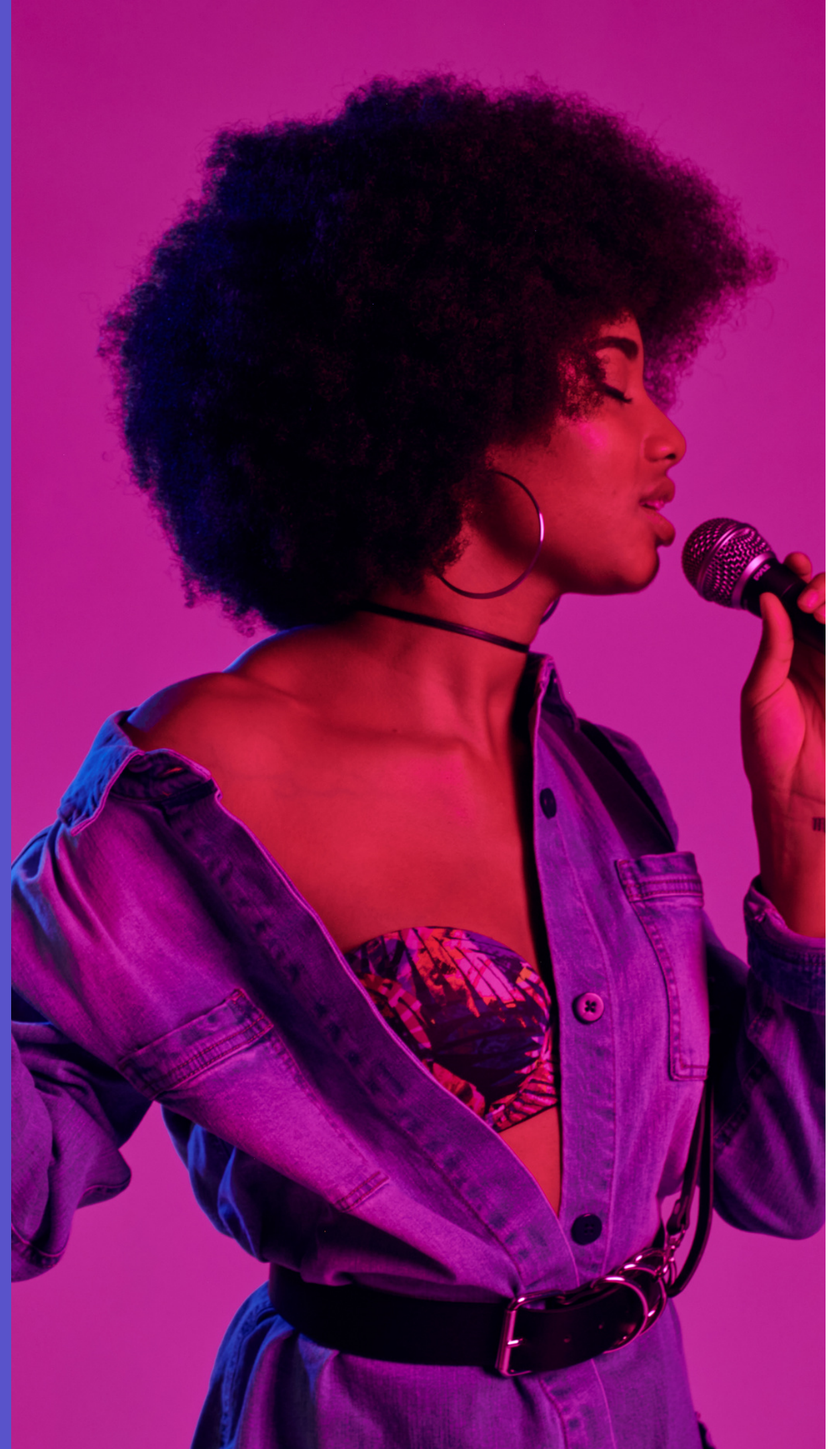


APRIL, 2023

MUSIC MARKETING CAMPAIGN

BY Ashford Graham-Francis

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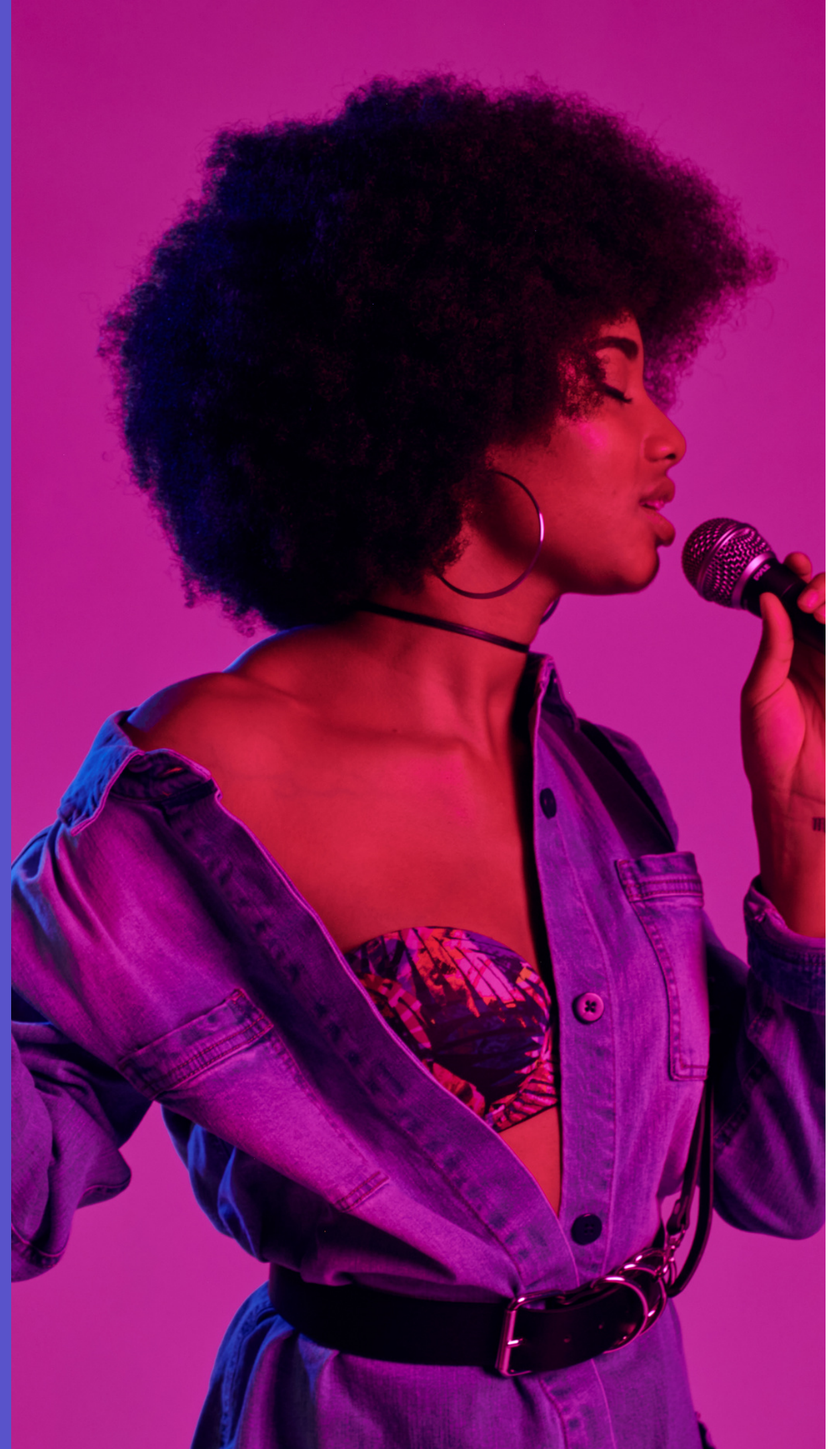
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INTRODUCTION

For this Presentation i will be explaining how i am going to record market and release a music single that I have created with a budget of £500.



