

Billy Lockett

Abington Grove

Marketing Report



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Introduction

The music industry is a constantly evolving and highly competitive market. With over one hundred thousand new songs uploaded to Spotify daily and billions of songs available online, it is becoming increasingly more work for artists to break through and reach their target audience. To successfully market a music release, it is essential to have a comprehensive and strategic plan in place.

This report will outline the key elements of a successful album and singles release campaign, including marketing strategy, budget, timeline, target audience identification, branding and messaging, social media and influencer marketing, and traditional marketing tactics such as radio plugging and physical/digital press. The report also details a UK and European promotional tour.

Target Audience Identification:

Identifying the target audience is the first step in creating a successful marketing campaign for a music release. Understanding the demographic and psychographic characteristics of the target audience will help determine the most effective marketing tactics to reach them. Using Chartmetric and Soundcharts to analyse the data, we can see that Lockett's audience is likely primarily young adults and teenagers who enjoy indie-pop and alternative music (Chartmetric, 2023).

To better understand the likely target audience for Lockett's music, we can compare his data to that of a more prominent but comparable artist. In this case, we will compare him to George Ezra, another singer-

songwriter from the UK who has achieved significant success in the music industry.

Ezra is known for his deep, resonant voice and catchy pop-folk songs.

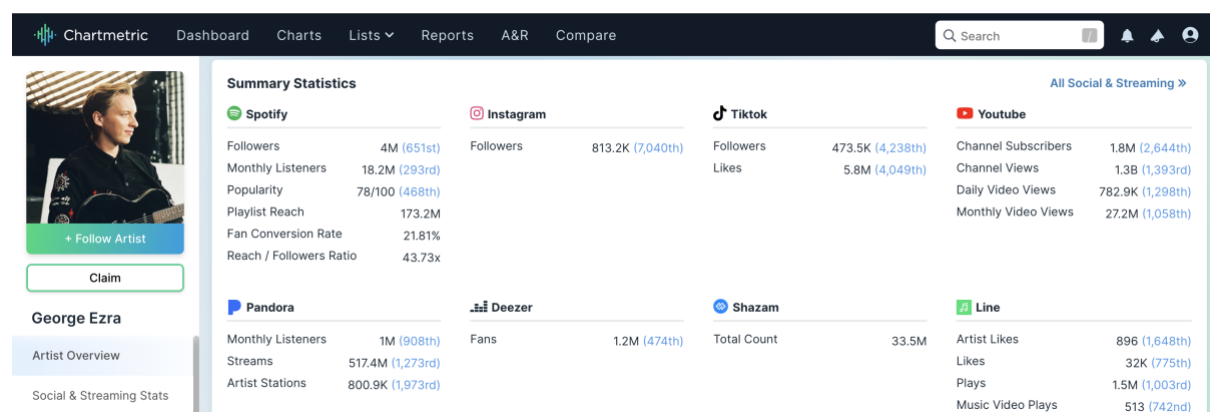
He has a similar sound to Lockett, and both artists appeal to indie, pop, and folk music fans.

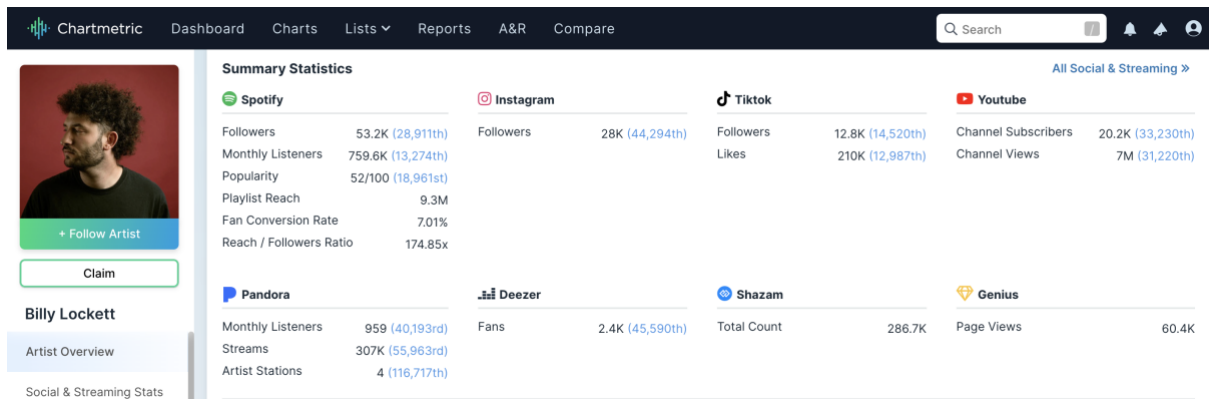
Comparing the two artists' data shows that Ezra has a much larger following, with over 18.2 million monthly Spotify listeners, than Lockett's 750 thousand. Suggesting that Ezra's target audience will likely be more mainstream and broader in demographic than Lockett's.

