

EP RELEASE MARKETING
PLAN FOR CHRISTIAN
BAIRD
TILEYARD
ENTERTAINMENT
MARKETING REPORT
PART 1
4,000 WORDS
STUDENT: 2011962

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1. Artist Background

Baird is an upcoming musician who has released two official tracks over the past two years. He studied vocal performance at BIMM London and is now hoping to release four tracks in the next twelve months. His Northern Irish roots, upbringing split between Canada and Germany and coming out as a gay male at the age of seventeen is just the start of his interesting journey. When I heard his lyrics I knew that they would be relatable to others and that he has a gift to give. This marketing plan maps out the steps taken into raising the utmost exposure of Christian Baird's music and looks closely into maximising new technology to save time and money throughout.

2. The Main Objectives

The marketing plan seeks out marketing opportunities for Baird's music after being 'put off' for almost a year due to the recent Covid-19 pandemic. This plan is formulated to regain the interest of his current fanbase whilst also seeking out a new fanbase and exploring different avenues, as he experiments with different styles and genres across a series of four tracks. Due to the recent pandemic and overwhelming pressure on Baird's progress, a time limit is not set in stone for the releases however the aim is to have the first release in September 2021 followed by the launch event in October and the social media content plan to be set into action immediately. The main influences are an interesting mixture of 70s pop music with inspiration from Fleetwood Mac and taking note of current pop influences such as Lana Del Rey, Troy Sivan and Sam Smith.

Baird believes “there’s a slightly limited market and audience for LGBT artists marketing making it marginally more difficult this pool of artists to make it into the charts”. This comment from Baird shows that he feels restricted by being a gay male however, in this sentence he explains the story he wants to tell as he adds “I think the needs and wants of my audience are to relate to me more authentically and for me to be a voice in my community, especially reflected through my music and public imagery”.

The first action taken was determining Baird’s style and the message he wants to give out to his fans. Baird has strong views on various topics and it was difficult to find similar artists to compare him to, however, this is what makes the project more interesting and unique. I put together a map of artists that Baird would hope to become like in the future and defined their target audience. A typical profile of what Baird’s fan base may look like:

- Male and female age 16 - 25
- Interested in alternative religions (spirituality)
- Interested in vintage and high street fashion
- A part of the LGBTQ community
- Attends SOHO London bars
- Students (especially those specialised in music, art, film and fashion)
- BIMM, Film Academy and Tileyard Students
- South West and West End London

Baird is already established on Instagram and Facebook, with only one video on YouTube and one track on Spotify. Although other social networks are becoming more popular and extremely

beneficial for businesses, for example, TikTok and Pinterest (Günel, 2020), for this marketing plan I have decided to focus on Instagram, Facebook, YouTube and Twitter to build upon the following Baird already has established. This involves working with a small but loyal audience and defining their interests.

3. Content Creations

The website Fiverr will be used to create the logo and album covers. It is important to define the purpose of the content before creating it. In this case, it is to re-engage the fan base and make them aware that new music is going to be released and to reach a broader audience. The logo is simple and bold and keeps to the same fonts from last years release so that it is recognisable to the fans and honours a level of consistency.

A portion of the plan is focused on the Launch event for the most recent release; Sunken Place, as it was not possible during the time of release due to the Covid-19 pandemic. Baird has never performed his first EP in front of an audience which means a lot of effort will need to be placed upon ticket marketing. In the run-up to the launch event, Baird's logo will be printed onto Baird's business cards which are to be given out at upcoming music networking events listed below.

- Fusion Network Uk, Boxpark, Shoreditch, 27th July, £0
- Lock Down Music Showcase, Westminster Library, 31st July £0
- Grateful For Co Vie, Mar House, Edgware Road, 1st August, £11
- Creative Meet Up London, W Hotel, 6th August, £0
- Funding Your Music Business, PRS Foundation, Carnaby Street, 19th August, £0
- Urbano Networking Evening, Sagal Showroom Clerkenwell, 9th September, £20
- Represent London Fashion Shows & Networking, National Liberal Club, 18th September £22

- London's Biggest Tech & Entrepreneur Professional Networking Soriee, Temple, 28th September £0

Recordings from the rehearsals for Baird's future live performances will be used as part of the social media plan in order to build awareness for the EP release. Professional videographers who are personal connections from The Film Academy London are to be hired to record a series of studio-based recordings to create content for Baird's social media. This will take place over an executive week and will include five edited recordings. The expenses for the recordings are low as the film academy students are trying to build their portfolios, however, a small budget is kept aside for this to cover their travel, food and any additional equipment which may need to be hired.

