



Digital Marketing Campaign

Introduction

- Artist “X”
- First Release as Indie artist
- Low Social Media following (circa 400-500)
- All Recording Mixing/Mastering Done In-House (£0.00 Costs)
- Commercial Market (“Fiat 500”)
- Already paid £100 PRS Registration



Who am I?

- Musician, Producer, Broadcaster & DJ from Worcestershire
- Experience working w/ BBC, Global & Bauer
- Digital Content Creator for SMBs & Influencers
- In-depth understanding of what Clients & Broadcasters look for in all aspects of Digital Content



Offset of Expenditure

Skills:

- Website/SEO Marketing/Development
- Social Media Knowledge/Gage Metrics - Ad Targeting/Mockups



The Goal?

“Deliver a “high” ROI.”

“Turn listeners into fans.”



Three Phases

"Pre-Execution"/Staging Weeks 1-2

50% Fund Injection

Paid:

- Domain Registrar/Hosting/Theme Fees - (£35)
- GoDaddy & CSS Development (Site)
- Vector Graphics Content Creation (Socials, DSPs, EPK + "Teaser + Lyric Video") - £50
- Professional Photography & Editing for EPK - (£125) - Studio Hire (1 Hour) (£25) | Editing (£100)
- Distribution Registration Fees -(£15.00 per annum.)
- Ad-Targeting on Facebook & Instagram* (£25)

Free:

- LinkTree + Links to "Pre-Save" Campaign for 14 days
- Outreach to Broadcasters & DJ's
- SoundCloud / Bandcamp Upload
- Production of EPK (Mostly In-House) - QR Code > Dropbox | NOT Website

Release - Weeks 3-4

25% Fund Injection

Paid:

- Continue Ad-Targeting on Facebook & Instagram - Modification to Target Demographic** - £20
- Sponsored Ads on TikTok - £95
- Indie Broadcasters + Paid Interviews - £20
- QR Code Sticky-Label: £15

Free:

- Outreach to Broadcasters & DJ's
- Monitoring Release on ChartMetric

Extension Strategy - Weeks 5-6 (alt: 8)

15% Fund Injection

Paid:

- Sponsored Ads on TikTok - £25
- Continue Ad-Targeting on Facebook & Instagram - Modification to Target Demographic** - £25

Free:

- Commissioning & Marketing of Remix(es) - £ (Paid on Streams - No Advance)
- Outreach to Broadcasters & DJ's
- Monitoring Release on ChartMetric
- Collect Data to establish target market for subsequent release.

The 10%?

Petty Cash.



Three Phases

"Pre-Execution"/Staging Weeks 1-2

50% Fund Injection

Paid:

- Domain Registrar/Hosting/Theme Fees - (£35)
- GoDaddy & CSS Development (Site)
- Vector Graphics Content Creation (Socials, DSPs, EPK + "Teaser + Lyric Video") - £50
- Professional Photography & Editing for EPK - (£125) - Studio Hire (1 Hour) (£25) | Editing (£100)
- Distribution Registration Fees -(£15.00 per annum.)
- **Ad-Targeting on Facebook & Instagram* (£25)**

Free:

- LinkTree + Links to "Pre-Save" Campaign for 14 days
- **Outreach to Broadcasters & DJ's**
- SoundCloud / Bandcamp Upload
- Production of EPK (Mostly In-House) - QR Code > Dropbox | NOT Website

Release - Weeks 3-4

25% Fund Injection

Paid:

- **Continue Ad-Targeting on Facebook & Instagram - Modification to Target Demographic** - £20**
- **Sponsored Ads on TikTok - £95**
- **Indie Broadcasters + Paid Interviews/Press Packages - £20**
- QR Code Sticky-Label: £15

Free:

- **Outreach to Broadcasters & DJ's**
- **Monitoring Release on ChartMetric**

Extension Strategy - Weeks 5-6 (alt: 8)

15% Fund Injection

Paid:

- **Sponsored Ads on TikTok - £25**
- **Continue Ad-Targeting on Facebook & Instagram - Modification to Target Demographic** - £25**

Free:

