

MARKETING PLAN

MARKETING PLAN



‘FEMININE SLICE’

CRISP&CLASSY & JADEYA

OUR AIM

FEMININE SLICE is a track I wrote during the Tileyard Writing Camp in October 2021 FOR A tiktok brief.

I imagined this track to serve as a club banger with anthem like features for the LGBTQIA+ community. It has a gender bending character and is looking to act as a political statement for the community.

We are looking to monetise and support a trans charity

INCREASE THE COMMUNITY SENSE BY WORKING WITH MEMBERS AND PLACING THE PRODUCT STRATEGICALLY IN KEY PLACES

Jadeya is an East London based up and coming rapper, part of the trans community and has a continuously growing fanbase. She was the best fit from both an artistic and marketing point of view as she embodies everything that the concept of the song is.

BERENSCHOT

PROJECT MANAGEMENT

- *What do we want to achieve ?*
- *How will we measure success ?*
- *How do we ensure we will delivery quality ?*
- *What is the timeline*
- *What is the budget and how will we spend it ?*
- ***What resources do we have at our disposal ?***
- *How will we publicise our project ?*

MARKETING PLAN

CONTENT

OUR AIM

RECORDING - MIXING - MASTERING

ART - PRESS KIT - SHOOT

MERCH - PR - PLACED ADS

MUSIC VIDEO

DIGITAL DISTRIBUTION

PRODUCT

RECORDING

FREE

RECORDED AND SELF PRODUCED
location : TILEYARD STUDIOS
collaborator : JADEYA

MIXING

FREE

location : home studio using logic
self mixed - to standard
£100 - mixed by Ben Andrews

MASTERING

£50

location : BLACK SALOON Studios
Luis Bonilla - worked with previously

ART - PRESS KIT - SHOOT

FREE

- As the product is aimed for predominately an LGBTQIA+ audience, we have to bare in mind that this is probably the harshest audiences out there. We want to make sure that the quality of the product is up to the standards of the current trends and markets as much as possible.

- The art work will be developed in collaboration with designer Mark Falck who is a friend and is willing to work with us for free.

- We will collaborate for free with makeup and hair artists who are also part of the community and are willing to get involved as they have worked with us before on previous release shoots to generate high quality fashion forward press pictures - which are needed for the electronic press kit