However, looking more closely at the data, we can see that both artists have a significant following among the 18-24 age group, with over 25% of Ezra's audience and 28% of Lockett's audience falling into this demographic. This suggests that both artists will likely appeal to younger listeners who are fans of indie and folk music.

Furthermore, both artists have a significant following in the UK, with most of their listeners coming from this country. This suggests both artists will likely appeal to UK fans looking for new and exciting music from homegrown talent. In conclusion, while Ezra has a much larger following than Lockett, both artists share a similar sound and are likely to appeal to younger listeners who are fans of indie and folk music.

Furthermore, both artists will likely appeal to UK fans looking for new, exciting music from homegrown talent (Chartmetric, 2023).





Demographics:

The target audience for the music release can be identified based on age, gender, location, and income level. For example, if the music release targets young adults, social media platforms like Instagram and TikTok would be the best way to reach them. While if the target audience is older adults, traditional marketing tactics like radio and print media would be more effective. Lockett's music is often characterised as indie-pop and alternative, which appeals to a younger demographic (YouTube, 2023). Based on his social media following, Billy's audience is predominantly female, although he also has a significant male following (TikTok, 2023), predominately using Spotify, TikTok and YouTube platforms.

Overall, the audience demographic likely is individuals between the ages of 16 and 35 who enjoy alternative music (Instagram, 2023).

Gender of audience: Lockett's audience is predominantly female, approximately 60% female and 40% male.

Location of audience: Lockett has a significant following in the UK, where he is from, but he also has a growing international following. His audience is primarily concentrated in major urban areas, including

London, Manchester, and Birmingham, with large youth populations. Additionally, he has toured extensively throughout the UK, performing at venues and festivals in various cities and towns.

Internationally, Lockett has a growing following in the United States, Canada, and Europe, performing in major cities like New York, Los Angeles, Toronto, and Paris. His music has also been featured in popular TV shows and movies, which helps to expand his reach to a broader audience (Chartmetric, 2023).

Income level of audience: It is challenging to determine Lockett's audience's income level, as no available data exists. However, based on his genre and target audience, it is presumed that his listeners are likely to be middle-class to upper-middle-class.



Psychographics:

The target audience can also be identified based on their interests, attitudes, and lifestyle. For example, if the music release is targeted towards fans of a specific genre or artist, social media platforms like Facebook and Twitter would be the best way to reach them. If the target

audience is interested in music festivals, partnering with festival organisers to promote the release would be a good idea.

Based on Lockett's music and online presence, the analysis of the psychographics is as follows:

Personality traits: Lockett's music is often described as emotive and reflective, suggesting that his audience will likely be introspective and empathetic individuals who appreciate music that speaks to their emotions.

Values: Lockett's music often explores themes of love, loss, and self-discovery, suggesting that his audience values deep connections, personal growth, and authenticity.

Attitudes: Based on his social media presence, Lockett's audience will likely be positive and supportive, often commenting on his posts with encouragement and praise.

Interests: Lockett's audience will likely be interested in music, specifically indie-pop and alternative genres. Additionally, they may be interested in literature, art, and other forms of creative expression.

Overall, the psychographics suggests that Lockett's audience will likely be introspective and empathetic and value deep connections and personal growth. They have a keen interest in music and appreciate authenticity in their art.

Branding and Messaging:

Branding and messaging are critical components of any music release campaign. The branding and messaging should be consistent across all marketing channels and should convey the unique selling proposition of the artist and their music.

Artist Branding:

Lockett's brand should be consistent with his music and personality, which is introspective, emotive, and authentic. He often writes about personal experiences and struggles, creating a sense of vulnerability and relatability that resonates with his audience. Lockett's messaging narrative often centres around love, loss, and self-discovery, focusing on personal growth and introspection. His music inspires listeners to reflect on their own lives and experiences and find comfort in knowing they are not alone in their struggles. Regarding branding, Lockett often uses earthy tones and natural imagery, creating a sense of warmth and authenticity. He is known for his intimate and emotive live performances, further reinforcing his brand as an artist committed to building a meaningful connection with his audience. The branding and messaging are authentic, emotional, and introspective. Lockett connects with his audience personally by sharing his experiences and struggles. His music inspires listeners to reflect on their lives and emotions (Lockett. B, 2023).