ORGANIZATION

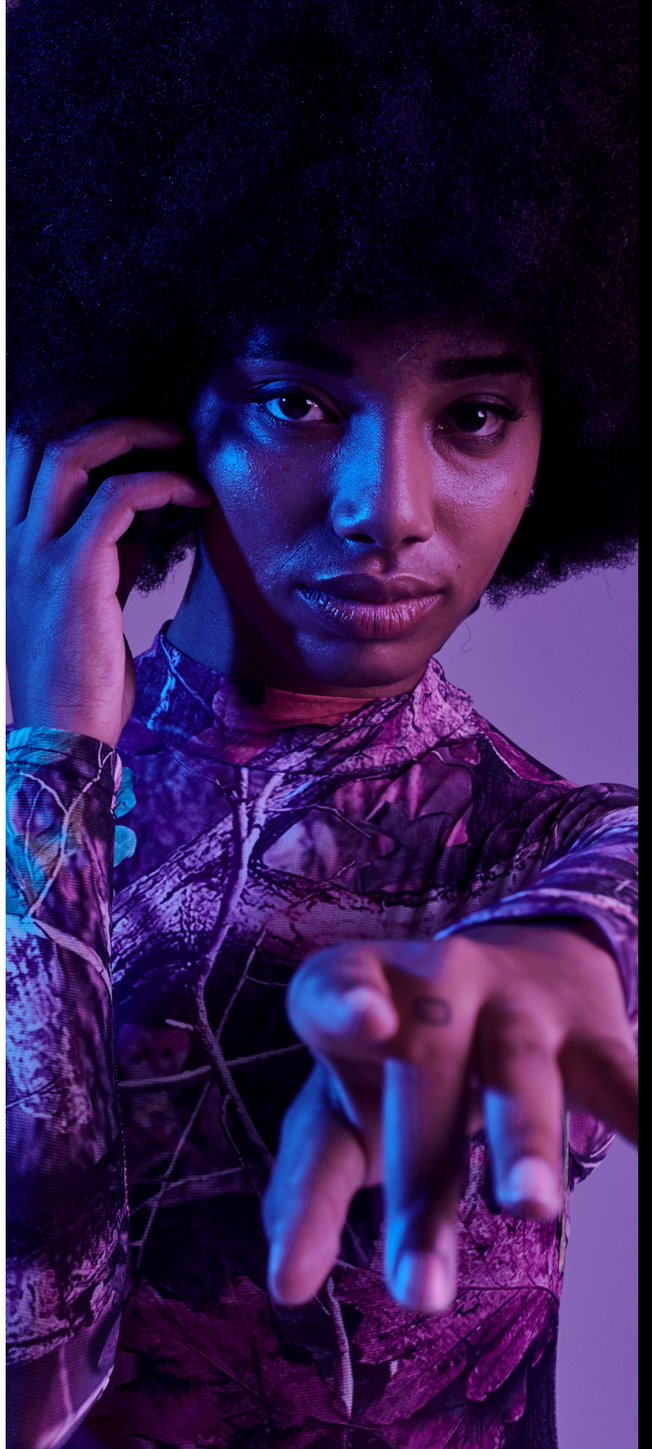
When Creating music it is vital to have clear goals and objectives to be successful and achieve the following differentials:

01/ Create awareness.
02/Generate interest.
03/Engage the target audience.



MAKING AN IMPACT!

With so many talented artists and bands competing for attention, it's not good enough for me to just produce a great track and expect it to take off I will need to create a strong marketing strategy to get my music noticed and build traction with my fan base.



ORGANIZATION



Here are more reasons why a well-planned campaign is so important:
Increases Visibility:

- Reach new audiences.
- Targeting specific demographics, locations, and interests,
- I will be able to make sure that my music is seen by the people who are most likely to appreciate it.

BENEFITS



Build a Fan Base:

- Interactive
- Engaging through social media'.
- Loyal fans/ True fans.
- Live shows,
- Community.

WHY?



Create and feed off the Buzz:

- Releasing content.
- Strategic and decisive manner,
- Generate excitement and anticipation.
- Further sales opportunities.

WHO?



Maximizes Exposure:

- Reach a wider audience.
- More streams, downloads, and sales on release.
- Greater financial success.

WHAT?