-



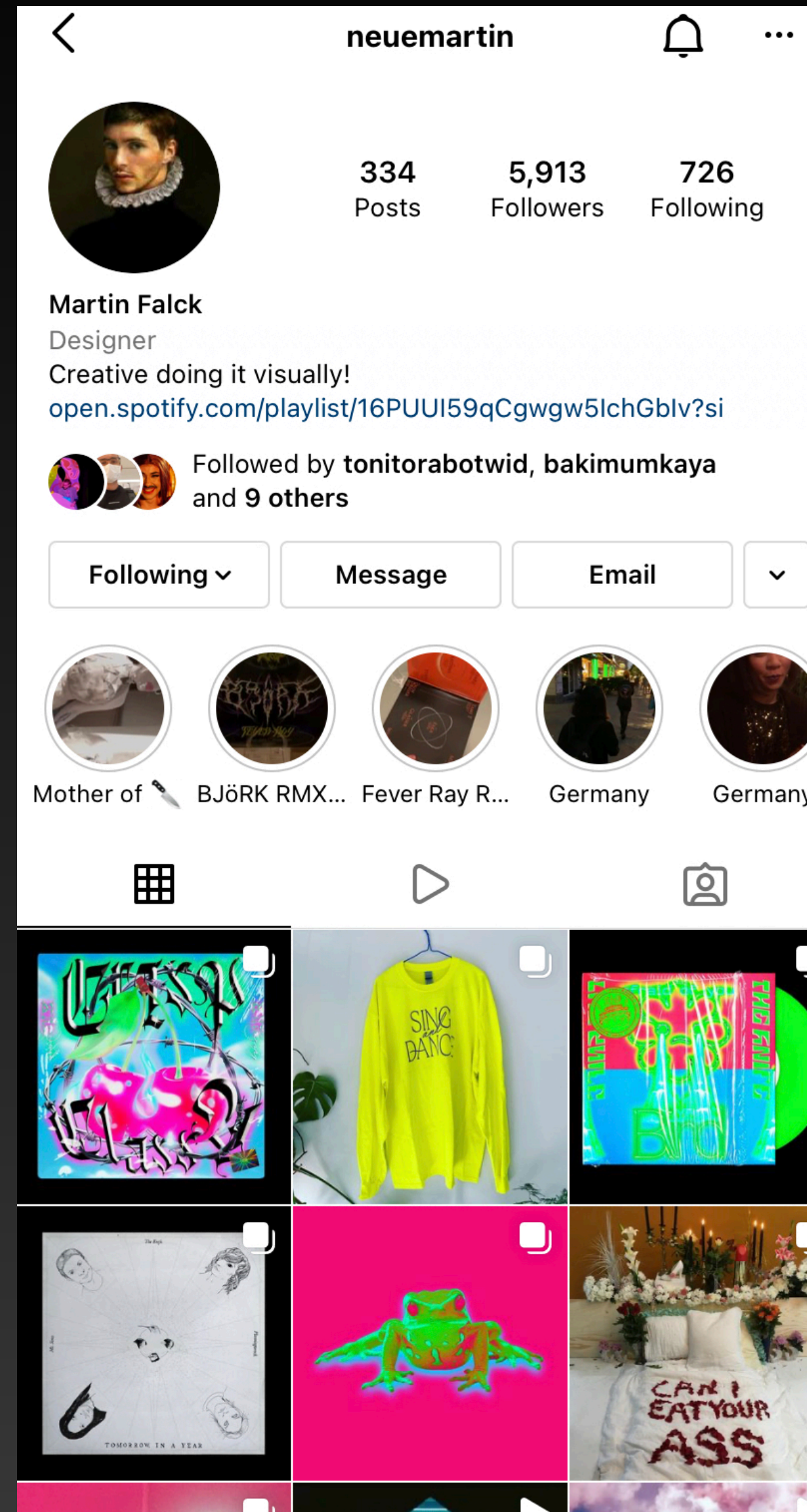
MOCKUP

Martin Falck

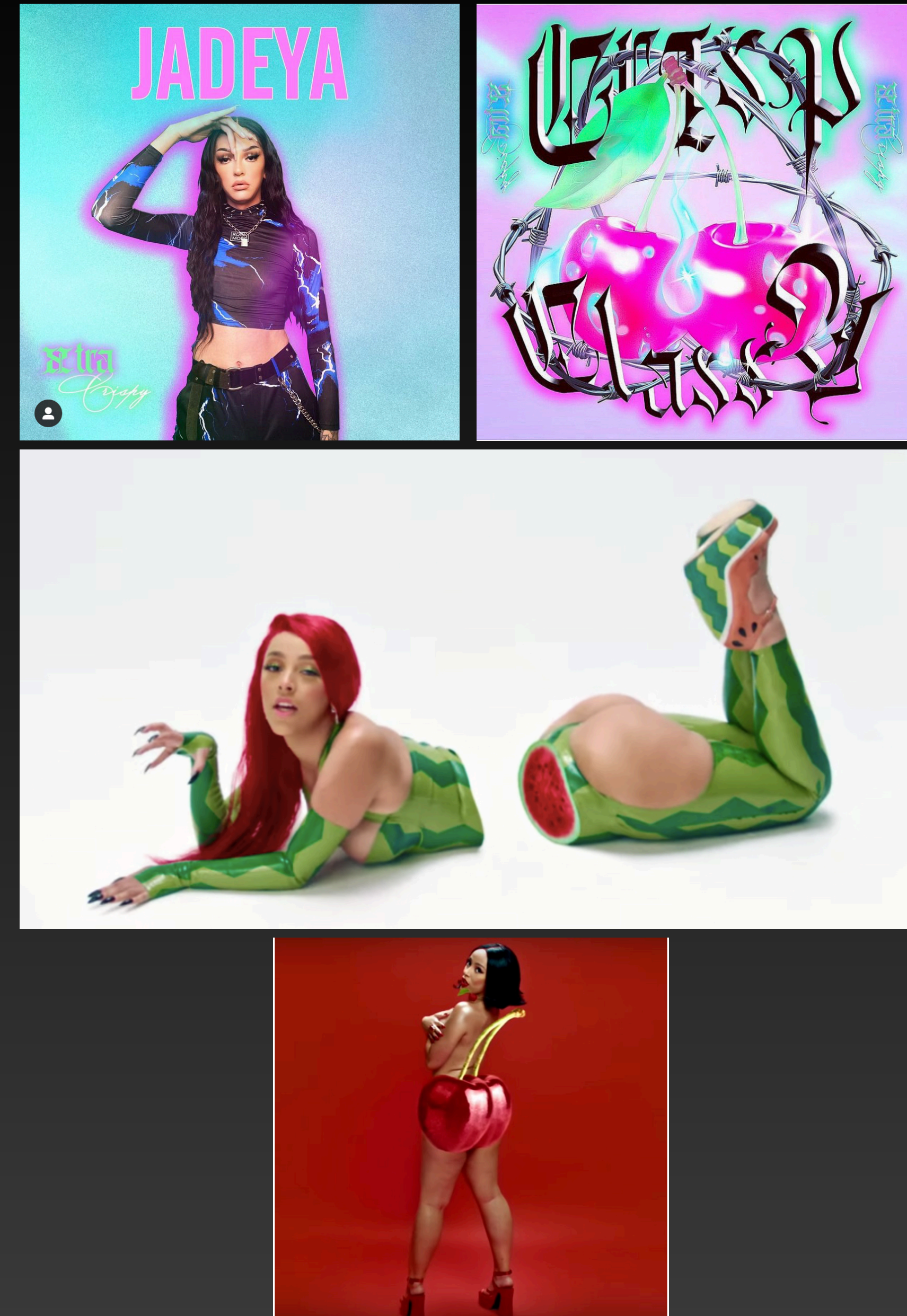
DESIGNER

FREE

- Worked with Fever Ray and Robyn and myself
- Offers incredible not only quality services but also incredible exposure