Brand collaboration is a strong focus of this plan. This will be done by contacting upcoming brands which are in line with Baird's aesthetics, he will talk about the production on his social media channels to gain followers from fans of the product/brand contracted to the collaboration. Another collaboration will be targeting online influencers and asking them to market Baird's music on their channels. Connecting with TikTok artists will be a large part of the strategy and a lot of time will be dedicated to this, as contacting TikTok influencers is a tedious and time taking task.

A weekly blog is something that Baird wishes to host. This will include him and his circle of close friends discussing political and personal issues and adding a touch of humour to lift light on his somewhat dark lyrics. This is where his authenticity and true self can shine, whilst letting his audience get to know him better and build an online community. If people are willing to listen to him talk for half an hour, they will definitely listen to his three-minute tracks. This type of content is cost-effective as the only costs will be for an iPhone holder, a ring light and a backdrop. This content will be recorded in Baird's house or in public areas and the aim is to record at least one per

week. Discussions will be based on the following subjects and the public spaces will be based in South West and West London:

- London's music scene
- Dating in London
- London's LGBTQ community
- London fashion
- Skincare and diet trends
- Spiritual and mental health
- London events

4. Themes

Baird wanted the album cover to be a tarot card as he has recently started reading his own tarot cards and has close relationships with spiritual advisors. This gave me an idea of the type of audience that would be interested in listening to his music and watching his vlogs as his spirituality is also reflected in his music e.g. lyrics written about devils and angels. Although spiritual, Baird also enjoys the finer things in life, which defines the audience even further; those who are financially secure and interested in material prosperity whilst also spiritually natured and open-minded. One way to search for these people is by searching relevant upcoming brand launches such as; scent sticks, crystals, bath bombs, essential oil products, and luxury brand start-ups based in London. Another reason for targeting this particular fan base is because he has started to write a future album based upon a collection of tarot cards.

Mood boards are to be created for each of the four EPs to determine the structure of the visuals including the album cover, photography, music videos and general social media aesthetics. Different

marketing strategies will be used for each EP to figure out which works best for his new and experimental pop music. Another reason for the mood boards is to ensure the entire team are familiar with the image that Baird wants to portray.

1. Blurry Picture

This mood board shows the differences between dark and light, the conflict between decisions and taking extremes. The song is about Baird living his life in extremes and trying to figure out whether there is an angel or devil on his shoulder and questioning his life. The song is quite dark and it took a while for Baird to make the decision to make it public. He says that he no longer wants to keep this song in the dark and is ready to shine the light on mental health aspects which could lead to comfort for the listeners.

2. Mattress

This mood board reflects Baird's deep feelings when he was writing mattress. He had to let go of a meaningful relationship as he felt the other person had too much emotional baggage. It is a very upbeat and funky track although it uses language that explains feelings of distress, similar to many current pop songs and includes the lyrics "now there is nobody to call", "if it wasn't for the present sadness" and "running back to you". The lyrics are mostly relatable to people who are in toxic relationships.

3. Sunken Place

Sunken Place is an even more upbeat track and has already been released. The music video was recorded at a mansion in Wimbledon, with all those filmed looking very glamorous, a theme that we wish to see throughout the other three tracks. Keywords for the track meaning include; lockdown, lonely, anxious, depressed, upbeat, friends coming together, getting through tough times collaboratively.

4. Someone For Me

This is a song that was written when Baird says he was at his lowest point this year. The track is filled with emotion and has a much slower beat compared to the other tracks. The mood board shows deep emotion and darkness however still has the aspect of glamour and riches. The fact the song was written on the spot is a great selling point for Baird's music as it shows he is capable of writing meaningful songs in a small amount of time and has a high capability of collaborating on the spot.

5. Online Ads

In the early days of music marketing, it was close to impossible for up and coming, niche music genres to know where to market their music (DIYmusician, 2013). More established bands and musicians such as The Beatles could guess and figure out where their fans were by monitoring ticket sales and sensing where they received the most attention. Nowadays the science of online marketing has new technology which can target the most niche audiences and monitor who is listening to what music and how frequently.

