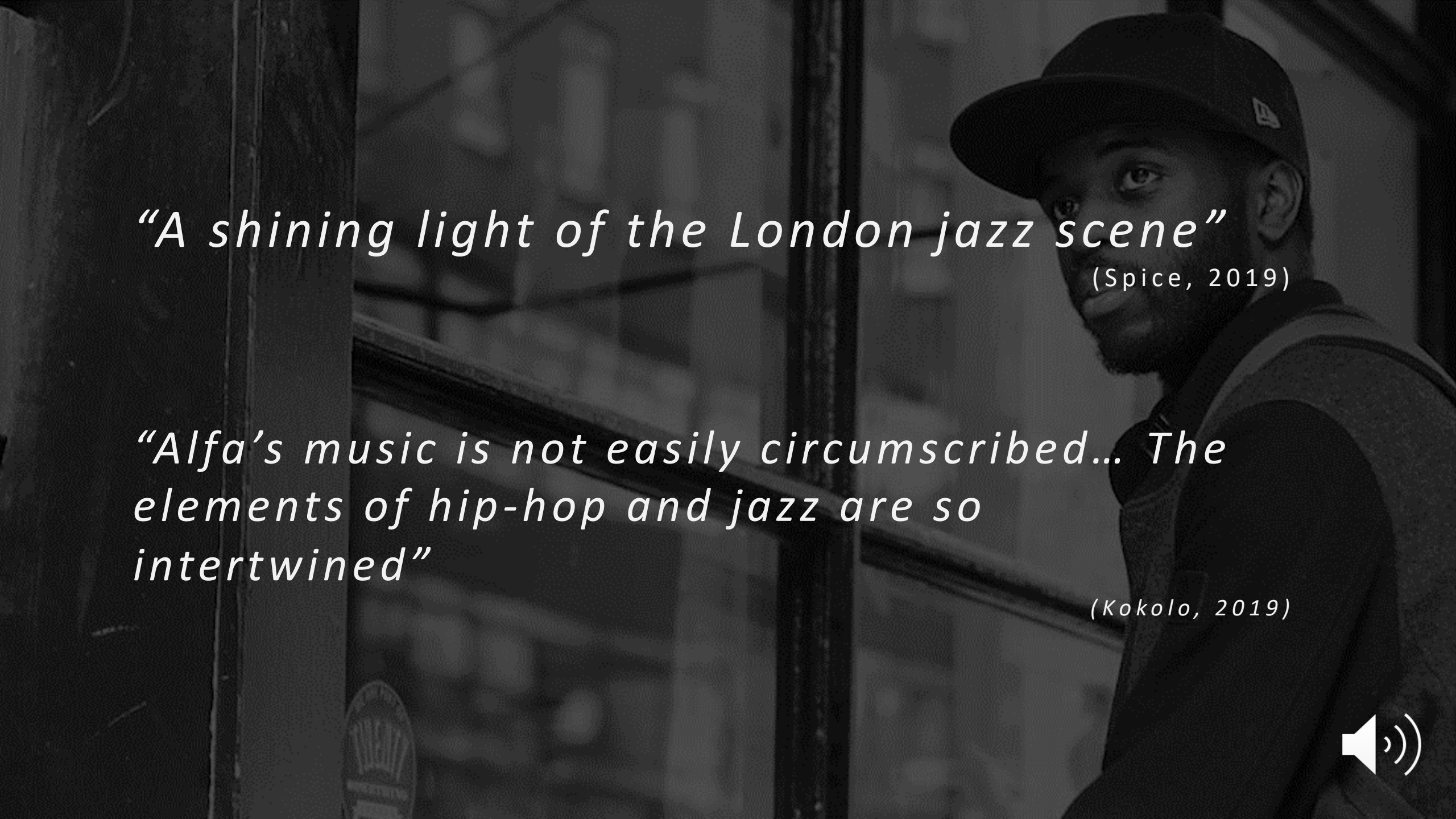


ALBUM RELEASE MARKETING PLAN

Entertainment Marketing
BMTY7003
Tim Ferrone

James Gamble (1905862)



