

“Pushing Thru Forever” Robinson’s Village

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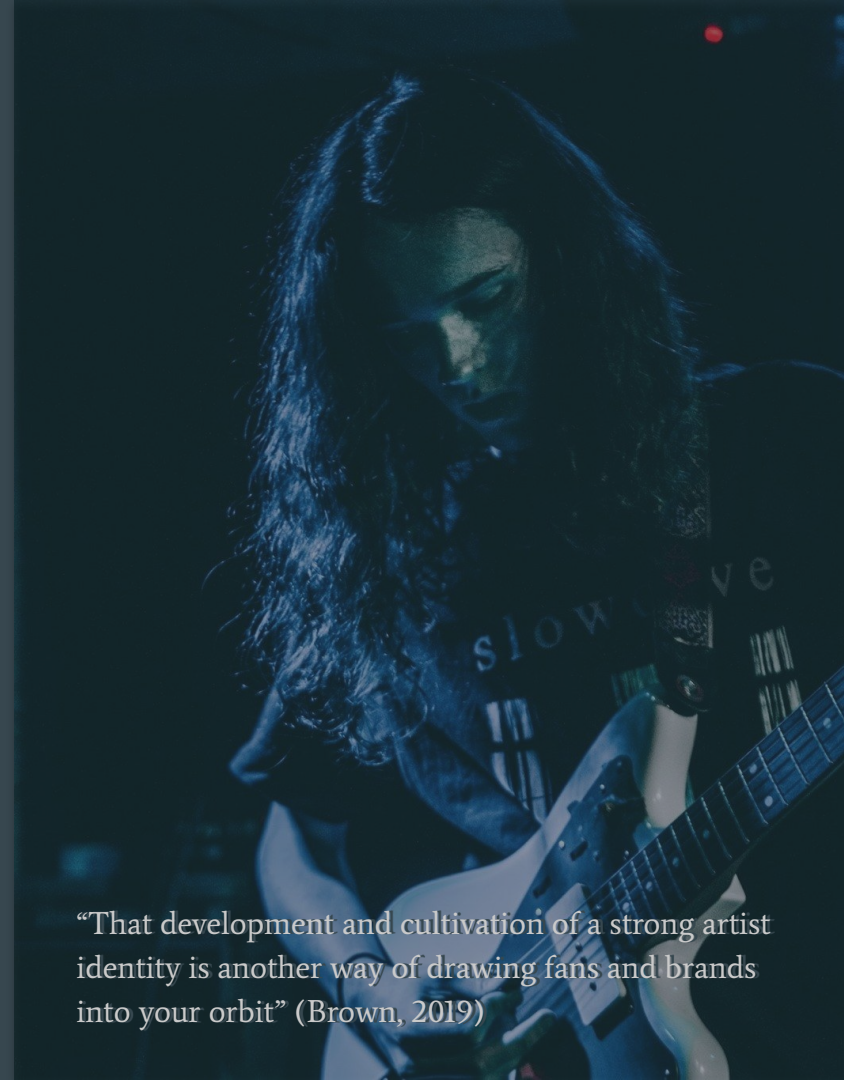
By James Burns

About the Artist - Robinson's Village

- Shoegaze/ambient/electronic
- Sonic experimentation (tape loops/eurorack)
- Creation of original ableton synthesisers using samples/tape
- Coding in a variety of languages for immersive audio-reactive visuals
- Instagram and niche synth community

Song Context

- Slightly more 'pop' track, whilst still remaining true to niche ambient community
- Collaboration with popular Welsh artist, Ifan Pritchard
- Recording and produced at my home studio (no studio fees)
- Features original sounds/unique
- Short yet catchy
- Instead of marketing broadly, I'm marketing accurately



“That development and cultivation of a strong artist identity is another way of drawing fans and brands into your orbit” (Brown, 2019)

EPK

Robinson's Village is an eclectic mixture of influences, with elements of shoegaze, plunderphonics, and old 70s new age synth music, that evoke feelings of nostalgia, serenity, and euphoria. Having being featured on BBC Introducing South, and had work shared by artists such as Flying Lotus, Robinson's Village strives to push the norm in contemporary music through catchy and memorable songs with a twisted and experimental underbelly. Initially playing the guitar (with LOTS of guitar pedals) in the band, Chewing Gum, he found himself striving to make his guitar sound closer to a synthesiser, and becoming more interested in sonic textures. Living in New York for a brief period prior to COVID-19, writing shoegaze tracks whilst interning and doing night shifts at Electric Lady Studios greatly informed his approach to releasing music. Striving to create more varied textures and to further enhance this 'wall of noise' music he was creating, he turned to eurorack synthesisers and a Roland SP404 sampler, thus leading on to 'It's Parallel' and the music He's been creating today.

