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MA Music Business

Entertainment Marketing

BMTY7003

Report

Artist Analysis

Lera Ghanie “aka Fate Sister” who is twenty –five years old, is an up and coming Soul and Funk UK artist. Not only is she a solo singer, but she is an all-round performer. She can play the guitar, sometimes plays the piano, she is an excellent dancer, and her vocals are fascinating. In fact, she is so incredible, that listening to her voice will make you feel as though you are floating into another dimension.

Fate Sister was in a previous band called Kismet girls and they were nominated for best-unsigned act in 2008 and appeared at the Urban Music Awards sponsored by Kickers and Loot. However, later on in that year, the group broke up due to unforeseen circumstances and Lera decided to go it alone. She has since gone on to support the likes of Chaka Khan, Pattie Labelle, George Duke and Beres Hammond at the St Lucia Jazz Festival in 2009, which was a success. She now currently works with members from the famous SOS band doing backing vocals when needed and writing songs for local artists in Atlanta.

Fate Sister has a quirky image, a funky and soulful sound, she is definitely diligent, attentive, and passionate. This artist will succeed!

This report is a marketing plan for the release of Fate Sister’s single, album, and promotional tour.

(Kismetgirls, 2008).



(FateSister, 2009)

Fate Sister can be compared to many artists such as Ledisi, Jill Scott, Angie Stone, Amy Winehouse, Tina Turner, and not forgetting Beyoncé (*Figure.1*). Like Ledisi, Jill Scott and Angie stone, Fate Sister has a very deep and soulful tone, but also has that rasp to her tone. Like Amy Winehouse and Beyoncé, she is unique in her character and can cross over into pop. Finally, her mannerism is very much like Tina Turner. Like all these singers, Fate Sister has a similar background and started performing from a young age, and grew up in her local church singing for the congregation. All singers below have fabulous vocal ranges, but individually they do not cross over into different genres. Ledisi, Jill Scott, and Angie Stone are RnB singers, Beyoncé and Amy Winehouse are POP singers, and Tina Turner is considered a rock singer. However, Fate Sister is able to cater to everyone’s ear. She is a Funk and soul singer, but she can dip in and out of different genres, such as singing Reggae, SOCA, and POP and that is why she will remain current in the music industry, just like Beyoncé.

Beyoncé is still considered as a World class, modern day performer, as she injects art wherever she goes. She has been masterfully remixing art into her music for years (Brito, 2019). Fate Sister could potentially follow in this path, due to her idiosyncratic style, which is commented on regularly. In addition, her writing abilities are the best, as she is known for being a prolific songwriter. Fate Sister writes all her own material, but she is also in favour of collaborating with others. Injecting art into her albums, singles and performances, people will definitely remember her for all the right reasons.

Obviously, it can clearly be seen that Beyoncé has the best dance ability. Even her Choreographer at the time Frank Gatson was quoted: “As soon as I met her [Beyoncé] I knew. I knew she was the second coming of Michael Jackson. I told people that and they laughed. But I was right!” (Edmonds, 2015). To be frank, I do not think I have seen anyone dance like her, until I crossed paths with Fate Sister. Fate Sister started dance classes from the age of four and she has honed in the ability, just like her vocals, so she can be the best that she can be.

It is my belief that Amy Winehouse actually paved the way for acts such as Fate Sister, as she had a uniqueness and demeanour about her, which arguably made her the most influential and greatest singer of all time (Given, 2021). This is what we want for Fate Sister.

(Figure 1)



SWOT analysis

SWOT analysis is a framework for identifying and analysing strengths, weaknesses, opportunities and threats (Kenton, 2021). Below a SWOT, analysis has been done on Fate Sister, as she is now a solo singer looking to make it big in the industry. SWOT analysis can be an effective tool as it provides a sense of direction (Pestleanalysis, 2016), but it is worth remembering that the SWOT analysis can have too much structure and can sometimes lead to poor decision making (Frue, 2018).

