

Entertainment and Marketing

Module Title: Entertainment Marketing
Assessment type: Presentation
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Marketing presentation

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This presentation will cover the marketing strategies to promote an EP release and International tour.

Artist: NATANYA

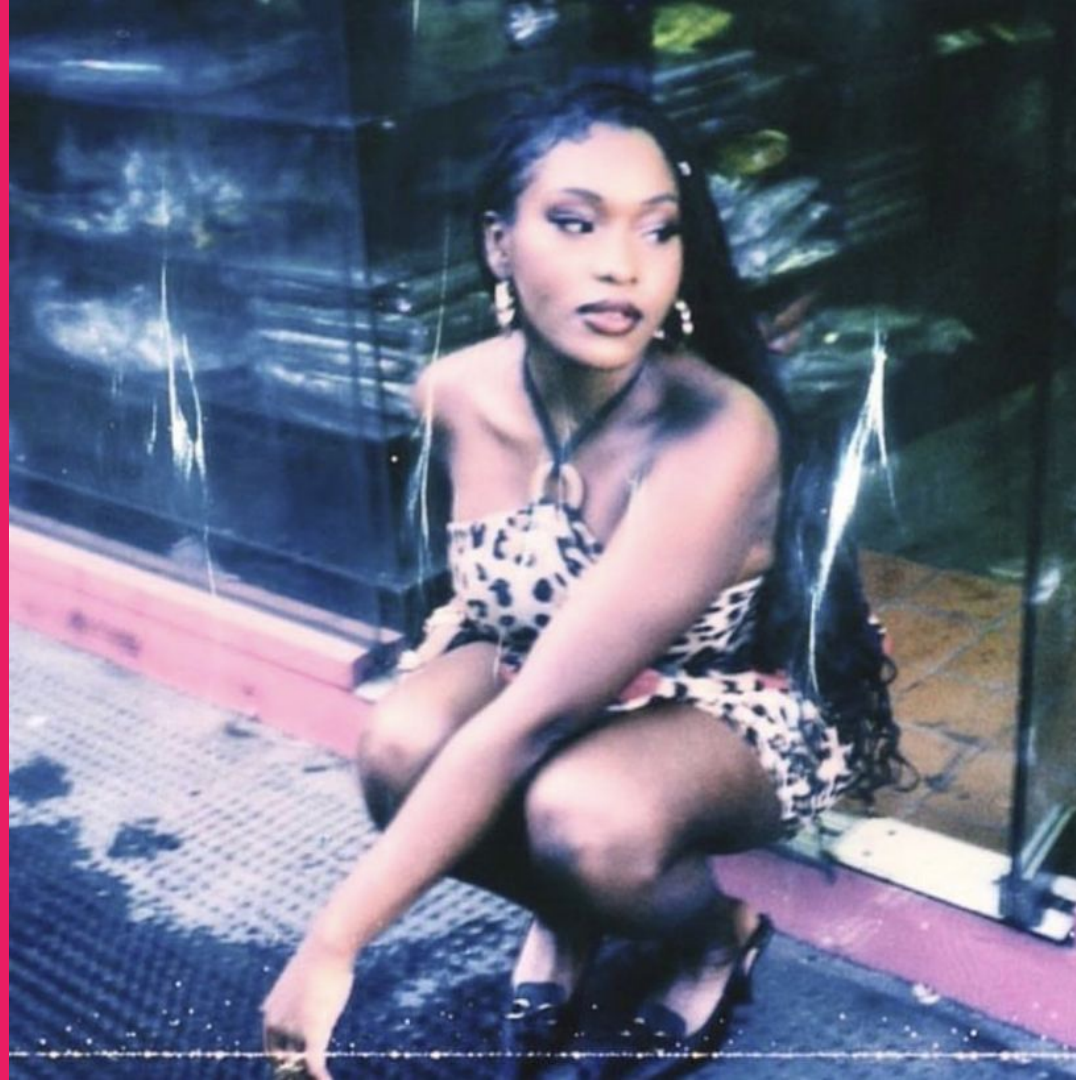


Natanya Bio

= ***Singer-songwriter***

- 20 years old - R&B - Jazz - Funk
- Playing the piano since the age of 4
- Open act - FLO first London Headline Show in Apr 2022
- Festivals bookings - (The Great Escape 2024)