- **Commissioning & Marketing of Remix(es) - £**
(Paid on Streams - No Advance)
- **Outreach to Broadcasters & DJ's**
- **Monitoring Release on ChartMetric**
- **Collect Data to establish target market for subsequent release.**

RAJAR DATA RELEASE

Quarter 3 2021 – October 28th 2021



STATIONS	SURVEY PERIOD	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
				Q3 21					Q3 21
ALL COMMERCIAL	Q			36596					47.1
15-44	Q			17629					62.4
45+	Q			19177					39.9
ALL NATIONAL COMMERCIAL	Q			24502					23.1
ABSOLUTE RADIO NETWORK	H			5189					3.5
ABSOLUTE RADIO	Q			2583					1.6
ABSOLUTE RADIO 60S	H			98					+
ABSOLUTE RADIO 70S	H			399					0.1
ABSOLUTE 80S	Q			1690					0.3
ABSOLUTE RADIO 90S	H			950					0.4
ABSOLUTE RADIO 00S	H			165					0.1
ABSOLUTE RADIO 10S	Q			15					+
ABSOLUTE CLASSIC ROCK	H			895					0.4
ABSOLUTE RADIO COUNTRY (WAS COUNTRY HITS RADIO)	H			229					0.3
BOOM RADIO	Q			233					0.2
CAPITAL BRAND (UK)	H			7627					3.6
CAPITAL DANCE	Q			287					0.1
CAPITAL NETWORK (UK)	H			6526					2.9
CAPITAL XTRA BRAND UK	H			1689					0.6
CAPITAL XTRA (UK)	H			1538					0.5
CAPITAL XTRA RELOADED	Q			214					0.1
CLASSIC FM	Q			5077					4.3
GOLD NETWORK (UK)	H			1290					1.0
GREATEST HITS NETWORK	H			5213					2.3
GREATEST HITS RADIO	H			2894					2.1
HEART BRAND (UK)	H			10027					6.2
HEART 70S	Q			301					0.1
HEART 80S	Q			1493					0.6
HEART 90S	Q			555					0.2
HEART DANCE	Q			454					0.2
HEART NETWORK (UK)	H			8496					5.2
HEAT	H			402					0.2

www.rajar.co.uk

Source RAJAR / Ipsos MORI / RSMB

Reaching the “Right” People...

- LinkedIn
- RocketReach
- Switchboard
- Own Connections
- Taking a punt!

RAJAR DATA RELEASE

Quarter 3 2021 – October 28th 2021



LONDON STATIONS

STATIONS	SURVEY PERIOD	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
				Q3 21					Q3 21
BBC Radio London	Q			978					1.3
Capital London	Q			1786					3.4
Capital XTRA (London)	Q			614					1.1
Gold London	Q			272					1.8
Heart London	Q			1916					5.0
Kiss (London)	Q			1069					1.8
LBC London	Q			1564					8.1
LBC News (London)	Q			484					0.7
Magic (London)	Q			1596					4.7
Premier Christian Radio	Q			84					0.2
Smooth Radio London	Q			1640					2.6
Radio X London	Q			559					2.5