INSPIRATION



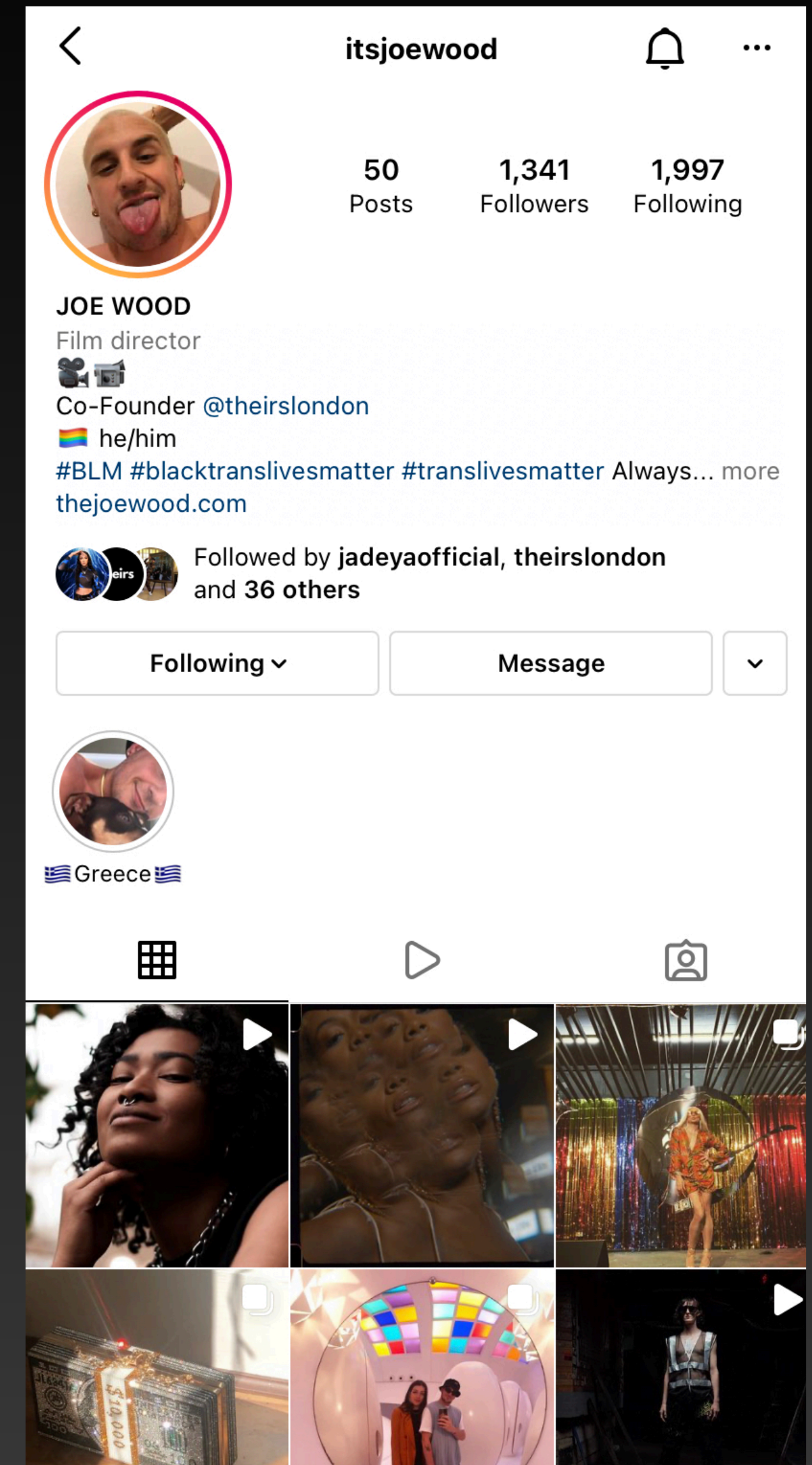
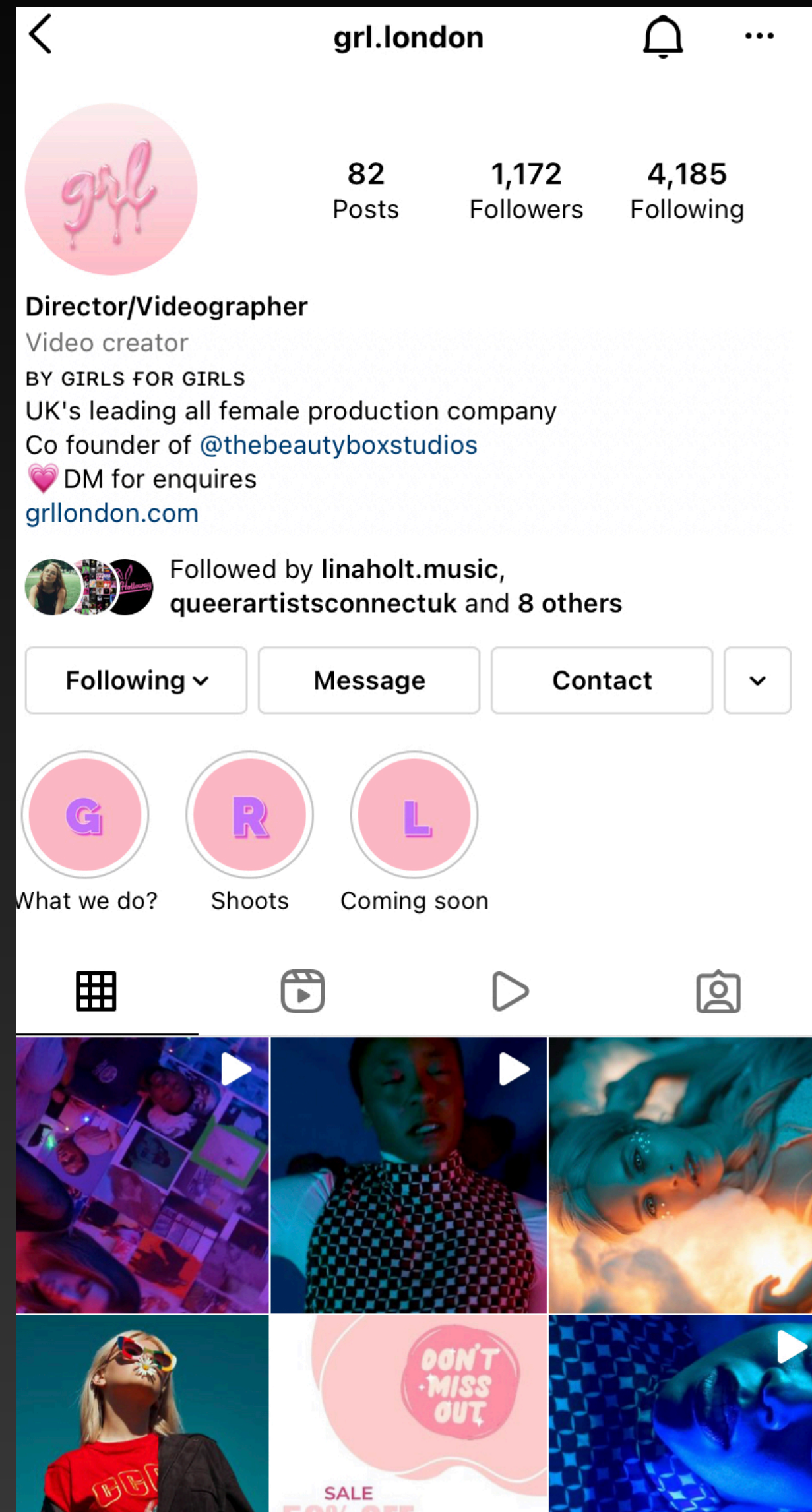
MUSIC VIDEO