The SWOT analysis below (figure2) will help to evaluate where Fate Sister is and create a strategy as to where she wants to be. We need to be mindful that things can change in the future, so learning to adapt to these adjustments are key.

(Figure 2)

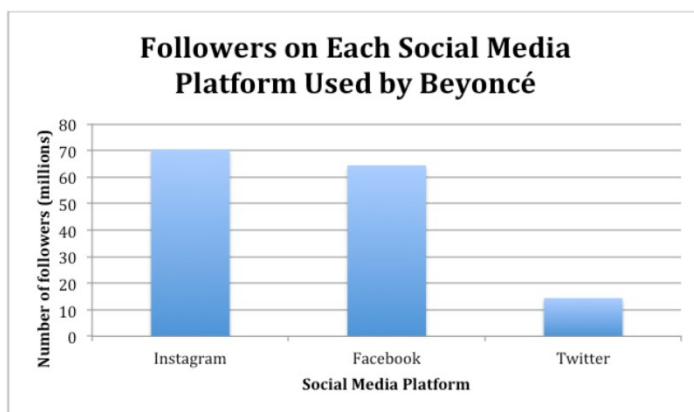
STRENGTHS	WEAKNESSES
• <i>Authentic</i> • <i>Strong work ethic</i> • <i>Prolific songwriter</i> • <i>Very well connected (radio and DJs)</i> • <i>Distinctive style</i> • <i>Has performed at large venues</i>	• <i>Does not reach out to fans</i> • <i>Lack of social media presents</i> • <i>Unknown cost</i> • <i>Not guaranteed success</i>
OPPORTUNITIES	THREATS
• <i>Able to cater to different genres</i> • <i>Being able to collaborate with others</i> • <i>Perform at a high profile festival</i> • <i>Support other acts in concert</i> • <i>Get music onto TV and Film</i>	• <i>Music Piracy</i> • <i>Music technology not adapting quickly</i> • <i>Competitors (Jill Scott, Ledisi, Beyonce)</i> • <i>Hard to predict sales due to economy</i>

TARGET AUDIENCE

As it has been stated, Fate Sister has not released any material yet, so in order to find out what her target market is, we have to compare her to similar artists out there. In this instance, I will use Beyoncé as she is the World's most famous female solo act and by using Beyoncé, it helps to push Fate sister to where she needs to be.

Beyoncé is considered to have brought girl power back to the forefront. Her fans start from as young as teenage, adolescent and early adult years and are generally females. This is because her messages usually target women, such as female empowerment (*Beyoncecommunity, 2016*). She has a strong social media presence on sites such as Facebook, Instagram, YouTube and her website. The graph below (figure 3) shows how many followers she had back in 2016, so we can only imagine what the figures would be like in today's climate.

(Figure 3)



(*Beyoncecommunity, 2016*)

So with Beyoncé in mind, I can state that Fate Sister's target audience will be predominantly female aged 18-30 and from a working class background. These females will enjoy watching reality shows

such as Love Island, The only way is Essex, Made in Chelsea etc. These women will be heavily involved with social media, for example Facebook, Instagram, TikTok, Snapchat etc. In addition, the women will be into their fashion and latest brands, like ASOS, Pretty Little Thing, and Misguided. Also, it is worth adding that this target group purchases everything online, apart from their food shop.

SMART

The acronym SMART (below) can help to provide a process for creating goals. It has been said that this is the key to success as it outlines what you want to achieve and how you plan to achieve it. You can clarify goals, focus, use your time wisely and resources productively. In the hope of achieving what you want (*Brown, 2021*). "S" stands for specific, so that you can set a goal that is realistic. "M" stands for measurable; this will know if you have achieved what has been said. "A" is achievable; Goals need to be attainable to achieve. "R" is for thinking about the bigger picture and "T" is for time. Creating a deadline is key and allows you to focus on the task.



