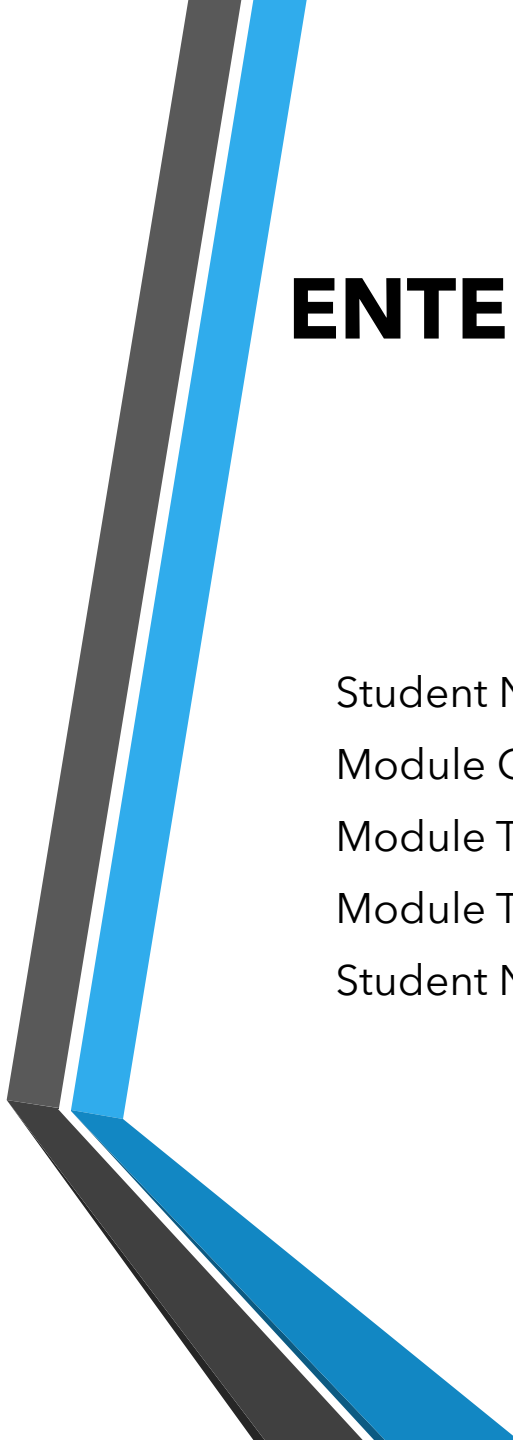




ENTERTAINMENT MARKETING PRESENTATION

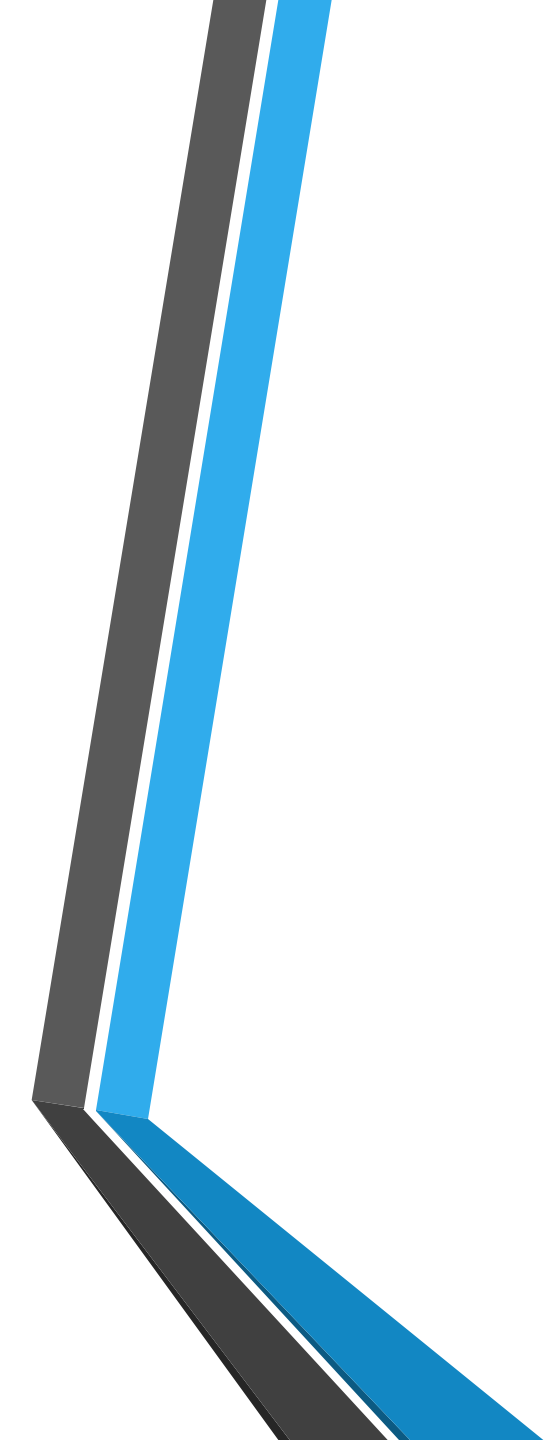
Student Name: Alexandru Madalin Oprisanu

Module Code: BMTY7003_LON

Module Title: Entertainment Marketing

Module Tutor: Tim Ferrone

Student Number: 2009554



MaDDu

Who is MaDDU?