Helps to Secure Opportunities:

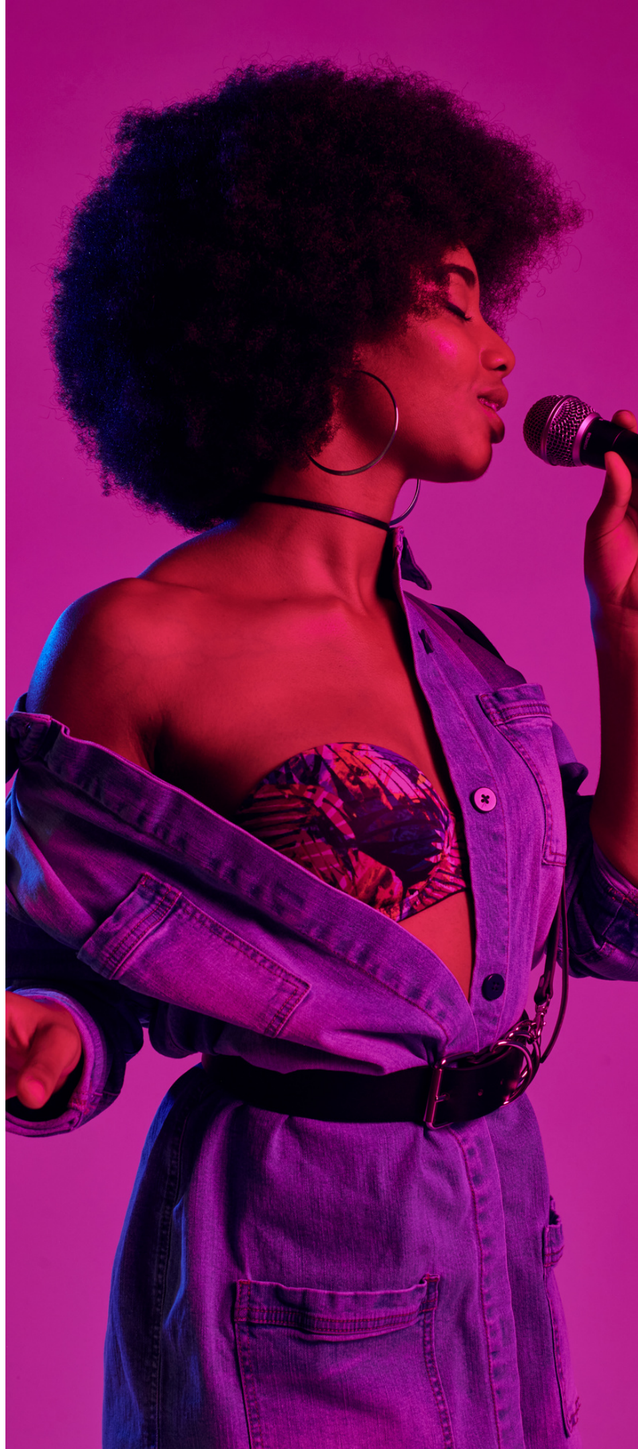
- Gigs.
- Festivals,
- Artist collaborations.
- Brand collaborations.

WHERE?

RECORDING

The **Recording process** for creating a music track typically involves several steps, which are

- Pre-production,
- Recording,
- Editing,
- Mixing,
- Mastering.



RECORDING

Pre-production:

This is the planning phase where you determine the overall vision for the track, including the tempo, key, instrumentation, and arrangement.

Cost-efficient strategies for pre-production include:

- Demoing the track using free or inexpensive digital audio workstations (DAWs) and virtual instruments.
- Writing out the arrangement on paper or a whiteboard before recording.
- Creating a detailed budget and timeline for the recording process to avoid overspending.

RECORDING

Recording:

This is the stage where I captured the performance heard on my track often known as "laying down the vocals".

Cost-efficient strategies for recording include:

- Recording at home or in a DIY studio (In my case Pirate studios) using affordable equipment such as USB microphones, audio interfaces, and headphones.

- Using free or inexpensive plugins and effects to enhance the sound of the recorded tracks.
- Recording multiple tracks at once to save time and reduce the need for additional studio time.

