

Troi Parker-Roth
Student Number: 1913571

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Module Title: Creation

Defining the Artist

The proposal is written for the artist TROI. TROI is a UK based artist and singer/songwriter from Hertfordshire. She fuses her influence of English folk music with modern pop production to create a distinctive folk/pop genre. TROI wishes to keep live music alive and to inspire mindfulness, gratitude, compassion and open mindedness through her music, yoga, meditation and travels.

Strategy

As TROI has been on the music scene for a number of years, gigging and releasing content it is unsurprising that she has increased her audience over the years. However, it is now time to substantially raise awareness and engagement around the artist TROI, to widen her audience reach and to turn/funnel engaged fans into true fans. The fans are the biggest asset any artist has and building this community and network of fans is therefore crucial and will be the main goal of this campaign. TROI has had some success monetising her brand but improving on this will be an additional goal within the campaign.

The marketing campaign will be run over 3 years (broken down into quarters). The first two years will focus on single releases within each quarter, culminating in an album release. The third year's focus will be on touring the album. This strategy of releasing singles frequently will help to bring awareness to the artist, drawing more engagement and use social media's algorithms to enhance her audience reach.

Investigating the artist: how she sees herself and where she wants to go; I have established her current position, looked at her target audience, branding and created a SWOT analysis. This SWOT has been used to establish TROI's strengths, weaknesses opportunities and threats and identify how these can support each other: a strength can overpower a weakness and an opportunity can challenge a threat, so these will be addressed in this marketing campaign.

Strengths ☐ Solid songwriting/performing skills ☐ Motivational/Positive ☐ Performing/Good engagement with audience ☐ Website up and running ☐ Sold out EP in first week of release ☐ Successful music Video for her single 'I Don't Wanna Grow Up' ☐ Active Socials: e.g. Instagram, Facebook, Youtube etc ☐ Already on all streaming platforms e.g. Spotify, Instagram, Facebook.... ☐ Strong improvement in data on social media over a year ☐ Good background of Gigs	Weaknesses ☐ Branding could be clearer ☐ Need a more organised content calendar ☐ Need for structured release plan/campaign ☐ Limited contacts/network ☐ Distributor not as effective as others ☐ Finding the right producer
Opportunities ☐ Use algorithms to advantage ☐ Turn the audience into loyal fans by creating a storyline and more depth to the artist ☐ Release more music and frequently ☐ Improve views/streams ☐ Give more back to audience to attract follow through action ☐ Change distributor to create more effective marketing ☐ Distinctive Folk/Pop sound	Threats ☐ Budget

Part of the strategy planning for this campaign to be successful and help goals to be reached was to develop SMART targets with TROI and they are separated year on year to keep them clear and concise and ensure they are deliverable but flexible where necessary.

Year 1:

The goals for TROI in Year 1 are to release singles frequently throughout the year to create awareness and engage her audience. The success of this will be measured recording the engagement/reach statistics/data (insights) across social media and review every month. Growing TROI's reach by 33% every month compared to the previous year is achievable and realistic as can be seen by comparing the previous growth data and seeing the success from previous years. The end result will be a reach/engagement by January 2022 of 1000.

Instagram Reach - recent and predicted

Instagram Followers:						
	A	B	C	D	E	F
1	Instagram Followers	2023	2022	2021	2020	2019
2	Jan	1435	1079	811	610	369
3	Feb	1470	1106	831	625	376
4	Mar	1536	1155	868	653	390
5	Apr	1539	1157	870	654	397
6	May	1553	1167	878	660	414
7	Jun	1593	1198	900	677	430
8	Jul	1612	1212	911	685	455
9	Aug	1623	1221	918	690	489
10	Sep	1644	1236	930	699	500
11	Oct	1663	1251	940	707	586
12	Nov	1684	1267	952	716	599
13	Dec	1694	1274	958	720	605
14						
15		% increase want	% increase want	% increase wanted		
16		33	33	33		