Album Title and Cover Art:

The album title and cover art have been carefully chosen to convey the mood and theme of the music. The title should be memorable and easy to pronounce, while the cover art should be eye-catching and unique.

Lockett's album, *Abington Grove*, has a title and cover art that is deeply personal and meaningful to him.

Abington Grove is the name of the street where Lockett grew up in Northampton, UK, and the album is a tribute to his childhood home and the memories he has associated with it. The title nods to his roots and upbringing, grounding the album in place and personal history.

The cover art for *Abington Grove* is a photograph of Lockett standing on the street in front of his childhood home. The image is black and white and has a slightly hazy, dreamlike quality, which adds to the album's introspective and reflective tone. Using a personal photograph creates a sense of intimacy and authenticity, further emphasising the album's emotional nature.

Overall, the title and cover art for *Abington Grove* are profoundly personal and meaningful. They ground the album in the sense of place and personal history and create a sense of intimacy and authenticity characteristic of Lockett's music.



Radio Plugging:

A national radio plugging campaign will provide several advantages for Lockett, including:

1. **Increased Exposure:** A national radio plugging campaign can help Billy gain exposure to a broader audience. He can acquire new fans and build his audience by playing music on multiple radio stations nationwide.
2. **Credibility:** Getting Lockett's music played on the radio will give him credibility as an artist. It shows that his music is being recognised and appreciated by industry professionals, which will help him gain more opportunities in the future.
3. **Networking:** Working with a radio plugger will help him build relationships with industry professionals, including radio DJs, producers, music managers and supervisors. These relationships can lead to future opportunities for his career.
4. **Increased Sales:** Exposure on the radio can lead to increased sales of your music, whether through downloads, streaming, or physical sales. This will help Billy generate more income as an artist.
5. **Brand Awareness:** A national radio plugging campaign will help Lockett build brand awareness as an artist. As more people hear his music on the radio, they will become more familiar with his name and music, which can lead to more opportunities for shows, collaborations, and other projects.

Overall, a national radio plugging campaign would involve targeting radio stations that play indie-pop and alternative music and stations that feature live performances and interviews with up-and-coming artists.

I would contract Steve Ripley and Niven Govindan from Soul Food / Music House in London for this service. The campaign would begin by developing a comprehensive radio promotion campaign targeting key radio stations across the UK. The drive would aim to secure airplay, interviews, and live performances for Lockett on various stations, from commercial to independent and community radio.

Key target stations include BBC Radio 1, BBC Radio 2, BBC Radio 6 Music, and commercial radio stations like Absolute Radio, XFM, and Virgin Radio. The plugging campaign would involve pitching the album to radio stations, sending press releases, and coordinating interviews, live performances, and promotional materials highlighting the album's key themes and standout tracks. It may also include providing the stations with exclusive content, such as acoustic versions of songs or behind-the-scenes footage of the album recording process.

In addition to targeting radio stations, the campaign may include outreach to music blogs, social media influencers, and other online platforms to reach a wider audience and generate buzz around the album. We would identify and target critical radio shows that play indie-pop and alternative music and stations that feature live performances and interviews with up-and-coming artists.

Then contact the show DJs and producers and pitch Lockett's music as an excellent fit for their audience. Soul Food and Music House would aim to secure live performances on radio stations, interviews, and acoustic sessions. This would help to showcase Lockett's musical talents and create a personal connection with listeners, further promoting his music and building his fan base.

In addition to radio promotion.

This national radio promotion campaign would increase awareness and exposure to Lockett's music. By leveraging the power of radio and

building relationships with DJs and producers across the UK, they would help to establish Lockett as a rising star in the indie-pop and alternative music scene.

This would cost £1000 per month, per campaign.

Each single would entail an 8-week campaign on release on DSPs, rather than the pre-release campaigns as we used to do, and a minimum of a 4-month campaign for the album.