RECORDING

Editing:

This involves fixing mistakes and adjusting the timing and pitch of the recorded tracks. Cost-efficient strategies for editing include:

- Using free or inexpensive audio editing software to make basic edits such as cutting, copying, and pasting.
- Manually editing the timing and pitch of individual notes rather than relying on automatic pitch correction.
- Grouping together similar parts (e.g., backing vocals) to save time when editing.

RECORDING

Mixing:

This is where you balance the levels and EQ the individual tracks to create a cohesive sound.

Cost-efficient strategies for mixing include:

- The use of free or inexpensive mixer plugins and effects to adjust the EQ, compression, reverb, and other sonic parameters in the track.
- Mixing in mono to ensure that the levels are balanced and the track translates well on different playback systems.
- Mixing the track in stages (e.g., drums, bass, guitars, vocals) to make it easier to manage the individual tracks.

RECORDING

Mastering:

This is the final step where you prepare the track for distribution by adjusting the overall loudness and adding the finishing touches.

Cost-efficient strategies for mastering include:

- Using free or inexpensive mastering plugins and effects to adjust the overall loudness, stereo width, and EQ.
- Comparing the mastered track to reference tracks to ensure that it sounds competitive with other professionally produced tracks.
- Exporting the final track in multiple formats to accommodate different distribution platforms (e.g., streaming, CD, vinyl).

RECORDING

Budget Allocation

The percentage that should be allocated to studio recording time depends on several factors, such as the length and complexity of the recording, the hourly rate of the studio, and the number of hours needed to complete the recording.

With that being said I Chose to allocate 20 - 25% of my budget £100-£125 on Studio fees based off the 60/40 rule used By Mark Adams Founder of Blinding Talent where he believes 60% of the budget should be used on the brand and 40% on the Campaign.

RECORDING

The Implications of a Poor Recording

- Lacks clarity, dynamics, and depth.
- Spoils the listener's experience.
- Decreases the likelihood of it being played on radio stations or used music streaming platforms.

On the other hand, a well-recorded track can enhance the listener's experience and increase the chances of it becoming popular.

RECORDING

The Implications of a Poor Recording

- According to a study by the Recording Industry Association of America (RIAA), sound quality is one of the most important factors that influence consumer purchases of music.

- consumers prefer high-quality audio formats.
  willing to pay up to 30% more for high-quality audio recordings compared to standard-quality recordings.

- High-quality recordings are more likely to elicit positive emotions in listeners and are preferred by consumers, leading to greater commercial success.

- An Example of this is Michael Jacksons Thriller Widely regarded as one the best sounding albums that has ever been recorded.

DSP RELEASE



In today's digital age, the music industry has experienced a significant shift towards online streaming services, making digital music releases crucial for artists like myself and their success.

"Spending more on the campaign does not guarantee buying customers".

Michael Dann Joesph.

DSP RELEASE



I will address the following stages systematically to help make the campaign cost effective and efficient.

- Awareness.
- Consideration.
- Conversion.

DSP RELEASE



Here are a few elements to consider when releasing music digitally.

- Time frame.
- product placement.
- Algorithms.
- Meta data.
- Social Trends.
- Social media influence.

RELEASE PLAN



Here is a step by step release strategy for my single:

- Pick a release date (4-6 weeks pre release).
- Allocate royalties and contract splits.
- Chose a digital aggregator to release through (Ditto music).
- Plan the promotion and marketing Campaign.
- Release single with correct meta data.
- Follow up all promotion and Marketing.

RELEASE PLAN



For my Release i will be Utilising 13% - 21% of my budget which will range between £65 - £109 depending on a nation or global release campaign.

- £40 pre order.
- £25 chart release.
- £69 worldwide release.

RELEASE PLAN



Releasing through Ditto will allow me to place my product on the following streaming services:

- Spotify.
- Apple Music.
- Youtube music.
- Deezer.
- Tidal.
- Shazam.
- TikTOK.
- Amazon and many more.

RELEASE PLAN



Promotion is vital when trying to achieve the following:

- Stand out from the crowd.
- Create a buzz.
- Generate traction.
- Locate and engage consumers.
- Build online presence.
- Improve visibility.
- Maximise sales potential.

RELEASE PLAN



Earned media and paid media are important tools when trying achieve long term sustainable success.