Booking agent: Primary talent



Artist Online Profile

Spotify: 69.9K ML / 8K Fol

TikTok:24.5K

Insta:8K

Soundcloud:712 Fans

Youtube: 516 Subscribers

9 songs released + 3

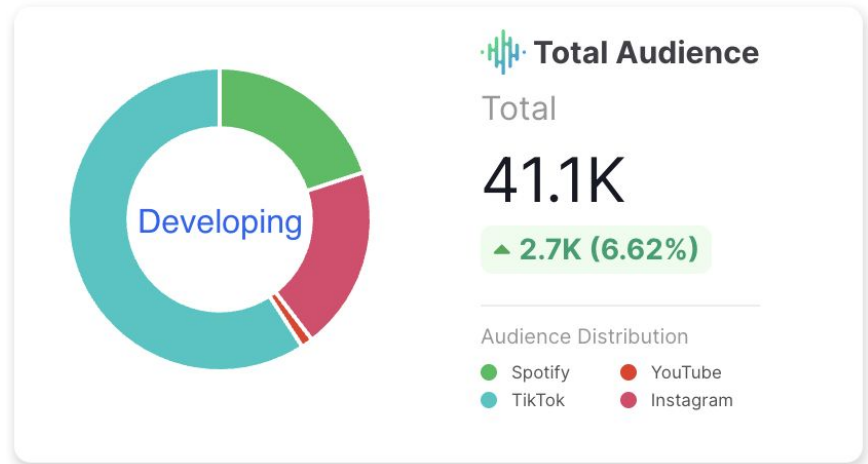
Featuring

Foolish : 1.5 M - 29/04/22

Sunset Melody: 1M - 26/04/19

Audience Summary

Monthly Changes Displayed



Natanya target audience

Predominantly female,

82% of her TikTok followers and 59% of her Instagram followers

Age range from 18-34, with the majority falling into the 18-24 age bracket.

Behaviors:

Actively participate in social trends
Actively using streaming platforms - attend concerts, club night, festivals - staying informed by access online information - nightlife seeker - fashion oriented - socialite - mobile phone user - celebrate diversity in music and art - seeking music they can relate to on a personal level - self believer - empowered

8,218

Followers

69,805

Monthly Listener

New York City, US

3,983 listeners

London, GB

2,603 listeners

Los Angeles, US

2,467 listeners

Chicago, US

1,482 listeners

Houston, US

1,444 listeners

(Spotify 2023)

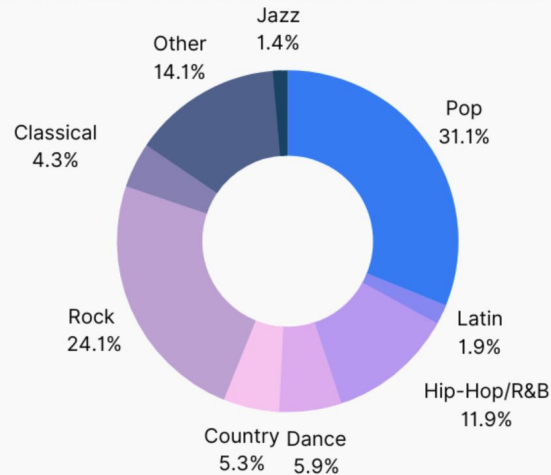
#	Country	Followers	Percent
1	 United Kingdom	10,076	41.47
2	 United States	8,198	33.74
3	 Canada	890	3.66
4	 South Africa	751	3.09
5	 France	680	2.80