£150

<- £200 FOR 2 VIDEOS

OR

£150 FOR 1 VIDEO ->



MUSIC VIDEO

£150

COLLABORATOR : LGBTQIA+ AND FRIEND VIDEOGRAPHER **JOE WOOD** FOR THE MUSIC VIDEO

Joe also provides equipment

CONCEPT : STREET PARTY WITH AS MANY MEMBERS OF THE COMMUNITY AS POSSIBLE

INVESTMENT : £150 for food and some equipment

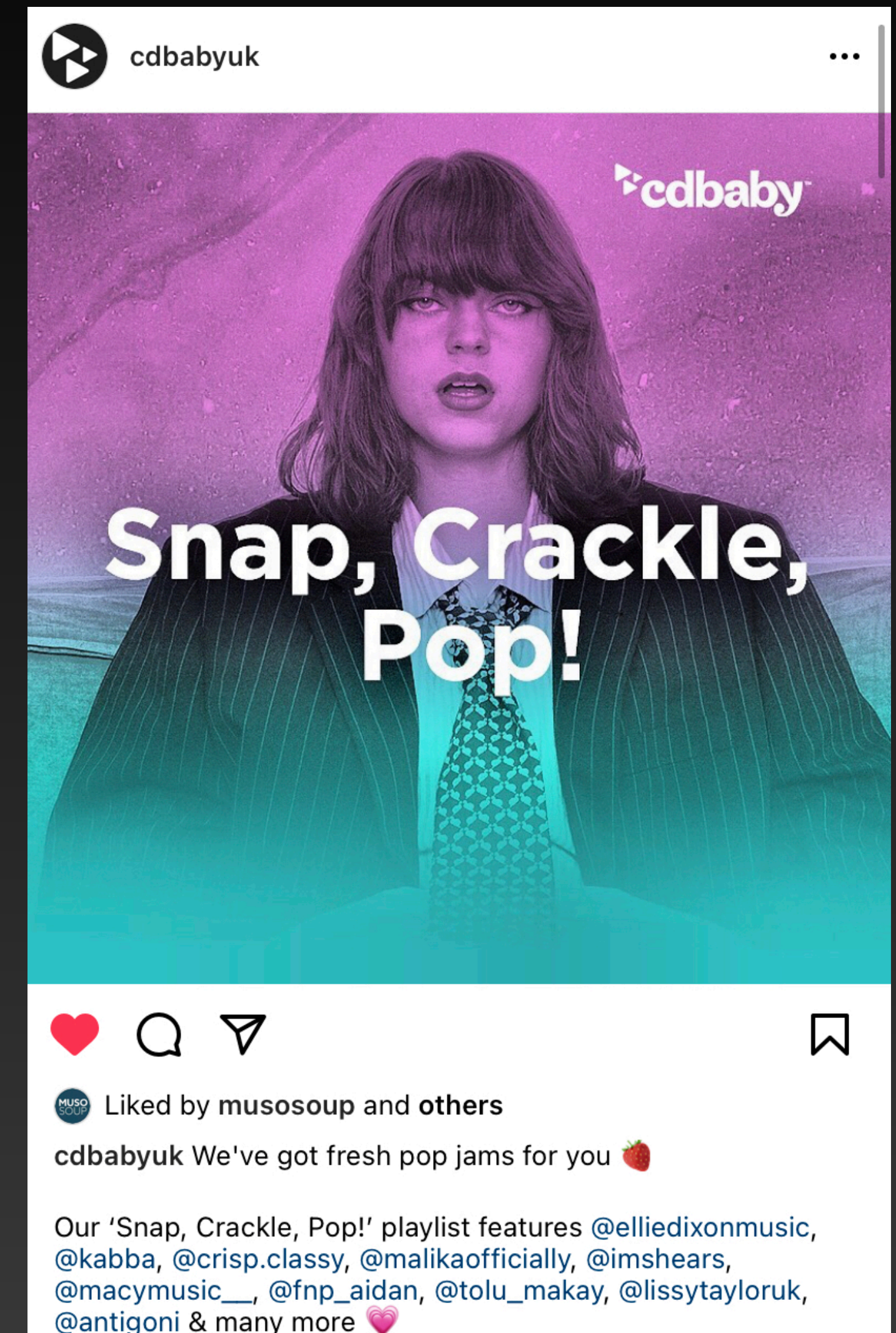
LEGALITIES + INCREASING BUDGET :

