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1.0 Introduction

This reflective commentary essay will analyse, explain and justify all of the marketing strategies and choices showcased throughout my creative portfolio. My portfolio exemplifies an in depth marketing strategy with artefacts created specifically for an events company based in San Fransisco, California called Set Underground. The marketing methods that are demonstrated within the portfolio include: market research, branding, audience growth, project planning, budgeting, social media strategies, digital marketing, merchandise, search engine optimisation, digital streaming platforms and live events. Set Underground is an events company who organises music events throughout the United States and Mexico in electronic genres. I decided to base my project on an events company because it is a realm within the music industry I am interested in working in as a professional music industry marketer. I have gathered together qualitative research in order to assess, determine and predict the most effective marketing tactics for Set Underground.

As a music industry professional, my overall goal for this project was to focus on skillsets and research that will make me more valuable and knowledgeable to potential employers after I complete my course at Tileyard Education. The music industry is in many ways unpredictable, 'the only thing you can predict about the music industry is its unpredictability... vinyl might be the main format in 15 years' time and streaming might have gone down the toilet' (Monello, 2017). It is constantly evolving and changing based on new technological advances, or for example the recent global pandemic which completely changed the landscape of the business model of the industry. Because of these uncertainties, it is imperative that as an entry level music industry professional that I am not only adaptable in situations but that I am also educating myself in the realm of past marketing and music business trends and tactics. This research and insight could allow

me to better anticipate emerging trends and perhaps develop my own groundbreaking trends that will take the music industry in a new direction.

2.0 The Importance of Market Research

Before delving right into marketing strategies, I underwent an in depth market research analysis in order to fully grasp where Set Underground currently sat in the market. This research also allowed me to further familiarise myself with what is currently trending in the underground electronic music scene. Market research is essential for any marketing plan as it provides solidified facts related to business and logistics, 'there's a real need for market research because it provides you with solid facts. Through market research, you'll make more informed decisions rather than resting the fate of your business on guesswork' (Roque, 2020). Market research can guide the marketer to identify clear shortcomings as well as any gaps within the current market. These established gaps could potentially lead to cutting edge marketing opportunities as identified gaps could bring inspire unique ideas.

2.1 Business Model Canvas

My market research began first and foremost with a business model canvas as Link (2014) explains, 'a well-developed business model is the foundation of every successful company. Yet, an ill-defined business model can equally ruin the plan of a marketer.' It was imperative that the business model canvas was thorough and detailed. Completing a business model canvas for Set Underground improved and developed my knowledge of business practices. The business model canvas consists of nine key areas: key partners, key resources, key activities, value propositions, customer relationships, customer segments, channels, cost structure and revenue streams. All of these elements are equally important, however value propositions are, 'probably the most important aspect of a business model because it entails the value generation, value delivery as well as value

linkages' (Link, 2014). The value propositions for Set Underground include: consistent shows and residencies across several venues which in turn allows for more brand awareness and growth within the local communities, affordable shows, international line-ups as well as ample opportunities for niche marketing.

When analysing key activities, partners and resources I turned to the role of a promoter which represents Set Underground. Promoters will publicise the shows in order to draw in an audience, relying on the fan base of the artist performing to create a buzz, publicising shows is a shared responsibility with the performers and the record label they are signed to as the, 'record company also has a vested interest and will want to co-ordinate its own marketing efforts' (Harrison, 2014). Live performances are a key revenue stream for most artists as, 'the emergence of digital distribution...forces record labels to rethink their cost structure, cost saving and thus their approach of artist development' (Link, 2014). It is in everyones interest for the events to sell tickets, it is a collaborative effort which demonstrates how I must develop my interpersonal skills, 'a growing body of research confirms that when people work together, smartly, it can unleash energy that boosts creativity, productivity, engagement, communication, and efficiency' (Middleton, 2021).

2.2 Marketing Mix

In order to further analyse the market as well as ways of increasing brand awareness for Set Underground I formulated a marketing mix which, 'refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market' (The Economic Times, 2021). The product, which is the service which Set Underground offers, are: live music events, festivals and music event experiences. The music event experiences that Set Underground offers mainly take place in private villas across Mexico, they include poolside parties with smaller audiences and international DJ's performing. It is more of a luxury service in comparison to their usual shows. Promotion in the marketing

mix, 'refers to different channels a company can use for their promotional actions, this may include printed as well as any online channel' (Schmitt, 2011). The promotion currently used by Set Underground is primarily social media, ticketing sites and potential promotion opportunities include merchandise and physical flyers. The place where this promotion takes place is primarily online however physical flyers can also be posted around the venues prior to the event for in house promotion. Pricing is extremely important in the marketing mix as it can help identify who the target demographic is, as Schmitt (2011) explains, 'the price is an important tool, it can attract potential customer by making the customer perceive a certain value of the product/service.' Overall the marketing mix highlighted the basic marketing structure of Set Overground and allowed me as the marketer to have a clearer vision of how Set Underground can improve their marketing to reach more potential customers and grow brand awareness.