MaDDU's Profile

- Singer & songwriter
- Comes from a musical family
- Started performing from the age of 7 years.
- Studied music and loves jazz, soul, pop & Romanian music
- Infuses a mix of UK pop and traditional Romanian music
- Composes and produces new sounds and melodies



Marketing Assets

- The most common marketing assets used are:-

Emails

Blog

Videos

Articles

Brochures

Images

Website content

- I will encourage Maddu to send his upcoming EP and single songs to various blog sites where his fans can easily get information on every song released.
- Website content can be used to ensure Maddu's European live promotional tour is well executed.



SWOT Analysis

Strengths

- Better management
- Good marketing capabilities

Opportunities

- New music genre
- Availability of funding
- Cultural movement

Weaknesses

- Low quality production
- Low capital
- New music style

Threats

- Competition
- Meeting demands

Marketing Project Plan

Audience

- Listeners of pop, jazz, soul and traditional Romanian music.

Location

- The UK (starting with London) and Romania (Iasi, Botoşani, Suceava, Bucharest).

Demographic

- Aged from 16 to 45 including any race, gender, or marital status.

- Social media promotion
- Live performances at local events
- Duets
- Non-musical content

Goals

Target

- Get 1000 new Facebook, Spotify, & Instagram followers.
- Get 1 million views for every song posted on YouTube & Spotify.

Plan

- Pay for Facebook & Instagram promotions.
- Pay for Spotify playlists placement.
- Advertise every newly released songs on all platforms & media outlets.

Outcome

- Increased number of fans.
- Sustainable development and regular income.

Marketing Budget

- In the music industry, a musician's fan is the listeners as they purchase most of the products, including songs.

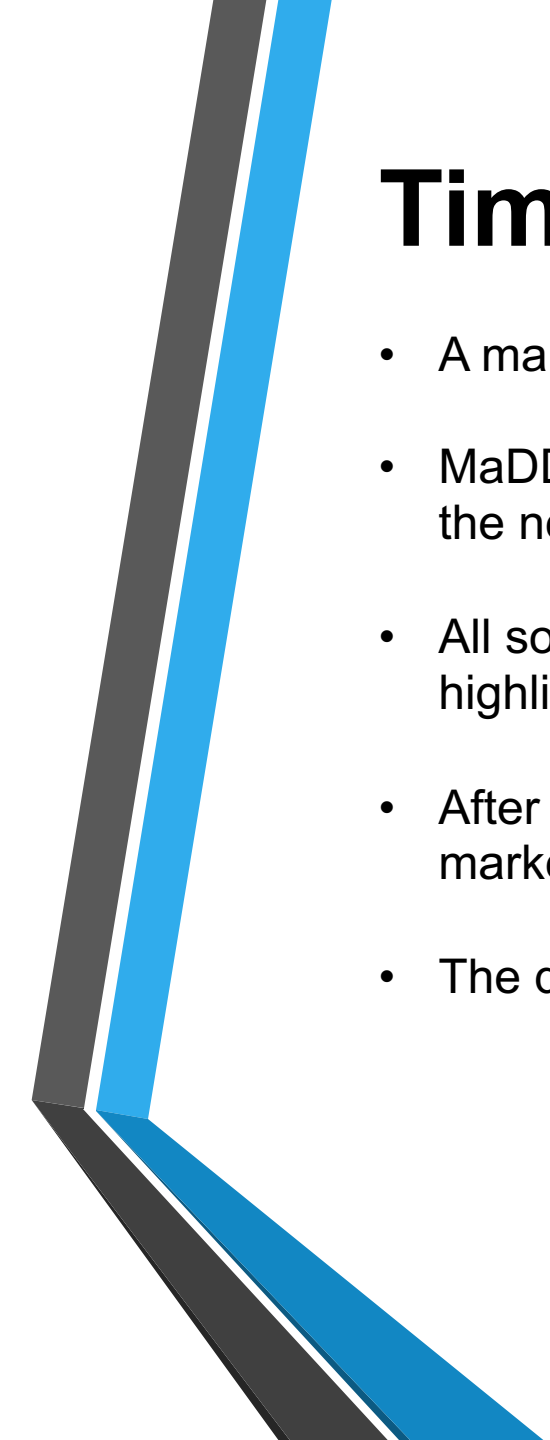
Maddu Marketing Budget	
Title	Price
Studio time	
Engineer	£1,500
Producer	£1,500
Mixing	£2000
Mastering	£80 per track (5 tracks)
Pre-production	
Software	£500
Drumheads	£250
Picks	£250
Sticks	£100
Marketing	
Video	£800
Facebook ads	£250
Instagram ads	£450
Tour	£1000
Total	£9000