- WWW.SHOUT4.COM (alex@shout4.com) FREE WITH TILEYARD STUDENT
- project scope = explain the goal of the project
- each member has to decide on a contribution
- Decide on the amount that everyone will start monetising and the threshold

DIGITAL DISTRIBUTION

£30

- An established relationship with CDBABY as we have been releasing with them for 2 years
- We have a point of contact and our enquiries are answered to in less than 1 day
- We are always guaranteed to be added to CDBABY curated Spotify playlists



MERCH

FREE + PROFIT ????

- TSHIRTS
- TOTE BAGS

All from <http://teespring.com>
Made to order website



MERCH PROFIT

(Total orders x £5.22 or £5.23) / 2

Price for products fulfilled from the EU

GBP£ ▼

£21

£5.22 profit/sale

Selling price includes VAT ?

Price for products fulfilled from the EU

GBP£ ▼

£21.9|

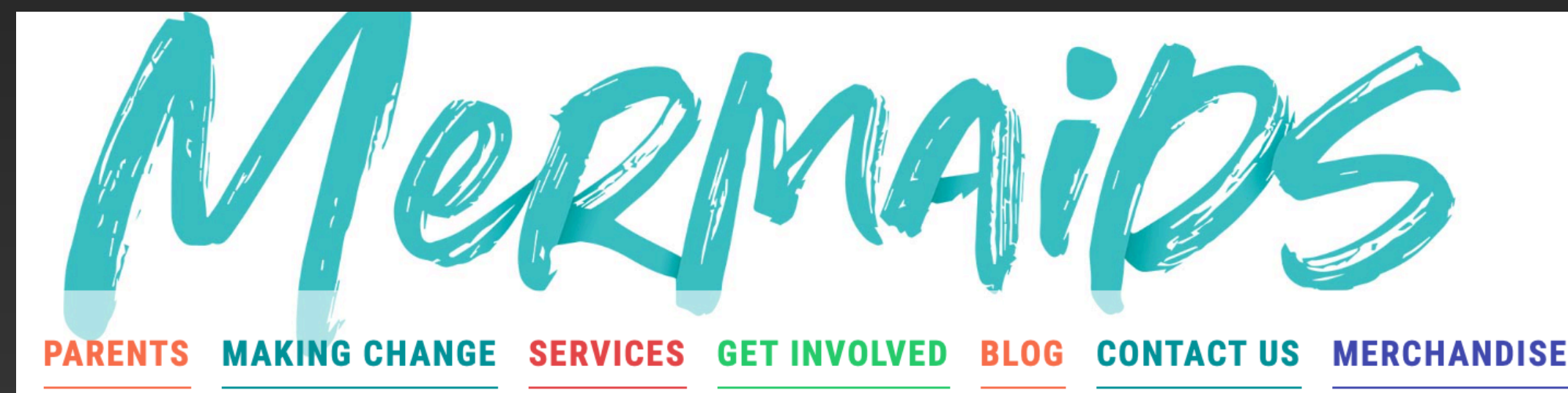
£5.23 profit/sale

Selling price includes VAT ?