2.3 Competitor Analysis

To compare Set Underground to other companies I underwent a competitor analysis on two companies that are very similar to Set Underground but organise events on a broader scale. Competitor analysis is extremely important when coming up with new ideas because, 'by knowing the competitors' performance a firm can identify where it stands in relation to the competition on critical areas. This information can then be used to further improve the firm's position, by taking advantage of its strengths and fixing its weak points' (Laakso, 2017). Many marketers across many different industries utilise competitor analysis as Kin (2009) states, 'many marketing plans have a section that includes competitive analysis which requires you to research the audience, branding, and marketing techniques of a similar product.' The competitor analysis revealed that both competitors had a clear and cohesive brand and posted content on their social media platforms consistently.

2.4 SWOT Analysis

After completing a competitor analysis, I analysed Set Underground in the form of a SWOT analysis which is, 'a well-known, popular, and advantageous tool for providing qualitative information in an organised fashion' (Brooks, Heffner and Henderson, 2014). The SWOT analysis provided a logical approach for me as a marketer to clearly analyse weaknesses within the company and determine potential or existing threats that could negatively affect Set Underground. Through this analysis, I was able to further grasp how they could improve as a company and what marketing opportunities are available to them. As Brooks, Heffner and Henderson (2014) explain, 'SWOT can be an excellent tool to help determine a growth path for companies; it is a tool that can be used within existing company resources and it can provide valuable information for decision making.' The SWOT analysis showcased that Set Underground is extremely consistent with their shows and hold residencies at several venues in various cities. They also work closely with many international artists, DJ's and music companies. However they currently do not have a Facebook page, website or active email list. The pandemic can continue to be a threat for them as a business with uncertainties regarding restrictions and regulations at venues. There is definitely opportunities with social media marketing as well as their status as an International company enabling them to work with the global music industry.

2.5 Survey

In order to gather more information regarding how people view live music events post COVID-19 I conducted a close questioned multiple choice survey using google forms. The purpose of the survey was to gather qualitative research and information regarding live in person music events as well as online music events and how people currently find out about events both online and in person, as Brace (2004) explains, 'the first task with any survey is to define the objectives that the study is to answer.' I decided to conduct a

close questioned survey rather than an open questioned survey because, 'respondents want a questionnaire that poses them questions that they can answer without too much effort, and that maintains their interest, without taking up too much of their time' (Brace, 2004). The survey resulted in 48 responses and it included demographic questions such as location and age in order for me to fully understand where and how people are learning about music events based on their demographics (Appendix 2).

3.0 Brand Identity

Constructing a brand identity is crucial in marketing. A solidified brand must be established prior to undergoing any marketing activities. Branding offers a way for companies to remain cohesive, consistent and memorable to customers as well as other companies within their industry as Rutter (2016) states, 'many music companies, whether large or small, would generally have a 'brand' identity.' Brand identity can be known as the name, logo as well as reputation of the company.' The brand is, 'intrinsically linked with the marketing' (Harrison, 2014). In order to stand out above other music event companies to customers as well as gain attention from music industry, Set Underground needs to form a specific brand aesthetic. A mood board was created which showcases themes of psychedelic art and cartoon visuals. These visuals go hand in hand with the electronic music and underground scene and can be used as a vision board for the web designer as well as for merchandise design. The logo has been redone with a new colour scheme of grey, black and lime green. The colour of a logo for any brand is crucial as the first thing they will most likely notice will be the colour as Trajanovka (2021) explains that, '80% of all the visual information the human brain takes is related to colour.'

4.0 Audience

Knowing who you are marketing to is necessary knowledge for the marketer, this is to ensure that the marketing strategies taking place are shown to the target market. As

King (2009) explains, 'the most crucial aspect of any music marketing campaign is to determine who your core audience is. For a marketing plan to be effective, all your efforts need to target your primary customer directly as possible.' When determining a target audience there is both the demographic and psychographics to consider. The demographics represent statistical data such as location, age or gender. The psychographics represent interests, attitudes, cultures, lifestyles, values, activities or opinions. Determining demographics can be done in a few different ways such as looking at social media analytics. In order to clearly see Set Undergrounds demographics I looked at the demographics of their followers on Instagram using a website called trendhero.io. The demographics showcased that a majority of Set Underground followers live in San Fransisco and Los Angeles with New York and San Diego slightly behind. It also showed that a majority of their followers were men. In fact the statistics were 71.03% men and 28.97% women.

