

TILEYARD GUEST LECTURE

MARKETING PLANS

ABOUT MATTHEW JUSTIN

- ▶ Recording engineer/music producer with 20 years of experience in all facets of the music industry (label, studio, events, management) in the UK, USA and Canada.
- ▶ Clients include Warner Music Group/Atlantic Records and Native Instruments (Los Angeles) and Turbo Recordings (Montreal).

CAMPAIGNS OVERVIEW

- ▶ Actions vs awareness

S.M.A.R.T.

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- ▶ Specific
- ▶ Measurable
- ▶ Achievable
- ▶ Realistic
- ▶ Time-Bound

HIRING PR

- ▶ Goals?

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- ▶ Burn the money?

SOCIAL MEDIA

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- ▶ content generation, sourcing, sharing, budgeting, etc.

SOCIAL MEDIA

- ▶ Ways to increase engagement:
 - ▶ Ask for opinions & feedback/start conversations
 - ▶ Post interesting, relevant content
 - ▶ Call to Action: Downloads, Like, Share, Comment, Tag
 - ▶ Contests / Giveaways
 - ▶ Memes! Just don't overdo it.
 - ▶ Like Gates - "Exchange Economy" - Toneden, Hive, Hypeddit, E-mail marketing

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- ▶ Must match your brand

TRADITIONAL MARKETING

- ▶ UK/Europe: All about press
- ▶ N. Am.: All about live