slidesmania.com

1 STEP AHEAD

By Adam Zanotti

slidesmania.com

USP (Secret sauce)

Our Team

Adam Zanotti

8 years of studying music

Rap artist

2 million views online

200 Live show

Sound Of The Southwest channel

Malachi Hall

2nd best Beatboxer in the UK

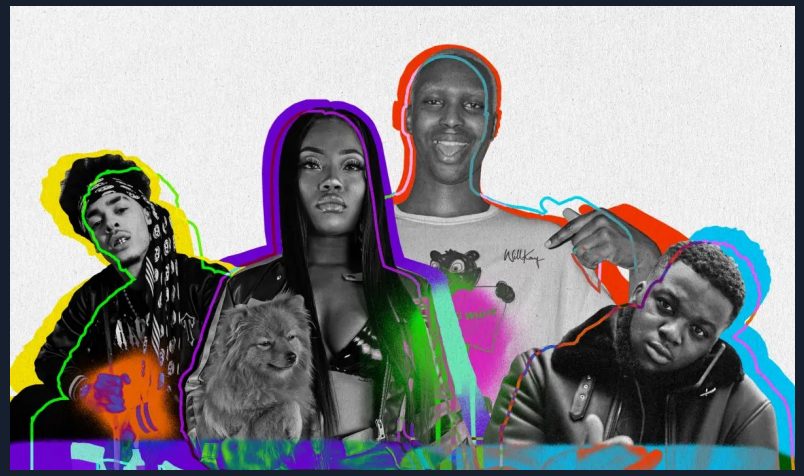
Sound Of The Southwest shows

Liam Hillen

Photographer of UK Rap Music

Worked with Vogue

slidesmania.com

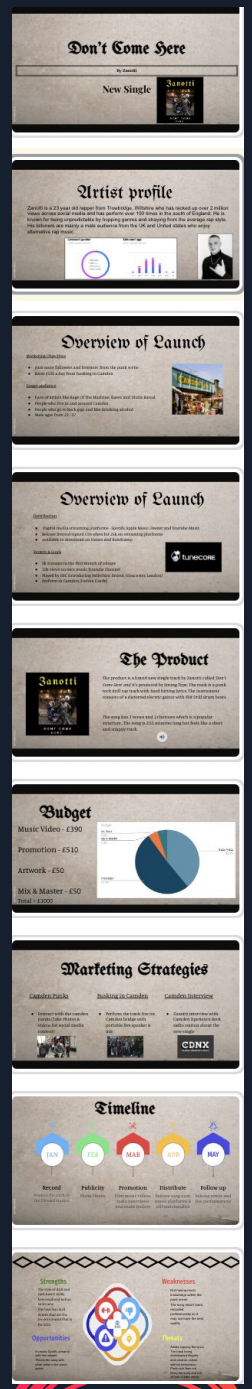


What do we do?

We create campaigns plans for up and coming Rappers

music projects (Albums/EP) to achieve artists goals and compete.

slidesmania.com



The Service

- Product analysis
- Timeline
- Marketing strategies
- Mood board
- Budget
- Target audience analysis
- SMART goals
- SWOT analysis
- Distribution advice
- Competition analysis
- Music video ideas
- Electronic press kit

slidesmania.com

Why do we do it?

To help artists compete in the industry

- Worldwide over 60,000 tracks are uploaded to Spotify everyday
- UK Rap market is 6 times greater than it was in the 2000s
- Rap music in the UK had over 50 million plays in 2020 *(Official Charts, 2021)*
- Rap accounts for 22% of singles played

To give artists professional music advice

- The modern way of becoming an artists is DIY till labels sign
- Taking stress of the artists who wants to focus on the music

slidesmania.com

Who is it for?

Up and coming UK Rappers

Underground rap artists all over England, Wales, and Ireland

Unprivileged communities

Music artists that come from an unprivileged background

Music students

Artists who study at music colleges and universities

slidesmania.com

How do we do it?

1- Meet the artist

2 - Pick what tailored components they'd like

3 - Research the artist and build their goals

4 - Work with team to create the campaign

5 - Check if the artist is happy

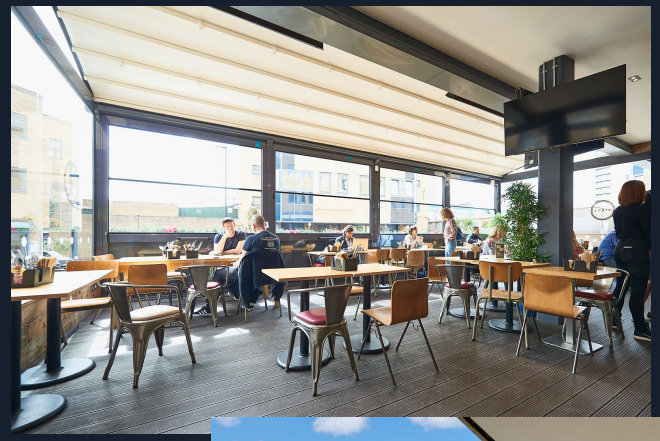
6 - Deliver the plan

slidesmania.com

Where do we operate? - Remote Working

Tileyard Cafè

- Professional music environment
- Food and drinks
- Free networking for artists



Hyde Park Serpentine bar

- Fresh air
- Good views
- Central London
- Food and drinks

Online Video Calls

- Weekly meetings
- Available 7 days a week for a phone call/Facetime

Available to travel in the UK

- Train journeys
- Flights

slidesmania.com

1 Step Ahead Milestones

2022

- Reach 1000 followers on all social media pages
- Accept 5 music projects

2023

- Put on open mic event in London
- Over 10k revenue
- Complete 24 projects in 1 year

2024

- Work on 5 international projects
- Festival Plot

2025

- Move into an office

2026

- American 1 Step Ahead team

slidesmania.com

Competition

Burstimo

- Music marketing agency
- Featured in Forbes, BBC and Vice
- Est. 2018
- London
- Free marketing tip videos on Youtube 156k subscribers

Remote Control Agency

- Music marketing agency
- 30+ years music industry experience
- Worked with well known artists e.g. Blondie

slidesmania.com

Revenue Streams #MoneyTalks

Music artists

Rappers/Record Labels

Merchandise

Clothes & digital assets

Crowdfunding

Community donations

Live events/shows

1 Step Ahead performances

Equipment hire

Microphones, Speakers

Arts Council

Supporting unprivileged artists

slidesmania.com

Thank you!

Do you have any questions?

1 STEP AHEAD

slidesmania.com

References

Market Analysis

(Lccm, 2022)

Lccm, 2022. *How Important is Music Marketing in 2022 | LCCM*. [online] Lccm.org.uk. Available at: <https://www.lccm.org.uk/blog/career/how-important-is-music-marketing-in-2022/> [Accessed 20 June 2022].

(Official Charts, 2021)

Official Charts, 2021. *Popularity of rap and hip hop soars in the UK*. [online] Officialcharts.com. Available at: <https://www.officialcharts.com/chart-news/popularity-of-rap-and-hip-hop-soars-in-the-uk-topping-50-million-streams-in-2020__32907/> [Accessed 21 July 2022].