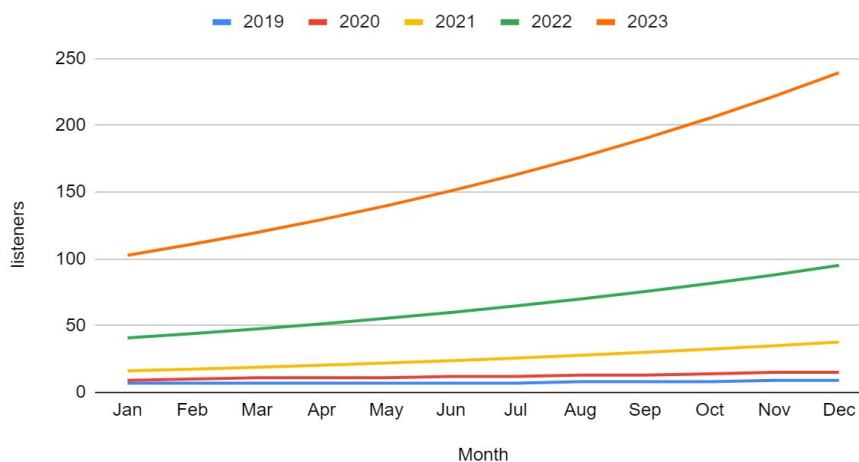
Year 2:

In Year 2 the goals for TROI will be to continue to release singles frequently throughout the year and the campaign will build momentum through the release of these singles and capitalise on this momentum at the end of the two years by the release of an album of the songs, giving TROI's fanbase the opportunity to engage and support her. This enables TROI's music to stay prominent and grow her fanbase but the album also allows TROI to tell a larger story and the audience can follow her career and see how her sound evolves over time.

A focus within this will be to increase TROI's Spotify monthly listeners. The success of this will again be measured by recording the statistics in Spotify for Artists. Growing TROI's reach by 8% every month on Spotify compared to the previous month is realistic as can be seen by comparing previous growth data. This will result in at least 200 monthly listeners on Spotify by December 2023.

Current Spotify Listeners and future prediction (2019-2023)

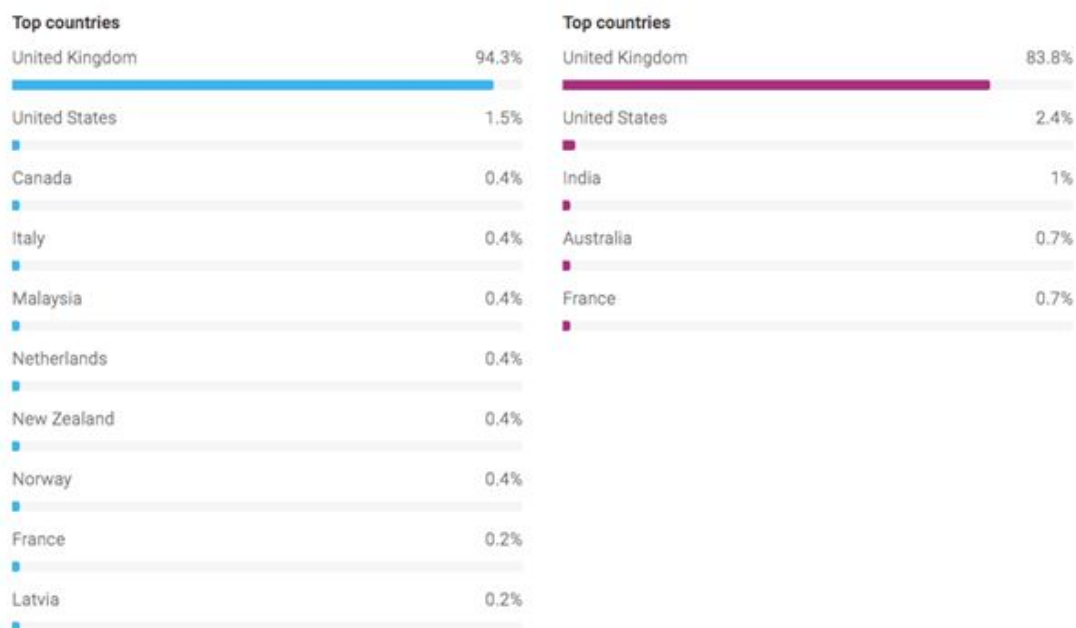
Spotify listeners



Year 3:

The goal in Year 3 is for TROI to travel across the EU, playing different venues and increase audience awareness as she travels. This will strengthen TROI as an artist and provide a fantastic opportunity to connect and grow her fanbase. The tour's success will be measured by TROI vlogging all the places she travels and plays; assessing the data from the countries and the engagement received. Gaining at least ten new listeners/followers from each country visited is attainable as she connects with existing and new contacts, before travelling to arranged venues and engaging new fans/audiences. By the end of December 2023, when she returns from her travels, she will have gained at least 90 new fans from her EU tour.

Current Facebook (blue) and Instagram (pink) audience



Tactics

From a marketing point of view the use of a 'concept' when producing music is a popular and effective way to increase the listening experience of fans and it was therefore decided that all the song releases across the first two years of the campaign will be loosely themed around seasons/special days and will be released at the appropriate time of the year.

An outline of the tactics that will be used to market TROI are:

- ❑ Creating and using good clear branding, images,
 - ❑ To create a clear package and overall theme to help remember TROI; make her visually memorable and represent what she stands for. Working with psychology marketing can help influence people's decisions (Pride & Ferrell, 2014) and when thinking about marketing and colour psychology, we established that the use of purple within the brand theme can be used effectively; purple is considered to be "mysterious, spiritual, and imaginative" (Cherry, 2020).
 - ❑ We identified that TROI's core values and underlying beliefs are to:
 - ❑ Spread open mindedness, mindfulness and loving kindness back into a world that feels caught up in money, work and stress. TROI wishes to use music to reflect on everyday life and find positive outlooks, encouraging others to be more grateful, compassionate, to make mistakes and learn from them, to stick together, let time heal and find ways to bring fun and laughter into our everyday lives.
 - ❑ Creating a consistent brand is an important tactic when marketing TROI but it needs to represent what TROI stands for so that consumers know who she is, and what her work is all about.
 - ❑ Logo: TROI with dreamcatcher 'O'
- ❑ Creating captivating artwork and digital media,
 - ❑ To captivate awareness and encourage people to engage with TROI's posts

- ❑ Well thought out content calendar,
 - ❑ As the audience attention span is often short, the tactic here is to capture their attention as quickly as possible by ensuring the content in the campaign is clear and compelling. This will achieve a structured and professional social media for both business to consumer and business to business as fans look and want to stay and businesses see professionalism.
- ❑ Reaching out to: Blogs/Radio/Playlists,
 - ❑ These are being introduced into the campaign to enable TROI to extend her reach and build and push her out to wider audiences. EPK's and Press Releases will be created in order to pitch the artist to carefully chosen (based on the artist's genre) blogs/radios/playlists, in order to convince them to play TROI's song, write an article about her up and coming release or get added to a Spotify playlist.
 - ❑ Playlists and videos,
 - ❑ Good Vibes! A Happy Indie/Folk/Pop Playlist alexrainbirdMusic (n.d).
 - ❑ Heart 96.6 Radio (Heart, n.d)
 - ❑ Indie Shuffle (Indieshuffle, n.d)
- ❑ Pre-save links,
 - ❑ The use of pre-save links is a tactic to be employed in the campaign to enable it to manipulate the algorithms and so improve the artist's ability to get onto playlists such as Spotify.
- ❑ Creating a YouTube podcast to explain the meaning and inspiration behind the songs to fans,
 - ❑ This tactic is designed to turn engaged fans into true fans by bringing meaning to her brand and give a reason for the audience to stay, learn and relate to her as an artist and appreciate her music and brand.
- ❑ Live Streaming/Live gigs/ Festival appearances/Tour,
 - ❑ These appearances will not only grow TROI's audience it will also give existing fans a chance to connect to TROI in a real and meaningful way and bring audiences together to create memorable experiences for fan and so promote the artist