(TikTok, Chartmetircs, 2023)

UK R&B Market

- Recent growth / trends
- Lack of Mainstream support
- Flourishing Scene with loyal online following
- Niche Market
- Audience connects with Storytelling

Total revenue share based on music genre



Susic, P. (2023)



OJERIME

 600K / 60.5K
 33K
 1.9K
 10K



EMMAVIE

 112K / 20K
 18K
 1.1K
 4K

*Connect with
audiences*



RAYE

 23.6M / 900K
 800K
 547K
 500K

- Immersive experiences where listeners can share their stories.
- Youtube / Spotify
- Lower engagement on TikTok
- Raye explores different genres

Latest

Popular

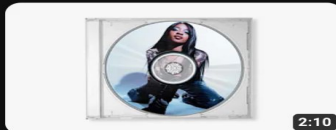
Oldest

**Ojerime - Nothing (Visualiser)**

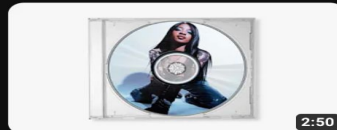
99K views · 1 year ago

**Ojerime - Alarming (Visualiser)**

139K views · 1 year ago

**Ojerime - Give It Up 2 Me (Nelson Remix)**

22K views · 1 year ago

**Ojerime - Give It Up 2 Me (KHAJI remix)**

8.4K views · 1 year ago

**Ojerime - Give It Up 2 Me (Mr Carmack remix)**

9.8K views · 1 year ago

**Ojerime - Jetset**

103K views · 2 years ago

**Ojerime - Give It Up 2 Me (NSFW)**

92K views · 3 years ago

**Ojerime - Empty**

104K views · 3 years ago

**Emmavie - Tune featuring DTSOUL & Skripture (Official Music Video)**

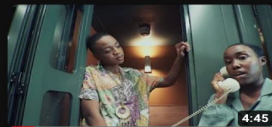
45K views · 2 years ago

**Emmavie x ROMderful - Uh Huh Okay (Official Music Video)**

62K views · 2 years ago

**Emmavie: A beat in 60 Seconds**

2.4K views · 2 years ago

**Emmavie - 'I Hope We Never Break Up' featuring Ego Ella May (Official Music Video)**

47K views · 3 years ago

**Heat by Chris Brown X Yummy by Justin Bieber Mashup (Prod. by Emmavie)**

2.3K views · 3 years ago

