# Marketing Report for DELLA NOVA - Debut Album Release

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**Word Count: 4,306**

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## 1. Introduction

This report contains the marketing strategy for DELLA NOVA's upcoming self-titled debut album, featuring multi-platform strategies, a mini UK tour schedule, budget with estimated costs and earnings and a timeline over the duration of 6 months.

As of when this report was written, the key statistics of the bands are as follows:

- 3 single releases
- 3 music videos
- 1,321 streams across Spotify
- 3.3k views on YouTube

The overall goal for this marketing report is to effectively plan the release of their self-titled debut album, releasing on 6th October 2023, and to ultimately grow their fanbase.

A breakdown of the key objectives for this marketing plan are as follows:

- Achieve radioplay from key stations and shows (Kerrang, BBC Introducing)
- Amass 10k streams on DSPs
- Launch merchandise for album release
- Grow following on Instagram, Facebook and TikTok to 1k users each
- Build email subscriber list to 100 (currently at 0)
- Album release mini-UK tour

## 2. Band Profile

DELLA NOVA are an alt-rock trio based in London, UK. They are a three piece group consisting of frontman Alex Bowmer (Singer, Guitarist & Songwriter), Karl Hall (Drummer) and Joe Chauncy (Bassist). On their ‘About’ section of the website, an interesting origin story is described around the origins of the band’s name, which came about when Alex worked for a witch and refers to the ‘Ordine Della Nova’ who operated in the 1980s (Della Nova, 2023). Branding is a hugely important aspect for any music artist or band, and the background or backstory falls within this area of marketing (Byrne, 2021). A good backstory can be used to connect with fans and help to stand them out against the crowd.



Appendix 1: Promotional Photo for DELLA NOVA (from left to right - Karl Hall, Alex Bowmer and Joe Chauncy)

By looking at other similar bands and artists based on their music style, we can help to shape important features in this marketing report including their ideal fanbase, tastemakers and wider cultural contexts. This is in the form of a comparative analysis, which in a wider sense refers to major competitors in the same industry to gain insight into their product, sales and marketing tactics (White, 2022). In the case for DELLA NOVA, a comparative analysis will look at similar bands' online presence such as social media content and marketing tactics to ensure the band are seen in the most appropriate and contextually relevant areas. Data from comparative bands were taken from Chart Metrics and bands' own online channels.

**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 |

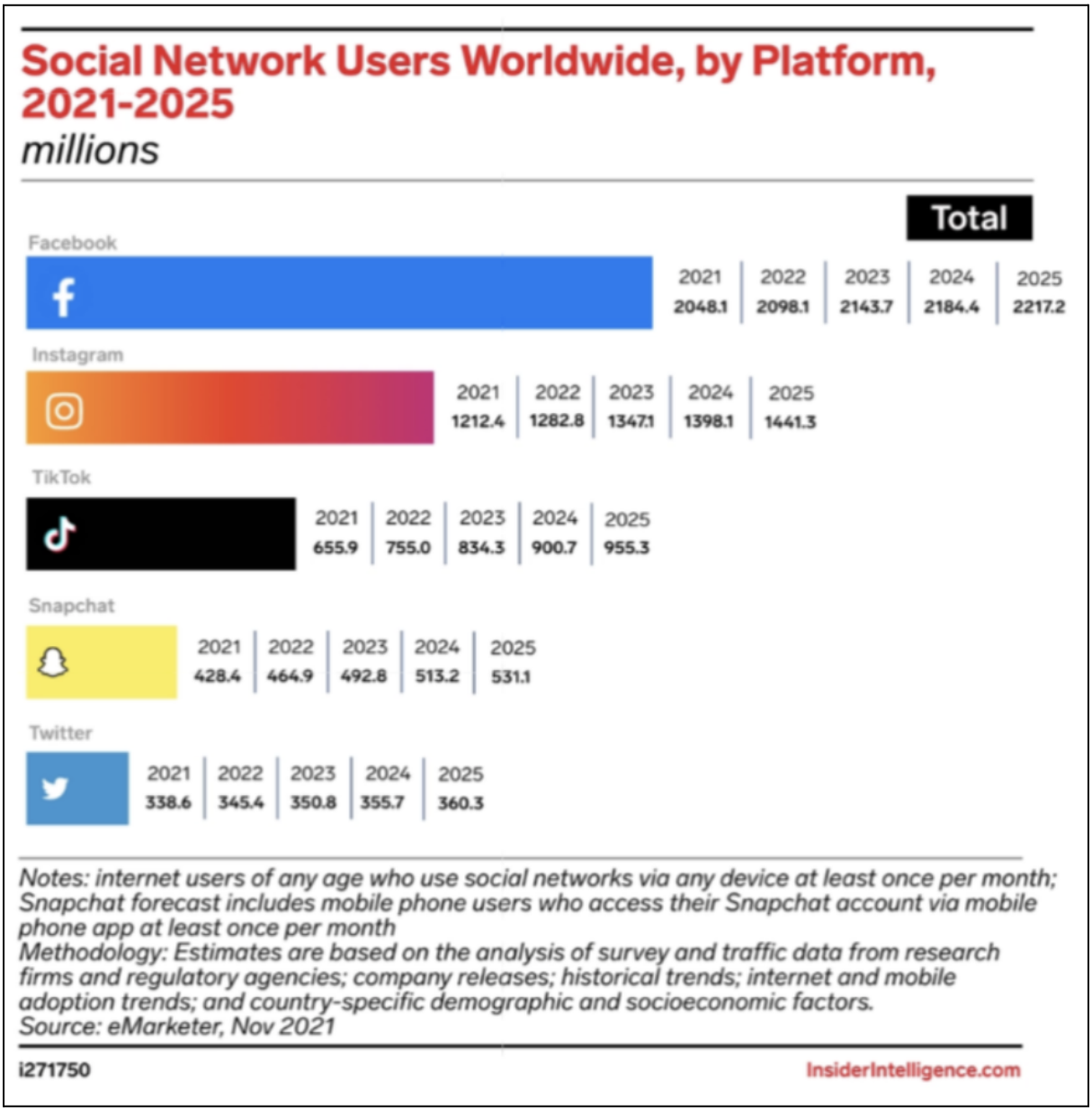
*Source: Chart Metrics, Artists' own channels*

Appendix 2: Comparative Analysis Overview

## 2.1 Listener Profile

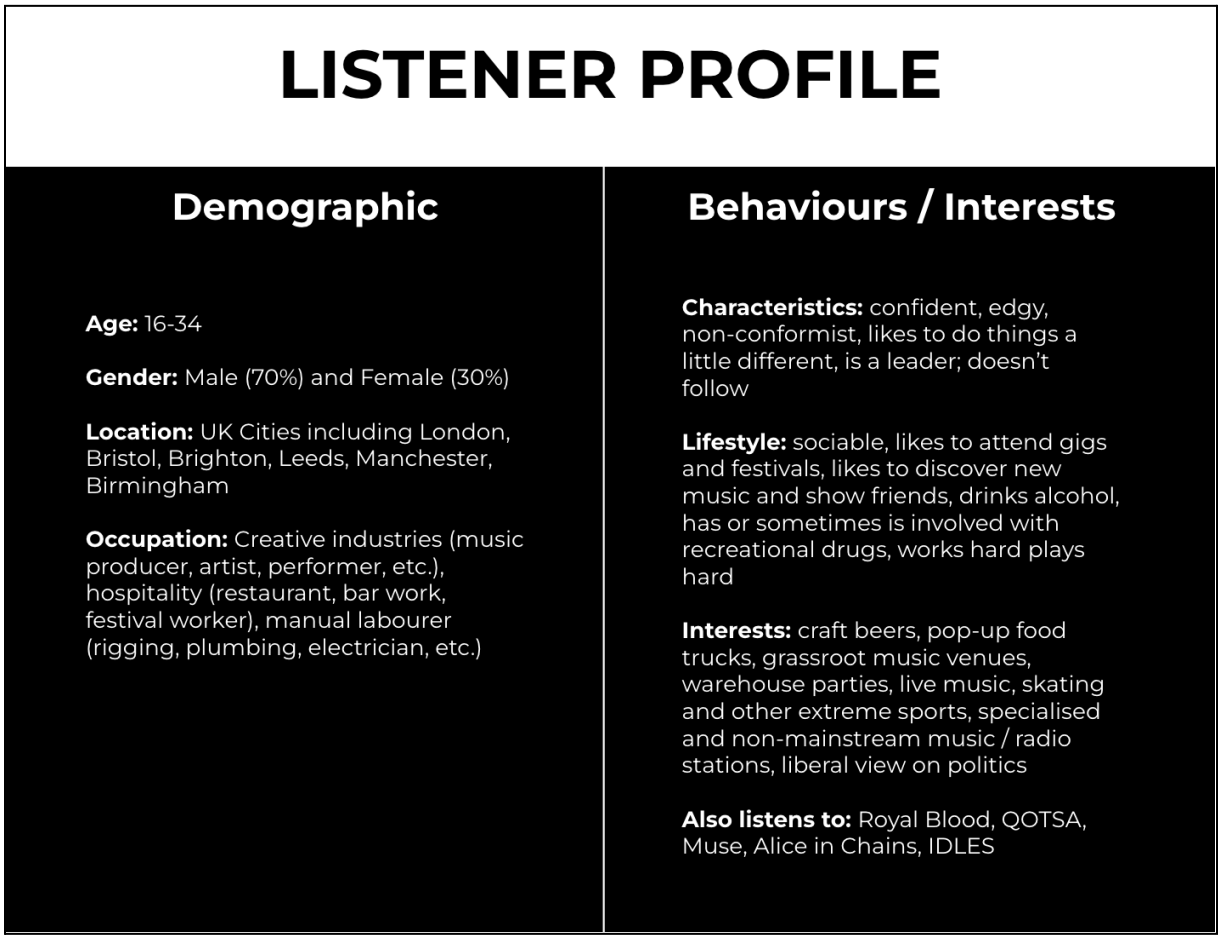
DELLA NOVA's target listener profile falls across both Gen Z and Millennials, with both audience groups using different social media platforms as their primary source of engagement. Latest trends show that TikTok and Instagram are the two highest reaching preferred platforms for Gen

Z, whereas Facebook shows to be the platform most used by a Millennial audience (Barnhart, 2023). All three of these social media platforms have the highest reach compared to all others, so these will be chosen as part of DELLA NOVA's social media paid and organic strategies. It will also be vital to devise the strategies with the two audience groups in mind, and ensure all content and messaging is relatable to that audience group.