3 x singles (plus remixes) lead to 1 album (coinciding with tour promotion). (Ripley. S, 2023)

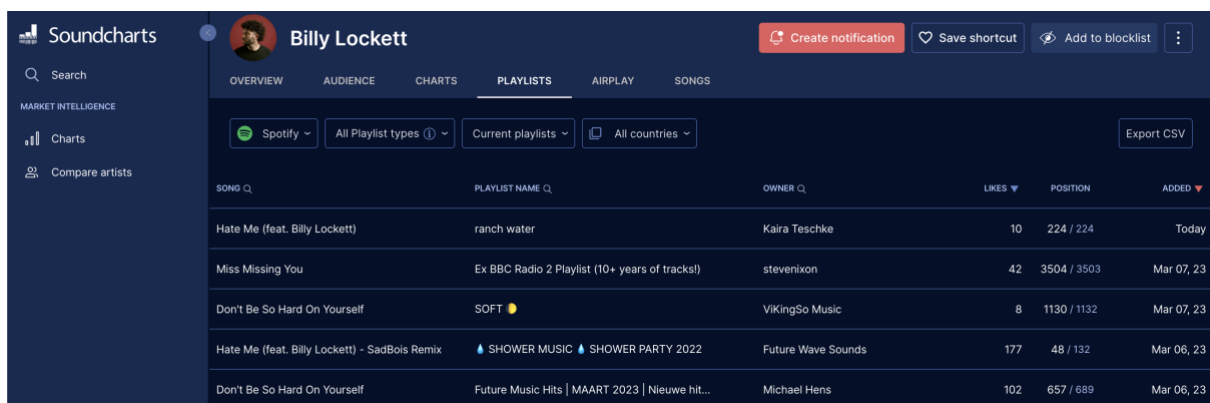
DSP Playlist Pitching:

DSP playlist pitching is an essential strategy to get music featured on popular playlists on streaming platforms such as Spotify, Apple Music, and Amazon Music. To pitch for playlist consideration, the following steps would be taken:

1. **Research the appropriate playlists:** The first step is to identify playlists that fit the style of music. This could include playlists focusing on indie-pop, alternative, or singer-songwriter genres. Some genre-specific playlists, such as "New Music Friday" or "Acoustic Covers," could be targeted.
2. **Identify curators and contacts:** Once the relevant playlists have been identified, finding the curators or references responsible for managing the playlists is essential. This information is usually found on the playlist's description or the curator's social media pages.

