

Häx Han - #hashtag

Budget and Promotional Plan

Track Description

- Hyperpop track, inspired by artists such as 100 geecs, SOPHIE, Alice Longyu Gao
- Relatively new genre
- Tracks are often short, suited for social media
- Track name perfectly for social media promotion (25m hits)

The track



Asset Creation - The track

Budget: £500

Production Cost: £0

- Performed, recorded, produced, mixed and mastered by me, at Tileyard London and my home studio
- In line with the genre, eg. duo 100 geecs have self produced and self released their first album [\[1\]](#)

Asset Creation - Artwork

Budget: £500

Production Cost: £0

- Contact with a graphic designer that has worked with me previously



Asset Creation - Music Video

Budget: £500

Cost: £0

- Good results to be achieved on a small budget, as shown by 100 geecs
- Video to be shot with professional gear through a connection at RT news UK



Asset Creation - Lyrics Video

Budget: £482

Cost: £18

VEED.IO

- Lyric videos have risen in popularity since the early 2010s [\[2\]](#) and are a good way to keep audiences engaged
- Veed.io basic plan includes the possibility of creating lyrics videos formatted to various social media websites (Tik Tok, Instagram)
- Offer lots of other effects that can be used for main video

Asset Creation - Remixes

Budget: £482

Cost: £0

- Remixes are a great way to reach new potential fans and keep current fans engaged
- Remixes by fellow Tileyard Ed Producers Tom Harlow and Kaspian, 50/50 splits
- I will create a shorter, 1 minute version specifically for TikTok and Instagram

Asset Creation - Dynamic QR code

Budget: £432

Cost: £50 p/y [\[3\]](#)

- Creation of a QR code that leads to the track on spotify, or any other platform
- Qrcode-tyger.com offers dynamic QR codes, that record both time and location of the scan, helping identifying where the traffic comes from
- The QR code stays the same, but the track can change



Asset Creation - Physical Copies

Budget: £372

Cost: £60 [4] (Bandcds.co.uk)

- 150 cassette tapes, printed with single's spotify QR code
- 100 to be planted around London, at random locations, as well as relevant music gigs
- 50 to be given out for free with to mailing list subscribers



Asset Creation - Stickers

Budget: £332

Cost: £40 [\[4\]](#)

- 490 waterproof QR code stickers
- To be given out for free to mailing list subscribers

Digital Release

Budget: £332

Cost: £0

- Annual subscription for Distrokid already covered
- Over 20 streaming platforms
- Guarantee for the track to be submitted to any new platforms that are added to Distrokid's roster
- Will release on Youtube through my own Youtube page
- Release on pre-existing Bandcamp profile for 99p



PR

Budget: £332

Cost: £0

- Small artist, does not warrant hiring a PR company (£700 – £1,000) [\[5\]](#)
- Upload on Amazing Radio and BBC introducing
- Submitting track to blogs that accept submissions such as littleindieblogs.blogspot.com and acidstag.com for review - looking to get my artist name mentioned in search engines

Playlisting

Budget: £212

Cost: £120

- Spotify for Artists, you can submit one song from any scheduled release for editorial playlists for free
- Manually contacting playlist curators and submitting the track to them
- £60 Soundcampaign.com, matching playlist genre to track, used previously 200% increase in track popularity (15 playlists with selected budget)
- £60 Omari MC promotion - [Typically 1-7 Playlist Placements Resulting In ~500-5,000 Plays]

Advertisement

Budget: £0

Cost: £212

- £106 Youtube ad for Video
- £53 Instagram campaign - track release post
- £53 Instagram campaign - minute track version

Promotion Timeline

Week 1

- Release 10 seconds teaser, talk about new release on social, build hype

Week 2

- Single release date announcement, pre-save link
- Submit track to Spotify editorial playlists (one week in advance)

Week 3

- Release single, get friends and fellow students to share on their profiles
- Instagram ad up
- Social media stories
- Submit to free and paid playlists

Week 4

- Release video, promote on social media
- Youtube ad up
- Share to blogs that accept submissions

Promotion Timeline

Week 5

- Release remix 1, promote on social media

Week 6

- Release lyrics video to be promoted on all social platforms (Especially on TikTok)

Week 7

- Release one minute version of the track to be promoted on TikTok and Instagram
- Second Instagram ad up

Week 8

- Release remix 2, promote on social media

Profit.

References

- 1 - <https://www.independent.co.uk/arts-entertainment/music/features/hyperpop-genre-2020-charli-xcx-rina-sawayama-b1775025.html>
- 2 - <https://ew.com/article/2011/10/14/lyric-videos-is-this-a-trend-now-britney-spears-criminal-joins-the-youtube-fray/>
- 3 - <https://www.qrcode-tiger.com/payment>
- 4 - <https://www.stickershop.co.uk/products/square-white-waterproof-vinyl?variant=17673170629>