



MARKETING PLAN

ARTIST: Q

By Chiara Vahle (1803640)

Lecturer: Richard Small
Date: 4th of April 2019

ARTIST SUMMARY

- Independent singer-songwriter from Germany
- Genre: electro-pop music with dance elements
- Previous Success: UK Club Charts with a cover of 'Can't Get You Out Of My Head' by Kylie

THE ARTIST

- Distinct and unique look reflects in his music
- Sings in English and German
- Lyrics are very raw and honest
- Upcoming Album in collaboration with a #1 producer
 - Single: 'For Me'
 - Album: 'Living My Life'

TARGET AUDIENCE

- **Demographic Segmentation**

- 18 to 30 year olds male and female
- Students and workers within the creative industries
- Main Target Area: UK, mainly London, and Germany
- Main languages audience speaks: English & German

- **Psychographic Segmentation/Consumer's Interest**

- Electronic/Dance/Pop Music
- Live Performances & Festivals
- Mainstream Radio
- Art & Fashion

COMPETITORS



Jane XO

Factor	Q	Jane XO (Competitor 1)	Great Good Fine OK (Competitor 2)	Scavenger Hunt (Competitor 3)
Social Media	4	6	5	3
Quality of Website	5	6	8	6
Range of Merch	0	0	8	6
Fanbase	4	7	5	2
Music Release	8	6	6	5
Unique Selling Proposition	8	7	6	3
Total Score	29	32	38	25



Great Good Fine OK



Scavenger Hunt

Competitor Matrix

MARKETING MIX

PRODUCT(S)	PRICE
• ALBUM (10 SONGS): 'LIVING MY LIFE' • SINGLE: 'FOR ME' • MUSIC VIDEO FOR SINGLE • NATIONAL & INTERNATIONAL TOUR • MERCHANDISE (T-SHIRTS, KEY RINGS, BADGES, POSTERS, STICKERS)	• DIGITAL ALBUM: £7.99 • DIGITAL SINGLE: £0.99 • 'FREE' ON STREAMING SERVICES; SUBSCRIPTION FEE (RANGE £4.99 - £14.99) • DOMESTIC TOUR TICKETS: £8 • INTERNATIONAL TOUR TICKETS: 10€ (£9)
PLACE	PROMOTION
• ONLINE STORE: ITUNES & AMAZON MUSIC • STREAMING PLATFORMS: SPOTIFY, APPLE MUSIC, DEEZER, ETC. • MUSIC VIDEO: YOUTUBE (Q'S OFFICIAL CHANNEL= • MERCHANDISE: TOUR & WEBSITE • TOUR: UK, GERMANY, FRANCE, AUSTRIA, THE NETHERLANDS	• PROMOTION OF SINGLE WITH MUSIC VIDEO • SOCIAL MEDIA • PHYSICAL PROMOTION • NATIONAL & INTERNATIONAL TOUR

SOCIAL MEDIA

- **Content Marketing:**
 - Insights into the album making-of on Social Media
 - Fans can vote on merchandise design
 - Links to website, mailing list, and upcoming music
- **Single Campaign:**
 - Social Media Campaign starts 2 weeks prior release
 - Ad #1: Single cover underlined with music from the Single 'For Me'
 - Ad #2: Music Video teaser for the Single
- **Album Campaign:**
 - Social Media Campaign starts 2 days post single release:
 - Ad #1: Preview of Album cover & song title list

PHYSICAL ADVERTISEMENT

- **Print Advertising:**

- Distribution of Posters, Flyers, Stickers in bars, clubs, shops across North & East London (Shoreditch, King's Cross, Camden)

- **Radio:**

- Interviews with London & Berlin based dance/electro radio stations

PROMOTIONAL TOUR

Date	City	Venue	Capacity	Venue Hire Cost (incl. PRS & VAT)
18/06/20	Manchester, UK	Aatma	165	£120/day
19/06/20	Leeds, UK	The Belgrave Music Hall	300	£350/day
21/06/20	Birmingham, UK	Hare & Hounds	250	£360/day
22/06/20	Oxford, UK	Jericho Tavern	200	£250/day
24/06/20	Brighton, UK	Patterns	200	£200/day
25/06/20	London, UK	Camden Assembly	220	£400/day
29/06/20	Paris, France	Le Pop-Up Du Label	200	£200/day
01/07/20	Amsterdam, Netherlands	Tobacco Theatre	160	£200/day
02/07/20	Berlin, Germany	Raumklang	300	£320/day
04/07/20	Vienna, Austria	Chelsea	200	£210/day
Total			2,195	£2,610

TOUR PLAN

MARKETING BUDGET

Budget

MONEY IN

Savings	£16,000
Gross Income Tour	£16,820
Crowdfunding	£1,000
TOTAL INCOME	£33,820