King (2009) also suggests, "Asking some quick demographic questions on the e-mail sign up sheet (age, address/ zip code, and some basic marketing questions like, 'Where do you hear about new music?') will help you to better identify your overall potential market.' Audience is a necessary element to any marketing plan. Another way Set Underground can further determine their target demographic is through the ticketing sites statistics as well as analysing the audience at shows as it can help to, 'determine your broader marketing campaign' (King, 2009).

5.0 Project Planning

5.1 Timelines and Budget

Project planning is essential for a successful marketing campaign. For Set Underground a three year timeline was created as well as a timeline for each year with

more specific plot points. Timelines provide a clear layout and schedule for when specific marketing tasks will occur. The timeline was created based on branding and setting up all social media: Instagram, Facebook, Tik Tok, YouTube and Twitch to consistent branding with the new branding kit which included the new colour scheme and logo. This will assist in growing the brand awareness as all platforms will be consistent. The rest of the timelines and quarters were based upon creating content first, planning and then executing afterwards. The budget was determined based upon average costs and rates for logo design and website design. Key costs include social media advertisements which include the influencer marketing costs. Merchandise production costs will be reimbursed when merchandise is sold.

5.2 SMART Goals

In order to determine what type of marketing tactics were going to be put into play, SMART goals were set as a baseline as, 'A marketing plan is a fluid, living guide to help you focus all of your marketing efforts towards a single goal... marketing plans are useful for putting your thoughts to paper, and in helping you to allocate your time and resources towards a predetermined 'path to success' (King, 2009).

5.3 Key Performance Indicators

Key performance indicators are, 'critical indicators of progress toward an intended result. KPI's provides a focus for strategic and operational improvement.' (What is a Key Performance Indicator (KPI)?, 2021). They are slightly different to SMART goals because they highlight and focus on specific targets usually containing some sort of numerical or, 'tracking progress against the target' (What is a Key Performance Indicator (KPI)?, 2021). For Set Underground, the determined key performance indicators were the amount of social media followers that will be gained throughout the three years, engagement

percentage rate, number of ticket sales and how quickly and the amount of merchandise that is sold for each merchandise drop.

6.0 Digital Marketing

Digital marketing for Set Underground will include strategies related to search engine optimisation, digital streaming platforms, online gigs, and email marketing. The internet is an excellent tool for marketing music events as Passman (2014) explains, 'more than 80% of all tickets are sold over the internet. Accordingly, your visibility and presence on the web goes a long way toward bringing warm bodies to seats.' Another avenue to consider is in relation to the key partners such as record labels that the artists and DJ's are signed to who are performing at Set Underground events as they can assist with the digital marketing of tickets through fan clubs and their own email marketing newsletters (Harrison, 2014).

6.1 Online Events

During the pandemic, Set Underground hosted a few online events. Due to the pandemic, online events have become normalised. This could prove to be extremely beneficial to a company like Set Underground because, 'the online concert trend was able to bring in more audiences because of its convenience, such as no audience limit, being able to enjoy it from anywhere, and cheaper ticket prices compared to concerts offline' (Alexandri, Arifianti, Kostini and Fordian, 2021). However the survey that I conducted showcased that online gigs are still not very popular among people, including Gen Z's and Millennials. The survey showcased that out of the 48 respondents only 18 of them 'sometimes' enjoyed online events, 11 of them enjoyed online events, whilst 11 of the respondents had never attended an online event and 8 of them responded with disliking online events (Appendix 2.6).

6.3 Search Engine Optimisation

Search engine optimisation is an extremely useful tool for small businesses as, 'SEO can drive more traffic to your website' (Davis, 2006). Driving more traffic to Set Undergrounds new website can lead to more ticket sales and therefore provide more revenue as well as brand awareness for the company. There are many things to consider when developing an SEO strategy. A few key points to consider are having a bot friendly site, having metadata information on the site, using text in addition to the graphics shown on the site as well as creating an easily navigable site (Davis, 2006). All of these key points will be expressed to the web designer who will also be hired to assist in creating a clear, concise and thorough SEO strategy plan. It is important that the web designer hired to create the website as well as create an SEO strategy is competent in SEO because, 'SEO is an important aspect of advertising campaign management on the Web. Core SEO impacts almost every aspect of web site and page design. Careful and responsible use of SEO tools and techniques can greatly increase your traffic to web pages, and improve your cost-benefit analysis for maintaining a web presence' (Davis, 2006).