Appendix 3: Social Network Users Worldwide (Barnhart, 2023)

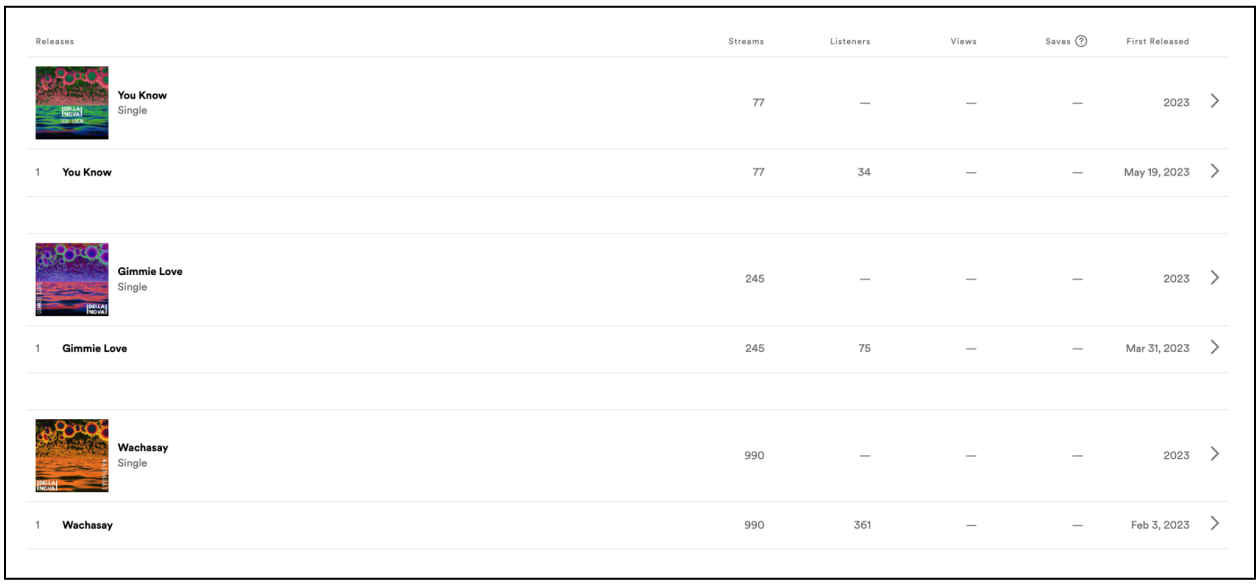
When building the listener profile for DELLA NOVA, many elements have been considered such as demographics, gender, occupation, lifestyle and interests. These have been determined by the characteristics of similar band's fanbases, as well as the band members themselves.




Appendix 4: Listener Profile

## 2.2 Streaming Statistics

DELLA NOVA released their first single ‘Wachasay’ in February 2023 , with their latest single ‘You Know’ released in May 2023. On Spotify, there has been a decline in listening numbers since the debut release.



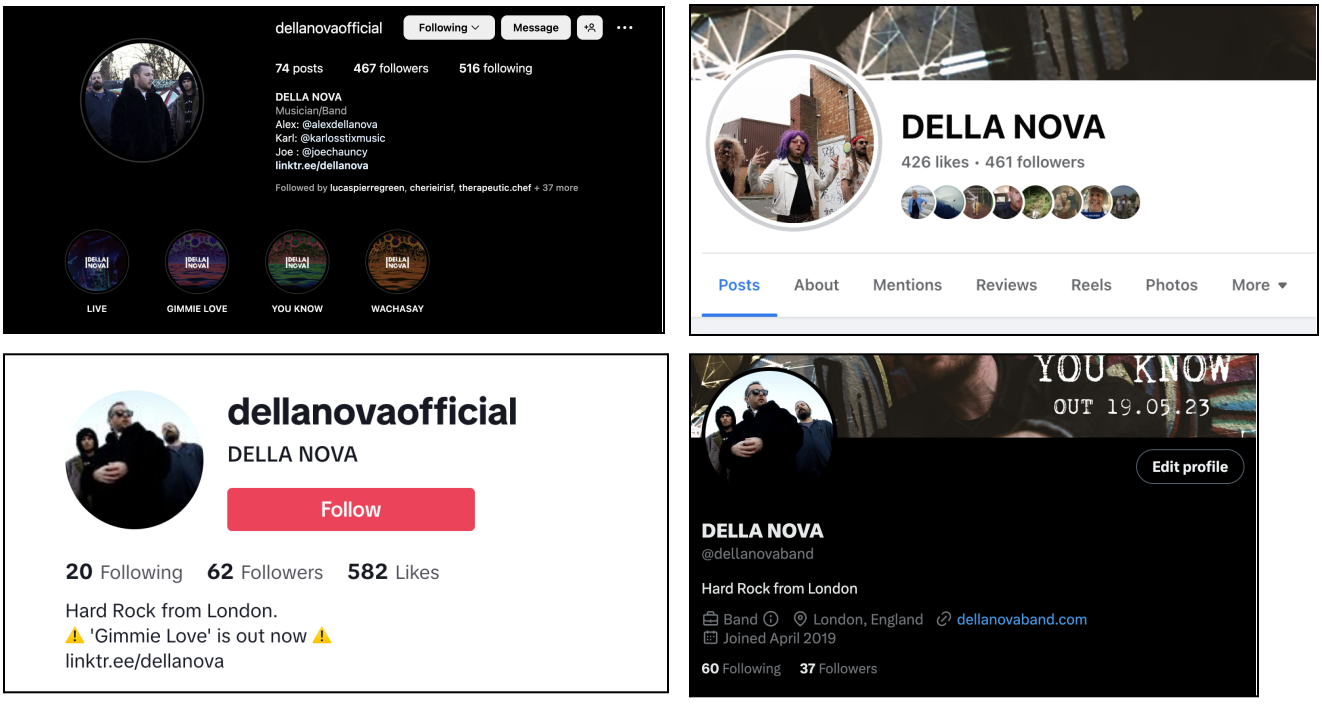
| Releases | Streams | Listeners | Views | Saves | First Released |
|---|---|---|---|---|---|
| You Know<br>Single | 77 | — | — | — | 2023 |
| 1 You Know | 77 | 34 | — | — | May 19, 2023 |
| Gimmie Love<br>Single | 245 | — | — | — | 2023 |
| 1 Gimmie Love | 245 | 75 | — | — | Mar 31, 2023 |
| Wachasay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

Appendix 5: Spotify for Artists Streams by Release Overview

Each release was distributed through DistroKid, meaning these tracks also feature on other DSPs including Apple Music, Deezer and Tidal. Streams from the other platforms have been considerably lower when compared to Spotify streams, so Spotify will continue to be the primary DSP when it comes to marketing and promotion. However, as the band continues to grow it may be worth investing in an analytics tool to combine all streaming data in one platform to accurately and easily assess streaming data. Software such as Fuga offers an advanced analytics tool which updates DSP data in real-time, enabling smarter and more informed decisions to be made (Fuga, 2023).

## 2.3 Social Media & Online Presence

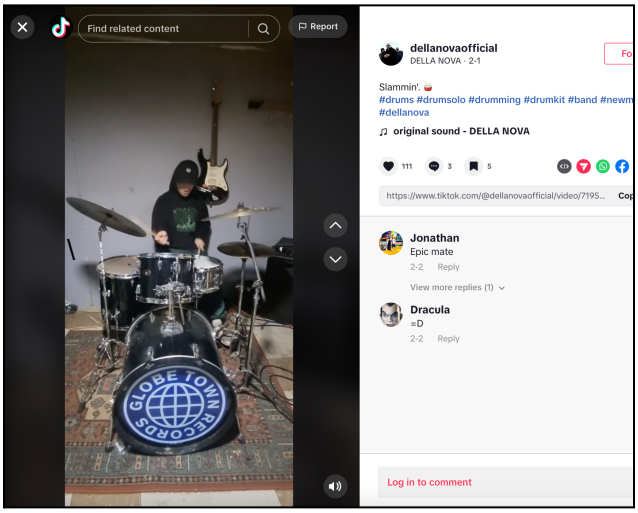
DELLA NOVA have a combined social media following of 1,050 across Facebook, Instagram, TikTok and Twitter, with Facebook and Instagram amassing the biggest share of followers. Whilst TikTok is a new account for the band so followers are small, they are achieving good levels of engagement and video views on certain content so should still be a focus point. As mentioned previously, TikTok is a key platform for Gen Z so continued effort will be made to grow the platform. Twitter will continue to play some role, but the focus should be on the best performing social platforms. Twitter also has the social handle “@dellanovaband”, which is different to all the other social platforms with “@dellanovaofficial”. I would recommend renaming Twitter’s account to match the other social media handles, as this alignment is good practise for cross-platform experiences promoting better communication and bolstering brand recognition (Walker-Ford, 2022).

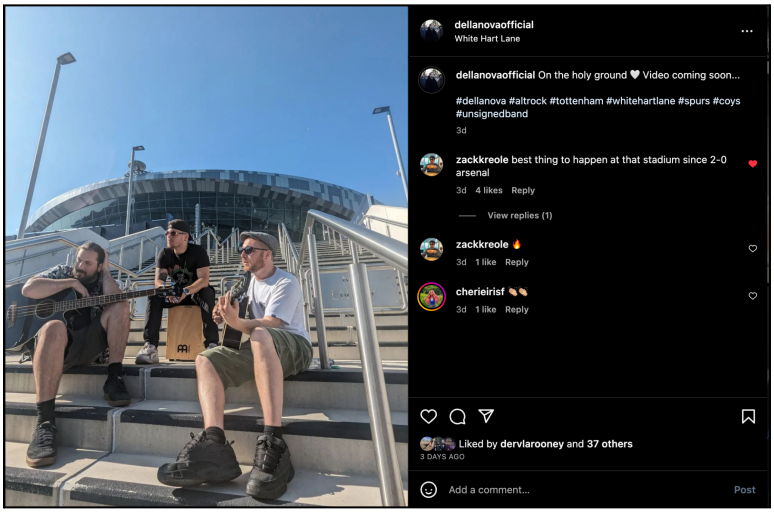



Appendix 6: Social Media Following Overview

The performing content on their social media has been a combination of different types of content. On TikTok, a smartphone-shot piece of video content showing off a drum solo has performed the best in terms of video views, especially impressive considering this was the 2nd ever post made on the band's TikTok account. The reason it has been so well received is because this type of content is in line with TikTok's creative guidelines for creators which states hi-res, vertical shot content with audio is the foundation of good content for the platform (TikTok, 2023). Whilst these elements may be fairly general, the added use of relevant hashtags ensured the content would be more likely seen by the right audience.

