

MA Music Business (Level 7)
Entertainment Marketing
SBTY7003
Discipline Tutor: Tim Ferrone



Marketing Report

Strategy, Budget, Timeline, Project plan and Asset
Deliverables for Em...’s Album Release & Tour.

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Introduction

For this assignment, we will be going through an assembled marketing report of deliverables for the release of an original artist's album, single, national and international promotional live European tour. To delve into the strategies, project plan, timeline, budget and assets to commence an artists music career.

Who are We?

I C Greatness Entertainment Agency is a Performing Arts platform, specifically tailored towards the 'Christian creative'. Giving Christian creatives access to job opportunities and a platform to thrive as performing artists. We aim to source and support the careers of musicians, singer-songwriters, dancers, actors, photographers, graphic designers etc. Through educational and development programmes, our performing arts agency and Artist Management and Record Label. The Company aims to Cultivate, Nurture and Advocate for Artistic Greatness; the Christian ethos being integral to everything we source and produce as a company.

Methodology

In the development of this project; a variety of methodologies were explored:

- The 4 Stage Inbound Marketing Methodology. This involves drawing people to Attract, Convert, Close, Delight (Kelly, 2020) - See Figure 1.
- The 7 Ps of Marketing Jerome E. McCarthy (1960) - The Artists' Assets Maximisation
- Music Industry vs Music Ministry

The best way to turn strangers into customers and promoters of your business.



Figure 1. Inbound Marketing Methodology (Kelly, 2020)

The principle of marketing being driving profitable customer action; placing a product in a marketplace; making people aware of it; driving the people to purchase the product.

Marketing Strategy

The strategy that we are looking at for this particular project is to pitch our artist as a 'Hybrid Artist' from the article published by CDbaby; Robell et al suggests that the direction that the music industry is currently taking this would be the most beneficial approach. Some of the trends that the article discusses include: Songs are getting shorter; The Year of Hybrid Genres; The 80s are back; Physical Sales have decreased; Technological advancements changing the way music is promoted (Robell et al, 2020). We also want to maximise on the ideology of doing something innovative first. We as a company noticed that there was a gap in the market for mainstream Christian British Gospel. Although there are a few artists who have been able to pave the way for Christian British music. America and Australia still dominate in the area. With quite a few British artists adopting the stylised features of American and Australian music, both maintaining the American accent.

The question that was also posed was how the topic of God and faith should be approached within the music. As within the music industry, there have been diverse perspectives and approaches taken that could be analysed further.

E Jerome McCarthy 1960s proposed the idea of the 7Ps Product, Price, Place, Promotion, People, Processes, Physical Evidence.

The topic of British Gospel Acts for 2020 and the Music Industry vs Music Ministry in an online article for Keep The Faith the UK's Black and multi-ethnic Christian magazine; describing ministry as the 'why' and the industry as the 'how' suggesting that the two aspects work hand-in-hand. Understanding the importance of maintaining the balance between the music ministry and music ministry is crucial to the growth and development of the specific music strand (Wybrow, 2019).

Studies show that people that listen to Christian music have improved listeners' mental health and well-being (Bradshaw et al., 2014).

Collaborating with Music & Media Partnership, based at Tileyard; for the single and album release. After a discussion with CEO Rick Blaskey, we found the importance of creating music that brings hope and is uplifting. In hopes that this collaboration would elevate our artists' likelihoods of success within the music synchronisation sector (About Us – The Music & Media Partnership, 2020).

Brand

Em... Branding Then

Prior to Em... 's decision to launch her music career; Her musical passions and pursuits were focussed within the church walls in the Music Ministry. Leading congregations of thousands in songs or praise and worship, a song teacher to her church choir and Music director. As well as having her professional dance career, touring in the Dance Theatre Production 'The Head Wrap Diaries'. These two creative elements of her life co-existing separately.

Em... Branding Now

Presently, we have taken her multidisciplinary experience and merged them into one organism as a Hybrid Artist. Taking a more abstract and innovative approach to artwork and photography used for press releases for the album and single campaign, to bring a new edge to the Christian Music Artist. Being of Black British, well-spoken female in her 20s also allows her to have a relatability with that specific demographic.



Figure 2. Em... Press Release Artwork (2020)

Target Audience

PSYCHOGRAPHIC SEGMENTATION

Socio-economic, life-cycle & geographic bias

DEMOGRAPHIC SEGMENTATION

Bias to F, 15-30, Ethnic Background; Female, Urban, Religious, Creative, Single.