TOTE BAGS

TSHIRTS

50% of the PROFITS go to TRANS and LGBTQIA+ charities such as



<https://mermaidsuk.org.uk/about-us/>

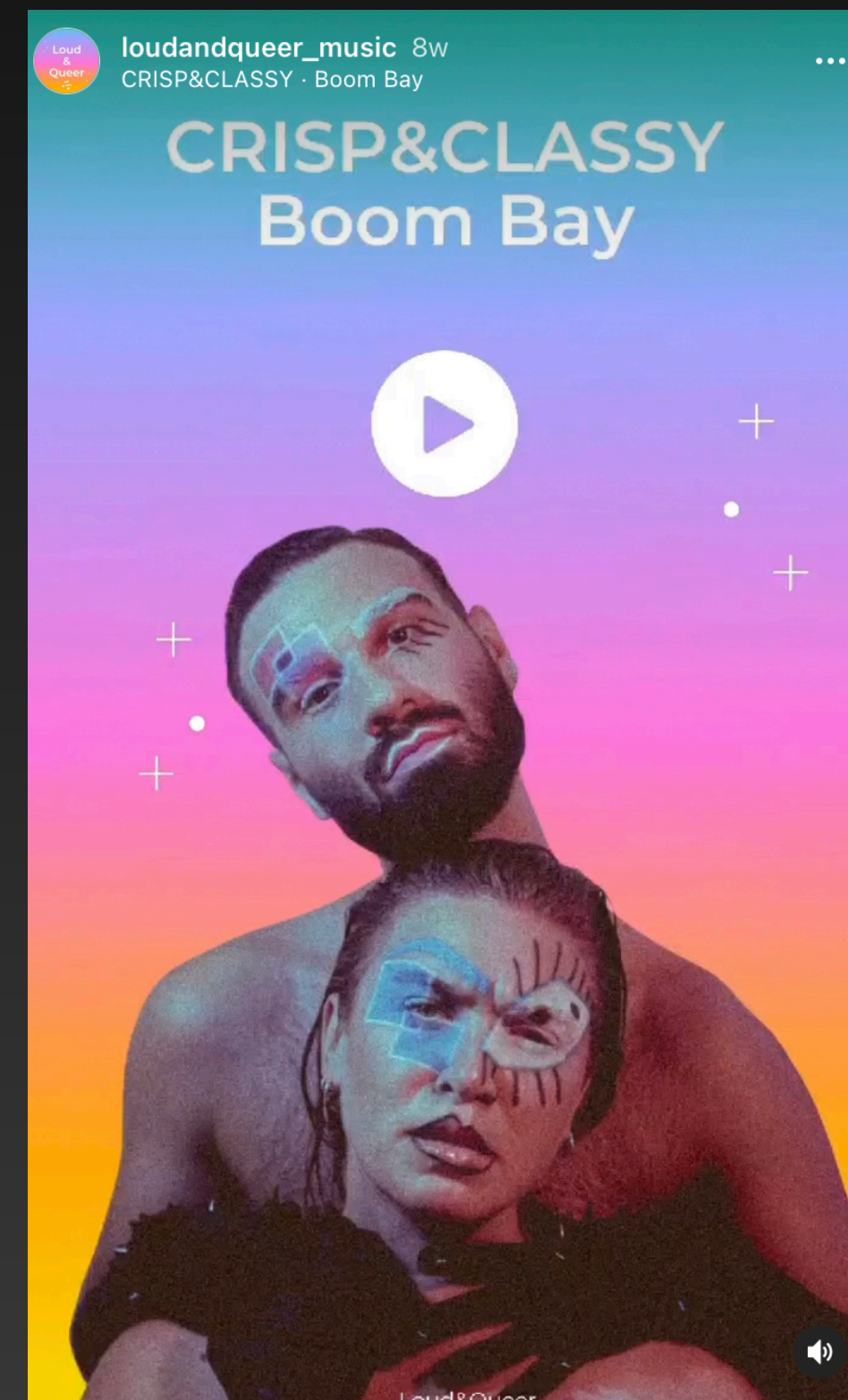
PR

FREE - DYI

POTENTIAL PLATFORMS TO CONTACT

THEY ARE PART OF THE COMMUNITY AND OFFER PREMIERS, ARTICLES, INTERVIEWS, RADIO PLAYS

- GETINHEREARS
- OUTLOUD
- THE Q REVIEWS
- LONDON QUEER FASHION SHOW
- JON ALI
- QUEER ARTISTS CONNECT
- HEY QUEER LONDON
- TILEYARD HUB
- BBC INTRODUCING
- FRESH ON THE NET



LOUD AND QUEER MUSIC

CALENDAR

PRERELEASE

WEEK - 3 - contact pr
WEEK - 2 - video teaser
WEEK - 1 - count down



RELEASE DAY - post cover art and streaming treelink everywhere

POSTRELEASE

WEEK 1 - merch + charity campaign
WEEK 2 - run paid ads
WEEK 3 - music video
WEEK 4 - remix competition