On Instagram, one of the top performing posts in regards to engagements was a high-quality image. Whilst all social platforms promote video content to be a higher driver of engagement, Instagram was fundamentally a photo sharing app and they still promote high quality images as good content for the platform. On the Instagram guide for content creators, they state that "behind the scenes" content also performs particularly well (2023), which is the type of photo DELLA NOVA had shared. Both video and image posts will continue to form the social media strategy on an organic and on a paid level.




Appendix 7: Best Performing Social Posts

## 2.4 Website

With the majority of people searching online for their passions, having an functioning and accessible website is vital. Search engines are key drivers of traffic, with 53.5% of all website traffic coming from organic search (OlsenMetrix, 2023). A website is the central point for all of the band's activity, including an opportunity to sell merchandise directly to consumers and maximise profits.

Linktree is also a valuable platform for collating multiple links on one platform, with the link promoted the social media bio's. There are a host of features available such as link scheduling, priority links and video embeds (Smith, n.d.) which can be customised to be aligned with the album's release schedule.

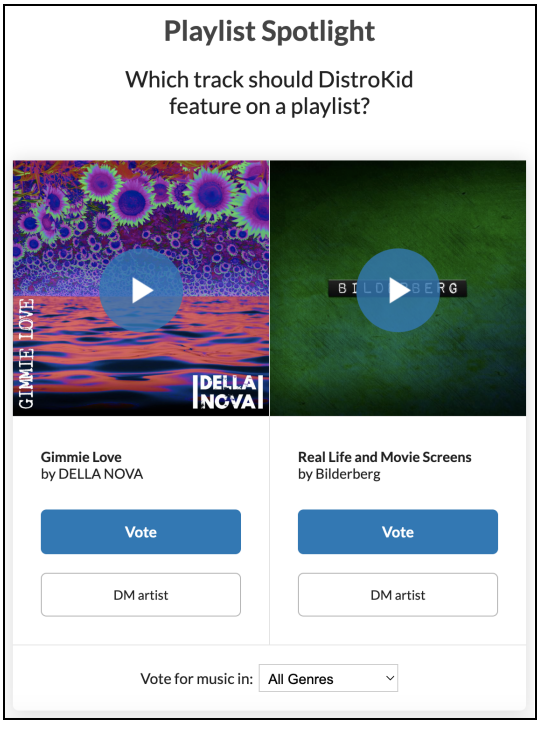
## 3. Distribution & DSP Marketing

Marketing and promotion within independent distributors and Digital Service Providers, or DSPs, offer excellent features to help market music within the platforms and to the wider online world. Features such as pitching to playlists can help to achieve thousands of plays if accepted, with some Spotify playlists having hundreds of thousands of followers (McIntyre, 2023). For the album release we will be taking advantage of in-platform features, such as playlist pitching and Canvas video uploads.

## 3.1 DistroKid

DistroKid is the band's primary choice of digital distributor, with their previous 3 releases having been released via this platform. DistroKid offers the chance to enter the 'Playlist Spotlight', where people can vote for which tracks are to be uploaded to DistroKid's playlists on Spotify. The playlists are updated each week, and votes are then set back to zero.

The DistroKid Spotlight playlist has over 397k followers and their Rock playlist has over 284k followers (Spotify, 2023), so there is a big opportunity to boost streams of key tracks from the album by taking part in this feature. You can only pitch released songs, and one song per contest per week. Based on this we will create a weekly schedule going through key tracks from the album from the album release date. This will be promoted via DELLA NOVA social channels, as DistroKid enables a sharable link for fans and followers to vote.




Appendix 8: Playlist Spotlight Example

## 3.2 Spotify Marketing

Spotify is the primary source of streams amassed from previous releases from DELLA NOVA, and continues to be the top DSP globally in terms of the number of subscribers (Curry, 2023). There are features available on Spotify for Artists which help artists maximise their streams on the platform, such as Editorial Playlist pitching and Canvas videos. Many artists have seen success on the back of being added to Spotify's editorial playlists. One example of this being Youngblood, who had his track added to the 'Mellow Mood' editorial playlist when he submitted one of his tracks for playlist consideration (Garr, n.d.).

Pitching for playlist consideration on Spotify playlists is an easy process; a process that is the same for all artists who wish to have their track considered by the editorial team. Key tracks from the DELLA NOVA's album will be pitched for consideration, and must be done before the song is released. This will be scheduled into the timeline in a timely manner.

Spotify Canvas tool is a short video loop which can be added to a track on the platform, reinforcing the band's visual identity. It has been reported that users are 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 (Wong, 2020).

## 4. PR Marketing and Influencer Marketing

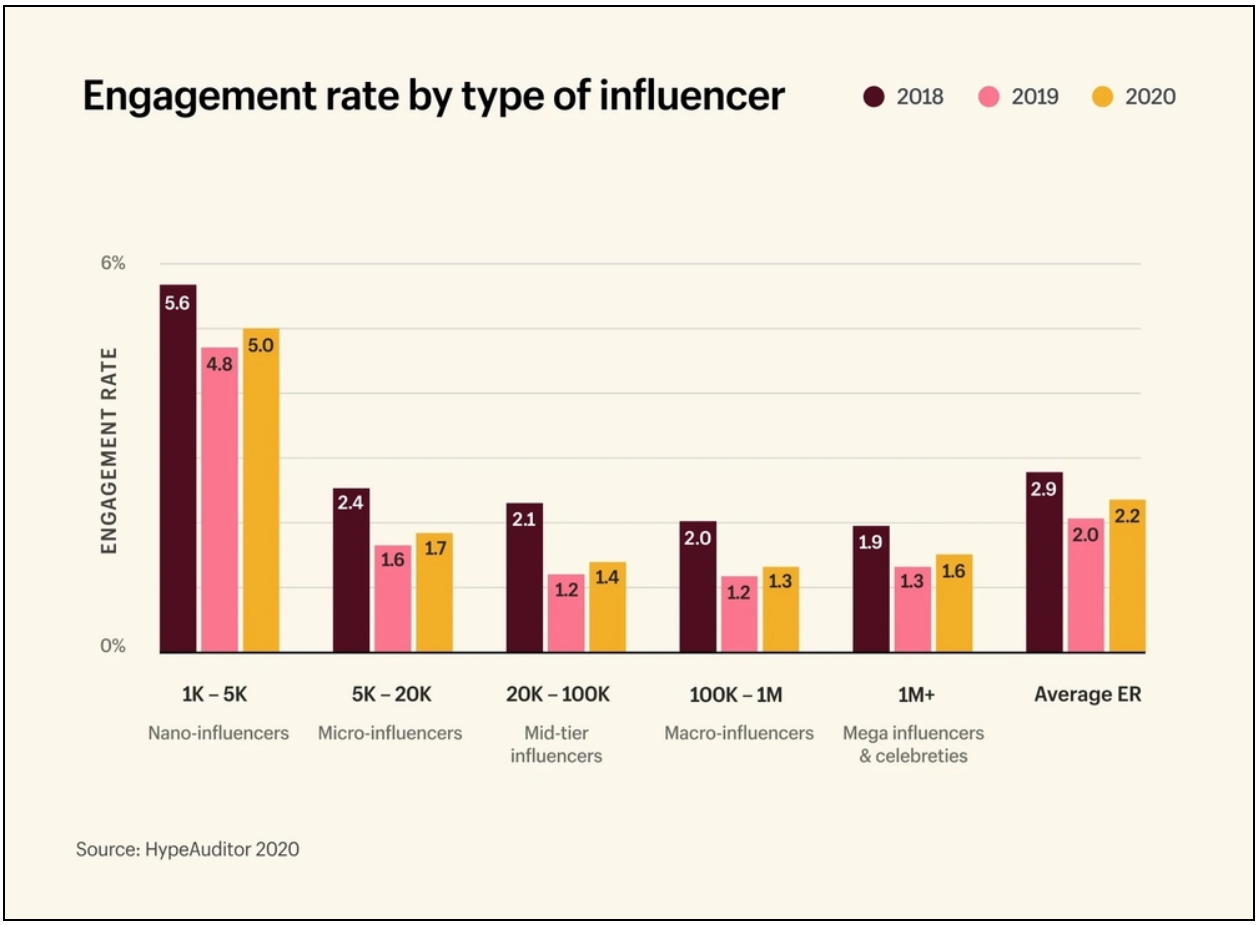
Public Relations, or PR, refers to how people may talk about a brand and have influence to their network about that brand (Ibbetson, n.d). For DELLA NOVA, there are influencers and tastemakers to connect with so they can share the upcoming album with their network so the

band can benefit from valuable endorsement of a trusted individual. Tastemakers offer huge value for marketing music, as they have the power to influence the masses and can essentially make or break an artist (Diffusion, 2021). The effectiveness of influencer marketing has a powerful impact, with a report from The Social Shepherd claiming it increased awareness by 86% (Shepherd, 2023). This is a significant statistic for a band in the infancy stage.

There are platforms and businesses which help to connect artists directly with a range of tastemakers, such as Groover and Micco. This empowers the artist to build these connections themselves. Music PR and Plugging companies can also connect DELLA NOVA through their established direct relationships with higher profile tastemakers. There are many factors to keep in mind when approaching the right influencers for endorsement, with one of the main ones being natural alignment (Econsultancy, 2022). For DELLA NOVA, the listener profile attributes will be considered when choosing tastemakers and influencers to approach for promoting the album.

It is also worthwhile considering influencers and tastemakers who are on the micro-level, as it has been reported that influencers with a lesser number of followers compared to those with a higher reach possibly have a higher rate of engagement for their posts and content.

This section of the report will help to achieve multiple objectives including increasing DSP streams, achieving radioplay and building followers.