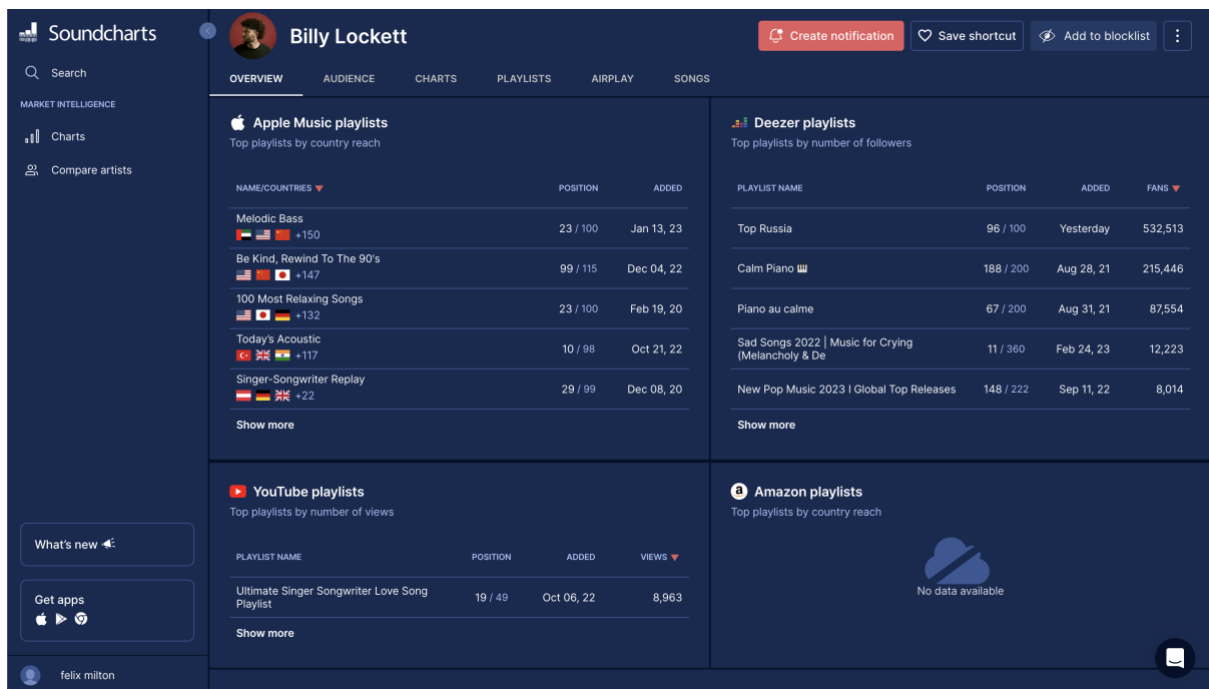
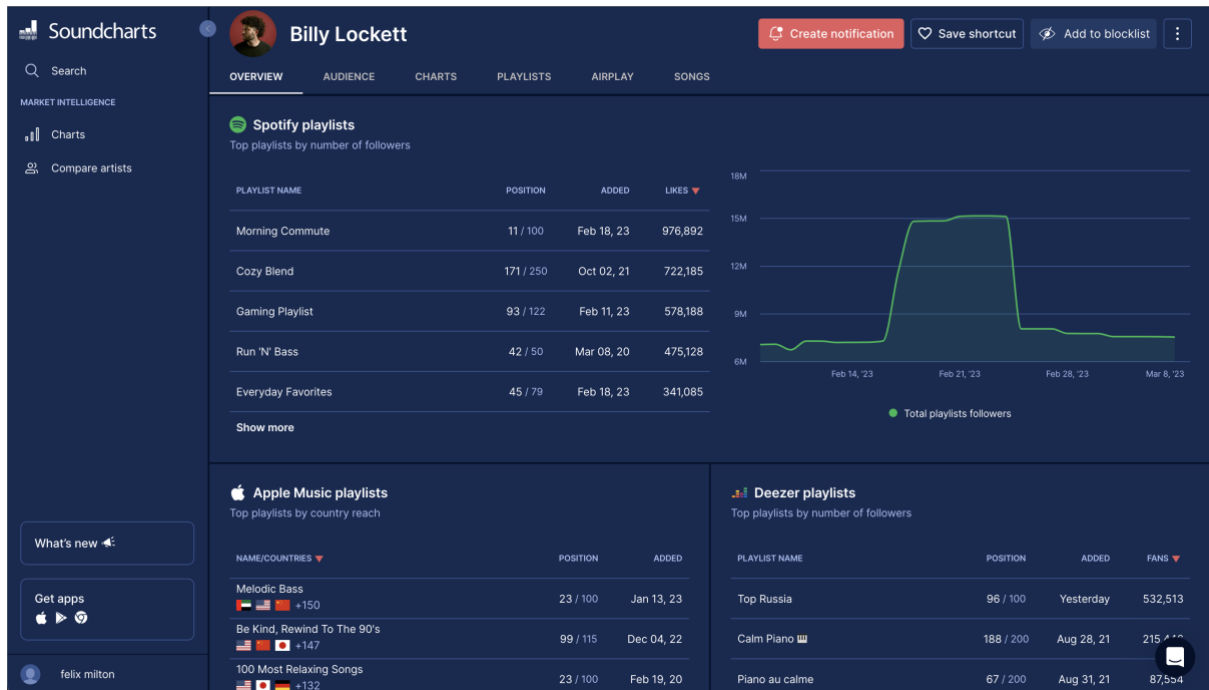
3. **Create a compelling pitch:** The pitch should briefly introduce Billy Lockett and his music, highlighting recent releases or noteworthy achievements. It is also essential to explain why his music would fit the playlist well and how it could benefit the curator's audience.
4. **Submit the pitch:** Depending on the streaming platform, a specific process for submitting a playlist pitch may exist. This could involve filling out a form or emailing the playlist curator. Following the instructions carefully and including all necessary information in the pitch is essential.
5. **Follow-up:** It is common for playlist curators to receive a large volume of pitches, so it is essential to follow up on the pitch after a few days. This could involve sending a polite reminder or providing additional information if requested.

Overall, playlist pitching can be a highly effective way to get Lockett's music in front of a broader audience on streaming platforms. By targeting relevant playlists and creating a compelling pitch, it is possible to get his music featured on popular playlists and boost his visibility on streaming platforms. I would contract Alex Brees at un:hurd to provide this service which would cost £1500 per track over a timeline of 6 months upon release of the material. (Brees. A, 2023)



The screenshot shows the Soundcharts website interface for Billy Lockett. The top navigation bar includes 'Overview', 'Audience', 'Charts', 'Playlists', 'Airplay', and 'Songs'. The 'Playlists' tab is selected, displaying a table of songs and the playlists they are featured on. The table has columns for Song, Playlist Name, Owner, Likes, Position, and Added date. The songs listed are 'Hate Me (feat. Billy Lockett)', 'Miss Missing You', 'Don't Be So Hard On Yourself', 'Hate Me (feat. Billy Lockett) - SadBois Remix', and 'Don't Be So Hard On Yourself'.

