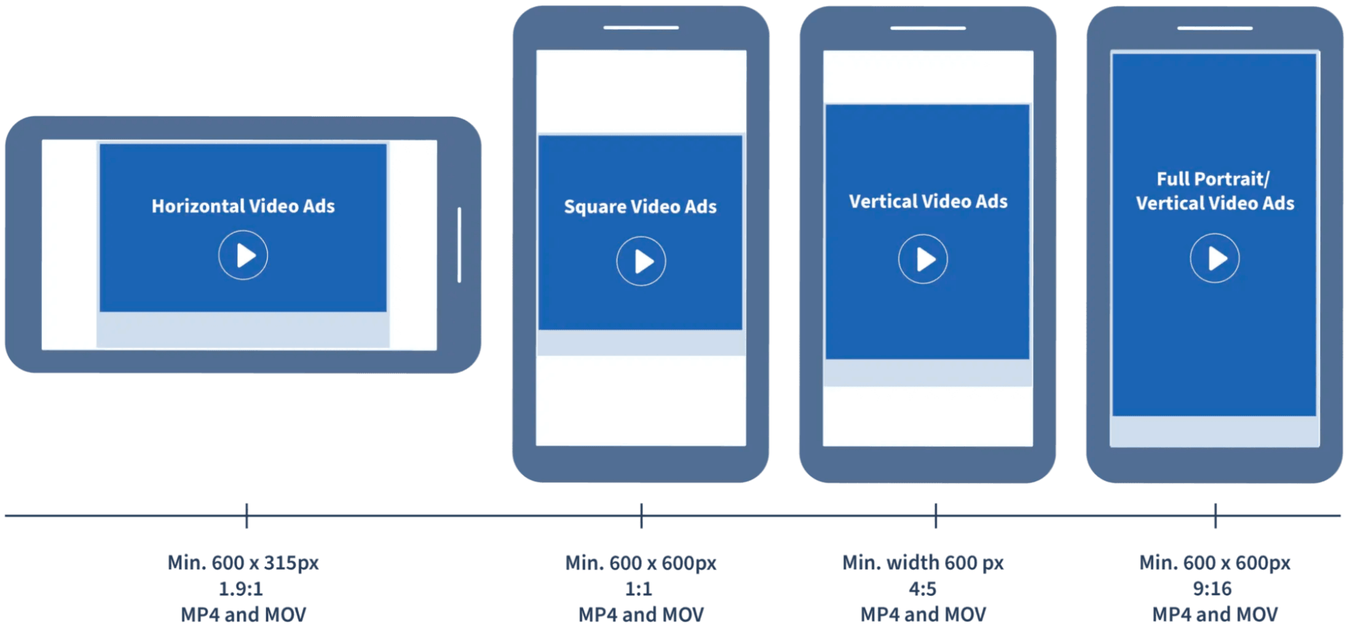
Always On - Awareness (creative changes on release day)

Pre-Release - Traffic (to pre-save link)

Out Now - Traffic (to stream)