6.4 Digital Streaming Platforms

Digital Streaming Platforms include a feature that allows you to create your own playlists. Record labels utilise this feature to create playlists that share the artists who they work with on the playlists. Set Underground will create their own playlist that will include artists and DJ's that have performed at their events. As Falk (2021) explains, 'by creating playlists on these sites, users will immediately feel connected to your brand through one common interest, music.' People who discover Set Undergrounds playlists may lead them to purchasing tickets to shows as well and it is a good way of supporting the artists and DJ's who have worked with the company in the past, and the playlists could offer good promotion for future shows. Another benefit of creating a playlist or multiple is that,

‘creating a playlist on most music streaming platforms is 100 percent free. Not only that, but all the components of a successful music playlist for your company are already on the platform. All you have to do is put it together and make sure it accurately reflects your brand’s personality’ (Fallk, 2021). Overall, utilising playlists on digital streaming platforms is not only beneficial for brand awareness but it is also cost effective promotion. According to the survey that I conducted 91.7% of all 48 respondents use digital streaming platforms. (Appendix 2.7).

7.0 Physical Marketing

7.1 Live Events

In a way the events that Set Underground hosts can act as a way of building brand awareness and essentially marketing the company because despite digital marketing being extremely beneficial it is also important to note that, ‘word of mouth is often much more steady and constant, as once people form an opinion, they share it freely’ (King, 2009). Proven by the survey I conducted out of the 48 respondents, 33 of them stated they learned about music events through word of mouth (Appendix 2.1).

Live events will create a buzz with the event attendees and the goal is for them to enjoy themselves so much so that they post about their experience on social media as well as with speak about it with their friends. Word of mouth is also valuable for the experience of the artists and DJ’s who work with Set Underground, the more successful the shows the more artists and then their labels will want to work with the company again and the labels might want more of their well known acts to perform with Set Underground. Seeking out the best artists for the events is key in selling tickets as Rutter (2016) explains, ‘the need of the the best talent to be booked for any event is at the forefront of marketing and ticket sales.’

7.2 Merchandise

Set Underground will create merchandise that will include the brand logo on T-shirts, key chains, lighters and hats that will be sold online and at Set Underground events. Free stickers will be passed around at all of the Set Underground events. Merchandise is useful for companies because it drives forward brand awareness. Another important aspect of merchandise is the development of customer loyalty as Jof (2019) explains, 'customers can also be encouraged to share posts with their pictures along with images of your branded merchandise on your brands social media page. This will help you get more content, gain more visibility and establish trust amongst your target.'

8.0 Social Media

Social media is an integral part of society, it creates a plethora of marketing opportunities for business as it is, 'part of a generic form of marketing called viral marketing which uses Internet or other databases to target information at fans' (Harrison, 2014).

8.1 Facebook

Set Underground currently does not have a working Facebook page. Despite other platforms such as Instagram and Tik Tok becoming more popular, Facebook is still a relevant social media platform. Facebook offers targeted marketing which is, 'based on demographic profiles and interested that users reveal about themselves on their pages' (Graham, Temple and Curran, 2011). Facebook advertising will be used by Set Underground in order to promote the selling of tickets for specific events. Facebook still offers advantages that are yet to be seen on other social media platforms, 'Facebook stands above other advertising platform because of the information they have stored on all of their users, no search or contextual advertising platform can offer the same type of precise targeting' (Graham, Temple and Curran, 2011).

8.2 Instagram

Instagram marketing strategies will completely differ to Facebook. Instagram will be the main social media platform of focus for the social media strategy mainly because Set Underground already has an active Instagram account with 16.4K followers. Instagram will be used to reach millennials and Gen Z's as, 'Instagram is a well-known social media platform for young users (more than 50 percent of the global Instagram user population is younger than 34 years old)... As these young people often do not engage with traditional media, Instagram becomes a vital channel for marketers to reach to this demographic segment' (Koay, Teoh and Soh, 2021). The main strategy will be to establish relationships with Instagram influencers. Influencers have essentially taken over Instagram and have gained popularity among Gen Z's and millennials. Influencers are useful in reaching these demographics because they can 'reach young audiences with personal, credible, and engaging content' (Boerman and Muller, 2021). Set Underground will offer influencers free tickets, merchandise and perks to their events depending on their location. An agreement between the influencer and Set Underground will state that the influencers share their experience and promote future Set Underground shows to their followers through Instagram posts, stories, and reels. By influencers sharing their positive opinions of Set Underground to their followers, this will leave a longer lasting impression on their followers as they are essentially putting to practice word of mouth marketing.