SONG	PLAYLIST NAME	OWNER	LIKES	POSITION	ADDED
Hate Me (feat. Billy Lockett)	ranch water	Kaira Teschke	10	224 / 224	Today
Miss Missing You	Ex BBC Radio 2 Playlist (10+ years of tracks!)	stevenixon	42	3504 / 3503	Mar 07, 23
Don't Be So Hard On Yourself	SOFT	ViKingSo Music	8	1130 / 1132	Mar 07, 23
Hate Me (feat. Billy Lockett) - SadBois Remix	SHOWER MUSIC SHOWER PARTY 2022	Future Wave Sounds	177	48 / 132	Mar 06, 23
Don't Be So Hard On Yourself	Future Music Hits MAART 2023 Nieuwe hit...	Michael Hens	102	657 / 689	Mar 06, 23



Remixes:

Remixes of music can offer several advantages for single-release campaigns, including:

1. **Extended Play:** Remixes provide an extended play of the original song, which can help to maintain interest in the music and artist. By releasing a remix, the artist can extend the life of the song and attract new fans.
2. **Broaden Audience Appeal:** Remixes can attract new audiences that might have yet to be interested in the original song. By adding a different twist to the song, the remix can appeal to various music tastes, including different genres or demographics.
3. **Radio Play Opportunities:** Remixes can allow the song to be played on different radio stations, primarily if the remix targets a diverse audience than the original. This can help to increase the artist's exposure and airplay.
4. **Marketing and Promotion:** Remixes can be marketed and promoted as a new release, which can help to generate buzz around the song and artist. This can help to increase interest in the artist's music and create more sales and streams.
5. **Collaborations:** Remixes allow collaborations with other artists, which can help build relationships in the music industry and potentially lead to new opportunities.

Overall, remixes of music can be a valuable tool for single-release campaigns, helping to extend the life of the song, attract new audiences, and increase exposure and airplay. I would contract Soul Food and Music House for remix composition, mailshots, feedback, and chart compilation.

This is roughly £5000 for the composition (depending on the collaboration remix producer) and £1000 for mailshots, feedback and chart compilation services for the single remix campaign length. (Ripley. S, 2023)

Messaging and Iconography:

The messaging should be clear and concise and highlight Lockett's unique selling proposition and music. As Lockett is known for his powerful lyrics and unique sound, the messaging should focus on the music's emotional impact and innovative nature.

Messaging:

1. Employ the themes, emotions, and stories central to the album.
Encompass the overall message Lockett conveys to his audience through this music.
2. Consider the target audience and what they seek in an album, such as inspiration, comfort and nostalgia.
3. Use language that reflects the tone and style of the music. For example, the messaging should be thoughtful and contemplative as the album is introspective and reflective.

Iconography:

1. Choose images and symbols that represent the themes and emotions of the album.
2. Consider the colour palette and typography. The colours and fonts should complement the album's overall aesthetic and reflect its mood and tone.
3. Create a consistent visual identity for the album across all marketing materials. This could include album artwork, promotional images, and merchandise.

Ultimately, the messaging and iconography must be unique and authentic to Lockett's artistic vision. It will capture the essence of the music and resonate with his fans and potential listeners.

Physical Press Campaign:

1. Send out physical copies of the album - Create physical copies of the album and send them out to music journalists, bloggers, and other influencers. Include a personalised note introducing Billy Lockett and the album.
2. Create eye-catching posters - Create posters that promote the album and place them in high-traffic areas like music stores, coffee shops, and concert venues.
3. Host a virtual album launch event to create buzz and excitement around the release with an additional Q&A session with Lockett.

Digital Press, Social Media and Influencer Marketing:

Digital press, social media and influencer marketing are essential to any music release campaign. Social media platforms provide a direct line of communication with fans and allow for targeted advertising to specific demographics. Influencer marketing involves partnering with social media influencers to promote the music release. The influencers should be chosen based on their following and relevance to the target audience. The choice of social media platform should be orientated toward the target audience. The Chartmetric data shows that the target audience is 16 – 35-year-olds, so platforms like Instagram and TikTok would be the best way to reach them. If the target audience was older adults, platforms like Facebook and Twitter might be more effective.

Social media advertising allows targeted advertising to specific demographics based on age, gender, location, and interests.