“A shining light of the London jazz scene”

(Spice, 2019)

“Alfa’s music is not easily circumscribed… The elements of hip-hop and jazz are so intertwined”

(Kokolo, 2019)


Alfa Mist
ANTIPHON


Alfa Mist
STRUCTURALISM


Alfa Mist
NOCTURNE
K. Thomas Dyke


Alfa Mist
7TH OCTOBER (EPILOGUE)


Alfa Mist
On My Ones



(Alfa Mist, 2019)

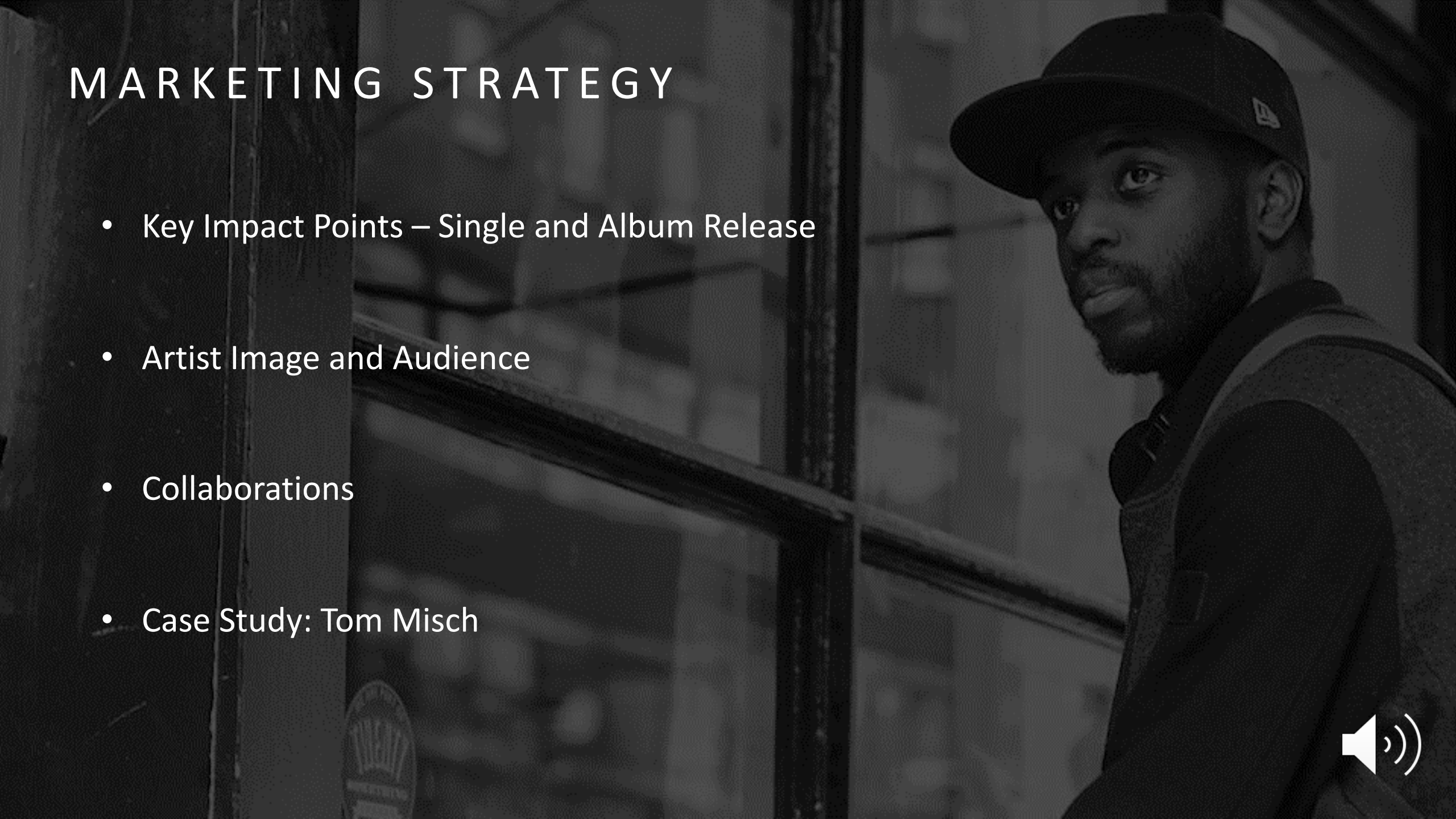
MARKETING MIX



(Jerome McCarthy, 1960)

MARKETING STRATEGY

- Key Impact Points – Single and Album Release
- Artist Image and Audience
- Collaborations
- Case Study: Tom Misch




“If marketing is the process of generating maximum possible awareness…then that marketing message is most effectively amplified via tastemakers and influencers.”
(Ferrone, Pacifico and Davy, 2019)