NATIONAL STATIONS ON LONDON TSA

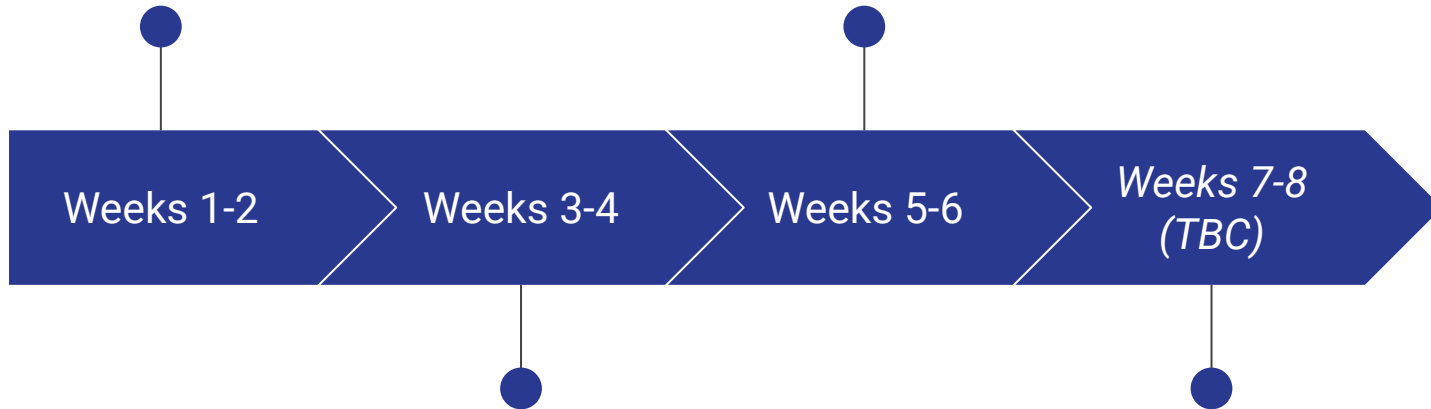
STATIONS	SURVEY PERIOD	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
				Q3 21					Q3 21
BBC Radio 1	Q			1494					4.3
BBC Radio 2	Q			2255					11.6
BBC Radio 3	Q			595					2.5
BBC Radio 4	Q			2591					13.6
BBC Radio 5 live	Q			1494					3.8
Classic FM	Q			1260					5.1

www.rajar.co.uk

Source RAJAR / Ipsos MORI / RSMB

- Site Live
- Socials Staged (Profile Picture, Bio, Website Link)
- Teasers Uploaded
- 1 Photo of Artist (in keeping w/ Brand)
- Ads running

- Promo/Release of Remix(es)
- Sponsored Ads on TikTok
- Ad-Targeting on Facebook & Instagram
- Regular Feed Posting & Engagement
- *Teaser of follow-up*



- Upload Lyric Video to Socials + YouTube
- Regular Posting/Stories on Socials
- Active Engagement
- Promo of EPK + "Field Promo" Sticky QR Codes, Door Knocking
- Reaching out to the aforementioned...
- **Generating Fan Engagement (e.g "Dancing Videos")**
- **Tagged Stories of Purchase/Streaming**

- Promo/Release of Remix(es) (**Staggered**)
- Sponsored Ads on TikTok
- Ad-Targeting on Facebook & Instagram
- Regular Feed Posting & Engagement
- *Teaser of follow-up*

Appraisal

Marketing Mix:

- Product ✓
- Place ✓
- Price (inc. 59p Download) ✓
- Promotion ✓
- People ✓
- Processes ✓
- Physical Evidence ✓



The Goal?

"Deliver a "high" ROI."

"Turn listeners into fans."

ROI=

$$\frac{\text{Cost of Investment}}{\text{Net Return on Investment}} \times 100\%$$

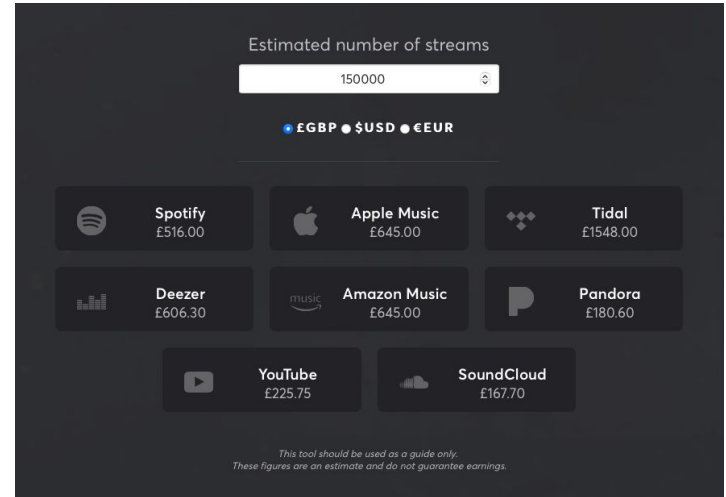
Streams:

30,000 = 5 Week

18,750 = 8 Week

= 3.2% ROI

**Spotify Only*





Thank you for listening.

Any questions welcome...