Social Media & Streaming links:

<https://linktr.ee/RobinsonsVillage>



Pre-Release

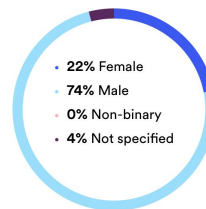
- Split 7-Inch single release with similar artist (-£269)
- Remix Competition
 - Release stems of prior tracks,
 - Send stems of 'Pushing Thru Forever' to friends/producers I know
- Photography for Social Media
 - @shootsbyham
- Targeted Ads on Instagram (-£30)
 - Instagram has a 50% off deal for targeted ads
- Pre-Save link

Budget left: £201

‘For millions of years, human beings have been part of one tribe or another. A group needs only two things to be a tribe: a shared interest and a way to communicate.’ (Godin, 2008, p.2)

Their gender

LAST 28 DAYS



Their age

LAST 28 DAYS



Top countries



Week 1 & 2

- Release the track
 - Released as a single with another version without vocals
 - Bandcamp friday (Selling for £1)
 - Spotify, Apple Music, Tidal etc
- Performances to mark the release of single
 - Wales
 - Online (Audio-Reactive Visuals)
(<https://www.instagram.com/p/CP2xEj3hIfn/>)
 - Nottingham
 - London (with Talentbanq)
- Submit to Playlist Curators
- Release 7" Record (+£375)
 - £106 profit
- BBC Introducing Wales

Budget left: £576

Single release artwork:



Week 3 & 4

- Paid playlist curation (-£75)
 - Musosoup
 - SubmitHub
- Digital Marketeer & PR (-£400)
 - 9PR (London based PR, worked with Tim Hecker, Squarepusher, etc)
- NFT work (-£100)
 - Utilising a still from the audio-reactive visual performance
- Decide 3 winners of remix competition

Budget left - £1



“when you’re still in the growing stage, replying to the majority of your fans will help you grow a lot quicker.” (Letang, 2013)

Week 5 & 6

- Arturia performance
 - Use Tileyard studio to record a performance using exclusively Arturia gear.
 - Promote using through Tileyard Ed
- Release the remix competition work
 - Additional promotion from people sharing their own track in the remix

Week 7 & 8

- Release the NFT on Opensea.io
 - “the average price of these works has never been higher, topping \$127,000 per sale a few weeks ago.” (Weeks, 2021)
- Release the synth patches from the track as a playable synth
 - Collaborate with Spitfire
 - Alternatively release through Kontakt and get additional revenue

“Coupled with NFTs and decentralization through blockchain technology, the fan funding model can power a radical change in how music is created, funded, and promoted.” (Tengblad, 2021)

Future Music Release Timeline & Conclusion

- Additional follow up singles every 8 weeks
 - Backlog of 4 additional tracks so far
- EP release Autumn 2022
- Summer festival circuit (The Great Escape, All Points East, Brighton Modular)
- Additional work (NFT's and Instruments)
- Approaching labels (such as Warp records, Mexican Summer) if I haven't already been approached myself.

In conclusion, with my budget I am left with £1. Whilst this may be a problem if I face any unexpected additional costs, I can use revenue from streams/sales to cover this.

I feel like I have created a strong and realistic plan for the release of 'Pushing Thru Forever'. A large majority of it features asking for favours from friends (in regards to photography, remix, etc), however I feel this is common for smaller artists navigating the industry. With a larger budget, I could carry out promotion/pr/paying for playlists on a greater scale resulting in further growth, however I believe the DIY attitude of an artist's early career leads to a better work ethic and perhaps a longer career.

Promotion:	WEEK -2	WEEK -1	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
Targetted Ads on Instagram	Release 1st targetted advert ~~£15~~	Release 2nd targetted advert ~~£15~~								
Remix competition	Approach artists for remix competition	Send stems to artists				Decide & announce winners of competition		Release remix compilation		
Photography	Photography for social media									
Split 7" Vinyl Release	Pay & place order for 7" split ~~£269~~		Release & sell on bandcamp / shows ~~£375~~							
Live Performances			Performances in Wales and Nottingham	Additional online show with audio-reactive visuals			Record Arturia performance	Release performance and approach Arturia		
Playlist Curators			Contact playlist curators	Re-approach curators as I gain more streams	Pay for playlist addition / curation ~~£75~~					
Digital Marketeer					Approach marketing company (9PR) ~~£400~~					
NFT Release						Begin collab with NFT artist ~~£100~~			Release NFT on Opensea.io	
BBC Introducing						Approach BBC Introducing Wales				
Ableton/Kontakt Synth										Release the synth's from the song as Ableton / Kontakt files
BUDGET (Initially £500)	£216	£201	£576	£576	£101	£1	£1	£1	£1	£1

Bibliography

Letang, S. (2013) '7 Music Marketing Truths ALL Musicians Should Know' *Music Think Tank*, 10 September. Available at: <https://www.musicthinktank.com/blog/7-music-marketing-truths-all-musicians-should-know.html> (Accessed: 8 December 2021).

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