8.3 Tik Tok

Tik Tok will also be used to market and grow brand awareness for Set Underground. Tik Tok has become a huge platform due to global lockdowns and the app has amassed over 8000 million active users with a predominant demographic of Gen Z's and, 'since Generation Z will soon represent more than one-third of the world's population, it is seminal to understand, or at least get acquainted with their habitat and with their

habits' (Cervi, 2021). According to my survey out of the 48 respondents, 23 of the respondents were Gen Z's and 22 of the respondents were millennials. 100% of the Gen Z respondents stated they used Tik Tok while a majority of the millennials said they also used Tik Tok but not 100% of them (Appendix 2.6). Tik Tok consists of short videos and it has been said that there are three key ways of marketing on the platform. One proven successful marketing strategy is collaborating with other companies, collaborating with influencers and Tik Tok celebrities or with a personal account (Dewi, 2021). Set Underground will be using a similar tactic to the Instagram influencer strategy however it is important to note that Instagram influencers will sometimes differ from Tik Tok celebrities. The promotion on Tik Tok will also be more casual in execution so the content created by the Tik Tok influencers are viewed as more authentic and not as obvious marketing. The agreement with the influencers on Tik Tok will be for them to vlog their time or experience at a Set Underground event as Dewi (2021) explains, 'even though Tik Tok only presents 15 to 60 seconds of video, respondents feel that they have enough to get the information they need without being convoluted or impressed to the point.'

8.4 YouTube

Set Underground currently has a YouTube channel which features live DJ sets from previous shows as well as DJ sets that appear to be recorded in studio settings. YouTube is very similar to Tik Tok in the sense that it shows videos of content however YouTube videos do not have any time stamp or limit. YouTube will continue with the influencer strategy for Set Underground however on a more intimate scale as, 'YouTube gives an influencer the opportunity to create and share videos that show more detailed for their daily lives' (Acikogoz and Burnaz, 2021). Influencers will be able to create detailed vlogs of their experiences at Set Underground events. This will enable more brand awareness

as well as continue spreading positive connotations for the company through word of mouth marketing.

8.5 Twitch

Twitch is a slightly less obvious platform within the music industry in comparison to Instagram, Tik Tok, Facebook and YouTube. According to my survey only 13 out of the 48 respondents stated they used Twitch. (Appendix 2.5). However, there is definitely still useful ways Twitch can be used for Set Underground. In fact, Set Underground already has a Twitch account in which they have used to livestream events they have hosted. The positive thing about Twitch is the fact that it is, 'more community focused than other platforms' (Martinez, 2021). As Set Underground hosts events within the electronic music scene, they are essentially building a community of electronic music lovers who will want to continue attending their events. Twitch has been useful specifically for more underground electronic music in comparison to commercial pop acts, 'John Legend and Charli XCX have used Instagram Live... respected DJs Rich Medina and Diplo, have chosen Twitch for regular performances, and brought their audiences with them' (Manavis, 2020). It is important to also determine and identify weaknesses within Twitch, as it is a live-streaming platform online it does not promote or benefit in person events. Twitch may die out with venues opening and life going back to normal post Covid and, 'being part of a crowd is something that cannot be replicated on screen' (Manavis, 2020).

9.0 Personal Development

In order to make myself a viable candidate for the competitive music industry I decided to critically analyse myself through a personal SWOT analysis (Appendix 1), 'self-reflection is quite a simple thing: it is nothing more than thinking about oneself' (Grit, Suit and Sijde, 2009). The SWOT analysis revealed both my hard and soft skills.

I also underwent a Myers - Briggs personality test that also analysed my type finder in a workplace environment. The test results revealed that I am an ENFP personality type which means that I am, 'a creator with a focus on possibilities and a contagious enthusiasm for new ideas, people and activities...you love to help other people explore their creative potential' (The TypeFinder® for the Workplace, 2021). This confirms my passion for working within the music industry and thus inevitably being surrounded by creative individuals. The test also revealed that I am an extrovert, intuitive in my way of thinking and I am perceiving in my way of life which means I prefer to be flexible rather than structured. It is important to note that for certain jobs I may not always have the luxury of being spontaneous or creative, often times jobs pertaining to music business and music marketing will definitely expect me to remain organised and structured in order to complete tasks. This is directly related to my time management skills which are imperative for the competitive music industry.

My personal development plan (Appendix 3) was based on three different goals, the first being obtaining a Distinction for my Masters. The second being landing a music industry related job after I move back to Los Angeles as well as after I complete my Masters. The third being finally taking my Instagram and Tik Tok accounts more seriously and applying all of the social media research and knowledge I have obtained throughout this year into my own social media practice.

10.0 Conclusion

In conclusion, there were a few differences and additions with my final project that were not included within the proposal. Influencer marketing was further explored and has become a main aspect of my marketing campaign for Set Underground. Press was less focused and influencer marketing in a way became the press that was necessary for this campaign. The main focus of Set Underground is to develop a cohesive and clear brand

on all social media platforms, use the power of merchandise to spread brand awareness and a new website and to gain more attendees to events through word of mouth influencer marketing.