Websites and ads now track how many people have clicked on the ad links which gives easy access to the right demographic and keeps a check on where the budgets are best spent. Every time someone uses their phone or computer, they are leaving data bread crumb trails. Trusted social channels such as Facebook, Google and Twitter will track its user's followers, likes, what music you listen to and even how fast your internet is and which providers you are using and then sell the information on to third parties (Slide Share, 2021). Such sites can also access your microphone and can track what users are talking about out loud. By signing up to certain social channels you must agree to the terms and conditions (which most will not read), these will not allow the site to use your content however they will state; "non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license" (Crash Course, 2018). Two researchers, both then at Carnegie Mellon, decided to calculate how much time it would take to actually read every privacy policy you should. So, if each and every Internet user, were to read every privacy policy on every website they visit would spend twenty-five days out of the year just reading privacy policies! (Madrigal, 2012).

Google ads were explored for this marketing plan and it was found that this route seems to work better for businesses selling products and directing to websites (Akhtar, 2020). Even though Google Ads may not be as effective as other ads such as Instagram and Facebook, AdWords uses a cost-per-click (CPC) model, which means that you only get charged when someone actually clicks on your ad, no matter how many times it's shown (Occhino, 2017). For this reason, it is decided to set up a £100 pm budget on Adwords to try and get more traffic to the website and in turn, gain subscribers. Those who subscribe will receive weekly updates on events, music, blogs and other news with a personal touch from Baird and we will call the community the 'Bairdy's'.

6. Email marketing

Email marketing allows direct messages and notifications to update the fans of the release and event dates. This is a fast way of reaching the audience, especially by utilising email marketing tools like MailChimp. For fans to subscribe, the website will need to have a section for fans to subscribe. To direct the fans to the subscribe box it will be present on Baird's social media bio's and on the social media ads.

7. Social media ads

Sponsored ads using Facebook is the cheapest online advert option and it allows more metrics to be tweaked. Facebook ads will be used to manage this aspect. Because Baird likes to express his political and social views, Twitter is a great platform for this, however, he doesn't currently utilise this is highly advisable. Once he has built a following of one thousand followers it will then be profitable to start to use Twitter ads. It is important to make sure that the ads are aimed at the correct audience so that no money is wasted. Twitter ads start from £5 and can go up to £5,000 so it is important to be very specific when directing towards an audience. A budget can be set for the ads so that outgoings can be monitored and before securing the payment for the ad, it will be shown what the potential reach will be to give an idea of ROI. You can set the locations however its natural algorithm will go off the current location. Each time an ad is released, the results will be monitored and it will be found what will work best so each time the results will increase.

Once views are accumulated a sheep effect will take place, people who aren't generally that interested in the content will watch anyway because they will see that it has a lot of views. The social media ad budget will be £120 pm and will be split between Facebook and Instagram. This will encourage and increase views, interaction and engagement. It is important that any comments or messages are answered to ensure engagement goals are met.

8. Content marketing

The aim here is to tell the audience exactly what Baird plans to do, to show evidence and ask the audience what they expect from Baird in a creative way. This will build momentum and get a feel for who is going to be interested in listening to the release. It will start by telling the audience about the ideas stage and ask for responses across Baird's social channels. This will generate momentum and evidence must be provided to show that the project is being put into action. After each upload, questions should be asked via the story option such as; "did you like this?" and "where shall I gig next", developing a conversation opener to the fans. This all entails quality content creations that allow people to engage. Questions are essential to start conversations which leads to building a community of fans.

The next stage is going live online, sharing knowledge, sharing Baird's personality and sharing the music. During the pandemic, large music festival's had to turn into virtual events, therefore, people are now adapted to spending more time online. The focus will begin on Instagram as that is where Baird's current fans are present, and then the challenge will be to move them to other platforms. It is important that Baird is mindful of any slander because it will be bad for the brand image, the plan is to be careful not to upset people and keep the posts positive and non-offensive.

Keeping people on pages as long as possible is key for encouraging growth in following as social media channels value this as you are then adding value to their business. Keeping people on the page involves video content, longer texts, questions and engagement. It is important to respond to the small fan base and make them feel important. Reels, stories, live videos and any new features such as stickers, polls and questions will be utilised to keep people on the story for longer. The video watch time will ultimately turn into listening time on iTunes and Spotify.

A Facebook group will be created so that the followers will get notifications every time Baird posts, the content posted in the group will be more of a discussion nature to encourage engagement.

Facebook is currently trying to compete with the platforms that mainly use video content, therefore as much video content as possible will be uploaded. Challenges and educational videos are extremely popular on video platforms. Tiktok rewards its subscribers by the time their followers spend on the app. The music must be available on Tiktok, uploading to Ditto allows Tiktok users to use the music in their videos. When you release the music you need to give it a four to eight-week window for a platform such as iTunes or Spotify. Within this time is where the most engagement with fans must take place.