Source: Meta Ads Dashboard for DELLA NOVA, July 2023

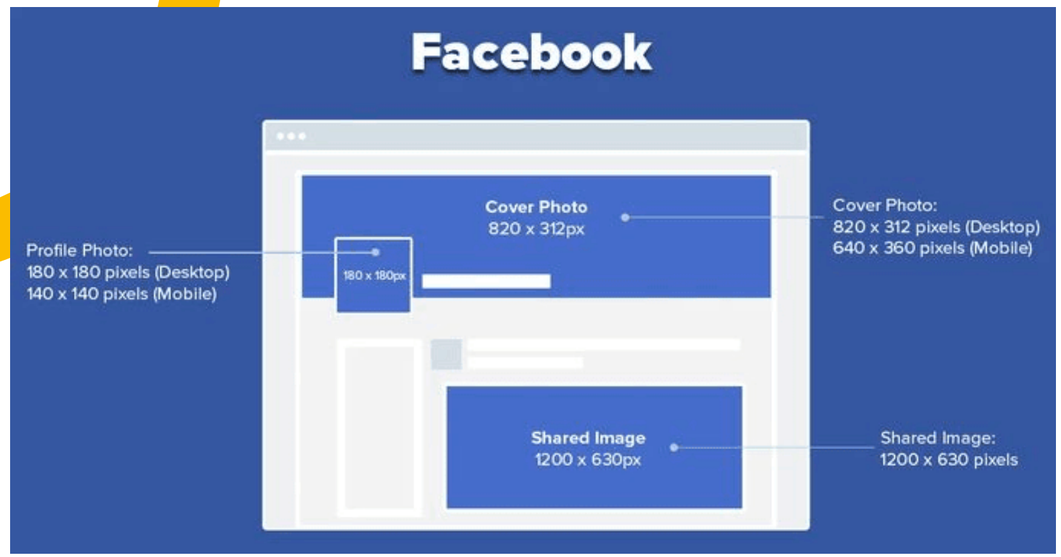
CREATIVE ASSETS



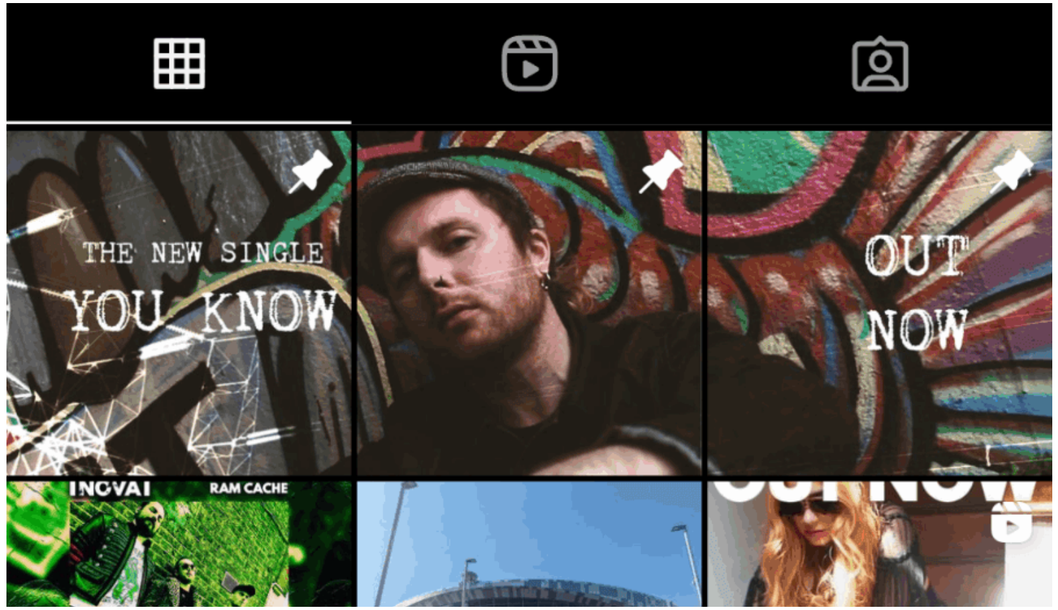
Source: Digivizer, 2022

Ensuring all promotional material is optimised for all placements on all social media platforms (news feeds, reels, stories)

Multiple creative ads produced to be set up in multiple ad sets and allow for optimisations of best performing campaigns



Source: Social Pilot, 2023



SOCIAL MEDIA BRANDING

Ensuring all cover photos are branded with the album artwork and release dates:

Cover Photo

Pinned Posts

INNOVATIVE MARKETING STRATEGIES

EXPERIENTIAL, OOH AND PARTNERSHIPS

DELLA NOVA





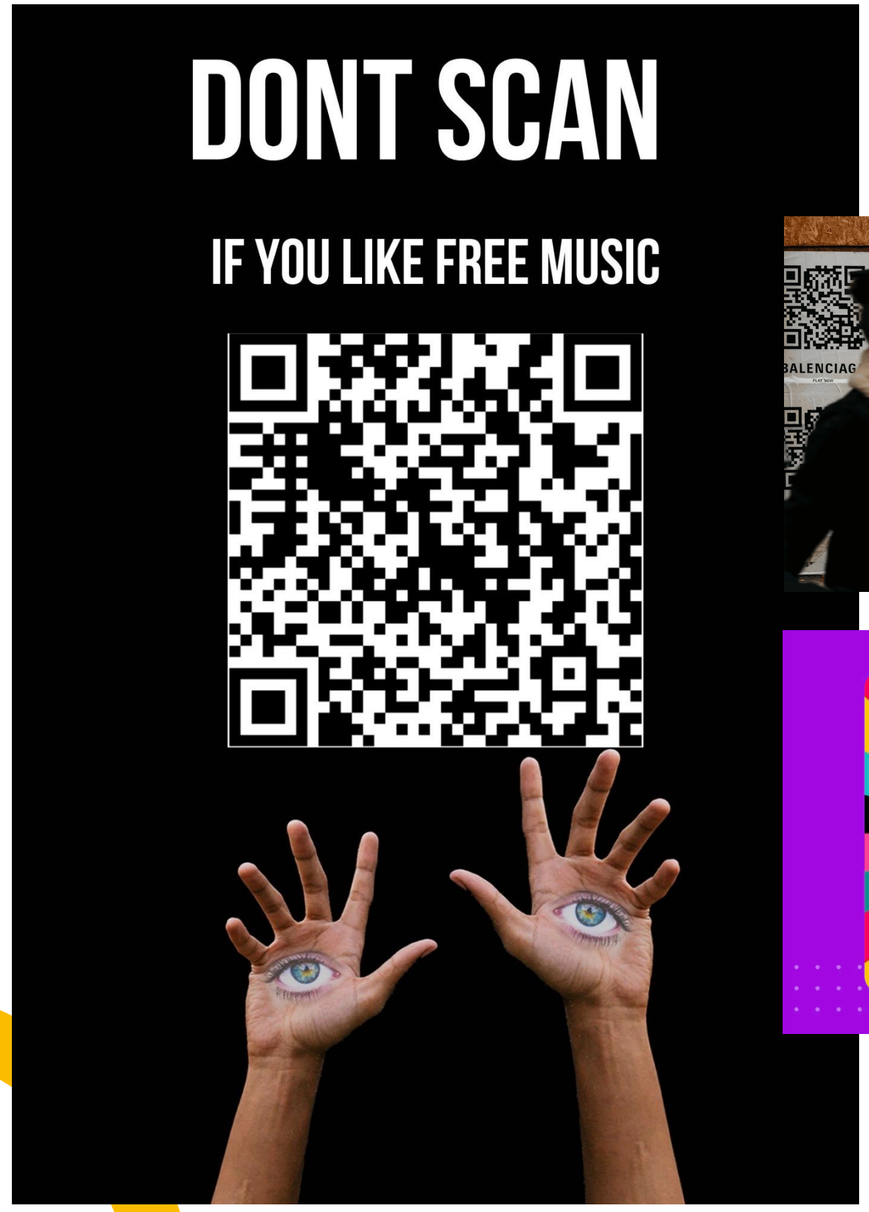
ACOUSTIC PARK SESSIONS

Playing impromptu acoustic performances in 3 key London parks in creative boroughs - Brockwell Park, Victoria Park and Burgess Park

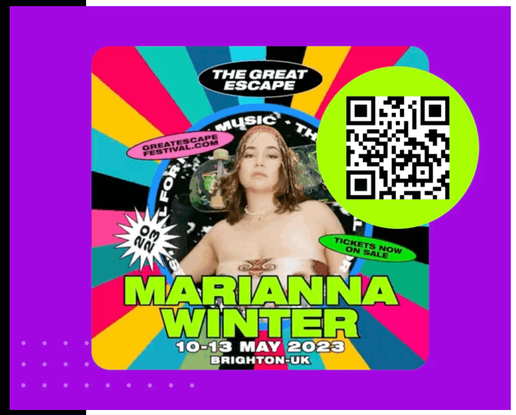
Approach groups of friends and play them a song