- | | |
|-------------|---|
| Specific- | Fate Sister to release an album and go on tour at the end of year 2022. |
| Measurable- | Fate Sister will work with her team to release video, single and album in time for her tour. |
| Achievable- | Release mini content videos by letting fans get an insight into Fate Sister's life. Run competitions and give away merchandise. This will be done on a daily basis. |
| Relevant- | Fate Sister wants to be the next big UK female artist. |
| Time- | In total, this will be a six-month campaign. |

The goal is to make Fate Sister the best Soul and Funk singer in the UK. As a marketer, it is my job to broaden the minds of the everyday pop listener and inject the uplifting beat of Soul and funk, into the hearts of our nation and British culture. The key to making this possible is keeping in contact with fans (new and old). Making sure quality content is uploaded often, keeping the fans engaged by running competitions, making public appearances and helping our nation by offering a helping hand (doing charity work).

Branding

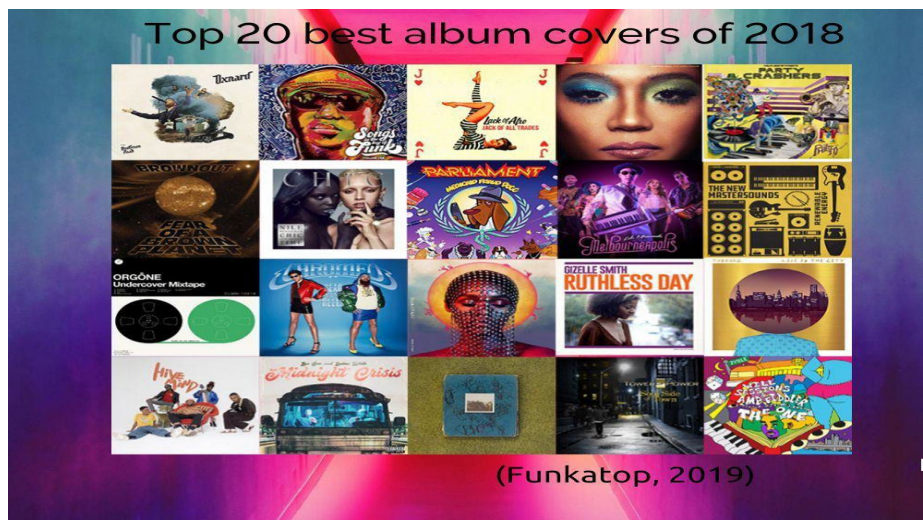
Below **(figure 4 & 5)** you would see examples of logos and albums from four different bands. They have used bold fonts and bright colours when concentrating on the band name. Creating a logo this way, can grab the attention of potential buyers and for those that would passively listen to music, will potentially become active listeners (Seydel, 2016). It is worth noting that bold fonts should be used to place emphasis on an artist, but if used too intensively, listeners and consumers may become too disoriented to pay attention to content and potentially customers are lost (Reed, 2022).

Branding is used to promote yourself/business by means of distinctive design. It is a way of visually expressing your creativity instead of sonically (Dobie, 2018). The logo and website must be the first impression on a listener, as this is the first thing they will see before music is played. Therefore, the graphics need to stand out. In addition, the graphics within the branding should try to convey meanings, so that it pin points to the artist identity (Dobie, 2018). If done incorrectly, this can have a negative impact on your consumers, as they may not understand the image you are trying to convey and potentially not listen to you at all, especially if you send out the wrong message.

Fate Sister's logo and album will represent her quirky style and image. The logo would be classy and bold to fit her personality and the album will be designed in such a way to fit all her characteristics. Many of these artists tend to use pictures of themselves and this shows in figure 5. If Fate Sister were to use herself in the image, the idea would be to create a mystical feeling, whereby we are still intrigued to know who Fate Sister is. So maybe just using her facial features such as her lips or eyes can be used to create this effect.

(Figure 4)





(Figure 5)

Get Fate Sister the spotlight she deserves

There are thousands of adverts that cross over different platforms. For the campaign, Fate Sister needs to be presented effectively to the target audience. Messages and content can be launched through a variety of channels, to increase the greatest possible impact. However, we need to be careful that we are not over posting as it could be seen as spam (Beveridge, 2022).