Marketing strategies and principles like:

- Maslows Hieracy of needs.
- The four p's.
- Porters five forces model.

RELEASE PLAN



FANS: Once we understand the market and the consumers needs it will be easier to:

- Mobilise.
- Learn.
- Retain.

RELEASE PLAN



The my aims for the promotion campaign are the following:

- Attract.
- Engage.
- Build interest.
- Earn loyalty.

RELEASE PLAN



The Fans/Consumers aims are:

- Discover.
- Evaluate.
- Decide.
- Value.

RELEASE PLAN



Promotion Allocation: Based off the 60/40 rule used by Mark Adams 60% of my budget will be used to build my brand and promote my single which will be spent on the following:

- Paid advertising.
- CD Give aways.
- Free CDS.
- Radio give aways.
- Raffle/Competions.

RELEASE PLAN



Operating budget

- Recording £100 - £125.
- Digital release £65 -`£109.
- Promotion - £250 -300.

Total

£415 - £535.

CONTEXT



Musical context: The track I will be releasing is about the element of surprise told in a masculine romantic way. It also covers the highs and lows of sexual attraction and how we can be left vulnerable when not safe guarding our core values and heart. The following are themes found throughout the track.

- Love at first sight.
- Link and Zelda dynamic.
- Nostalgia.

CONTEXT



Musical context: The target audience of the track range between 18 - 60plus with most people being able to relate to the concept of love and attraction self love/self hate. With the following components:

- Lyric video.
- Live performance.
- Music Video.
- Podcast/Interview.
- Mental Health awareness.

MONITORING



- **Monitoring and adjustments:** keeping track of analytical data is key is when looking to see if the single is being well received by the fans or ridiculed. It is also good for the following:
- Tracks sales.
- Maintain Buzz.
- Preserve core values.
- R&D.

MONITORING



Monitoring and adjustments: KPI's like.

- Spotify for artists.
- Tune find.
- Tracks and field.
- PRS.
- TIK TOK.
- Digital aggregators (Ditto music).

MONITORING



Monitoring and adjustments: If certain targets and objectives are not being reached according to the Key performance indictors (KPI's) the following measures could be implicated:

- Free live shows.
- Collaborations.
- Influencers.
- lock into social trends.
- offset merchandise.

MONITORING



Potential Risks and Strategies that could challenge the campaigns success:

- Lack of visibility.
- Limited budget.
- Competition.
- Limited resources.

MONITORING



Adjustments that could be made to make the campaign a success:

- Playlist curators.
- Music bloggers.
- Paid advertising.
- Cost effiective marketing.
- Crowd funding.
- Email marketing.
- Social media.

MONITORING



Adaptability is of paramount importance in the music industry due to its ever-evolving nature and the dynamic landscape in which artists operate.

MONITORING



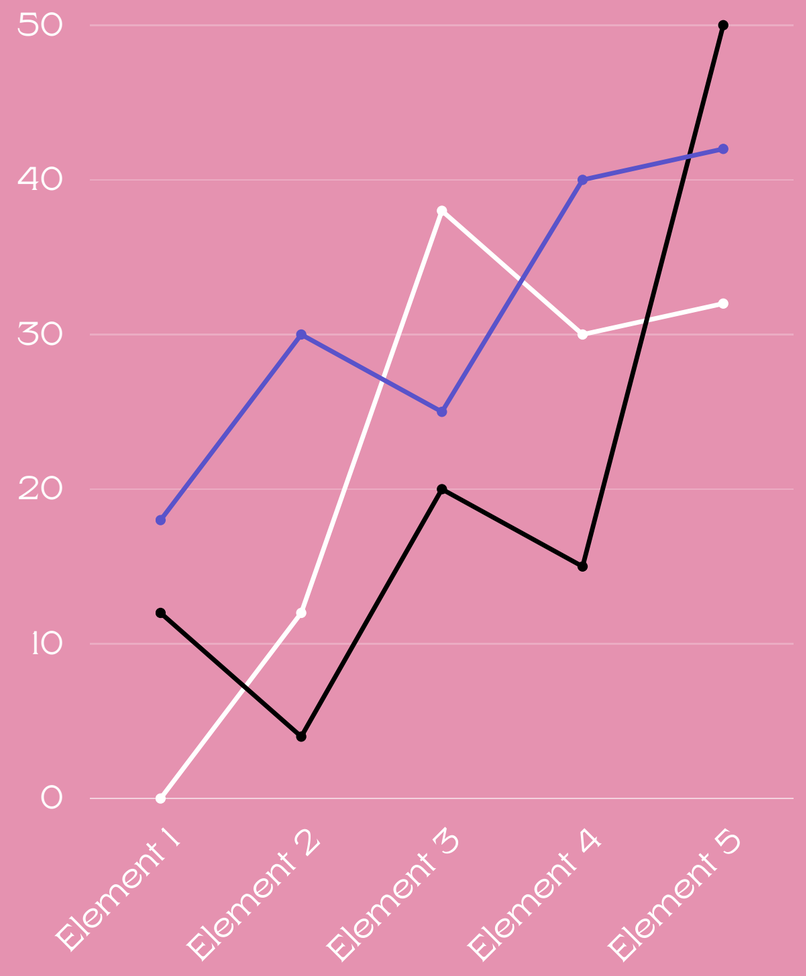
Here are some **key points** highlighting the significance of adaptability in the music industry:

- Changing consumer preferences.
- Technological advancements.
- Industry Disruptions.
- Live Performances and Tours.
- Collaborations and Diversifications.

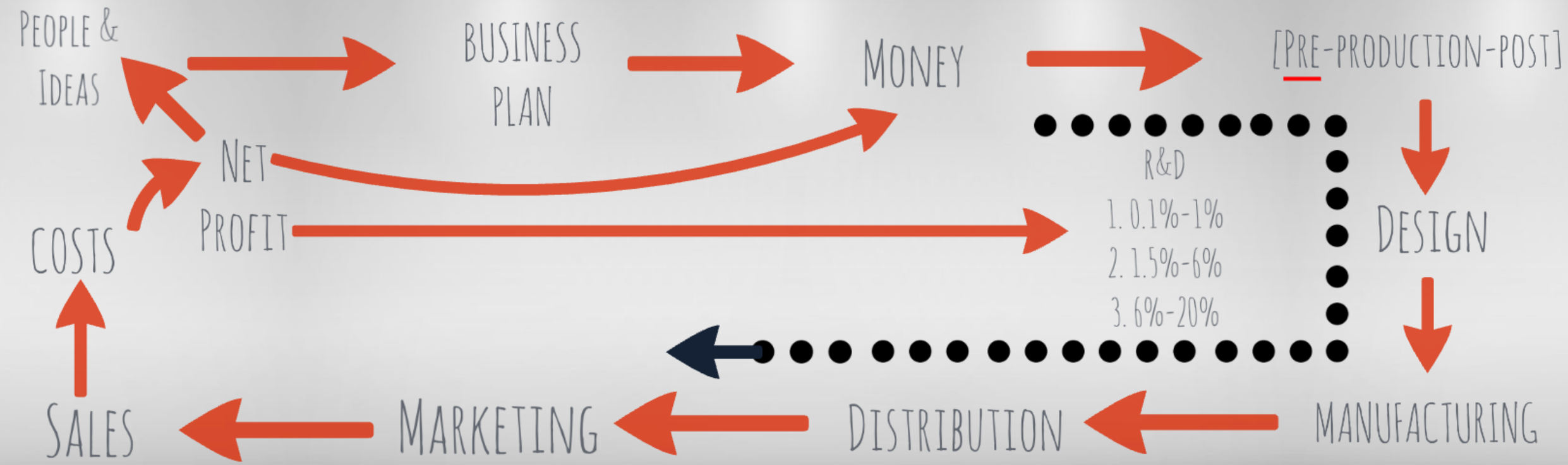
CONCLUSION

IT IS VITAL TO:

- Create Awareness
- Generate interest
- Engage the target audience
- prepare Counter measures
- Pay close attention to KPI's
- Allocate resources wisely
- Provide Quality audio
- Meta data / Brand alignment
- R&D



AIMS



FOOD CHAIN OF ALL INDUSTRY

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