The "stunt" is recorded and uploaded onto socials

Aim is to generate WOM





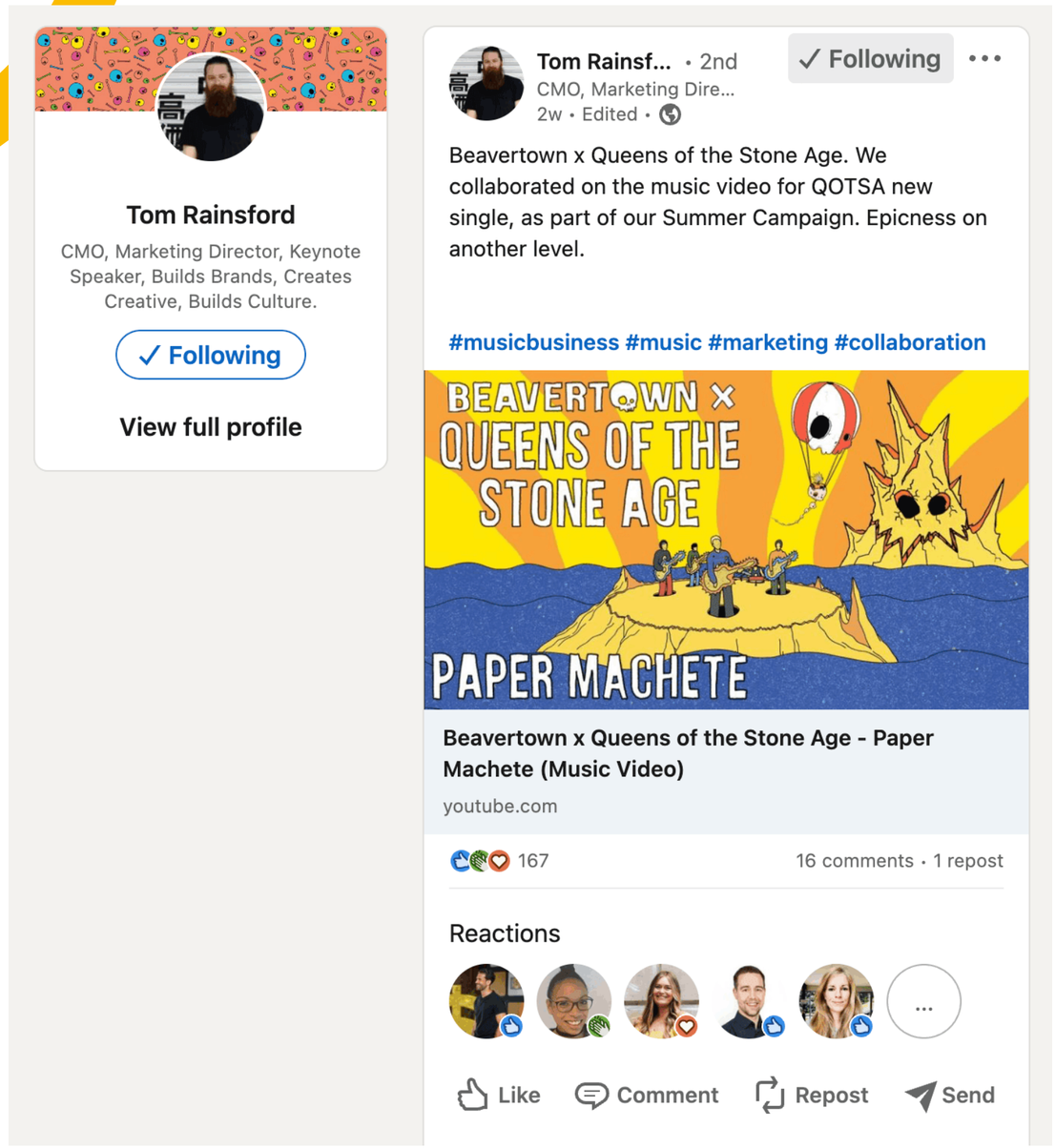


QR CODE POSTERS

Mysterious QR Code Posters in key cities and venues (free locations such as venues, cafes, pubs)

Entice passersby to scan for a free track

QR codes typically used for promoting music, tours (The Great Escape example to left)



BEAVERTOWN PARTNERSHIP PITCH

Beavertown x Queens of the Stone Age

Amplifying DELLA NOVA's passions and connections to Tottenham and Tottenham Hotspur by producing promotional video of band performing in the local area and at Beavertown Brewery

MERCH

DELLA NOVA





MERCH

T-Shirts with band logos

QR Code lighters

Direct to Customer on website and at gigs

MINI UK TOUR

DELLA NOVA

MINI UK TOUR

RECOMMENDED VENUES

London - The Black Heart (Camden)

170 cap.