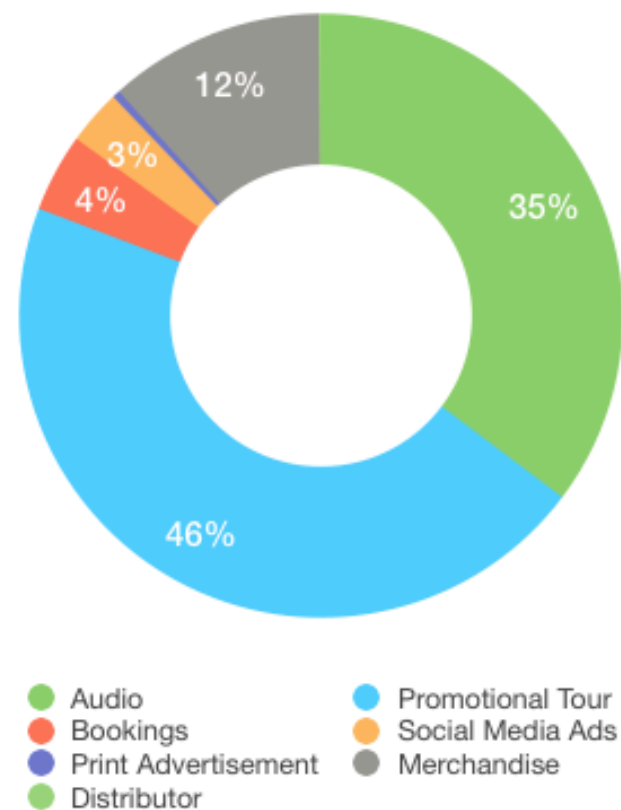
MONEY OUT

Audio	£11,700
Promotional Tour	£15,097
Bookings	£1,390
Social Media Ads	£980
Print Advertisement	£135
Merchandise	£3,837
Distributor	£40
TOTAL EXPENSES	£33,179

MONEY LEFT OVER

Income minus expenses	£641
-----------------------	------

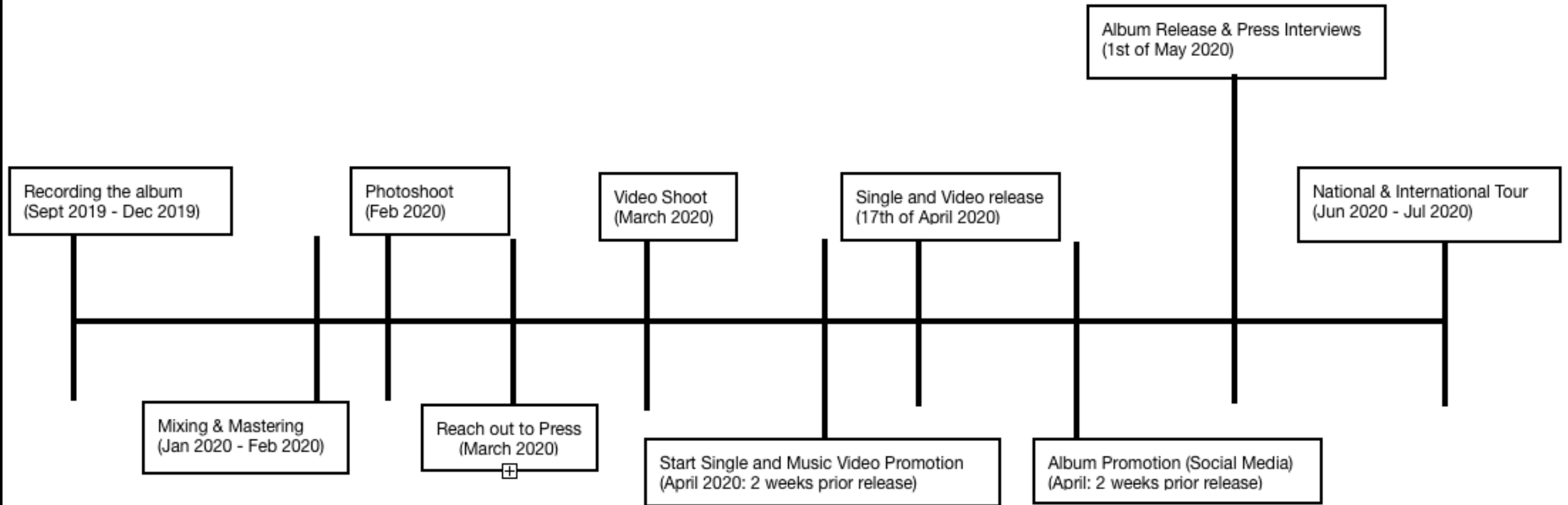
Money Out



- Total Income: ~£34K
- Total Expenses: ~£33K
- Total Profit/Extras: ~£650

MARKETING TIMELINE

Marketing Timeline



- Q1:

- Recording the Album
- Mixing & Mastering

- Q3:

- Video Shoot
- Single and Music Video Promotion
- Single and Music Video Release

- Q2:

- Photoshoot
- Reach out to Press

- Q4:

- Album Promotion
- Album Release & Press Interviews
- Domestic & International Tour

“Music can change the world because
it can change people”

–BONO



REFERENCES

- IFPI (2019) IFPI Music Report 2018. Available at: <https://www.ifpi.org/news/IFPI-GLOBAL-MUSIC-REPORT-2018> [Accessed: 1 April 2019].
- King, M. (2009) Music Marketing; Press, Promotion, Distribution, and Retail. Boston: Berklee Press.
- Pace Social Media (2018) Why as an artist you need a Social Media presence. Available at: <https://www.pacemediasolutions.com/why-artists-need-social-media/> [Accessed: 25 March 2019].
- Rao, K. (2009) Services Marketing. New Delhi: Darling Kindersley.
- Tunecore (2019) Content Marketing - Why it's one of the best ways to promote your music. Available at: <https://www.tunecore.com/blog/2017/11/content-marketing-one-best-ways-promote-music.html> [Accessed: 23 March 2019].
- UK Music (2019) Measuring Music Report 2018. Available at: <https://www.ukmusic.org/research/measuring-music-2018/> [Accessed: 30 March 2019].