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12.0 Appendices

Appendix 1. Personal SWOT

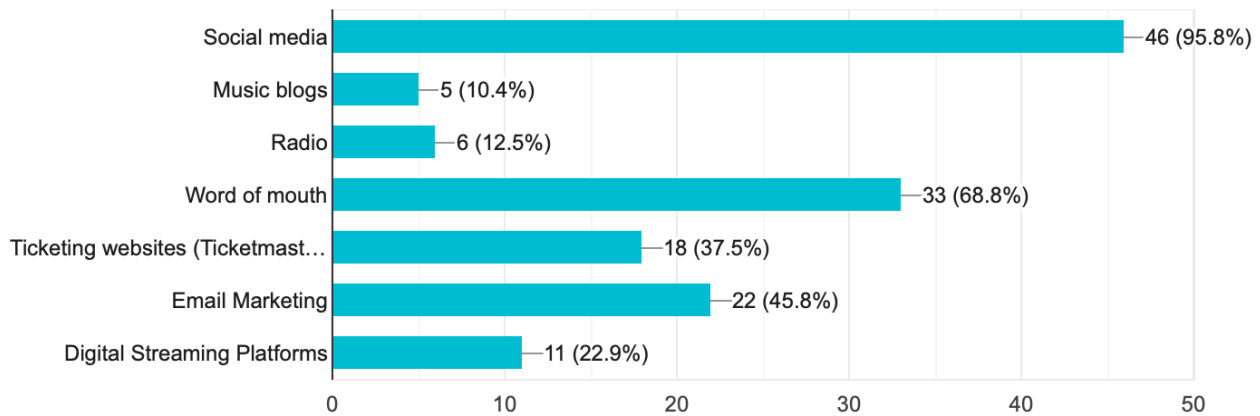
Strengths	Weaknesses
1. First Class Honours BA in Music Business 2. Soon to obtain a Masters in International Music Marketing 3. Trained vocalist, Diploma in Vocals 4. Ability to play instruments: piano and guitar 5. Songwriter 6. Producer 7. Basic graphic design skills 8. Knowledgeable in Social media specifically Tik Tok and Instagram 9. Experience in artist management 10. Experience in event management and promotions 11. Personality type indicates I am creative and work well with others. 12. I enjoy working in teams. 13. Dual citizen of Ireland and the United States. 14. Passion for branding and aesthetics. 15. Advanced in iMovie 16. Proficient in photography 17. Proficient in Microsoft Excel 18. Proficient in Microsoft Powerpoint 19. Good presentation skills. 20. Clear communication skills. 21. Leaderships skills.	1. Limited experience and internships. 2. According to personality test doesn't like rigid routines. 3. Tendency to procrastinate on assignments. 4. Fear of failure. 5. Limited in knowledge relating to search engine optimisation. 6. Limited knowledge in analytics research. 7. Limited knowledge and experience using digital streaming platforms for releases.
Opportunities	Threats
1. Post pandemic means more jobs will be available in live music events. 2. Social media 3. Remote working 4. Online courses regarding basic business skills. 5. Online sources for research. 6. Ability to drive and owns a car, can easily travel for work. 7. Music industry jobs	1. Time management skills. 2. Restrictions or lack of jobs. 3. Other job candidates with similar skills or more to offer potential jobs.

Appendix 2. Survey Results

Appendix 2.1

How do you find out about music events? Please select all that apply to you.

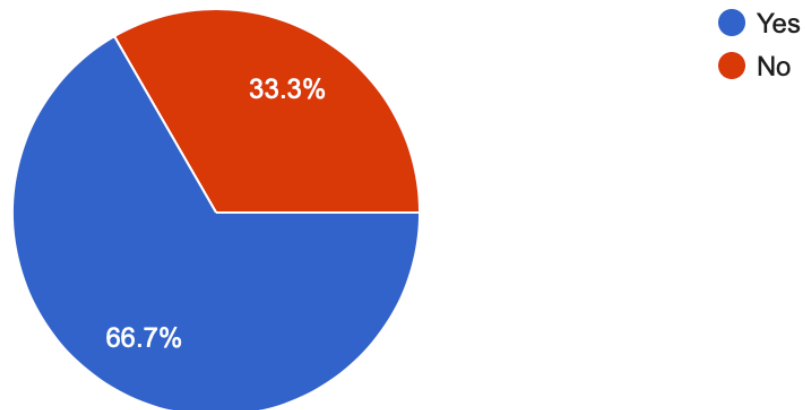
48 responses



Appendix 2.2

Did you watch any online music events during your lockdown?