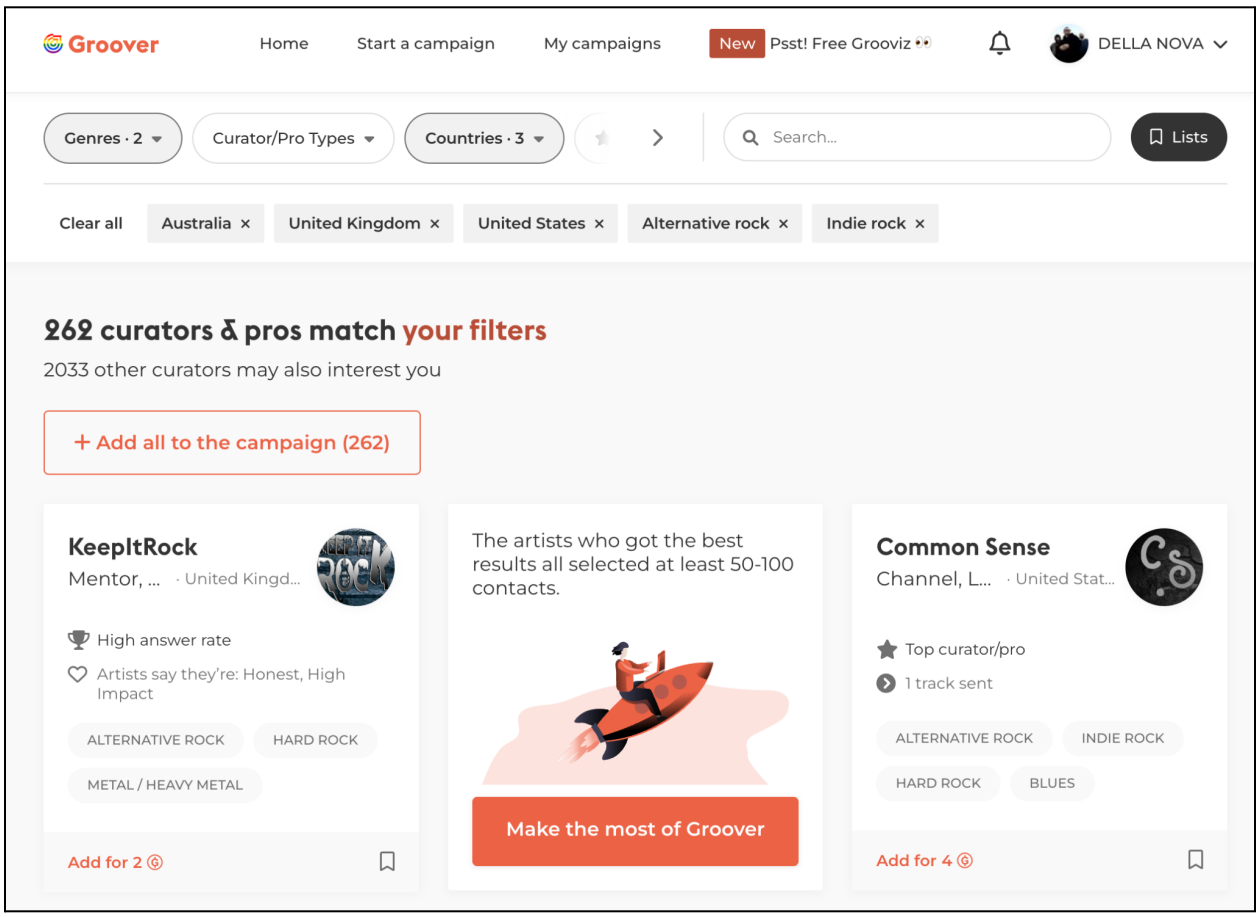



Appendix 9: Engagement Rate By Type of Influencer (Shepherd, 2023)

## 4.1 Groover

Groovr connects musicians to tastemakers to tastemakers such as playlist curators, media outlets and journalists. These tastemakers are independent, yet many have a huge, verified following. The benefit of using Groover is that feedback is guaranteed from all tastemakers that are pitched to, whether they agree to share the song or whether they decide not to (Groover, 2023).

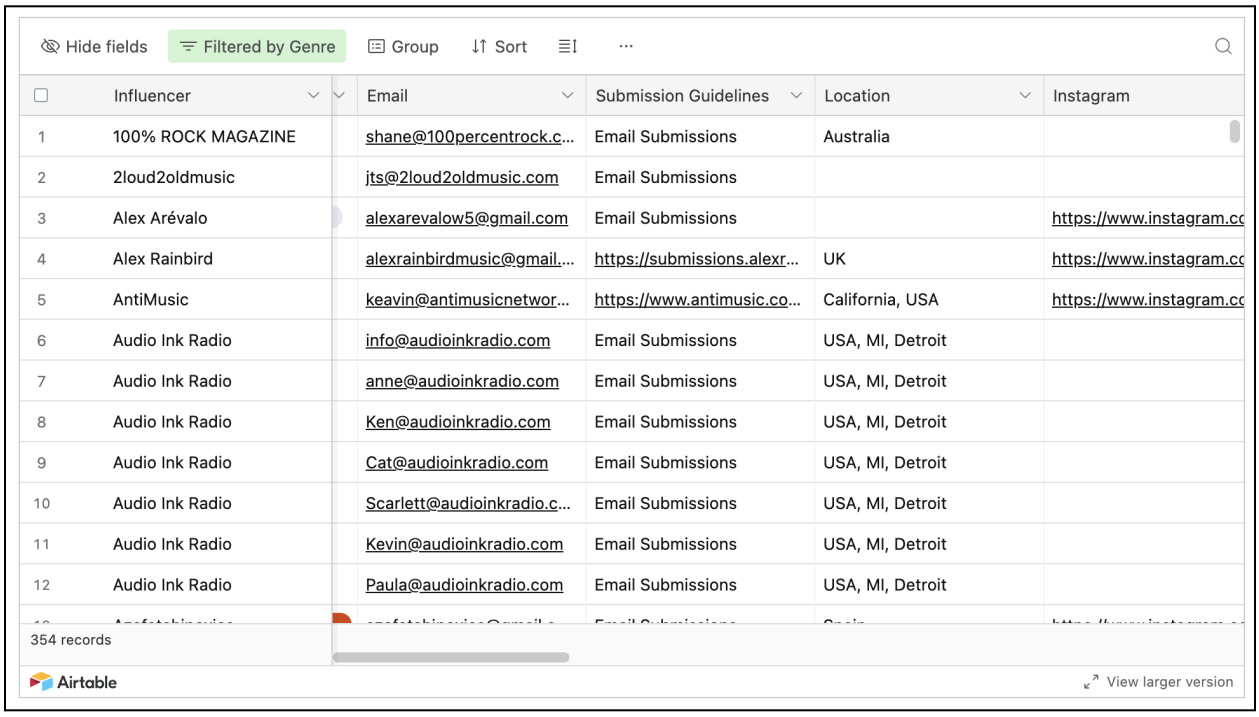
Groover operates on a credit and wallet system, with €94 euros (approx. £80) paying for 110 credits. It costs between 2 - 4 credits to contact one curator (more credits depending on their audience scale), meaning around 36 curators will be contacted for this budget. Focussed territories will be the UK, USA and Australia and curators will be in the Alt Rock / Indie Rock space, which equates to 259 curators in total to choose from these criteria.




Appendix 10: Snapshot of matched curators on Groover platform

## 4.2 Micco

Micco is an online directory of influencers in the music industry, giving artists the option to contact over 7,000+ professionals (Micco, 2023). At an extremely affordable $10 every month, this is a fantastic way of emailing contacts the album's press release at a very low cost.

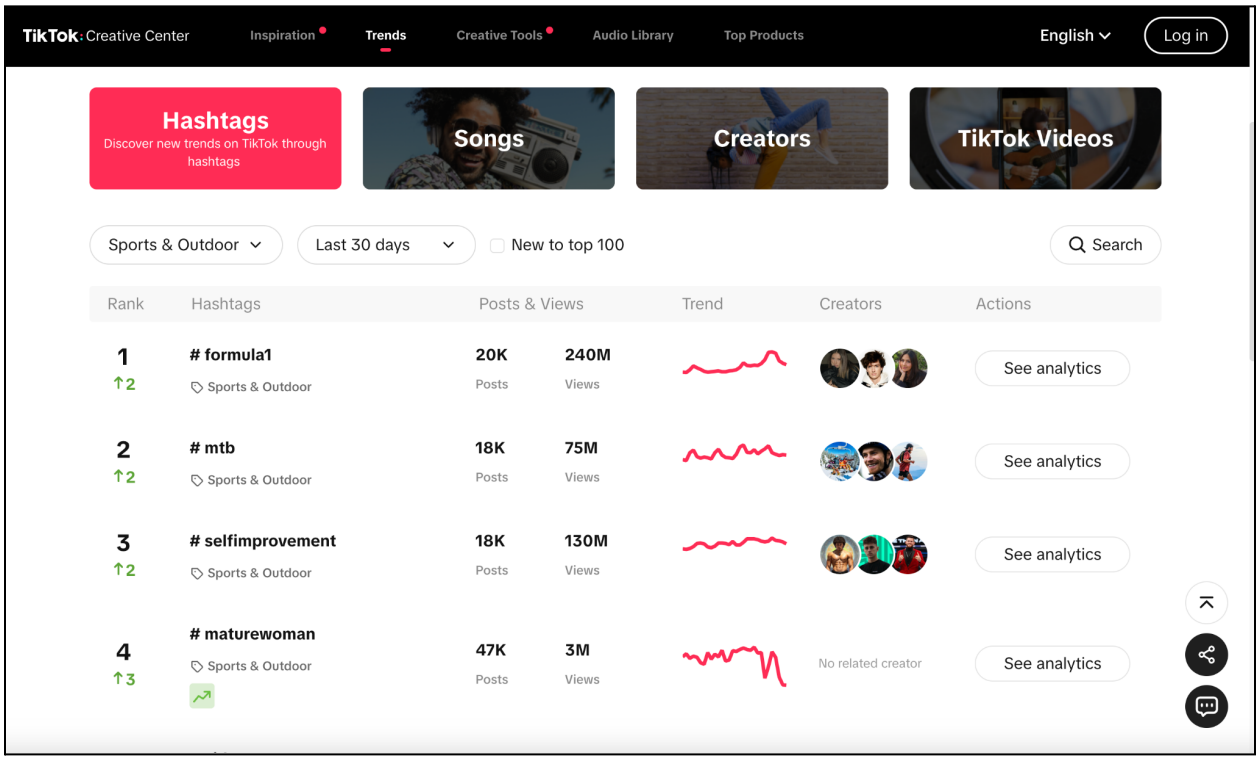



Appendix 11: Snapshot of filtered contacts on Micco

The Micco directory can be filtered by platform, and have access to an extensive list of social media influencers to contact directly. There are a number of music artists who have seen incredible results from their songs being used in TikTok creator's content, such as Crawlers who are now signed to Polydor Records on the back of their self-made success (Day, 2022).

Collaborating with influencers on social media opens up the band's music to appear in wider cultural contexts, such as food, sport and entertainment which are popular hashtags on the

platforms such as TikTok. TikTok Creative Center offers insights on trending hashtags, informing better decisions when it comes to which influencers to be reaching out to (as well as any hashtags on organic posting).