A connection will be developed with all the big music media outlets here in the UK, such as MI Soul, Capital Xtra, and BBC Extra. Connecting with these outlets would be key in developing and reaching Fate Sister's target audience. Each outlet would receive a physical CD that they can keep to review music from Fate Sister and a press kit. Each outlet has a dedicated slot where they play artists (who are also unknown) music that has never been heard. This is a great opportunity to test music out within the public as Fate Sister is considered a new artist. I already have a connection to these outlets and it would be much easier to get a look in.

The owner of MI Soul is Gordon Mac. I have known him for over ten years and he is considered as a great friend. He has helped me with other musical projects. I know Alec and Alex Boateng who both started their careers at BBC 1 Extra and Ministry of Sound. We in fact grew up together and now they are both Co-Presidents of Def Jam UK label at Universal Music UK. These people are considered as my dearest friends; in fact, they are like brothers to me. They have many connections. Ashley Tabor-King owns Global Media & Entertainment, which owns capital Xtra. I do not know him personally, but we do socialise in the same circles and have the same friends, so I can guarantee that a connection can be made. It is important that a connection is made, as Fate Sister's target audience listen to these brands and so they are noticed, also the targeted audience trust their opinion (Patel, 2018)

For the Fate Sister campaign, my team will focus on the major cities. They are the following:

- London
- Bristol
- Birmingham
- Liverpool
- Sheffield
- Manchester

- Leeds
- Glasgow

The outlets mentioned do broadcast to these cities. Therefore, as long as they receive an EPK and a CD (to treasure), we are good to go.

The EPK will include links to Fate Sister's music and music videos, photos, album art, biography and social media. All this information would be on a single document and high quality. The EPK will also function as a reservoir of information for any blogger or music journalist should they wish to write a publication on Fate Sister (*Soundcharts, 2019*). The EPK will also be sent to the top three UK music blogs which are:

- That Grape- Provides music news, interviews and entertainment updates.
- A&R Factory- Shares top independent music with its readership of record labels, radio stations, broadcasters, management companies, music PRs and more.
- XS Noize- Provides reviews, interviews, news and opinions on music to an international audience.

These were voted by Vuelio in January 2022 (*Prilla, 2022*)

Television is a fantastic way for products and services to connect with consumers. Reality shows mentioned at the beginning of this report will definitely target Fate Sister's target audience. ITV hosts Love Island and that show alone can reach up to 2.5 million overnight viewers. It is at the heart of popular culture (*Reboot, 2021*). So placing Fate Sisters Song (single to be released) on popular shows, will not only reach Fate Sister's target audience, but has the potential to reach a wider audience. Developing relationships with music directors for television will be a phenomenon. I have a connection to ITV and her name is Fleur Cubis-Edwards. She is the manager of the Green Room for This Morning and she looks after many celebrities. Not only can she point me in the right direction, but she too can have Fate Sister's music playing in the background in the green room where she works. She can also ask the celebrities for their feedback.

There would definitely be a large social media presence, as this is where Fate Sister's target audience like to hang out. They are digitally tech savvy. The campaign will heavily post across the platforms such as Facebook, Twitter, Instagram, TikTok etc. Competitions will be held close to single release and album release to keep up momentum. For single and album release, Fate sister will have live content that goes out regularly about her day etc., and then followers will be asked to search her website for an item, like a fancy shoe. The first five fans to find this item and click on it, a prize will be revealed. This would be a VIP ticket to Fate Sister's album release party. The winner would be able to bring a friend and have a private five-minute live video call with the artist and there would be an allocated slot for when the fan would receive the call. There would also be twenty runners up and they would receive a piece of merchandise, such as an item of clothing with the branded logo. These competitions would allow Fate Sister's brand to have a more personable approach to her fans.