**'Oops' by Emmavie - Live session (preview)**

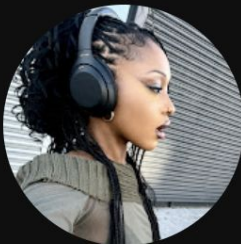
5.8K views · 4 years ago

**Oops by Emmavie feat Arran Kent (prod. Emmavie) (Audio)**

71K views · 4 years ago

**Emmavie - RATHER BE (Official Music Video)**

51K views · 4 years ago



Natanya 🎵

@n4t4nya 530 subscribers 28 videos

London. Sounds. >

HOME

VIDEOS

SHORTS

RELEASES

PLAYLISTS

COMMUNITY



**Natanya - Angel (Sped Up)
(Visualiser)**

523 views • 1 month ago



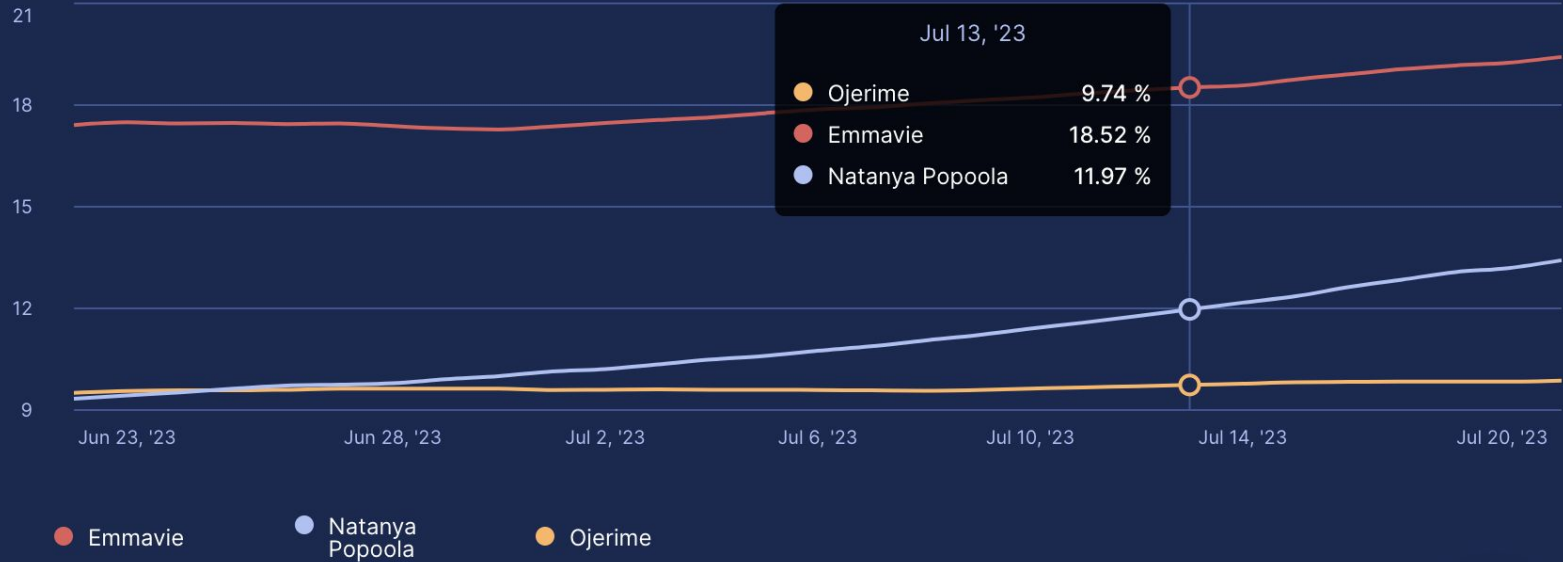
Natanya Foolish (Official Video)

14K views • 1 year ago



Spotify fan retention

Last 28 days ▾



Soundcharts (2023)

Campaign Goals & Objectives

6 Months + 2 Months

- Stronger Artist Branding
- Established Artist
- Grow fan conversion rate



- + 50k Spotify / + 5000 followers
- +1K Deezer fans
- + 4K instagram followers
- + 6K TikTok Followers
- +1K Youtube subscribers

Recommendations

- **Release EP**

(**Waterfall Strategy** – A song every 4/6 weeks to boost Algorithms)

- **Visuals – Collaborations**

Document memorable moments (FLO Headline show – Grammy award show – festivals)

- **Focus: Youtube & Insta Growth**

(Strategic Paid Ad campaign)

- **Website**

(Newsletter – Email list)

- TikTok → Insta & Youtube
- Blogs, Interviews
- Merchandise line
- Brand Partnership



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Release Strategy

Focus

- Authenticity
- Immersive experience
- Branding

High Quality Music

Memorable Artist Name

Visuals that tells a story

Website / Landing page/
Smartlink

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Release Strategy: EP TITLE - Self titled