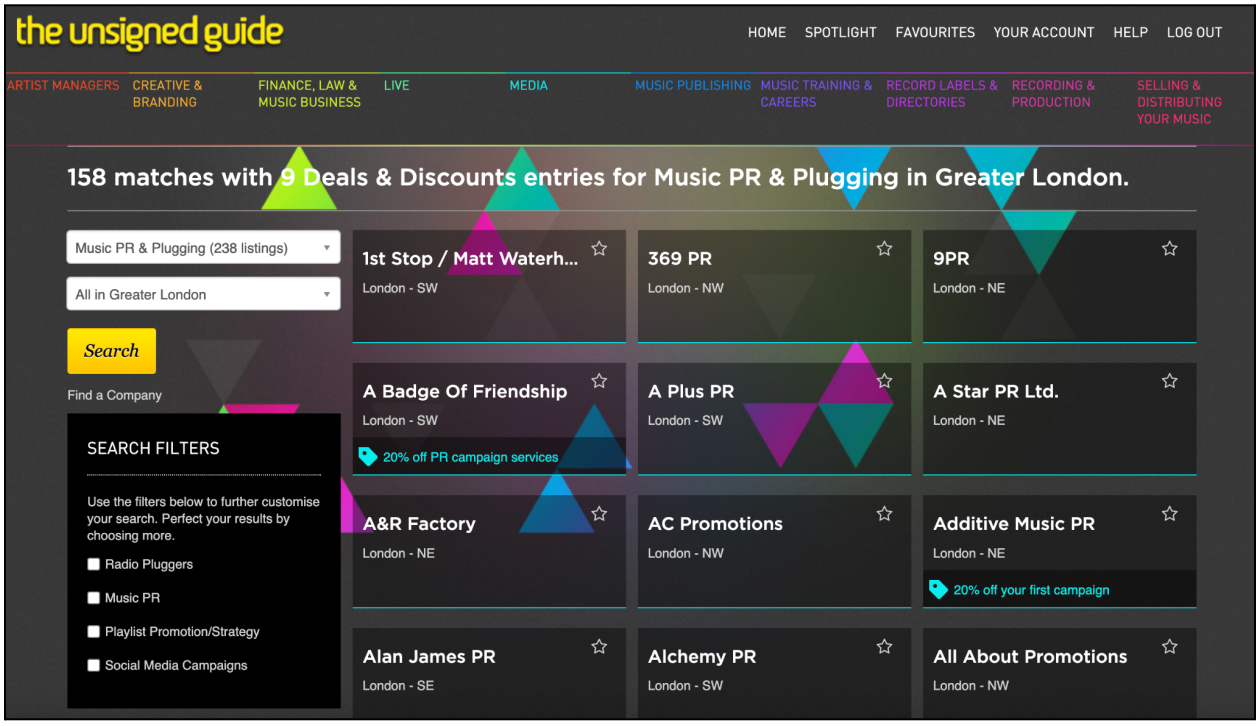



Appendix 12: Trending Hashtags on TikTok (TikTok, 2023)

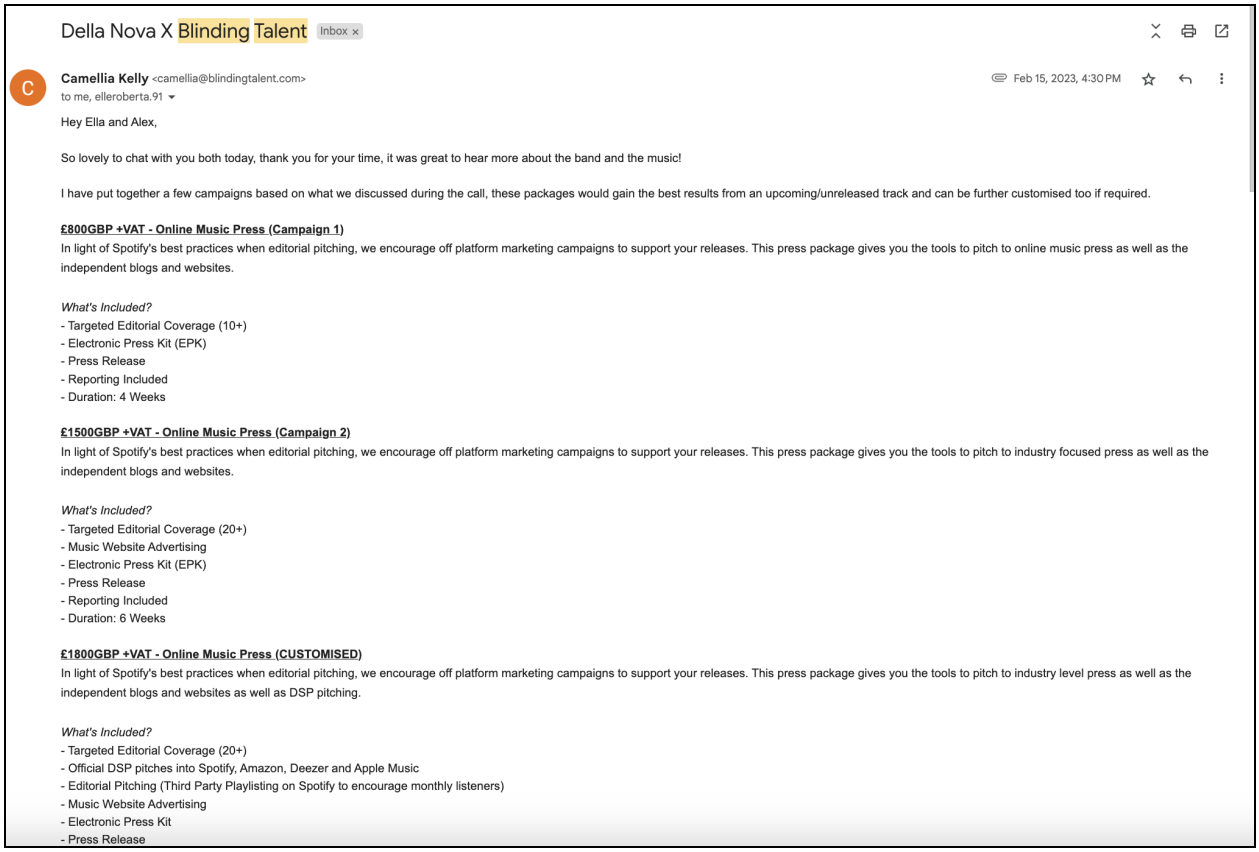
## 4.3 Music PR and Plugging

Whilst platforms such as Groover and Micco will help to build direct industry and influencer contacts at a very low cost, it will be worth investing in PR Agencies oraArtist Development agencies who have years of expertise and established connections with some of the bigger players in music.

The Unsigned Guide offers a directory of Music PR & Plugging agencies, with 158 based in London. Based on previous conversations with another agency (Blinding Talent), we will budget approximately £800+ VAT for an entry level of promotion. Choosing the right Music PR agency will help to achieve radioplay from a key station, such as BBC Introducing Rock or Kerrang.




Appendix 13: Snapshot of Music PR & Plugging in London on the Unsigned Guide Directory



Della Nova X Blinding Talent Inbox ×

**Camellia Kelly** <camellia@blindingtalent.com> Feb 15, 2023, 4:30 PM
to me, elleroberta.91

Hey Ella and Alex,

So lovely to chat with you both today, thank you for your time, it was great to hear more about the band and the music!

I have put together a few campaigns based on what we discussed during the call, these packages would gain the best results from an upcoming/unreleased track and can be further customised too if required.

**£800GBP +VAT - Online Music Press (Campaign 1)**
In light of Spotify's best practices when editorial pitching, we encourage off platform marketing campaigns to support your releases. This press package gives you the tools to pitch to online music press as well as the independent blogs and websites.

*What's Included?*
- Targeted Editorial Coverage (10+)
- Electronic Press Kit (EPK)
- Press Release
- Reporting Included
- Duration: 4 Weeks

**£1500GBP +VAT - Online Music Press (Campaign 2)**
In light of Spotify's best practices when editorial pitching, we encourage off platform marketing campaigns to support your releases. This press package gives you the tools to pitch to industry focused press as well as the independent blogs and websites.

*What's Included?*
- Targeted Editorial Coverage (20+)
- Music Website Advertising
- Electronic Press Kit (EPK)
- Press Release
- Reporting Included
- Duration: 6 Weeks

**£1800GBP +VAT - Online Music Press (CUSTOMISED)**
In light of Spotify's best practices when editorial pitching, we encourage off platform marketing campaigns to support your releases. This press package gives you the tools to pitch to industry level press as well as the independent blogs and websites as well as DSP pitching.

*What's Included?*
- Targeted Editorial Coverage (20+)
- Official DSP pitches into Spotify, Amazon, Deezer and Apple Music
- Editorial Pitching (Third Party Playlisting on Spotify to encourage monthly listeners)
- Music Website Advertising
- Electronic Press Kit
- Press Release

Appendix 14: Prior research around press campaigns

## 4.4 EPK and Album Press Release

Contacting influencers and industry professionals directly will require a high quality Electronic Press Kit (EPK) and a press release for the album. The EPK will feature all of the essential information a music professional will need when it comes to plugging the band including the bio, downloadable hi-res promo photos, music links, videos and media endorsements (Kealey, 2015).

When it is ready to email the selected tastemakers and industry professionals, a template for a music press release will be created whilst ensuring best practices are followed. The press

release will be easy to read, attention-grabbing and will include a personal touch to help establish a positive relationship from the first moment (Ditto Music, 2023). By following these best practices, the chances of the album being received and acknowledged will be increased.




Appendix 15: DELLA NOVA EPK

## 5. Digital and Social Media Marketing

Digital Marketing refers to strategies in which brands connect to their audience via online channels, such as websites and emails (Barone, 2023)  and Social Media Marketing refers to strategies around connecting with audiences on Facebook, Instagram and TikTok. Social Media Marketing in particular is important now more than ever, because audiences listen to real people; they trust real world experiences of their friends and shared connections on these platforms (Ku, 2023).

### 5.1 Targeting Strategies

Running ads via Google ads and Meta ads have extensive targeting strategies to help reach new audiences, as well as to help retarget those engaged audiences too. Pixels are a form of tracking audiences across multiple digital and social media channels, to help gain better understandings of those who have engaged with ads (Digital Marketer, 2019). By installing both Google and Meta pixels on the DELLA NOVA website, we are also able to track how effective certain keywords are which will then inform which ones are to be used in ongoing digital and social media ads (Engaiodigital, n.d.).