REPERTORY GRID

C1 - Full-time student

C2 - Skilled working class

VALS 2

Emotional Benefits, Aspiration, Makers, Thinkers & Go-getters.

(What is Psychographic Segmentation? Definition, Importance, Advantages, Disadvantages, Example, Variables & Overview | Marketing Dictionary | MBA Skool-Study.Learn.Share., 2019)

The Tastemakers

Some of the significant individuals that would be a great influence for this artist. Would be other more established Christian Creatives. Particularly translated through high social media following, significant experience within the performing arts industry. Tastemakers including Ivan Blackstock, Tony Adigun, Kate Upton, Shannelle Fergus, Vicki Igbokwe, Kenrick Sandy, Emmanuel Adekun, Jonzi D and DJ Renegade for their years of experience as performing artists within the dance performance and music to dance collaborations sector. Christian Tastemakers including individuals such as Called Out Music, Still Shadey, Rae, XamVolo, Victor Taiwo. All individuals mentioned, the artists have an existing relationship with; obtaining favour from these tastemakers would boost the artists' music reach as well as prove beneficial than operating via a third party. Specifically for an artist with multi-disciplinary experience.

Dance Performance, Music Non-Christian Tastemakers:

- Ivan Blackstock - Artistic Director for Birdgang Dance Company
- Tony Adigun - Founder of fashion brand Tamphaus and Artistic Director for Avant Garde Dance Company

- Kate Upton - Founder and CEO of Zonation Dance Company Agency
- Shannelle Fergus - Head Agent at Zonation Dance Agency & Social Influencer
- Vicki Igbokwe - Founder and Creative Director of Uchenna Dance Company
- Kendrick Sandy - Founder and Artistic Director of Boy Blue Entertainment
- Mikey J Asante - Music Producer, Composer and Co-Director of Boy Blue Entertainment
- Emmanuel Adelekun - Dancer, Writer for Vivid Scribe and Red Bull Dance Competitions
- Jonzi D - Founder of The Breakin' Convention Hip-Hop Festival
- DJ Renegade - Renowned Dance Coach and Urban Dance DJ
- Robert Bruce - Capital Xtra Radio Host

Christian Tastemakers, Christian Creatives:

- Called Out Music - Recording Artist & Founder of Set Apart Management
- Still Shadey - Recording Artist & Founder of Kingdom Business Record Label
- Rae - Recording Artists & TBN Television Presenter
- XamVolo - Recording Artist, Songwriter, Music Producer & Founder of the Podcast 'THE ART OF DFFRNCE'
- Victor Taiwo - Recording Artist, Songwriter, Music to Television

The Artist

The artist's stage name is Em... (pronounced Em E-lip-sis); she is a singer; musician; dancer; performer; minister and Youth Worker. A black professional dancer that is looking to launch her music career as a singer-songwriter. Genres' of influence include Neo Gospel, Gospel, Soul, Contemporary R&B and Alternative Hip Hop. She is additionally venturing into music production as an avid musician playing the keyboard and the bass guitar production alias 'BLCK FLMNGO'. We are looking to utilize all aspects of her plethora of experiences in this campaign. Specifically pitching her as not just an 'Artist' in regard to the music entertainment industry, but as a 'personality' maximising on the current digital age and building her fan base as a 'social influencer'.

Budget

In regards to the budgeting for this project, we anticipated that in order for the project to be achieved at its fullest capability. Funds will be acquired through applications sent for bursary grants, sponsors' or investors' partnership with established Christian business owners; or

public contributions through go fund me pages or crowdfunding or self-funded through sync deals and composition contracts.

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Looking at the areas that we found to be a beneficial investment for the artist; we decided to set our budget for this artist at £300,000.

Setting with it a variety of deliverables and a signed contract with the artists and other relevant people involved in the project.