Release Strategy: EP TITLE -

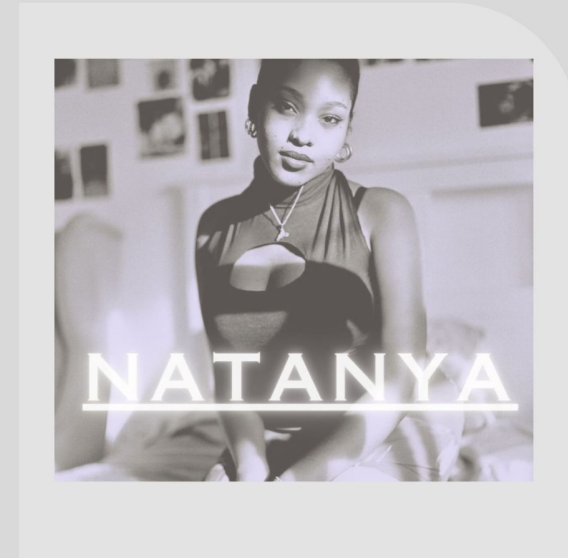
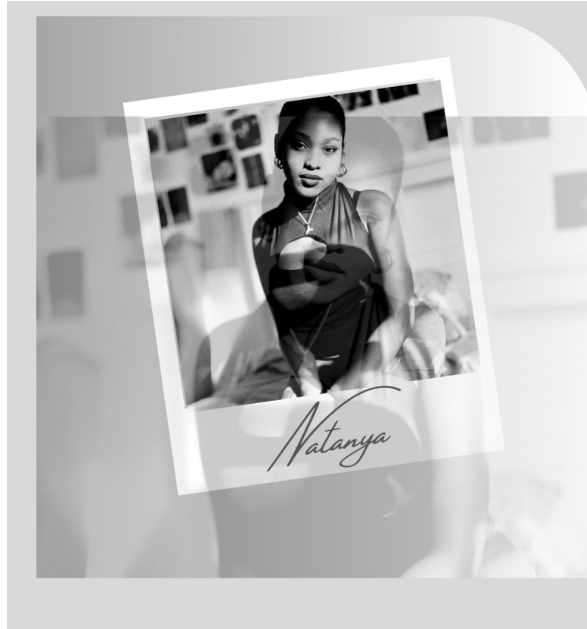
Explore artistic Growth
and transformation into
a young mature woman

A self titled EP will
reinforce her identity
as an artist, Branding.

Each track released 4/6
weeks

DSP - Pitching to
Editorial Playlists

DI++O



Marketing Assets

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- **1 EP 3 Original songs + 2 Remixes**
 - *1 Lofi Remix*
 - *1 UK Rap Remix*
- **3 Music Videos**
 - *2 x Lyric videos*