A Spanish artist known as Pablo Alboran, did something similar to reach his fans. As it had been two years since he released any music, he wanted to engage his fans. Therefore, five days before the launch of his single, he would post a photo every day with a cryptic text. Every text contained a secret keyword. Fans had to figure which word it was, log into his website and through a trial and error process, type the keyword in one of the five displayed text boxes. A match would unlock a

small digital content on the web: an image, a short video teaser, or an audio excerpt of his song. Once keywords were unlocked fans could access a video of Pablo presenting his single and it would direct his fans to the YouTube premier (*Sandbox, 2020*). This was voted as one of the top twenty marketing campaigns.

Fate Sister will be promoted to all major music festivals for festival season. As her album release is in December, keeping momentum and running regular competitions will keep her fans engaged. Doing regular interviews and taking part in charity work will show that Fate Sister is in touch with reality. We want Fate Sister to be loved, to show that there is a human side, and to show that she cares about her fans.

Fate Sisters team will use an influencer marketer. This is a way of promoting the artist, merchandise, and music through endorsements or recommendations. Influencer marketing will be used for the following reasons: Nine out of ten brands use marketing influencers and they generate an equivalent earned media value of £14.95 per 83p spent (*Corbitt, 2021*). The influencer will be someone who is engaging, good-natured and gratifying. This is because we do not want our campaign to backfire and Fate Sister will end up losing her fans.

In regards to distributing music for Fate Sister, we will use DistroKid. Distrokid was ranked number one in 2021 by Spotify, as it is the preferred distributor by choice. This is because it is cheaper to use and for a small fee artists get unlimited uploads and keep 100% of their income (*Vultaggio, 2021*). Like many distributors, Distro kid will send music to different platforms, such as iTunes, Amazon, Deezer etc. However, why Distrokid stands out from all the others, is that it provides analytics and reports from the different platforms, so we can keep an eye on how well Fate Sister is doing (*MusicDistributionGuru, 2022*).

When releasing a single or an album online, a plan will need to be in place to sell Fate sister's music. To maximise revenue, as well as having a distributor, music can be sold online via Fate sister's website. Selling her music via her website, will enable the fans to support her, by purchasing the single or album online, this way the experience will be fully controlled. More importantly, data will be owned through emails collected from purchasing through the website. This is imperative for the longevity of Fate Sister's career (*Kealey, 2022*).

Budget

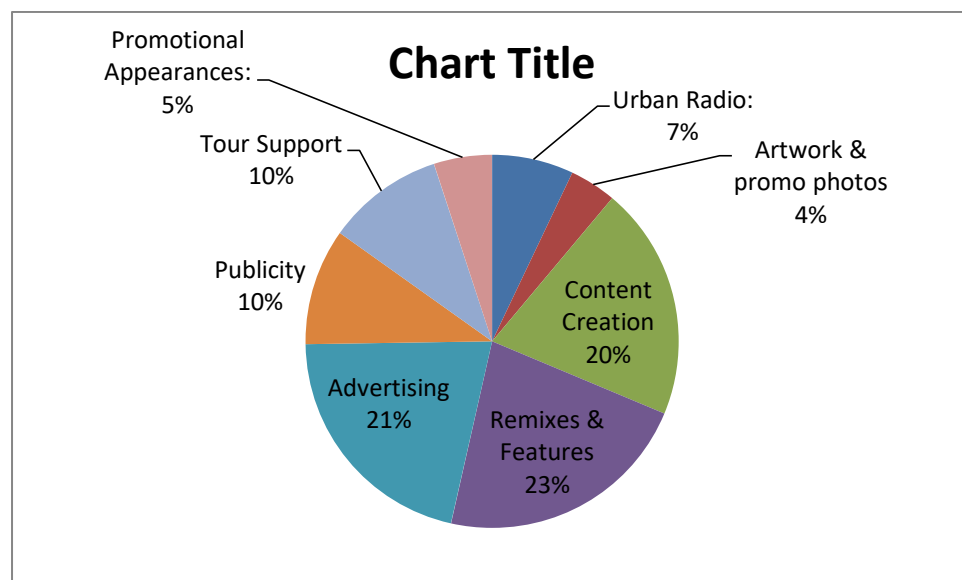
Below is a budget (figure 6) set out for Fate Sister. As Fate sister is an up and coming artist we want to make sure that we can spend comfortably. A study done by the IFPI (International Federation of the Phonographic Industry) in 2017 showed that \$5.8 billion was invested in an artist to support their marketing campaign (*BeatsRhymesList, 2020*).