Artist Advance split into two segments, Signing - £50,000 and Delivery - £110,000; for ease in artists money management and accountability purposes

TikTok/Instagram Videos

£100

Airbnb Experience - Artist Partnership

£20,000

Dance Music Video/YT Vlogs

£15,000

Immersive Production & Merchandise

x2 live Productions (1500 cap) - £75,000

Merchandise (shirts, mugs) - £4,900

Marketing & Promotion

Online - 20,000

Press & Print - £5,000

Project Plan

We plan to encourage the consumer to make the journey of discovering Em...’s music, to consideration and then to purchase through the maximisation of her USP of being a multi-disciplinary artist and being a woman of strong faith. Involving Em... in external projects that would be useful in this regard to continue to build on relationships formed as a dancer and performer, but also helping her to build more experience within the music entertainment industry additionally. Signing her up to be involved in music collaborations; whether it be as a Choreographer for another Christian Artist single release Synch through composing of soundtracks or by making the latest trap, g-funk beats for hip-hop and popping battles. Em... will be able to create awareness and build connections with her audience (Baker, 2007).

Timeline

3rd Quarter - December 2020 to February 2021

First Single Soft Release 6th December 2020

Launch of YT Video blog 3 months prior to release. A snippet of Dance Choreography for 2 single release revealed on Instagram

4th Quarter - March 2021 to May 2021

Exclusive TikTok Dance Challenge, top 50 video entries, featured in 2nd singles dance video. One-Night only Airbnb experience concert with Called Out Music and a few friends for those that follow Em... & Called Out on all social platforms and have pre-ordered Em...album

5th Quarter - June 2021 to August 2021

The announcement that Album Single 'Live I Never Lived' will be the theme song for new Netflix series. Merchandise released on YT page.

6th Quarter - September 2021 to November 2021

Virtual Praise Worship Session - Instagram, Facebook and YouTube Live
Immersive Theatre Album listening Party
Album Release

Asset Deliverables

As this will be Em...’s first official release maximising her multi-disciplinary experience is key to achieving and maintaining impact in this campaign. The deliverables include past projects that the artist has been involved in that could benefit the final result of this project.

Single

Utilizing social media reach with the use of ‘daily hashtags’ such as ‘Throwback Thursday’ or ‘#TBT’. Releasing old footage of Em...’s open mic performances to promote her upcoming single release; promotion to be released via Instagram and Facebook. Signing her up to do projects such as ‘BBC introducing’.

Using social media platforms such as TikTok Musical.ly have really developed popularity in the multimedia, multi-disciplinary route in promoting artists using it as a way to broaden their fan base by posting funny comedy sketches and performing trending dance routines but also promoting their music. With Em...’s pending single and album releases and her background within dance and performance, utilizing this platform will prove to be a key aspect within this

project. Liaising with TikTok music distributors and current trending tastemaker users to get Em...’s music out there as well as promote her as a brand. TikTok is integrated with Apple Music. Therefore when her 15-second dance video, comedy sketch promoting single attracts the consumer; through using common strand hashtags, consistent content and connection maintenance; her music is accessible for purchase through Apple Music streaming. Additionally, to use of Apple Music, Spotify is also crucial to give listeners understanding of the artists’ identity and sound through playlisting; associates in the UK Jazz, BLSSD Music Spotify Playlists examples can be seen in Figure 3 and 4 below. Getting songs on the radio, particularly for Em...’s Contemporary R&B, Funk, Pop sounding tracks such as ‘It’s Been a Long While’, ‘I Speak Life’, ‘SOT’LG (Son Of The Living God)’ and ‘Life I Never Lived’. The success of said records is determined by their exposure on radio, with stations such as Premiere Radio, Kiss FM and Capital Xtra. Decent radio plays being directly linked to whether the records enter the charts (Harrison, 2017).