- ❑ Merchandise,
 - ❑ The use of merchandise as a tactic is considered to be a crucial part of the campaign as it will reinforce the branding and help people recognise TROI. It will also allow her to use merchandise to engage (through competitions), gift and monetise herself.
- ❑ Mailing List/Newsletter,
 - ❑ Creating a mailing list and sending a regular Newsletter is a method used throughout the campaign to collect and grow audience data and allow fans a more in-depth view of the artist. To have a platform to retain her audience that doesn't rely on social media and also give back to dedicated fans by giving them more exclusive content in order to keep them as true fans.
- ❑ Competitions,
 - ❑ Various competitions will be considered throughout the marketing to incentivise and encourage the audience to take action and follow through with target/aim.
- ❑ Collaborations: Remix/Support Acts and App Collaborations,
 - ❑ Collaborating with other artists will be utilised along with collaborations with Apps such as Simple Habit (SimpleHabit, n.d) that link to the message of the song. This is a good symbiotic relationship for all and will help TROI and her collaborators to widen their audience reach and network.

When looking at TROI's current target audience it was clear that she has an eclectic mix of audiences from her covers, singer/songwriter and early releases and this marketing campaign will narrow down her market segmentation.

We have established some key features of the audience that TROI should be aiming for:



Key Demographics,

- ☐ Age range: 18-35
- ☐ Gender: 64% men 35% women



Key Psychographics,

- ☐ Enjoys spending time with friends and family
- ☐ Enjoys self-care, appreciates small things in life, meditation, yoga, mindfulness, nature
- ☐ Works in vocational employment (counsellor, teacher, nurse)
- ☐ Has a caring, environmental, politically engaged outlook



Value Proposition,

To inspire young men and women to want more positive change for the world. Who may struggle with thought processes and philosophical ideas as they grow up/get older and like to reflect on shared life experiences and seek solace and understanding in philosophical ideas. They need a refresh from stressful, capitalist, busy lives and want some positivity, reassurance and motivation.