Keywords will be selected based on the band’s profile and their target listener’s profile.

| 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 | | | |

Appendix 16: Targeting Keywords for DELLA NOVA

## 5.2 Past Campaigns and Learnings

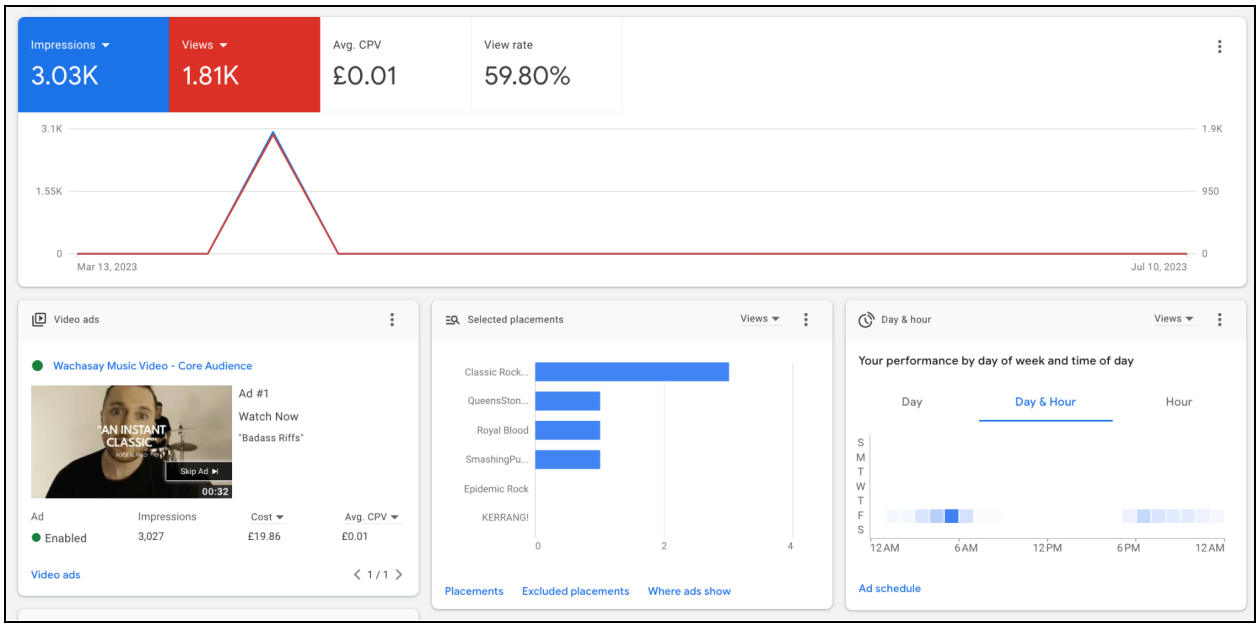
DELLA NOVA has conducted various test budgets previously which can be analysed and apply learnings to future campaigns. Below are three examples of paid digital and social campaigns and what the learnings are.

Campaign 1: Google Ads - YouTube - 30s ‘Wachasay’ Official Music Video Teaser

KPI: Video Views

Results: 1.81k views,, VTR: 59.8%

Budget: £19.86




Appendix 17: Google Ads YouTube Campaign Performance

Learnings from this campaign show that the campaign performed well in terms of view through rate. The benchmark for skippable in-stream video content on YouTube is 30% (MuteSix, 2023), so this campaign almost doubled this benchmark. High performing keywords such as ‘Classic Rock’ will be used for future YouTube advertising.

Campaign 2: Facebook - ‘Wachasay’ Music Video Boosted Post

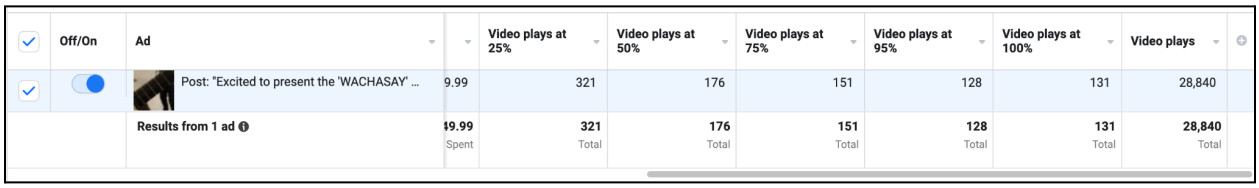
KPI: Video Views

Results: 28,840 views, VTR: 84%

Budget: £49.99

Overview and Learnings: The aim was to achieve as many video views on Facebook as possible for a small budget, helping to achieve a high impact for the official video launch. Boosted posts offer less targeting strategies than using Meta Business, but it is worthwhile for helping drive better performance for posts. With an exceptional VTR of 84%, above the latest

benchmark of 30% (Cameron, 2022), it is highly recommended to boost video posts on Facebook.



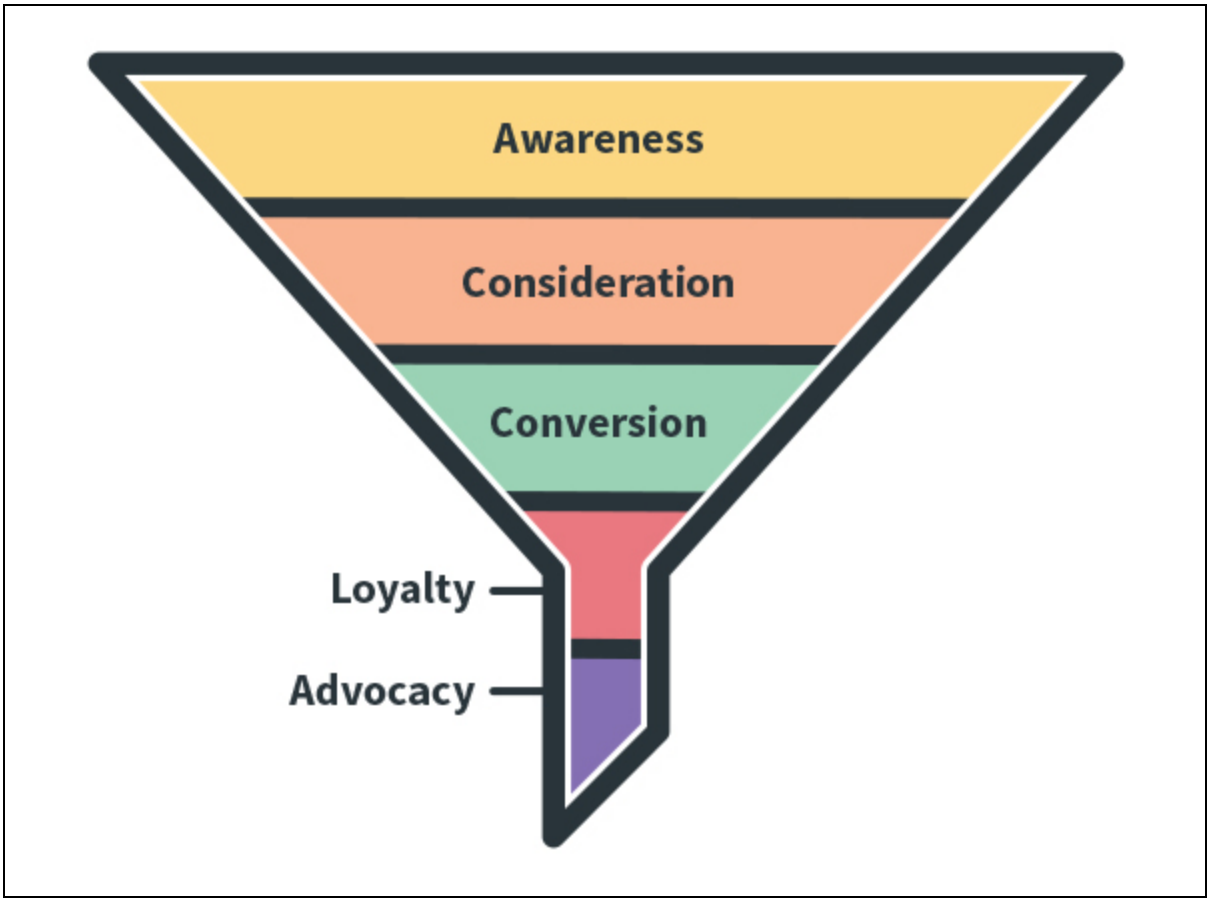
| Off/On | Ad | | Video plays at 25% | Video plays at 50% | Video plays at 75% | Video plays at 95% | Video plays at 100% | Video plays |
|---|---|---|---|---|---|---|---|---|
| | Post: "Excited to present the 'WACHASAY' ... | 9.99 | 321 | 176 | 151 | 128 | 131 | 28,840 |
| | **Results from 1 ad** |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

Appendix 18: Facebook Boosted Post Campaign Performance

## 5.3 Album Release Marketing Strategy

Digital and Social Media ads will follow the Customer Marketing Funnel to essentially help drive measurable awareness, consideration and conversion (i.e. streams or downloads) KPIs for the album release. By achieving these three goals in the Digital and Social Media Marketing campaigns, this will help lead to Loyalty (for example discounts for subscribers and other perks) and Advocacy (superfans) (Sprout Social, n.d.).

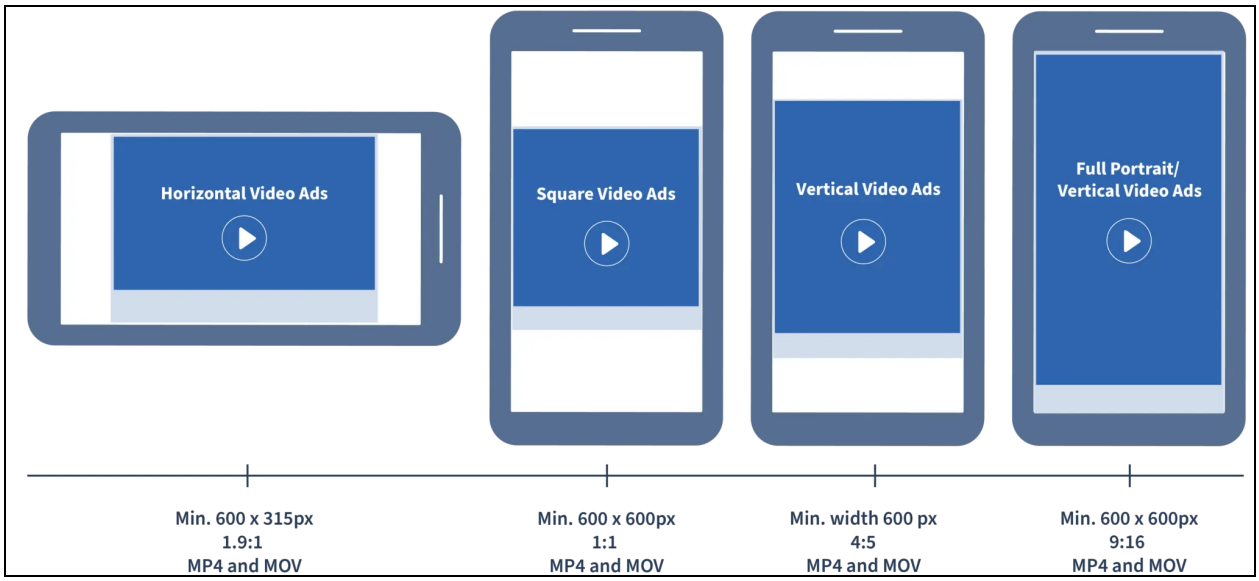
The way this will be achieved on Digital and Social Media Marketing for DELLA NOVA's album release is setting appropriate KPIs for as the campaign schedule progresses. Firstly, campaigns with an awareness KPI will be set to get as many of the target audience to know who the band are and to know about the upcoming release date. Secondly, those who have engaged with the awareness campaign will be re-targeted with ads to help build consideration. And lastly, those who have engaged with the consideration campaign will be targeted with ads which will drive to stream or download the album.