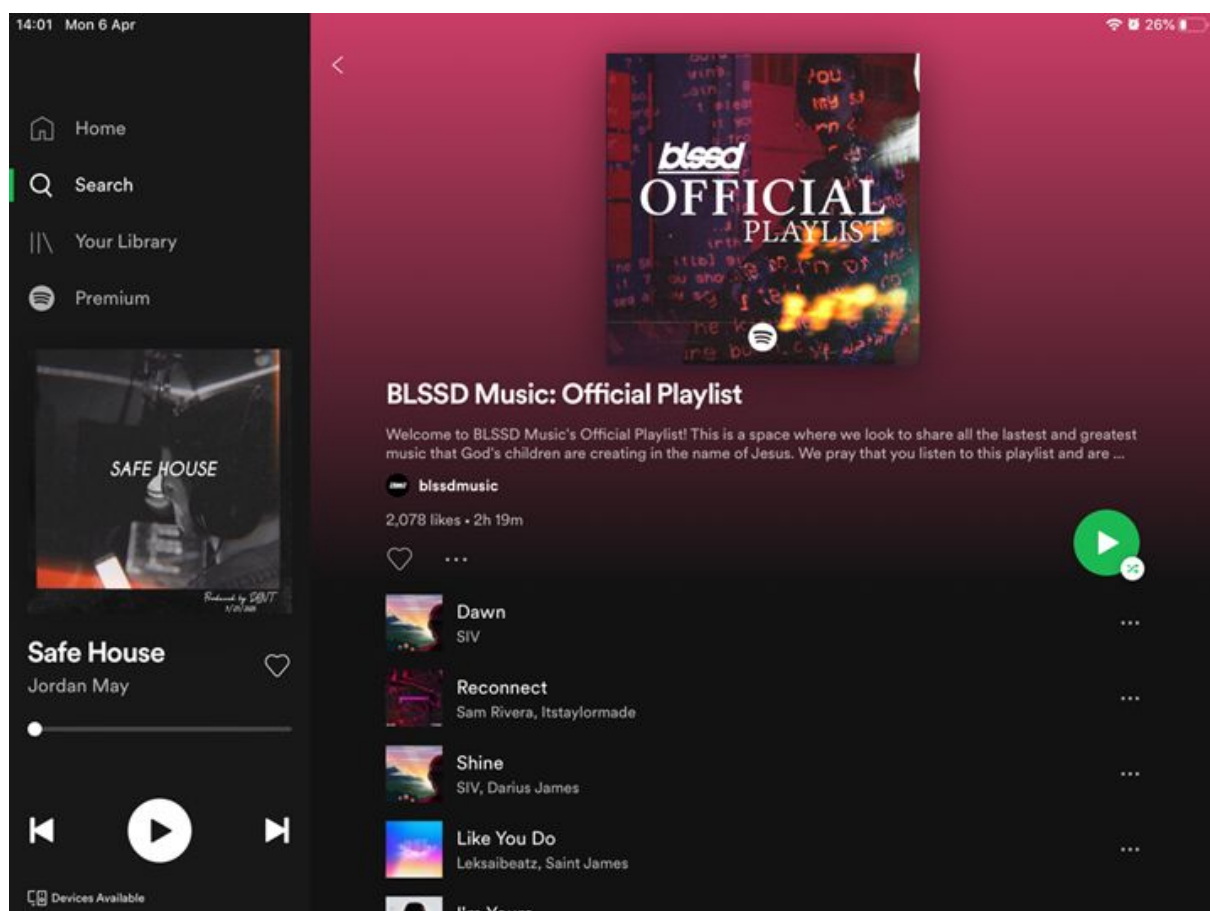


Figure 3. BLSSD Music: Official Playlist, a playlist by blssdmusic on Spotify, 2020.

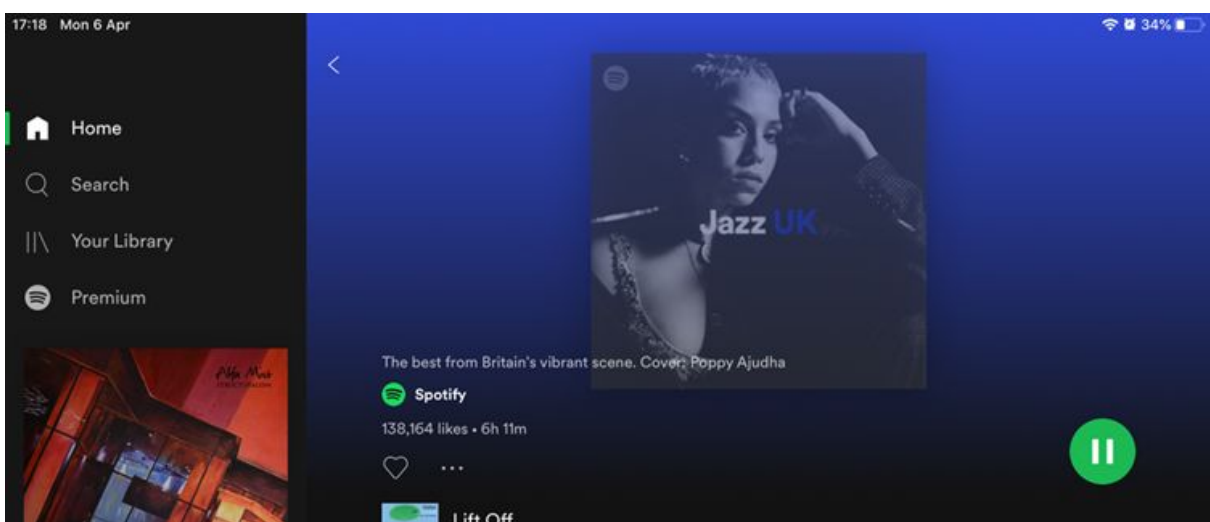


Figure 4. Jazz UK, a playlist by Spotify, 2020.

