BREEZY MANAGEMENT

THE WAY TO REACH YOUR NEW AUDIENCES

WHO ARE WE?

Record Label

Artist management

Playlisting, radio, online stations

Concentrated in the pop/dance sector

CURRENT TRENDS WITHIN POP

Positives

- Has got faster in tempo
- Made people happier in recent times (Duong, 2022)
- Has created lots of sub genres

Negatives

- Lots of music that is considered as throw away music.
- Lots of one hit wonders
- There is a lot of competition with the largest artists taking up most of the revenue in the genre

THE ARTIST – TOM MARLOW

- Producer, songwriter, and DJ
- Pop/EDM Music
- Uses a lot of Plug ins and real instruments to create a upbeat and enjoyable music collection.

SWOT ANALYSIS OF TOM MARLOW

Strengths	Weaknesses
Popular in the pop genre New work is exciting and anticipated The artist has worked in different sectors	1 year since last individual release Must learn social media and the new technology advancements to his advantage
Opportunities	**Threats**
Physical music could be an option Many audiences like the genre Lots of playlists can support artists to reach new audiences Has had past sponsorships by big labels such as Sony	Hard time understanding what direction to go into Timing issues because of other life choices such as University Not a Mainstream artist yet

1. Create a website
2. Improve social media presence
3. Attempt to contact tastemakers for future growth
4. Create a merchandise store
5. Create a tour schedule
6. Create an Email List
7. Try reaching out to local radio stations
8. Single and album debut in summer of 2022

STRATEGY

MAIN AUDIENCE

16 – 24-year-olds

Mobile Devices

Both male and female

Age group like to go to live music events (Eventbrite Blog, 2017)

Most likely age group to buy vinyl records (Kantar.com, 2018)

Streaming demographic

RELEASE PLAN

Week	Week ending	Production and Delivery	Live activity	Promo/Marketing activity
-15	April 25th	Photoshoot for all future pictures and socials		
-14	1st May	Socials are all working, and the website is live		Artwork is asked for and delivered by independent artists.
-13	8th May	Teaser video		
-12	15th May	Socials are increasing slowly		Instagram campaign starts
-11	22nd May	Make sure that the website has all features available such as email sign up and EPK/Bio available.		YouTube campaign starts/ google ads campaign starts
-10	29th May	Single released with music video put on video services		Playlisting of on streaming platform with an emphasis on Spotify
-9	5th June	Distribution is agreed upon, fastrax, cdbaby		Blogs will be released around Tom's single and upcoming album
-8	12th June			Start printing posters as leaflets and use through live events
-7	19th June	Snippets are released to radio stations around the UK		Small amount of radio promotion
-6	26th June		2 weeks in Cayman islands Djing	Show on social medias that he is international, and he can do his job anywhere
-5	3rd July	Online website has new information about Tom		

RELEASE PLAN (2)

-4	10th July			Clash and complex interviews
-3	17th July	Album pre-order is available on streaming platforms		
-2	24th July		Week in Ibiza dJing	
-1	31st July		Boat Party, London 16th July	
0	7th August	Album is released		
+1	14th July			
+2	21st July			Spotify playlist promo ends
+3	28th July			All social campaigns stop promoting unless very successful

BUDGET BREAKDOWN

Description	Budgeted Cost (£)	Actual (
Artwork	£20.00	£24.01
Posters of artwork	£40.00	£28.80
Video	£400	£154.88
Fastrax	£200	£250 –
CDBaby	£50	£76 – s
Social Media Advertising	£420	£525
Website Creation	£100	£162.50
Radio Advertising/Placement	£0.00	£0.00
Photoshoot	£250	£279.94
Blog and review prices	£300	£330 –
Sending out EPK	£50	£24 – s
Merchandise	£150	£150 –
Google advertising/ YouTube	£420	£490
Other video creations	£300	£120 –
Snapshot Filter Price	£400	£150 –
	£3,100	£2765.1

PSYCHOGRAPHIC SEGMENTATION OF THE AUDIENCE

Has a small amount to disposable income

19 years old/GenZ

Urban Environment

Goes on a night out once a week

Likes Sports

Female or male

Listens to radio only in the car

Signs up for social justice

Herd mentality

Caucasian

Enjoys Fast paced action movies

Follows celebrity's lives

Active on social media

Fashion

Short attention to activities

(Qualtrics, 2022)

SPOTIFY PLAYLIST PUSH

THANKS FOR LISTENING

ANY QUESTIONS?

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