Appendix 19: Visual Representation of the Marketing Funnel (Sproutsocial, n.d.)

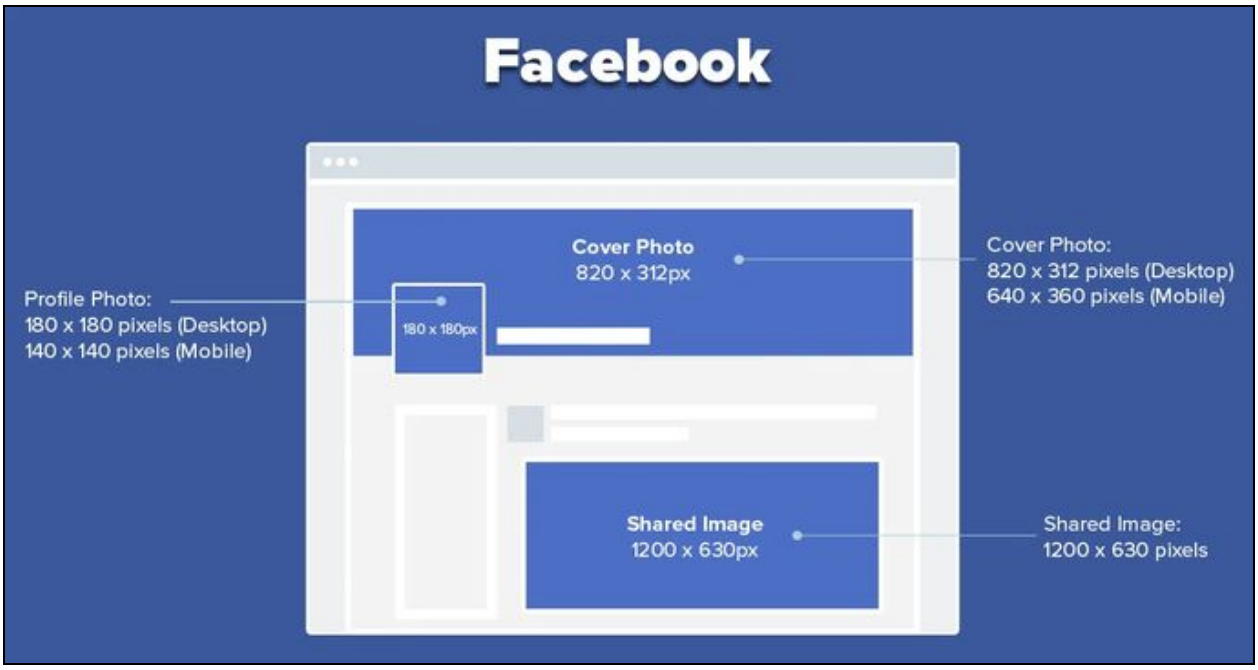
5.4 Asset Package for the Album

We will produce multiple assets at different dimensions to maximise distribution across all key social media channels. Video and images ads will be produced for specific platforms, for example full screen vertical video for Story and Reels placements and landscape video for YouTube ads.

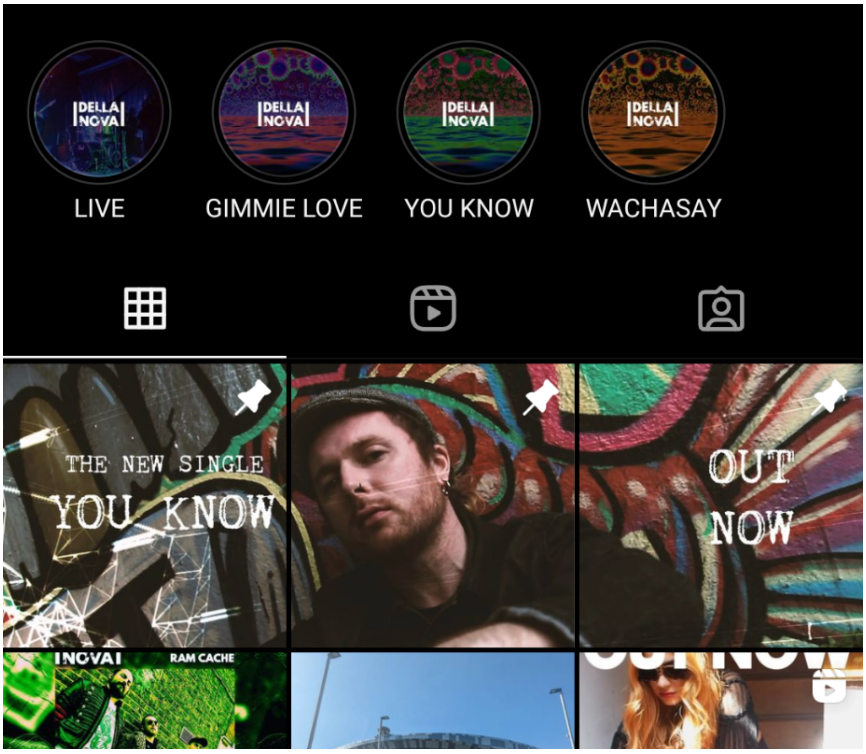



Appendix 20: Video Dimensions for Facebook (Digivizer, 2022)

Facebook and YouTube channels will also feature banner ads to promote the album, including the release date. Instagram doesn't have a cover photo feature, so instead three 'pinned' posts will be created to act like a banner in a creative way.




Appendix 21: Facebook Cover Photo Dimensions (Agarwal, 2023)




Appendix 22: Instagram Pinned Posts

## 6. Innovative Marketing Strategies

To maximise the impact of the album launch, innovative marketing strategies will be launched in the build up to the release date. It is difficult to create cut-through using digital and social marketing tactics only. A mix of both online and offline marketing can help to maximise a range of objectives, including maximising the reach of the messaging and helping to increase how effective the marketing campaign is (Cruz, 2020). Music is inherently still an industry which is still considered to be a shared human connection, so unique marketing strategies activated in the real world will help DELLA NOVA to connect with their target audience on a deeper, emotive level.

### 6.1 Acoustic Park Sessions

On the back of a previously successful acoustic gig, we will launch pop-up acoustic performances around three parks within creative areas of London - Brockwell Park (Brixton), Victoria Park (Hackney) and Burgess Park (Peckham). These performances will appear as spontaneous events, with the brand performing one track at a time to different groups of friends in the park. These performances also open up a fantastic opportunity to engage with potential new fans on a one-to-one level.  According to the Gov website, a licence is only required if the crowds are expected to draw in 500 people (Gov.UK, 2015), meaning we will not need a licence for this activation.

This idea will help to generate Word of Mouth marketing, where we would expect members of the public to capture the performance on their phones and share the content on their social networking platforms (Carmicheal, 2022).

The performances will take place in August to maximise chances of good weather, and in plenty of time before the album release date. There are some key festivals which take place around this time, such as All Points East festivals in Victoria Park. Performances can be aligned with line ups and engage with festival-goers before they enter the site.

There will be a small banner or poster alongside the band during the performances featuring a QR code so members of the public can scan on their smartphones and be directed to the band's website. A videographer will also capture the performances, and later edited in social-first assets to be distributed across Facebook, Instagram and TikTok to also generate hype online.



Appendix 23: Victoria Park, Hackney

6.2 London Based Cryptic QR codes

Around key locations in London, posters will be put up in approved areas to create mystery and excitement around the upcoming album. The creative of the posters will be simple, and designed to encourage passers-by to scan the QR code to find out more. QR codes are becoming a more popular tool in marketing, and has seen uplift in use since 2020 with reports estimating QR codes scans to increase by more than 19% to a total of 99.5 million scans by 2025 (Digimarc, 2022).

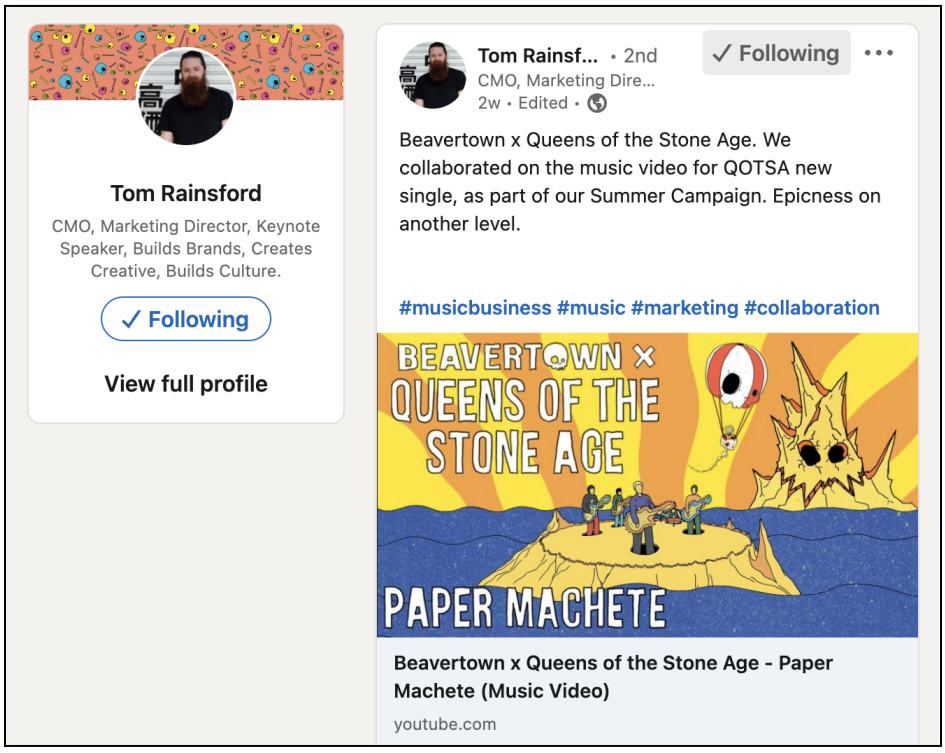
A compelling message will need to be crafted to maximise the scans from the poster, such as offering a free track or exclusive access to content.