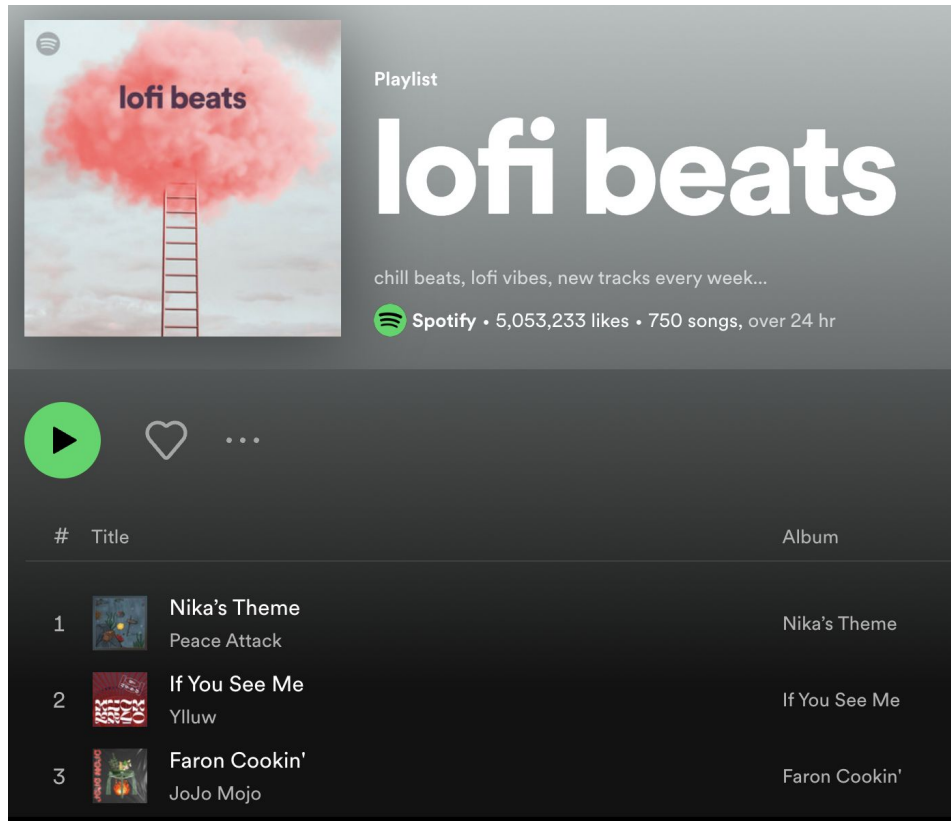


Lofi remix

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Produced by **Templebeats** (over 1M Streams on Spotify) (*Templebeats, 2023*)

Lo-fi – one of the fastest growing musical phenomena of the streaming age: with playlists dominating Spotify (Music Ally 2020)



UK Rap Remix

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Collaboration: UK Rapper ENNY

Remix - We will reach a wider audience

Rap and R&B - Cross genres



Release Strategy - The Lead single

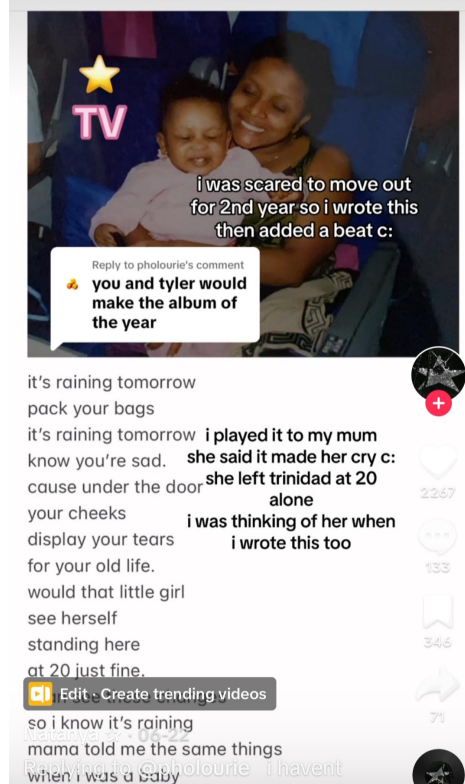
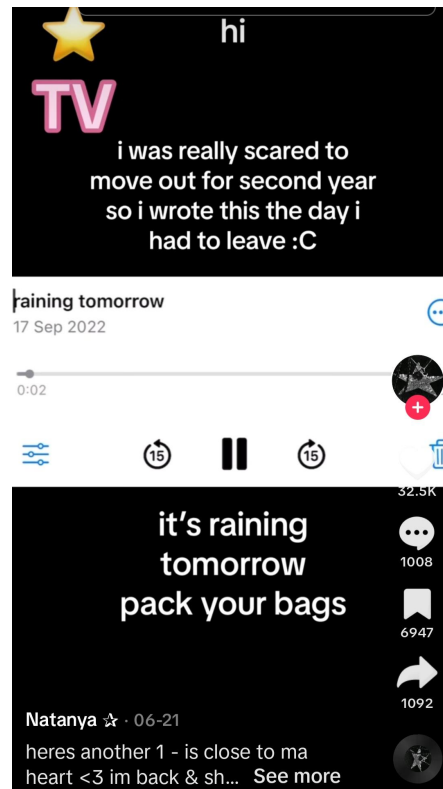
Raining Tomorrow