The budget below was followed by an example that was based on an American hip-hop artist who used a fan-first approach to marketing (*Horsburgh, 2017*). Fan-First approach means that throughout the marketing campaign, consistent touch points (points where fans can interact with the business) were created on all relevant channels (*TradableBits, 2019*). Therefore, the drive of this budget was focusing on what the target audience would like. That meant that the bulk of the budget was spent

on content and advertising. That was 21% on advertising, 20% on content and 23% on remixes and features (figure 7). It is worth remembering that at the beginning, it was mentioned that the target audience is very tech savvy. They are constantly on their computers, smartphone or some form of device. This means that content has to be attractive to the eye and we have to pay attention to detail. If not, we risk losing our audience. In regards to the promotional tour, that budget depends on Sponsorship.

(Figure 6)

Fate Sister	
Title	Fate Sister
Type (LP, EP, Single)	Album & Single
Release Date	Dec. 1, 2022
Total Marketing Budget	£1000000.00
PROMOTIONS	
Urban Radio:	£7000.00
CONTENT	
Artwork & promo photos	£4000.00
Content Creation	£20000.00
Remixes & Features	£22000.000
MEDIA	
Advertising	£21000.00
Publicity	£10000.00
PERFORMANCES	
Tour Support	£10000.00
Promotional Appearances:	£5000.00



(Figure 7)

Timeline

The marketing plan is a six-month plan for Fate sister from July to December 2022. In addition, Fate Sister will do a Christmas special tour touring the big cities in the UK and ending in Paris.

July & August

- Create Logo and update website
- Create promo video and content
- Photoshoot
- Find influencer
- Choose distribution service and upload files and artwork
- Book Venue for Album release party
- Create EPK and Press Kit
- Search Influencer

SEPTEMBER

- Publish EPK
- Reach out to TV, Press, Radios and DJs and send out press kits
- Announce release date of single and album
- Drop promo video
- Influencer to create hype throughout entire campaign
- Start social media countdown and run competitions

OCTOBER

- WEEK 1- Drop single music video and check distributor has distributed music to platforms
- WEEK 2- Pre sale reminder emails, follow up on press, TV and radio
- WEEK 3- Drop single
- WEEK 4- Hype single and promote Album release party and tour

NOVEMBER

- Do radio and TV interviews
- Heavily post content on social media about album release and tour (announcing tour dates live)
- Artist to interact with fans, run competitions
- Drop promo video for album

DECEMBER

- Album release party for small number of fans, radio, press and DJs
- Drop album to public
- Keep social media momentum going
- Begin a special Christmas tour.

JANUARY

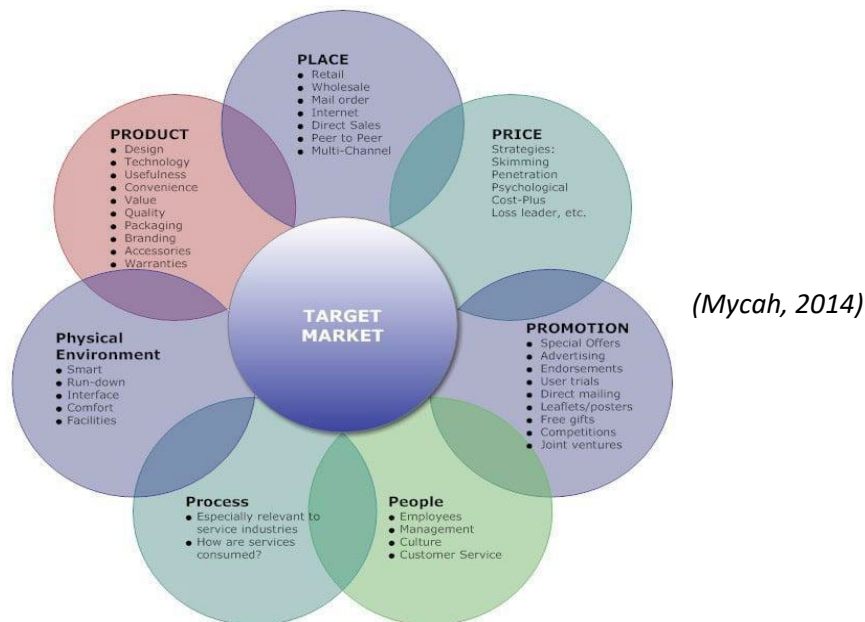
- Continue to release content on social media
- Public appearances
- Keep up the hype