Asking questions leads to discussions and therefore allows you to get to know the fans better.

Within this marketing plan, one hundred questions were noted down to be a part of the social media strategy so that Baird could keep consistency throughout the social media strategy. We started by asking questions on his social media stories of a selection of different categories to determine what the fans would engage in most.

The questions posted on Baird's social pages will be relatable to his next move. For example; "what do you think the dress code should be at my launch event, or which product do you prefer?". Asking such questions will allow us to create an image of who the fans are and where the music should be targeted. For example, if people vote that the dress code should be a boho look, we can search for similar brands and plan future collaborations. It is also important to figure out who the fans are already listening to, this can be done by asking them to fill out a survey.

Some of the questions we initially posted on Baird's social channels were "I am starting my own clothing brand, what do you think?" Whilst incorporating it into his authentic self and linking it

with real-life events such as “After spending some time in Portugal I have space and time to reflect on myself and spend time away from music, I am ready to come back stronger, who is excited to hear what I have been working on?”. Once again this must be backed with evidence which will include clips of Baird in the studio, sketches and examples of the clothing brand and photography with insights that relate to the four themes of each EP. It is important where the question is positioned in the text, for example, a study by Buddy Media showed that placing the question at the end of the text compared to in the middle where it could easily get ignored, generates up to a 15% higher engagement rate (Macarthy, 2018).

9. Merchandise Brand Launch

It was discovered, by interviewing post-fashion students, that starting an exclusive fashion brand from scratch is extremely costly and funds would be better off spent on defining the audience and seeking out loyal, dedicated fans. It was instead decided that Baird is to pick out second hand, vintage clothes that he thinks his fanbase would wear and then getting his logo and brand name embodied onto the clothing and selling them at a profit to use the money towards future recording and marketing materials. This allows Baird to choose the clothing which he thinks his fans will wear. This idea is sustainable and environmentally friendly, it also gives money back to charities such as Oxfam. The embroidery will be low cost, it will give us an idea of what his fans will purchase, who purchases them and how much they are willing to pay and gives us an opportunity to experiment on the fashion front before spending thousands of pounds on an exclusive line. We soon figured out that exclusive fashion lines are the best fit for more established artists, however, this is still a future goal of Baird's. Video content of behind the scenes making of the merchandise will be an important part of marketing the brand as it will prove that the clothing is 100% sustainable and will reach out to a new fan base of those with high fashion interests.

10. The launch event

The launch event is to take place in an art gallery, 28m Shelton Street, Covent Garden. The reason this venue was chosen is that it is very artistic, it has an intimate maximum capacity of 100 and allows us to divide the event up into different acts, introducing comedians, fashion shows, dance and art gallery exhibitions. This will allow a mixed audience to come together and it will help us to definite the interests of Baird's music in order to prepare for his first live event. The entire event will be professionally recorded which will be used as content for his social media channels to create a build-up for the release party and future live events. The event will also involve a behind the scenes clip to create a higher understanding and to lure fans to come to the following events.

As part of the launch party, some of Baird's merchandise will be sampled and we will have a branded backdrop where people can try on his merchandise and have their photographs taken. The merchandise will be designed by artist Edward Mirza who is also designing the logo and album cover. To reach out to the LGBTQ customer base, all of the clothes are unisex and incredibly quirky. The event is also an opportunity to hand out more business cards to create awareness of the new and improved logo.

The event will be promoted across all social platforms and has the sponsorship of £500 from BIMM university which covers the recording costs. Other music university students will be encouraged to attend and other acts such as live art, dance performances and a fashion show will take place. Due to the fashion and art aspects as well as music, the event will be promoted to universities including;

The London College Of Fashion, UAL, The British School Of Fashion, Tileyard and students of Abbey Road Education.

Tickets will need to be purchased via Eventbrite. This will create a list of data for further events.

Email and text reminders will be sent once a month running up to the event and once a week before the event. The messages will be luring and humorous.

11. Website and SEO

Creating a solid and professional website is a large part of the plan as Baird does not currently have one. WordPress will be used as it gives the most options to monitor analytics and to edit using plugins. Traditional methods will also be used such as using an artist to paint him and put into an art gallery, writing to magazines, flyers placed around universities, attending networking events to source contacts and contacting niche radio shows around London which will be part of a separate PR plan. All videography, sound links and photography will be uploaded to the website as and when it happens. The website is to act as Baird's portfolio where all of his past work and future plans will be outlined professionally.

