

MA Music Business
Level 7

Module Code: SBTY7003 Discipline Tutor:
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Gordon_K_SBTY7003_component2



INTRODUCTION

- Dogz Or Godz are reluctant superstars
- Never aspired to be in a band
- They hate social media
- Not interested in fame
- Remain anonymous

MARKETING STRATEGY



This marketing strategy will look at how to position them in the market



Identify their target audience

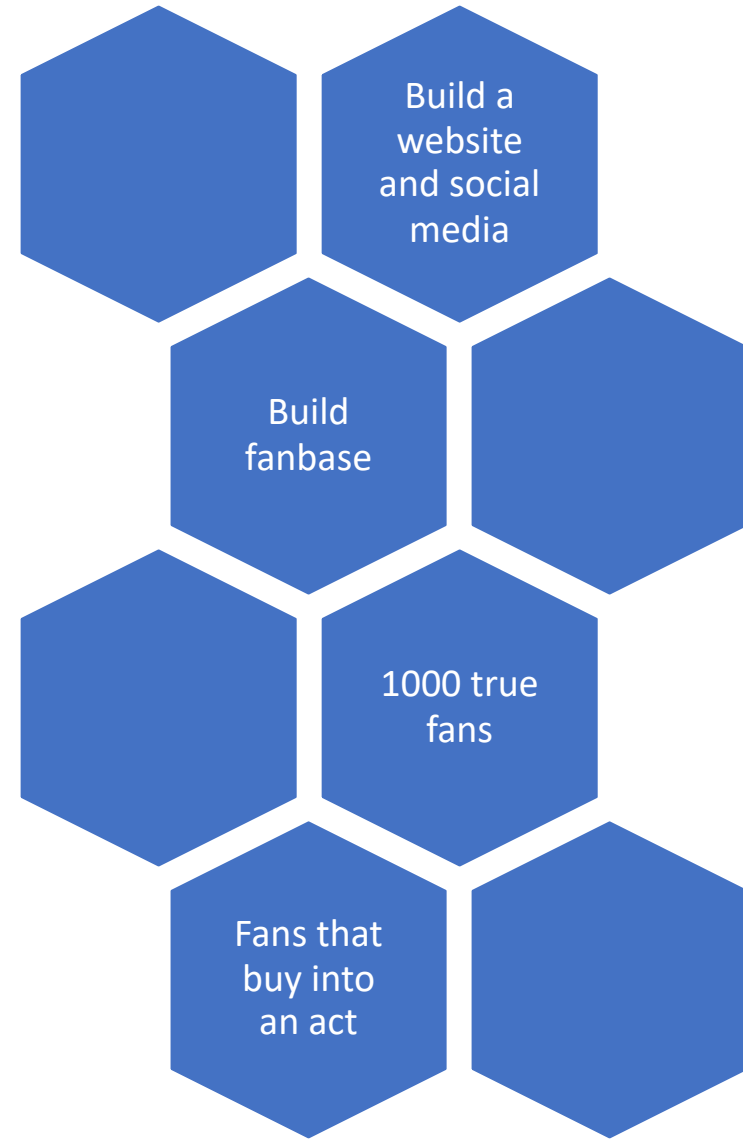


Build a social media profile



Build a fanbase

BUILDING A FOUNDATION



COMPARATIVE ANALYSIS

The Prodigy

The Streets

The Manor

N.E.R.D

FACEBOOK INSIGHTS

71% students

52% male

48% single

24% in sales

23% & entertainment sport and media
roles



BE SEEN BE HEARD

- Disruptive marketing
- Festival Guerilla Tactics
- Street team
- Cut through the white noise of digital



**It's Fuck It
Friday!**

DEEPER ENGAGEMENT

- Fuck it Fridays
- Competition
- User-generated content
- Harness engagement

CHEEKY NANDO'S

- Experiential marketing campaign
- Immersive event
- Memorable experience increase word of mouth
- Give something back





INTRIGUE & MYSTERY

- Who are Dogz or Godz?
- Poster campaign
- Creating intrigue
- #WhoAreDogzOrGodz



NO DIGGITY

- Shoot video
- Preparing for 'No Diggity' single release
- Social media calender
- Release official debut single





NATIONAL & INTERNATIONAL

- PR company to help boost profile
- Spotify playlist & radio promo
- Press & blogs
- RETOX album

BUDGET

Category of expenditure	Amount
Starstorm PR £1000 per month, for 6 months	6,000.00
Prime Pixels social media management £400 per month 12 months	4,800.00
instagram & Facebook ads £100 per month 12 months	1,200.00
soundsystem van hire £500 X 8	4,000.00
Street team 2 girls £100 per day 9 days	1,800.00
Nando's dinner £500	500.00
Posters and flyers & distribution £500	500.00
Micro influencer marketing £500	2,000.00
Marketing consulting fee - Karl Gordon	4,000.00
Total marketing spend	24,800.00

DOGZ OR GODZ



THANKS