Album

YT Vlog features. Deluxe Edition with exclusive songs for those that pre-order Album post the second single. As discussed above because Em.. is an emerging artist it's important that the audience reach is as vast as possible. Synchronisation deal, promotion of her album through featuring in a monumental, uplifting film as an actress; writing or co-writing the soundtrack for the film or the movie trailer for an uplifting drama or dance film, similar to Yolanda Adams, a famous gospel singer who sung the soundtrack for 'Honey' a popular dance film released in 2009. Similarly, for over 25 years, composer, conductor, producer and music director Ken Burton have operated at the very top of the performance and recording industry with his variety of choirs and groups – the renown London Adventist Chorale, Croydon Gospel Choir, vocal ensembles AVE and TESSERA – travelling across international boundaries. With them, he has toured Australia on numerous occasions and, like LCGC, represented British Gospel in European and African nations. Ken has achieved numerous performances within the film industry, and his credits include soundtrack music for the globally successful film, Black Panther released in 2018 (Wybrow, 2019).

Promotion

D2C (direct to consumer) model, because by selling music direct to the fan (and in effect acting as both artist AND retailer), the content owner owns the fan data as well. For the first time, this allows for a direct artist-to-fan relationship that is both controllable and fully transparent in contrast to the use of streaming services (Davy, Ferrone and Pacifico, 2020).

National

Using social media promotion features we conduct an analysis to identify where her social platforms reach most present within the UK. Once findings are found, using them as a gauge as to where we should set up for tour dates. Also considering the festivals that would fit her sound positioning pop-up shows in close proximity to the towns that the festivals are that she will be performing at.

International

Similarly using social media analysis, using that for international reach. Partnering with dance event organisers and/or promoters; where the popularity of the event has been attained and maintained through strong branding within the niche audience of the dance industry; in urban dance, competitions based internationally. Examples of such events include Just for music to dance collaboration live performance at their events for a discounted price gig. Collaboration with established brands such as Red Bull and Relentless

Energy drinks that have already ventured into endorsing urban dance competitions to also endorse Em...’s appearance in their international dance battles.

UK/European Live Promotional Tour

For Em... we are getting her to perform at dance festivals within Europe that she has consecutively performed and competed at as a dancer and a connection with the audience has already begun. Packaging her in preparation for the promotional tour would rely upon maintaining that familiarity with the audience within the urban dancer, dance enthusiast demographic; allowing her following to grow organically similar to the 4 stages inbound marketing methodology. Managed internally due to the scale of the tour. As this is her debut release our priority is to get her on as supporting artists for artists with a similar hybrid sound and or influences such as Jacob Collier, Lalah Hathaway, Jonathan McCreynolds & James Blake. We will be focusing on a headlining major cities tour for her second album release.

Conclusion

In conclusion, this report reviewed foundational marketing strategy fundamentals and questioned the viability of a marriage between music ministry, dance and music marketing working cohesively; to enable the artist to connect with the consumers. The 7Ps are considered to be outmoded and permission marketing and the newer 4 stages Inbound Marketing Methodology put forward by Lauterborn is deemed more progressive. The analysis of the market outlined positive opportunities for Em... such as their sizable fan base and anticipation from fans for a new project, however they face main competition from other Christian artists in the market. Differentiation is key for her to stand out in a noisy space. Implementing data-driven strategies will minimise assumptions and improve the outcomes of the campaign, therefore the strategy is required to be flexible and nimble. Fan demand drives the campaign and data insights will help to optimise the campaign over time, therefore importance is also placed on audience segmentation to create personalised and relevant messaging. Particularly within the Christian Ethos, hope faith and integrity being paramount the audience building organically through strategic marketing and the inbound methodology is favoured..

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