Preferred Music,

- ☐ Live
- ☐ Folk/ Pop/Indie
- ☐ Chilled
- ☐ Lyrical/Melodic

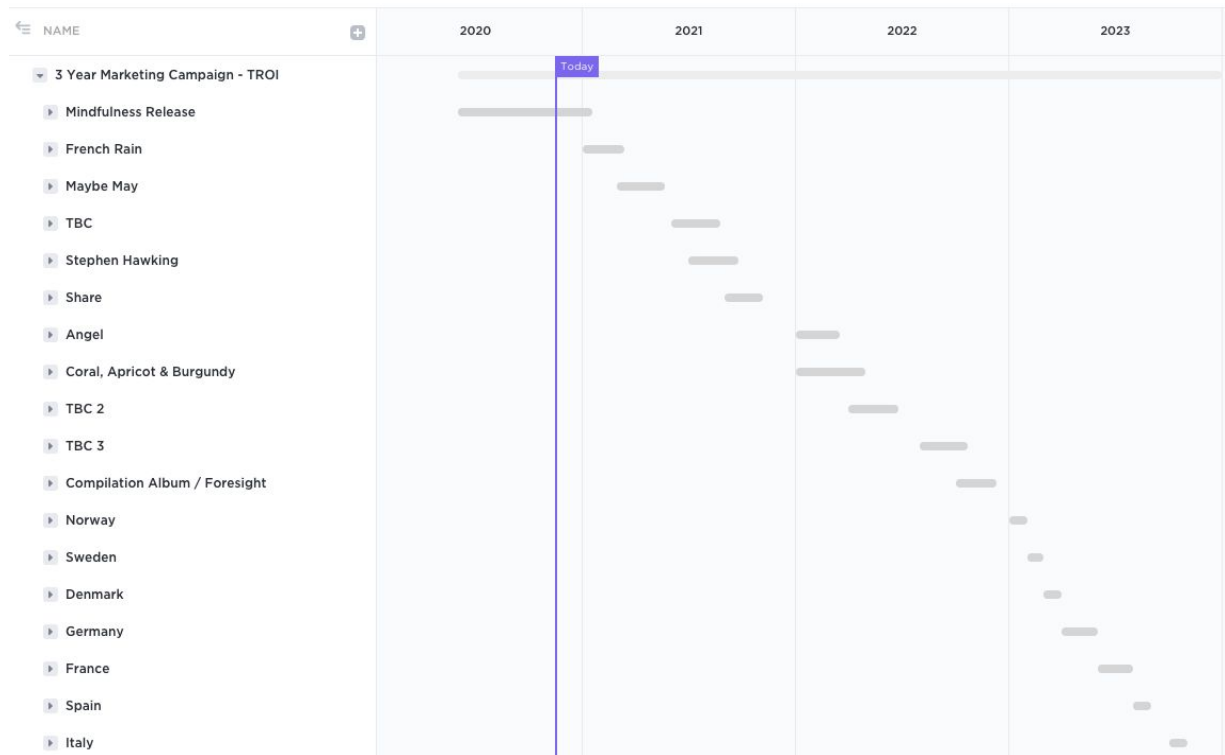


Preferred listening

- ☐ Spotify
- ☐ Apple Music
- ☐ YouTube
- ☐ Instagram

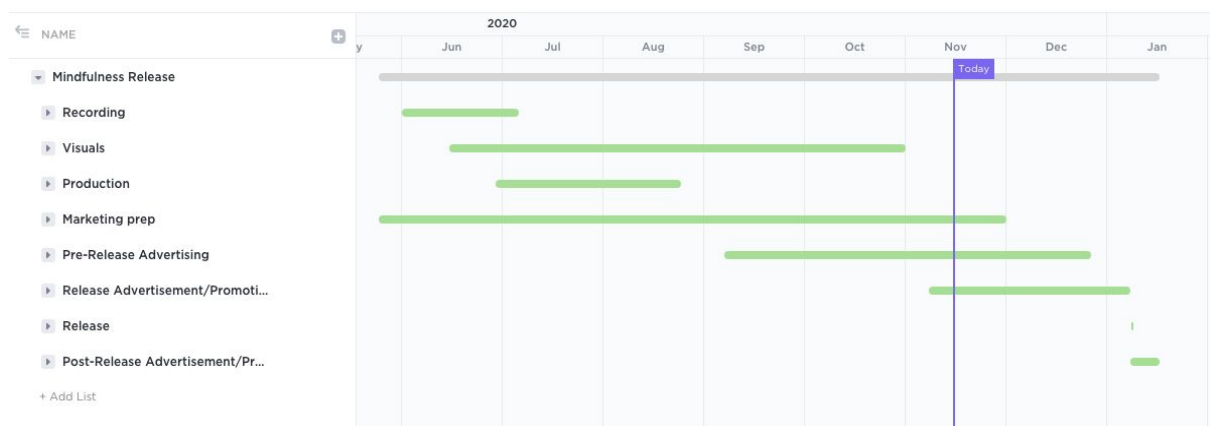
Gantt

The first Gantt chart below shows an overview for the entire marketing campaign and the timeline of a series of track releases followed by an EU tour that is scheduled for Year 3.



Below is an outline schedule for the campaign around the *first* release to enable the project to be managed efficiently and in a timely manner. Subsequent releases will follow a similar campaign structure with minor differences such as promotion of merchandise in the third quarter of the first year. A detailed schedule is provided in the **Portfolio**.

The artist needs to meet deadlines (e.g. unknown songs) for artwork etc., to be produced at the relevant time.