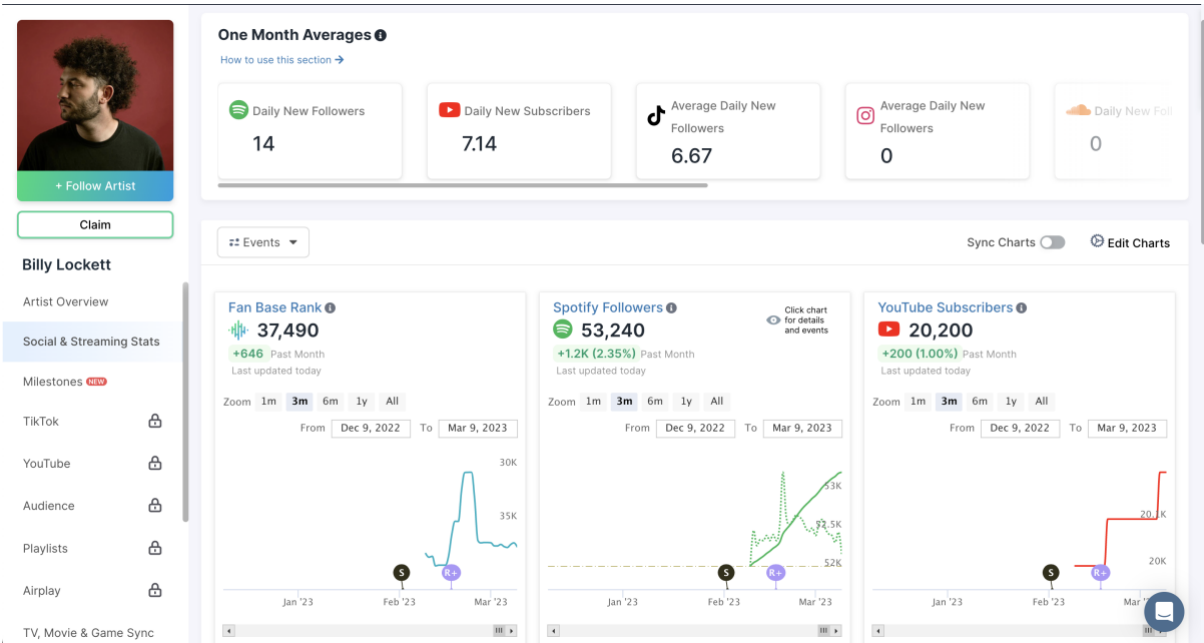
Social Media Campaign:

1. Reach out to music bloggers - Research music bloggers who cover indie-pop and alternative music.
2. Create a hashtag for the album to encourage fans to share their thoughts and experiences related to the music—for example, #AbingtonGroveExperience or #BillyLockettVibes.
3. Share behind-the-scenes content of the album creation process, such as photos and videos of Billy Lockett in the studio or working on the album.
4. Use short video clips of the album's tracks to build excitement among fans.
5. Leverage user-generated content by reposting fan posts and stories related to the album.
6. Host giveaways or contests to engage fans and encourage them to share the album with friends and followers.
7. Partner with other social media accounts or influencers to expand the reach and engage with new audiences.

Influencer Marketing:

1. Identify influencers in the music industry or those who align with the themes and values of the album. Look for influencers who have a significant following and engagement on social media.
2. Reach out to these influencers and offer them early access to the album or exclusive content, such as interviews or behind-the-scenes footage.
3. Ask influencers to share their thoughts and experiences about the album with their followers. This could be through a review, a social media post, or a story.
4. Host a virtual listening/launch party with influencers to create buzz and generate excitement for the album.
5. Offer discount codes for merch or special promotions for shows and 'meet and greets' to influencers to share with their followers.
6. Leverage the influence of the artists featured on the album by encouraging them to share the album with their followers.

A successful digital, social media and influencer marketing campaign for Abington Grove will focus on engaging with fans, creating buzz, and expanding reach through strategic partnerships with influencers and other social media accounts; Sammy Andrews would facilitate this at Deviate.



Promotional Tour:

A promotional tour for Billy Lockett's album Abington Grove would help to increase awareness and generate excitement for his music across the UK and EU; this would be facilitated by Bob Angus (Metropolis Music) for the UK and Live Nation, Metropolis's parent company, for the European portion.

This tour proposal covers the key cities and venues relevant to the audience data shown in Chartmetric and Soundcharts:

1. **London, UK** - Start the tour with a performance at a popular venue in London, such as the O2 Shepherd's Bush Empire or the Roundhouse.
2. **Manchester, UK** - Move to the north of England with a show at the Manchester Academy or the O2 Ritz Manchester.
3. **Glasgow, UK** - Head to Scotland and play at the O2 Academy Glasgow or the Barrowland Ballroom.
4. **Dublin, Ireland** - Cross the Irish Sea for a show at the Olympia Theatre or Vicar Street.
5. **Paris, France** - Move to the EU with a performance at a popular venue in Paris, such as the Olympia or the Bataclan.
6. **Amsterdam, Netherlands** - Play at the Melkweg or the Paradiso in Amsterdam, one of Europe's most vibrant music scenes.
7. **Berlin, Germany** - Perform at the Columbiahalle or the Tempodrom in Berlin, a city with a rich history of alternative music.
8. **Copenhagen, Denmark** - End the tour with a show at the Vega or the Store Vega in Copenhagen, one of Scandinavia's most musically diverse cities.