FAN ENGAGEMENT

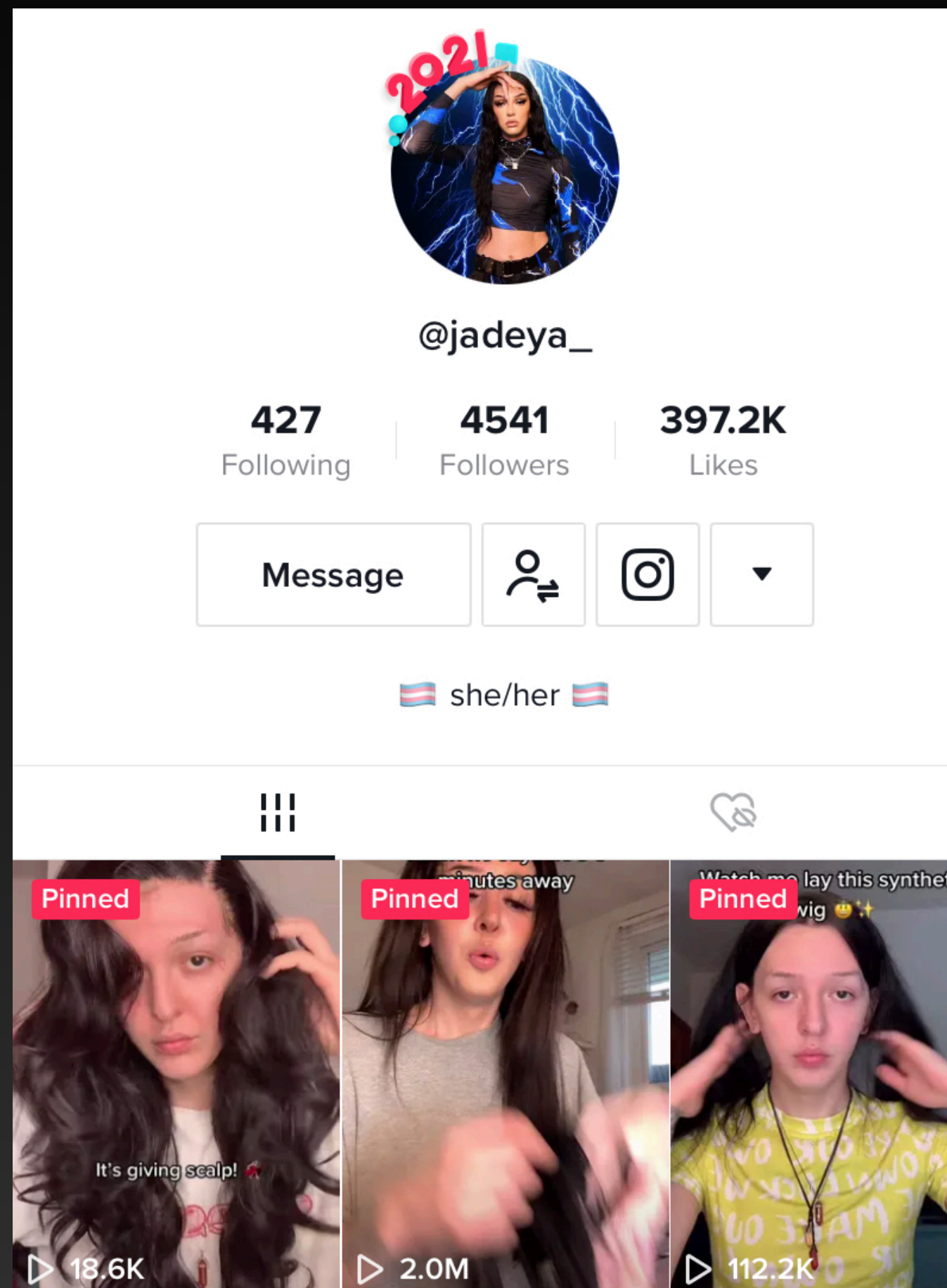
Maximise exposure by taking advantage of the artists socials

LIVE STREAMS - LIVE / ACOUSTIC VERSIONS
On TikTok & Instagram

HASHTAGS

Show us your 'feminine slice' in a gender bending post competition
#femslice

REMIX COMPETITION



Charli
@charli_xcx

“how i’m feeling now” stems > make remixes/edits & i’ll post my favs in a soundcloud playlist. use [#HIFNremix](#) & i’ll find them ❤️ so much has happened in the world since this album, it feels like a different time.. excited to hear u transform these songs 🙌
[XCX.lnk.to/stems](https://xcx.lnk.to/stems)

PLACED ADS

£270

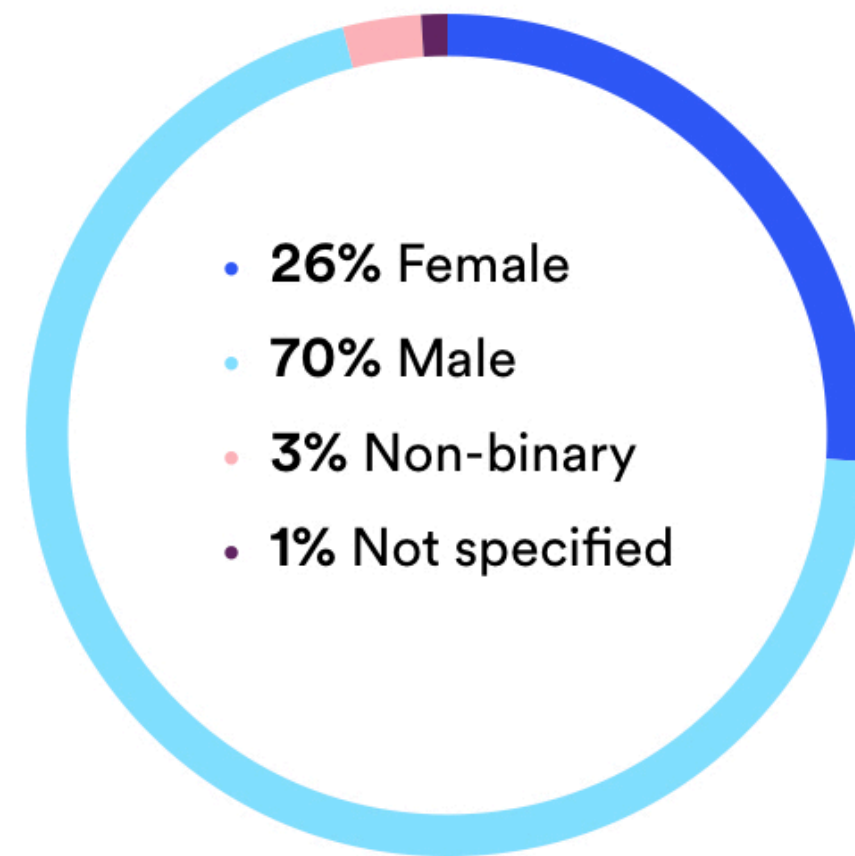
From previous experiences we noticed that Meta(Facebook) and Instagram ads have great engagement results

For 'FEMININE SLICE' we have decided to run paid ads for INSTAGRAM and Meta feed - redirecting our fans to our music video or streaming platforms and MERCH !