LIVE TOUR DATES

TUES 27 th DEC 2022 Fate Sister 8-9pm Barrowland Ballroom Glasgow
WED 28 th DEC 2022 Fate Sister 8-9pm Boom Leeds Leeds
THURS 29 th DEC 2022 Fate Sister 8-9pm Band on the wall Manchester
FRI 30 th DEC 2022 Fate Sister 8-9pm O2 Academy Sheffield
MON 2 nd JAN 2023 Fate Sister 8-9pm Royal Philharmonic Liverpool
TUES 3 rd JAN 2023 Fate Sister 8-9pm O2 Academy Birmingham
WED 4 th Jan 2023 Fate Sister 8-9pm Exchange Bristol
THURS 5 th Jan 2023 Fate Sister 8-9pm O2 Academy Brixton
SAT 7 th JAN 2023 Fate Sister 8-9pm Bataclan Paris

CONCLUSION

Throughout this report, I can conclude that the seven Ps of marketing have been taken into consideration, as there is evidence of marketing mix within the project. This was originally designed by E. Jerome McCarthy and published in 1960 in his book, *Basic Marketing: A Managerial Approach* (Hanlon, 2022).



“The 7Ps helps companies to review and define key issues that affect the marketing of its products and services. A popular marketing model, the marketing mix can also be referred to as the 7Ps framework for the digital marketing mix” (Hanlon, 2022).

As this industry is fast paced, making sure the right strategy used is key. It is important to make sure Fate Sister is promoted well and is relevant into today’s market, by standing out to her fans. The seven Ps has been used to guide this project to develop the brand and have a successful outcome. Revisiting the seven Ps, helped to make sure the project was on the right track in achieving the best possible results. Using this strategy can successfully promote Fate Sister in the right and balanced way. The promotion practice has also offered fans free tickets to Fate Sister’s album release party and free merchandise through competitions. Having a mix will allow us to reach our targets and objectives in an effective way.

Throughout this report, it is worth noting that the seven Ps marketing mix does have its good and bad points. The advantages of the seven Ps are that the marketing concepts are brought together and made simpler into one plan. It can guide a team throughout the campaign from formulation to implementation and then completion. Finally a marketing campaign can be adjustable, to suit the market needs, conditions and availability of resources by using the framework (MbaSkool, 2020).

The disadvantages of the seven Ps are that the framework is not able to offer data on the audience's behaviour. The industry is constantly evolving and it is hard to keep up with data

collection and so it can no longer be relied on. This has been seen over the pandemic, when marketers had to adjust to changes in consumer behaviour and digital marketing made things complicated by the mix of traditional and digital marketing. Getting insights that measure both traditional and digital marketing can be quite difficult to obtain (*MarketingEvolution, 2021*). This would especially be true with this project, as to measure how Fate Sister has done through traditional marketing; we would only be able to get insight if we got the fans to fill out a questionnaire. This can be quite dangerous as we may put fans off. Digitally, this is fine as we are able to access analytics and reports.

Taking this all into consideration, it is worth making sure that this strategy remains flexible and is able to adapt to change, especially if something does not go right. Fate Sister has many artists to contend with, but with a new sound and flavour, Fate Sister may be the breath of fresh air that is needed.

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