Event Bookings - Matt - matt@ourblackheart.com

Brighton - The Hope and Ruin

150 cap.



Event Bookings - hello@hope.pub

Milton Keynes - Esquires (Bedford)

250 cap.



Event Bookings - Pete - pete@bedfordesquires.co.uk

Bristol - The Crofters Rights

100 cap.



Event Bookings - music@thecroftersrights.co.uk

4 Dates across UK cities with existing connections to band: London, Milton Keynes, Brighton and Bristol

200 Cap Venue, with support from local acts

Social media promotion and posters in venues / nearby

COSTS & TIMINGS

DELLA NOVA

Overview of Timeline



August

- Album Release Date Reveal
- Acoustic Park Sessions
- Always On Digital and Social Media paid ads begins

September

- Album Teaser Video
- QR Code Posters set up
- Spotify playlist pitching (7 tracks)
- Always On Digital and Social Media paid ads continues

October

- w/c 2nd October - Album Promo Videos
- **Friday 6th October - Release Day**
- DistroKid Playlist pitch - Track 1
- 13.10 - DistroKid Playlist pitch - Track 2
- 20.10 - DistroKid Playlist pitch - Track 3
- 27.10 - DistroKid Playlist pitch - Track 4
- Always On Digital and Social Media paid ads continues

November

- 3.11 - DistroKid Playlist pitch - Track 5
- 4.11 - Tour Date 1
- 10.11 - DistroKid Playlist pitch - Track 6
- 11.11 - Tour Date 2
- 17.11 - DistroKid Playlist pitch - Track 7
- 18.11 - Tour Date 3
- Always On Digital and Social Media paid ads continues

December

- 2.12 - Tour Date 4 (and final)
- Always On Digital and Social Media paid ads ends

PROJECTED COSTS

£4,080

EXPENSE	KPI	ESTIMATED DELIVERABLES	PROJECTED EXPENSE	PROJECTED INCOME	COMMENTS
Distribution			SUBTOTAL **£0.00**		
DistroKid			£0.00		Annual membership already owned
Digital Marketing			SUBTOTAL **£300.00**		
Google Ads (Traffic to stream album)	Traffic		£100.00		
YouTube ads (Video Views to music video)	Video Views		£100.00		
Google Ads (Traffic to buy tour tickets)	Traffic		£100.00		
Socal Media Ads			SUBTOTAL **£300.00**		
Meta & TikTok Ads (Traffic to stream album)	Traffic		£100.00		
Meta & TikTok Ads (Video Views to music video)	Video Views		£100.00		
Meta & TikTok Ads (Traffic to buy tour tickets)	Traffic		£100.00		
Public Relations			SUBTOTAL **£1,030.00**		
Groover	Contacts	36	£80.00		
Micco	Contacts	100	£150.00		Annual membership
PR Agency	Multiple KPIs	-	£800.00		
Experiential Marketing			SUBTOTAL **£600.00**		
Acoustic Park Sessions	Live Events	3 x Sessions	£100.00		Travel, video capture
QR Codes Posters	-	45	£400.00		
Web Development	-		£100.00		Website with QR codes scan to
Merch			SUBTOTAL **£450.00**		
T-Shirts (x 70)		70 Tshirts	£250.00	*£1,000*	Income based on £20 per T-Shirt, 50 sold
Lighters		100 Lighters	£200.00		
Tour			SUBTOTAL **£1,000.00**		
Venues		4 Venues	£400.00		Will aim for £0 venue hire, and reinvest back into ads
Ticket Income (Based on £10 per ticket, 100 in door)		100 Tickets Sold		*£4,000*	
Travel		-	£300.00		Van hire and petrol
Hotels		-	£300.00		
Production			SUBTOTAL **£400.00**		
Photographer		-	£150.00		New Promo Pics
Videographer and Editor		-	£250.00		Album Teaser, Beavertown video

THANK YOU!

Any questions?

Elle Bowen