Pre Production	
Quarter 1:	☐ Start promotional release strategy on social media for Mindfulness ☐ Start promotional release strategy on social media for French Rain ☐ Send EPK/Press release to blogs/playlists/radio ☐ Misc
Production:	
Quarter 1:	☐ Release Mindfulness on all streaming platforms ☐ Release French rain on all streaming platforms
Post Production:	
Quarter 1:	☐ Reminder song is out promotion for Mindfulness ☐ Reminder song is out promotion for French Rain ☐ Misc ☐ Promo (single art work, pre save links, teasers, lyrics vids etc) ☐ Start mailing list ☐ Live gig ☐ Start merchandise store ☐ Start Youtube channel ☐ Contact blogs/radio/press

Budget

The budget for this marketing campaign has been researched and estimates for all aspects have been calculated. This includes third party agents such as photographers, producers, and videographers. It is acknowledged that the budget cannot be accurately predicted as prices can change at any time so the budget will need to be carefully managed and reassessed throughout the campaign.

The aim for the tour in Year 3 is for it to be largely self-funding through the gigging and merchandise sales.

Expenditure Budget:				
Item	Cost	Quantity	Total	Notes
Year 1				
Production	£60.00	6	£360.00	
Videographer	£165.00	2	£330.00	
Photography	£100.00	6	£600.00	
Boost Ads/Posts	£50.00	9	£450.00	Each release + Live gig, Merch, sign-up
Single Artwork	£60.00	1	£60.00	
Business Cards	£11.99	1	£11.99	100 bus cards
Logo	£65.00	1	£65.00	
Item	Cost	Quantity	Total	Notes
Year 1 cont...				
Font	£15.00	1	£15.00	
Illustrator Live	£25.00	1	£25.00	
Merch T-shirts	£580.00	1	£580.00	56 T shirts various sizes
Physical CD's	£418.00	1	£418.00	100 CDs
Merch Hoodies	£884.50	1	£884.50	50 hoodies
Merch Picks	£50.00	1	£50.00	100 picks
Merch Posters	£42.00	1	£42.00	
Gig PA	£90.00	1	£90.00	
Generator	£72.00	1	£72.00	
Year 1 subtotal			£4,053.49	
Year 2				
Production	£60.00	6	£360.00	
Videographer	£165.00	1	£165.00	
Photography	£100.00	6	£600.00	
Boost Ads/Posts	£50.00	7	£350.00	Each release + gig
Moving Valentine Video	£80.00	1	£80.00	
Balloons	£7.99	3	£23.97	
Fairy lights	£7.99	3	£23.97	
Sparklers	£10.99	1	£10.99	
Stickers	£15.59	1	£15.59	50 stickers

Year 2 subtotal			£1,629.52	
Year 3				
Busking Permit	£35.00	1	£35.00	Between £5-£35
Busking Amp/Mic	£219.00	1	£219.00	
Interrail	£2,708.00	1	£2,708.00	
Flight estimate	£442.00	1	£442.00	
Hotel Estimates	£5,347.00	1	£5,347.00	
GPS/ Box/Wifi	£179.99	1	£179.99	
Work Permit	£115.00	1	£115.00	
Year 3 subtotal			£9,045.99	
Year's 1-3 total			£14,729.00	
Marketer	£4,100.00	3	£12,300.00	
Total			£27,029.00	
Extras				
Merch T-shirts	£580.00	1	£580.00	56 T shirts various sizes
Physical CD's	£418.00	1	£418.00	100 CDs
Merch hoodies	£884.50	1	£884.50	50 hoodies
Merch picks	£50.00	1	£50.00	100 picks
Merch posters	£42.00	1	£42.00	
Merch postcards	£18.71	1	£18.71	50 postcards

This proposal has outlined the strategies and tactics in a three year marketing campaign to address the key goals and achievements TROI wants to achieve. The budget and schedule have been carefully created to ensure that her brand will not only see an increase in its monetisation but just as importantly her audience figures and reach will substantially improve and she will turn fans into a loyal following.

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