Tastemakers

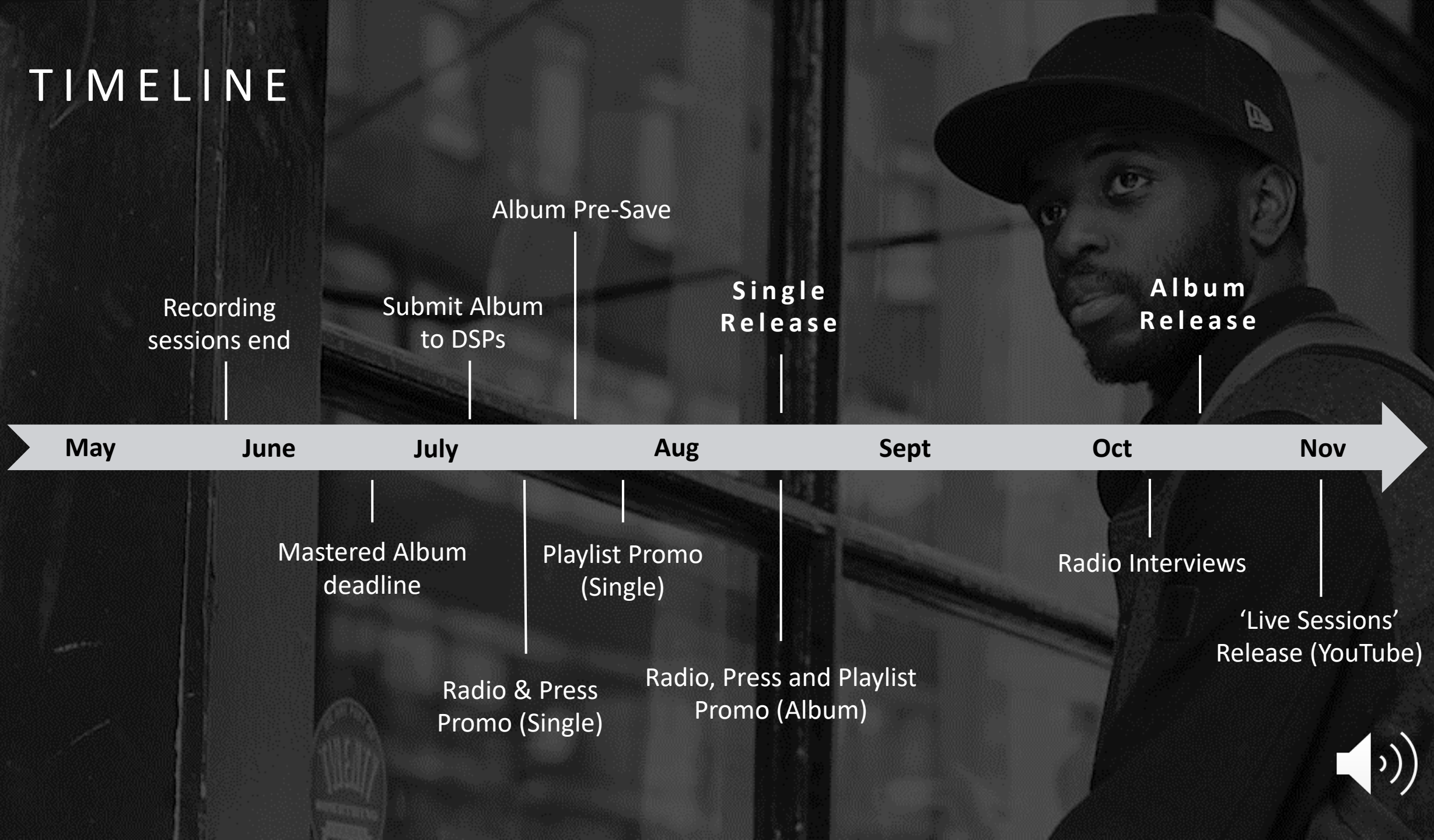


Gilles Peterson



Jamz Supernova

TIMELINE


Recording sessions end
Submit Album to DSPs
Album Pre-Save
Single Release
Album Release
May
June
July
Aug
Sept
Oct
Nov
Mastered Album deadline
Radio & Press Promo (Single)