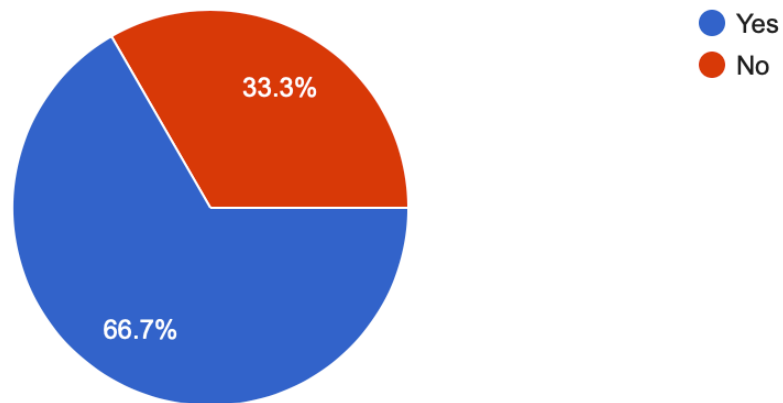
48 responses



Appendix 2.3

Have you been to a live music event since the pandemic hit?

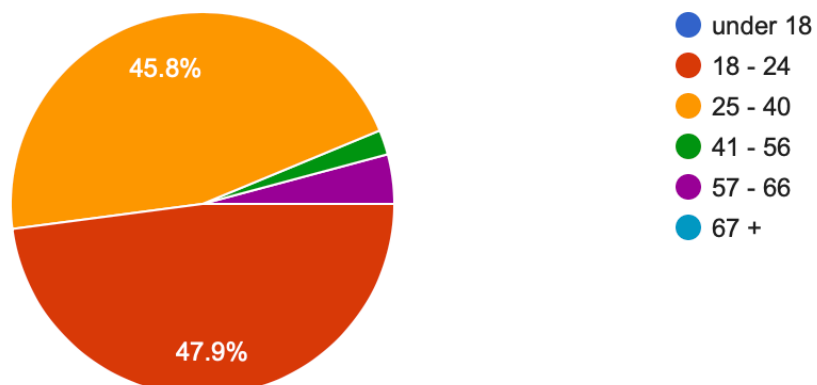
48 responses



Appendix 2.4

What is your age?

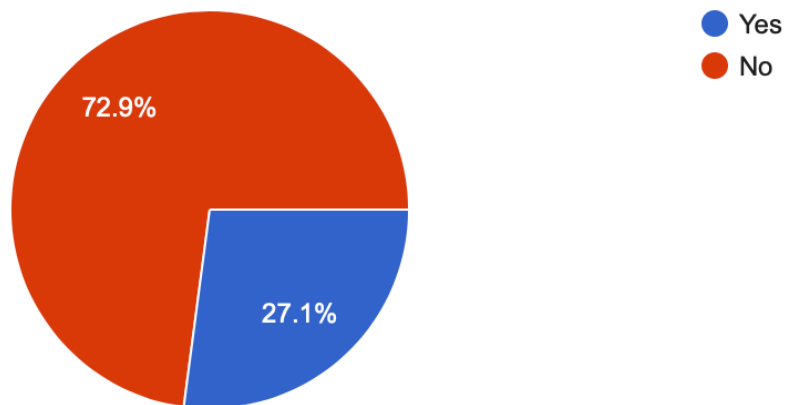
48 responses



Appendix 2.5

Do you use Twitch?

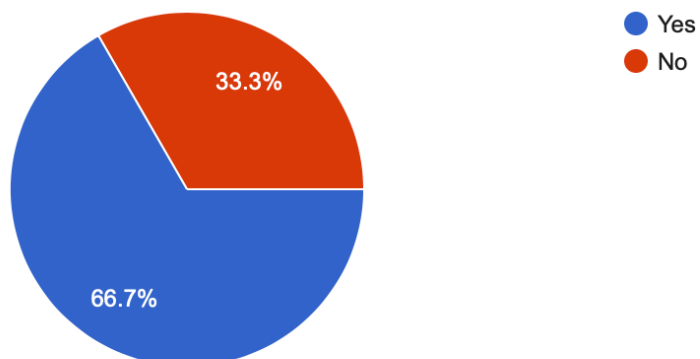
48 responses



Appendix 2.6

Do you use Tik Tok?

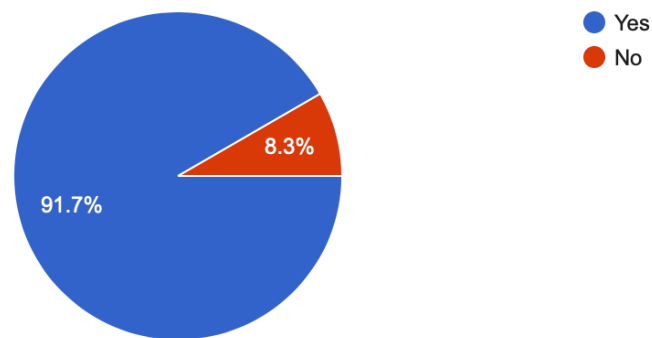
48 responses



Appendix 2.7

Do you use any digital streaming platforms (for example: Spotify, Apple Music, Tidal, Amazon Music Unlimited, YouTube Music, etc.)