Table 2: Budget

Marketing Timeline

PROJECT NAME	PROJECT MANAGER	START DATE	END DATE	
EP Release	Name	2-Apr	10-Jul	
TASKS	RESPONSIBLE	START	END	DAYS
Set Kick-Off Meeting	Name	4/2	6/3	62
Agree on Objectives	Maddu	6/3	7/3	30
Detailed Reqs.	Name	6/7	6/12	5
Studio Reqs.	Name	6/6	6/14	8
Final Resource Plan	Name	6/11	6/15	4
Staffing	Maddu	6/15	6/17	2
Technical Reqs.	Name	6/16	6/20	4
DB Development	Name	6/21	6/23	2
API Development	Name	6/22	6/26	4
UI Client	Name	6/24	6/28	4
Equipment Testing	Name	6/24	7/1	7
Dev. Complete	Name	7/2	7/5	3
Studio Config.	Maddu	7/4	7/7	3
System Testing	Producer Name	7/8	7/8	0
LAUNCH		7/9	7/10	1

Table 3: Gantt chart for Maddu's project.



Timeline Summary

- A marketing timeline will allow MaDDu view chronologically the advertisement plan.
- MaDDu's music will be posted on 9/7/2021 and 10/7/2021 to analyse how fans react to the new music produced.
- All songs will be posted on YouTube, Vimeo and Glastonbury FM 107.1, while video highlights will be posted on Instagram, Facebook, Snapchat and Twitch.
- After the release, we will work on a promotional tour which will mainly focus on marketing new music.
- The distribution of digital music will take place via DistroKid.

Marketing Plan - Tour

- Identify the locations where the tour will happen.
- Identify locations that have the highest population of pop music supporters and preferably Romanian population.
- Countries targeted:-

Moldavia

France

Spain

Portugal

Italy

Germany



Marketing Strategies

Cause
Marketing



MaDDu could link himself and his music to a social issue.

Relationship
Marketing

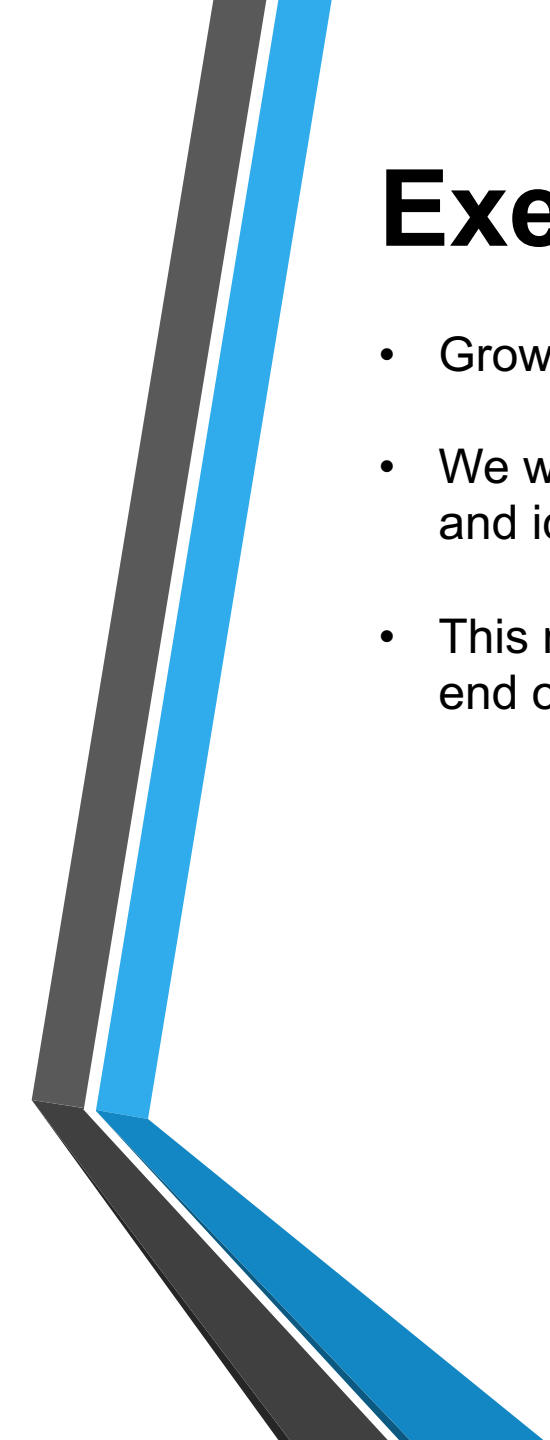


MaDDu could retain his fans by creating high quality music.

Scarcity
Marketing



MaDDu could attempt to sell certain product though the perception of shortage.



Executive Summary

- Growth and development in a business are usually determined by momentum.
- We will navigate some of the most significant developments during the next six months and identify unique solutions and competition to make progress.
- This marketing plan focuses mainly on Maddu's success and aims to achieve it by the end of 2021.

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