Playlist Promo (Single)
Radio, Press and Playlist Promo (Album)
Radio Interviews
'Live Sessions' Release (YouTube)

(Alfa Mist, 2020)

REVENUE

Streaming Revenue	£70,000.00
Physical Sales	£5,000.00
	£75,000.00

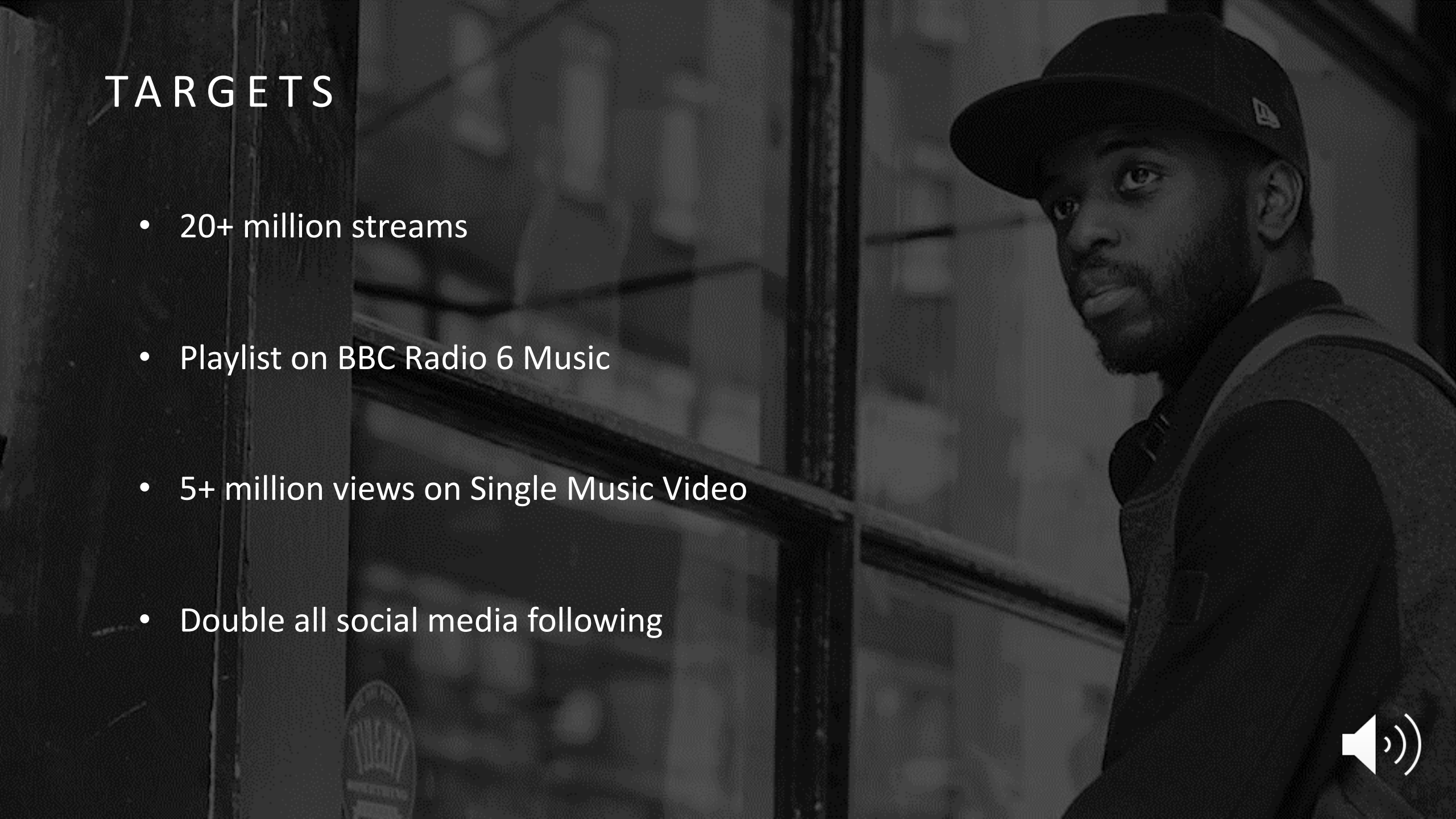
(Fountain, 2019)