- *Will set the tone for the rest of the EP*
- *TikTok campaign started in July*

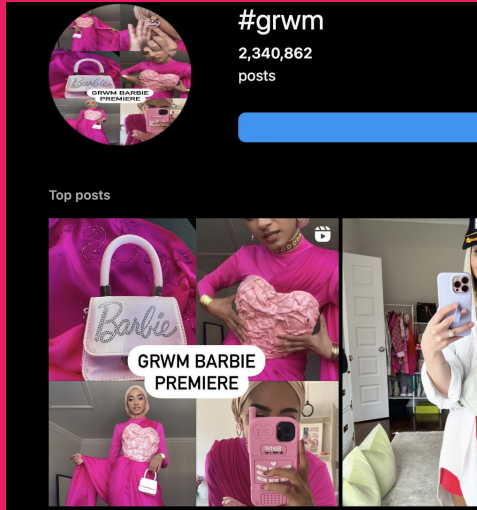
Date of release: 18.08.23

Involve fans in the conversation.

Secure blog Interviews



#GRWM Trend



- Popular fashion related hashtags :

#GetReadyWithMe #GRWM

to engage her female audience.

- Post about the clothes and make-up you wear for specific occasions or on a casual day. First #GRWM post could be about what Nantanya wears on her first day back at University.

Release strategy

Release date

Fri 18 Aug - Track 1 - *Lyric video*

29 Sept - Track 2 - *Teasers/ music video*

17 Nov - Lofi remix - *Visualizer*

22 Dec - UK Rap remix - *Music video*

12 Jan - EP Release - *LV/ Music video*

- Pre- save / Pre-order campaigns
- Strategic Youtube and instagram paid ad campaign targeting the profile of the existing target audience at first and then expanding these campaigns to new audiences

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Press coverage

- 15 music specialist blogs articles (Premiere and interviews)
- Radio plays (UK, France, US)
- 3 Radio Interviews (UK)
- BBC Music Introducing (last song of the EP)

Blogs: Line of best fit -
Wonderland Magazine - Complex UK
- ThisR&B.com etc..

Radio: Reprezent Radio, NRJ
France, Kiss FM, Capital Xtra

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Tour dates

1. Saturday 9th of March: London -
Venue: **EARTH Hackney**
2. Friday 15th of March: Manchester
Iconic Venue: **Soup Kitchen**
3. Thursday 21st of March: New York
Pete's candy store avenue that
supports independent artist -
(Groover Blog, 2022)
4. Sunday 24th of March: Los
Angeles **The moroccan lounge**

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Budget

EP Release / The Natanya's Tour

Budget : EP release		
Expenditure	Description	Amount
Remix for track raining tomorrow	remix studio time producer + artis fee Enny	1200
remix for track 2	Studio time producer	100
music video	shooting + editing 2 music video	1000
social media ad	Instagram ad campaign over 8 months	400
social media	tiktok ad campaign	300
Press campaign	Musosoup / Groover	200
youtube ad campaign	google ads campaign over 6 months	350
merch promo campaign	instagram and tiktok ad	250
Total:		£3800
Income	Description	Amount
Streaming	Considering that all the tracks will achieve 500K on spotify according to music gateway royalty calculator	£5000
Merch	considering that the artist sells 100 tshirts at £15 with Printify - merch can be created for free online and sold https://printify.com/custom-band-merch/	£800
Total:		£5800
Tour budget		
Expenditure	Description	Amount
venue	Earth: £350 - Soup kitchen manchester: £ 200 - Petes candy store: £200 - LA the morrocan lounge: £200	950
transport	Train and plane ticket to travel in london, Manchester and the us	1500
live band		1000
Press campaign		400
social kedia ad campaign		300
Total:		£4150
income		
Ticket sales	considering that all tickets are sold at £10 - an all the show are sold out	£8250

THANK YOU



References

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