Appendix 24: QR Code Poster Example

6.3 Beavertown Partnership Pitch

DELLA NOVA have connections to Tottenham in London, as well as being avid Tottenham Hotspur supporters. Beavertown Brewery is the official beer of the football club, and have recently announced a new and exciting partnership with Queens of the Stone Age for a music video (Beavertown, 2023). This offers a truly exciting opportunity for DELLA NOVA to pitch a partnership with Beavertown, and establish an authentic connection with their local area as well as a forward-thinking beer brand. A promotional video will be produced, which features the band playing a street performance outside of the Tottenham Hotspur stadium and ends with the band socialising and having a pint at Beavertown Brewery.  The video will be sent to key individuals at Beavertown Brewery, such as the Chief Marketing Officer Tom Rainsford who was also involved in the Queens of the Stone Age partnership.




Appendix 25: LinkedIn Post from Beavertown CMO (LinkedIn, 2023).

7. Merchandise

A new merchandise range will be launched to sell on the websites direct to fans and to sell at upcoming live shows. Merchandise is essential for every band as it not only helps to generate revenue, but it also ends up being a form of advertisement in its own right, such as t-shirts with logos being worn (Bandsintown, n.d.).

T-Shirts: Simple, black coloured T-shirts with the DELLA NOVA logo will be printed across various sizes.

Lighters: Lighters are an item which can be shared by many, and are often asked for when smokers are outside at a pub, gig or other social setting. By creating branded lighters with a QR code to DELLA NOVA's Spotify, this offers a unique way of promoting the album and maximising streams.




Appendix 26: Lighter with QR Code Example

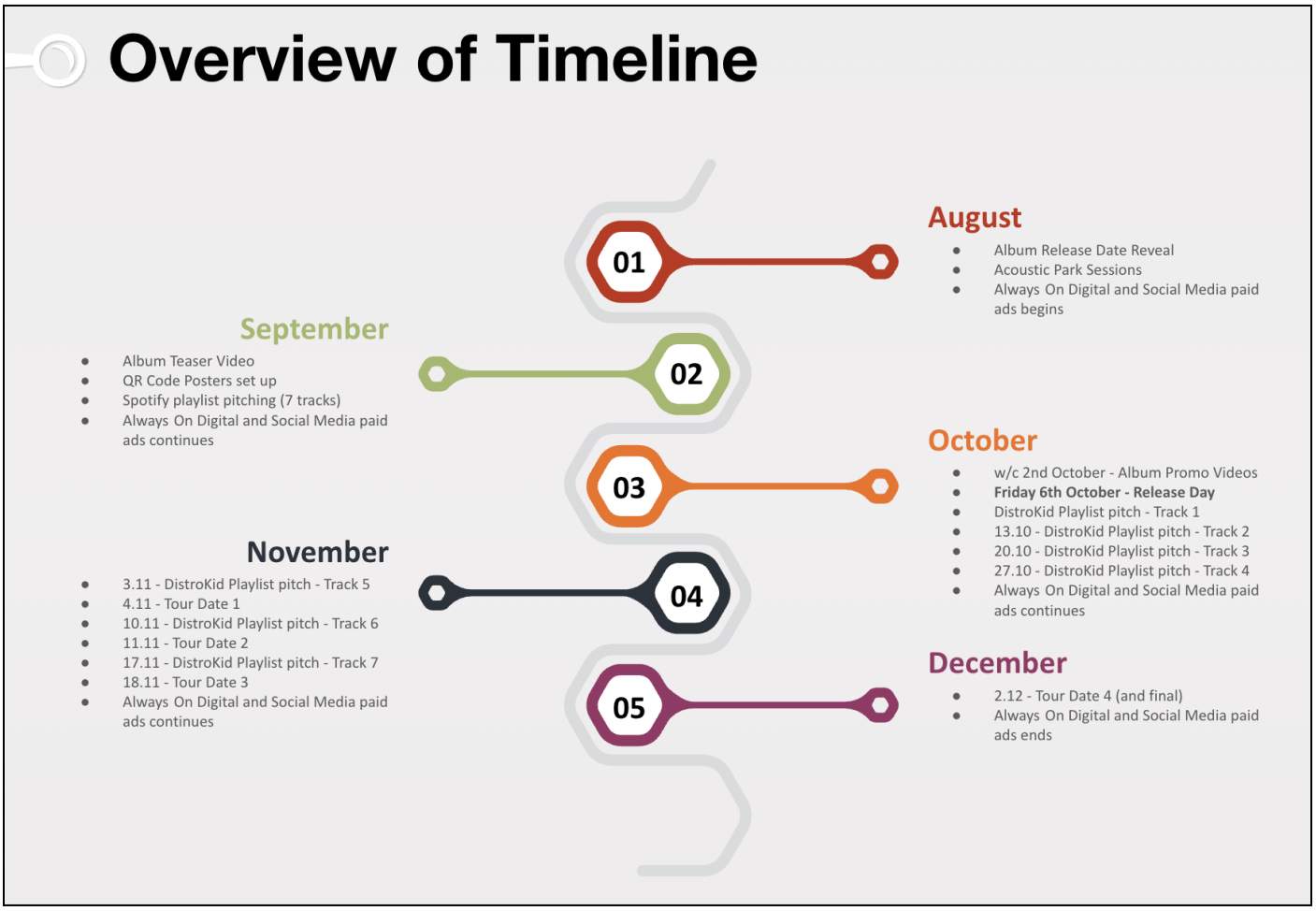
8 . Mini UK Tour

With little data shown from DELLA NOVA'as streaming statistics, it is wise to launch a smaller scale tour across a number of different venues where the band have connections with or have played with bands who are from that area previously, thus increasing chances of success in filling the venues. The tour will consist of 4 dates across London, Milton Keynes, Bristol and Brighton, and will be 150 - 200 capacity venues. The goal is to find venues on a free-to-hire basis or a small fee (less than £100 per venue). Bands local to the areas will be approached to perform as support acts, helping to maximise ticket sales and fill capacity.




Appendix 27: Recommended Venues for Mini-Tour

9. Marketing Timeline



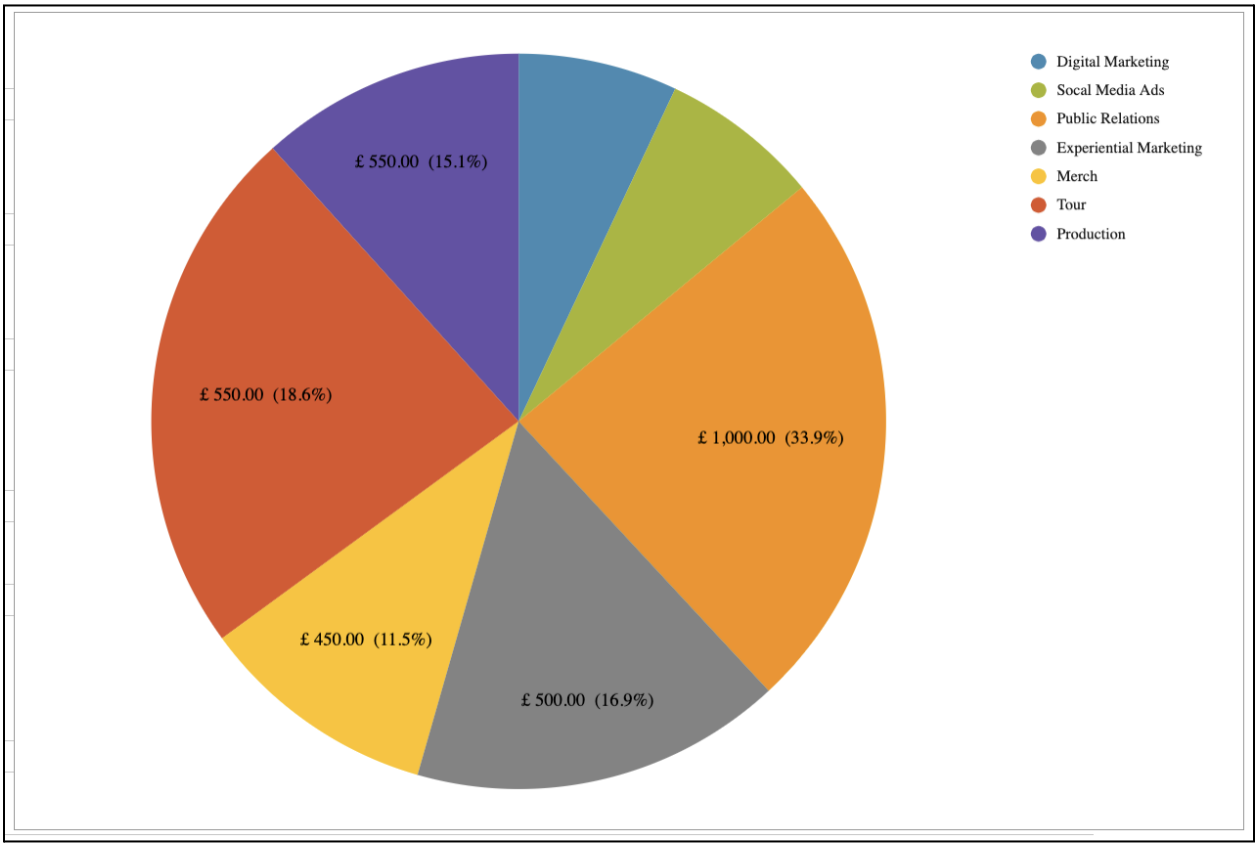

Appendix 28: Timeline

## 10. Marketing Budget

### DELLA NOVA ALBUM RELEASE MARKETING BUDGET

| EXPENSE | KPI | ESTIMATED DELIVERABLES | PROJECTED EXPENSE | PROJECTED INCOME | COMMENTS |
|---|---|---|---|---|---|
| **Distribution** | | | | | |
| 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 **£700.00** | | |
| Acoustic Park Sessions | Live Events | 3 x Sessions | £100.00 | | Travel, video capture |
| QR Codes Posters | - | 45 | £400.00 | | |
| Web Development | - | | £200.00 | | 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 **£500.00** | | |
| Photographer | | - | £150.00 | | New Promo Pics |
| Videographer and Editor | | - | £350.00 | | Album Teaser, Beavertown video |

| | |
|---|---|
| **Total Marketing Costs** | **£3,780** |
| **Total Projected Income** | **£5,000** |




Appendix 29: Marketing Budget

## 11. Album Assets

The link to this folder includes the following assets:

- Album Artwork
- Album Tracks
- Promotional Photos

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