In addition to these major cities, the tour could include performances at smaller venues in other towns and cities across the UK and EU to reach a wider audience and build a solid fan base. Planning the tour with enough time between shows for travel and rest and scheduling interviews and promotional appearances in each city to generate buzz and engage with local media is essential.

Promotion for the tour would include advertising on social media and music websites and partnerships with local radio stations and music venues. Meet-and-greets and other VIP experiences could also be offered to fans to build excitement and create a more personal connection with Billy Lockett.

A UK and EU promotional tour for Billy Lockett's album Abington Grove would help to showcase his musical talents and build his fan base while generating buzz and excitement for his music across multiple countries and cultures.

Marketing Timeline:

6 Months Before Release:

- Create a marketing plan that includes goals, target audience, messaging, tactics, and a budget.
- Develop an album concept, including title, cover art, and tracklist.
- Start building a social media following and engaging with fans, sharing behind-the-scenes content, teasers, and exclusive content.
- Begin planning for a promotional tour to coincide with the album release.

4 Months Before Release:

- Release the lead single and promote it across social media, music blogs, and radio stations.
- Plan and create a music video for the lead single.
- Start pitching interviews and features to music publications and blogs.

2 Months Before Release:

- Release and promote the second single across social media, music blogs, and radio stations.
- Continue pitching interviews and features to music publications and blogs.
- Plan a listening party or album preview event for fans, press, and industry professionals.

1 Month Before Release:

- Release the third and final single and promote it across social media, music blogs, and radio stations.
- Announce the album release date and start a countdown campaign on social media.
- Plan and create a music video for the second or third single.

2 Weeks Before Release:

- Share a teaser of the album on social media, giving fans a sneak peek of what is to come.
- Send out review copies of the album to music journalists, bloggers, and influencers.
- Start planning album launch events, including in-store performances and meet-and-greets.

1 Week Before Release:

- Launch a pre-order campaign for the album and offer exclusive merchandise or content as incentives.
- Host a listening party or album release event for fans, press, and industry professionals.
- Start promoting the album heavily across social media, music blogs, and radio stations.

Release Week:

- Release and promote the album heavily across social media, music blogs, and radio stations.
- Schedule album launch events and performances, including in-store signings and live sessions.
- Continue promoting the album through interviews, features, and reviews in music publications and blogs.

This marketing timeline will create anticipation for the release, reach a broad audience, and generate interest in the artist's music, by utilising a variety of tactics, including social and traditional media and music blogs, creating a cohesive and effective marketing campaign that drives the album sales and builds a loyal fan base.

Budget:

The budget for promotion will depend on the target audience's size, the promotion's extent, and the chosen tactics. However, here is a rough estimate of the costs involved:

- **Digital and physical press:** £10,000 - £15,000 for hiring Sammy Andrews from Deviate PR to secure press coverage, interviews, and features in music publications and blogs. (Andrew. S, 2023)
- **Social media:** £5,000 - £7,000 for Deviate to create social media content, run paid ads, and engage with fans across platforms like Instagram, TikTok, Twitter, Facebook, et al. (Andrew. S, 2023)
- **Playlist pitching:** £5,000 - £8,000 for hiring un:hurd to facilitate playlist pitching to get the album featured on all targeted DSPs. (Brees. A, 2023)
- **National radio plugging:** £10,000 - £15,000 for hiring a radio plugger such as Soul Food and Music House to secure airplay on national radio stations in the UK. (Ripley. S, 2023)
- **Artwork and videos:** £8,000 - £12,000 for Deviate to create album artwork, music videos, and visual content for social media and promotion (Andrews. S, 2023)
- **UK/EU tour:** £20,000 - £30,000 for planning and executing a tour with expenses such as transportation, accommodation, venue rental, and crew (Angus. B, 2023).

Overall, the total budget could range from £58,000 to £87,000, depending on the chosen marketing tactics and the extent of the promotion. It is essential to plan the budget carefully and allocate resources effectively to ensure that the promotional campaign generates a positive return on investment and will further establish Lockett's brand and music in the mainstream market.

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