SEO (search engine optimisation) is important because it helps to give the website a higher ranking when somebody types in a relatable keyword making the page easier to find and in turn, receive more website traffic. Google keyword search will be used to find the right keywords. Having the right keywords and SEO is like having the prime space with the most footfall in a shopping centre as it attracts more attention and is the first to be seen. Long-tail keywords are the best to target as to when users search them, they get directly to what they are looking for. Typical keywords that will be used include; Song writer London, Male vocalist London, LGBTQ songwriter London, BIMM

London Alumni, LGBTQ Blog, LGBTQ Mental health Supporter and West London based singer-songwriter. There will be many hundreds of keywords that will be used to optimise the best results.

12. Appendix

1. PR Campaign Targets

Indie Is Not a Genre	info@indieisnotagenre.com	- week before rele	Track review		
Rain Magazine	rain@rain-mag.com	Mark Benjamin			
* Company	* Email	* Name	* Feature	* Sent	* First Chase
Ditch The Label	Hello@DitchtheLabel.org	About supporting young in the industry!!			
Sound Good Blog	adam@soundsgoodblog.com	Adam			
The Skinny	adam@theskinny.co.uk	Adam Benmakhlouf			
Never Enough Notes	alex@neverenoughnotes.co.uk	Alex	Discover		
The Fader	alexross@thefader.com	Alex Robert Ross			
Alfitude	alfitude@gmail.com	Alfie	Track Review		
Birthday Cake for Breakfast	andrew.david.hughes@googlemail.com	Andrew	Have You heard about		
	andrew@stampthewax.com, aaron@heardlondon.com	Andrew	New Muis		
Stamp The wax		Andrew	Review		
Music Talker	andrew@musictalkers.com	Anna Ferrick	Feature		
PUSS PUSS Mag	anna@pussmagazine.com	Annie Fell (associa	New Music		
Talk House	annie@thetalkhouse.com	Anthony Adams (F	Singel review		
When the Horn Blows	anthony.wthblows@gmail.com	Bill Baker (Music E Playlist/ In conversation			
HISKID	bill@hiskind.com	Bill Cummings	Tracks of the week		
God is in the TV	bill@godisinthevzine.co.uk	Bobby Barry (Revi	Singel Review		
The Quietus	bobby@thequietus.com	Brian Coney			
In Thin Air	brian@thethinair.net	Chris (Editor)	Track review		
Gorilla VS bear (US)	chrismc99@gmail.com	Chris Bound	New Track		
Mystic Sons	chris@mysticsons.com	Courtney			
Giggoer	info@giggoer.com	Cristiana Ferrauti			
The Up Coming	cristiana.ferrauti@theupcoming.net	Dan Goldin	Best new msuic week		
Post-Trash	dgoldin2012@gmail.com	Daniel (New Music	New Music		
Dymmy	daniel@dummymag.com	Dave	New Singel		
FUSED	dave@fusedmagazine.com	David Martin	Later state		
Odda Magazine	david-martin@oddamagazine.com (creative director)	David Sikorski	Singel Review		
Earmilk	david@earmilk.com SUBHUB	Dawn Jones (head	INTERVIEW		
Indie Music Impress	impressed@v13.net	Derek Robertson (f x			
Drowned In Sounds	derek@drownedinsound.com	Dominique Sisley (	Feature		
Huck Magazine	dominique@tcolondon.com	Doyle Smith	Whats good this week/ New music		
Velvet Independent	velvetindependent@gmail.com	Elena Katrina	Listen		
Popped Music	elena@poppedmusic.co.uk	Evan Sawdey	Interview		
Pop Matters	sawdey@popmatters.com	Felicity Martin			
DUmmy	felicity@dummymag.com	Francesco	New muis		
Off The block Magazine	francesco@offtheblockmagazine.com	Hanna			
Beat Juice Magazine	hanna@thebeatjuice.com	Harriet Fitch Little			
KinFolk Magazine	h.fitchlittle@gmail.com	https://publishing.ty	New Music/ Track review		
This song is sick	submission@thissongissick.com				