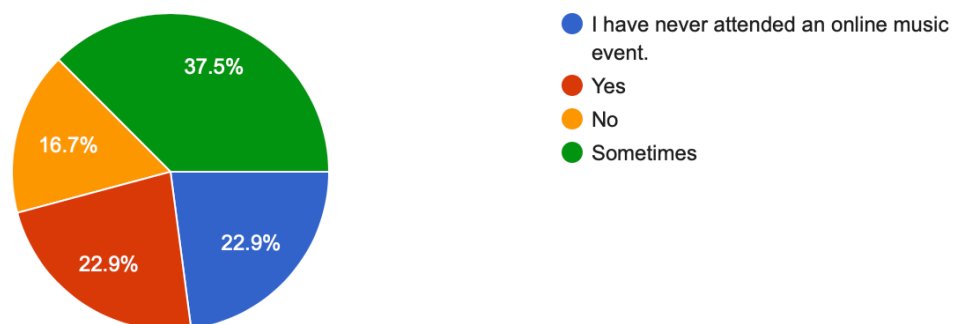
48 responses



Appendix 2.8

Do you enjoy online music events?

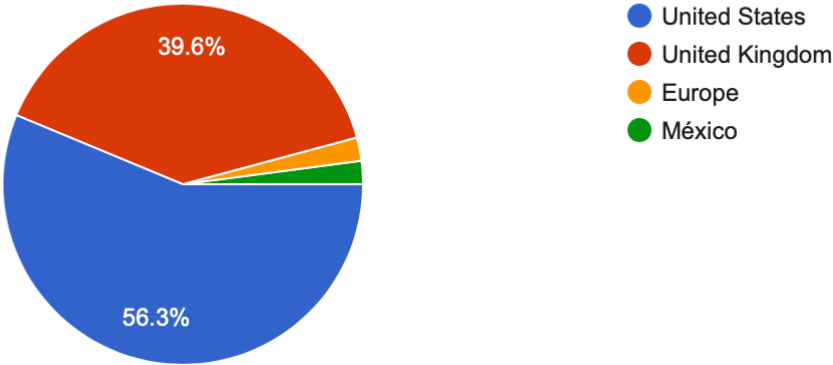
48 responses



Appendix 2.9

Where do you live?

48 responses



Appendix 3. Personal Development Plan

What are my big goals?	Which goals need to happen first?	When do I want to achieve this by?	What obstacles might get in my way?	How can I improve my chances of meeting my goal?	Where can I go for support?
1. Graduate my course at Tileyard with a Distinction grade.	1. Complete my Development Portfolio. 2. Complete my reflective essay. 3. Present my presentation.	The 29th of October 2021.	1. My move back to Los Angeles from London. 2. Time management skills.	1. Stick to my personal project management plan. 2. Research and develop my ideas.	1. Tutors 2. Family 3. Friends
2. Land a music industry job after I complete the course at Tileyard.	1. Graduate from TYE. 2. Improve my social media knowledge. 3. Improve my SEO knowledge. 4. Improve my business skills. 5. Make sure my LinkedIn profile looks up to date and professional. 6. Research jobs. 7. Formulate a strong CV. 8. Create relevant cover letters for jobs.	1st of January 2022.	1. Other candidates with more experience and skills. 2. Lack of jobs. 3. Lack of knowledge in certain areas. 4. My ability to drive well for transportation. 5. Distractions that are low priority such as socialising with friends and family.	1. Create a list of jobs I am interested in. 2. Get feedback from my network about my CV, cover letters and LinkedIn profile. 3. Improve upon my marketing skills and knowledge. 4. Research about the companies I am applying to. 5. Prepare well for interviews.	1. LinkedIn 2. Internet 3. Tutors 4. Friends 5. Family 6. Classmates 7. Peers at TYE and BIMM
3. Improve my business Instagram and Tik Tok accounts.	1. Complete my Masters.	30th of November 2021.	1. Distractions. 2. Lack of self confidence. 3. Fear of failure 4. Technological issues 5. Job applications.	1. Improve upon my photoshop and photography skills. 2. Create a marketing plan for my Instagram and Tik Tok. 3. Post consistent content on both platforms. 4. Use my knowledge.	1. Internet 2. Instagram 3. Tik Tok 4. Friends 5. Family 6. Peers 7. Tutors