For 'FEMININE SLICE' we have decided to run paid ads for Both stories and feed with a coverage of £10 / day for a month

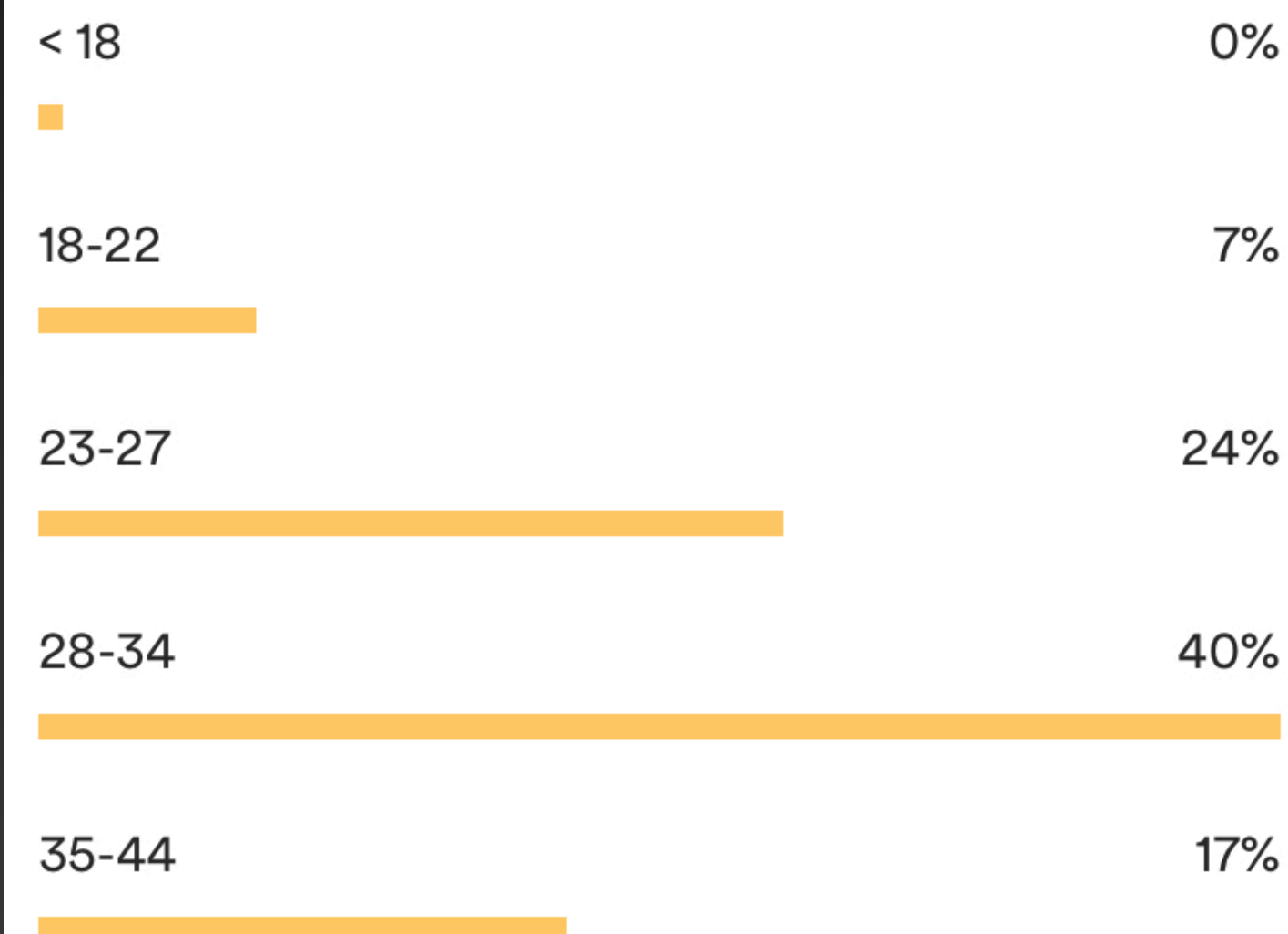
Their gender

LAST 28 DAYS



Their age

LAST 28 DAYS



SPOTIFY FOR ARTISTS

PLACED ADS

£270

TARGETED AUDIENCE

We selected our targeted audience for Facebook and Instagram based on our Spotify for artists profile

FINAL BUDGET

MASTERING
DIGITAL DISTRIBUTION
MUSIC VIDEO
PLACED ADS

£50

£30

£150

£270

-£500

+

MERCH

(Total orders x £5.22 or £5.23) / 2

THANK YOU



REFERENCES

<http://www.blacksaloonstudios.com>

<https://shout4.com>

<https://cdbaby.com>

<https://www.facebook.com/business/tools/ads-manager>

<https://teespring.com>

<https://mermaidsuk.org.uk>