BUDGET

Promotion	£3,500.00
Content	£9,500.00
Advertising	£5,000.00
Live	£5,000.00
	£23,000.00

TARGETS

- 20+ million streams
- Playlist on BBC Radio 6 Music
- 5+ million views on Single Music Video
- Double all social media following






JAZZ
RE:FEST
2017
SUNDAY 6TH AUGUST/SOUTHBANK/LONDON
SONS OF KEMET
OMAR
TAWIAH
NUBYA GARCIA
FEMI TEMOWO &
ENGINES ORCHESTRA
ALFA MIST
TROPE
TRIFORCE







REFERENCES

Alfa Mist (2019) *Keep On.* Available at: https://www.youtube.com/watch?v=XrY2m5rdlQQ (Accessed: 3 April 2020).

Alfa Mist (2020) *Alfa Mist – Sorry (Live).* Available at: https://www.youtube.com/watch?v=uHEQRD0fQA4 (Accessed: 3 April 2020).

Alfa Mist Bandcamp https://alfamist.bandcamp.com/music (no date) (Accessed: 3 April 2020).

Alfa Mist – ChartMasters (2020) Available at: https://chartmasters.org/spotify-streaming-numbers-tool/?artist_name=Alfa+Mist&artist_id=&qAlbum=1&qSingle=1&qCompilation=1&displayView=Disco (Accessed: 2 April 2020).

Ferrone, T., Pacifico, P. and Davy, G. (2019) *Start-Up Guide To Music Business.* Available at: https://independentmusic.typeform.com/to/cZqz6j (Accessed: 24 March 2020).

Fountain, T. (2019) *How Much Do Streaming Services Pay Artists?* Available at: https://www.openmicuk.co.uk/advice/how-much-do-streaming-services-pay-artists/ (Accessed: 2 April 2020).

Kokolo W. (2019) *The Dreamy Chords of Alfa Mist.* Available at: https://qwest.tv/media/the-dreamy-chords-of-alfa-mist/ (Accessed: 2 April 2020).

McCarthy, E. (1960) *Basic Marketing: A Managerial Approach*. Homewood, Illinois.

Spice, A. (2019) *Pianist and producer Alfa Mist returns with new album, Structuralism.* Available at: https://thevinylfactory.com/news/alfa-mist-new-album-structuralism-vinyl/ (Accessed: 2 April 2020).