Vibes of silence	Website	https://vibesofsilence.com/	Singel Review
Record of the Day	ian@recordoftheday.com	Ian Greaves	New Music
Little Indie Blogs	littleindieblogs@gmail.com	Include imbedded content	New Music
Fudgel music	fudgelmusic@outlook.com	Jordan	
Talk House	josh@thetalkhouse.com	Josh	
The Buzzing Sound	Bored4Music@yahoo.com	Justin Santos	New Music
The Buzzing Sound		Justin Santos	
London In Stereo	kezia@instereomag.com	Kez Cochrane	Tracks of the week
Some kind of Awesome	kibbe@somekindofawesome.com	Kibbe	Week Of
Listen here review	listenherereviews@gmail.com	Lauren Gribble	New Music
Flaunt Magazine	Liam@flauntmagazine.com	Liam	New Music
Lizzies Low Down	lizziebaker@lizzieslowdown.com	Lizzie Baker	New Music
Lucy MCCourt	lucymccourt@ymail.com	Lucy McCourt	New Music
Celeb mix	celebmixmark@outlook.com	Mark	New Music
Xs Noize	mark@xsnoize.com	Mark Millar	New Music
Under the radar (US)	mark@undertheradarmag.com	Mark Redfern (Sen	New Music
Indie Mag	mmigowski@yahoo.com.br, marcio.migowski@vale.co	Maximilian Migowski	
Wounderland	Maybelle@wounderlandmagazine.com / Elly@wounderlandmagazine.com	Maybelle	Premiere
Loverboy Magazine	Michael@LoverboyMagazine.com	Michael	
Obscure Sounds	mike@obscuresound.com	Mike Mineo(Found	Track review
Atwood	mitch@atwoodmagazine.com	Mitch	Interview
Move To Trash Magazine(nicky@nicky@movetotrash.co.uk		Nicky Lee-Delisle (	New Music
Kaltbult Magazine	nphillips@kaltblut-magazine.com	Nicola Phillips	Music - PDF sub
The Back Stage Club	nina@thebackstageclub.com	Nina	Review
GigSoup	paul.smith@gigsoupmusic.com	Paul Smith + Laura	Interview
Flanelle Magazine	info@flanellemag.com	PDF submission	New Music
Pop Justice	peter.robinson@popjustice.com	Peter Robinson	New Music Friday
Not Many experts	phil@notmanyexperts.com	Phil	New Music
Pitchfork writer	quinnmoreland@gmail.com	Quinn Moreland	Singel Review
Vents	vents_mag@hotmail.com	Raffa ?	New Music
	405 robhakimian@thefourohfive.com	Rob Hakimian (Ne	Track of the day
Queer Space Mag	info@queerspacemagazine.com	Robert	Feature
Breaking more waves	robinseamer@hotmail.co.uk	Robin	
Clash	robin@clashmusic.com	Robin	Track review
Born Music Online	sam@bornmusiconline.com	Sam	Singel Review
Gay Times	sam@gaytimes.co.uk	Sam Damshenas	New Music
Let it happen blogg	samuellerwis08@yahoo.co.uk	Samuel	
Pop Matters	editor@popmatters.com	Sarah Zupko	New Music
Dazed	selim.bulut@dazedmedia.com	Selim Bulut	New music?
From sophia with love	fromsophiawithlove007@gmail.com	Sophia	New Music/Review
Dork	stephen@readdork.com	Stephen	Getting To Know

Eat This Music	steve@eatthismusic.com	Steve	New Music
NME	thomasjsmith49@gmail.com	Thomas Smith	Single Review, Whats your band Mate
Bricks Magazine	tori@bricksmagazine.co.uk	Tori	
I:D Vice	juule.klier@i-d.co	Wait until next single, only new music with video	
FMS Mag	william.sutton@fms-mag.com	william sutton	
Cool Brother	woody@coolbrother.co.uk	Woody	
Northern Yellow Coat	northernyellowcoat@gmail.com	x	7 with
Nasty Magazine	submissions@nastymagazine.com	x	Arts angel
Indie central music	getintouch@indiecentralmusic.com	x	Discover
For The Rabbits	fortherabbitsmusic@gmail.com	x	Feature
Phluff Online	contact@phluff.net	x	Feature
Schön!	submissions@schonmagazine.com	x	For later?
Soundigest	soundigest@gmail.com	x	Interview
Wickedd Chidd	newtunes@wickeddchidd.com	x	Interview
So Young Magazine	soyoungillustration@gmail.com	x	Listen
Glide Magazine	info@glidemagazine.com	x	Listen
SIMGE	speakimge@gmail.com	x	Listen
Coup De Main	hello@coupdemainmagazine.com	x	Listen: New Music
POP mani	tipsa@popmani.se	x	lyssnas
Stereogum	tips@stereogum.com	x	New Music
Purple Revolver	shots@purplerevolver.com	x	New Music
Idolator	contact@idolator.com	x	New Music
<u>Pink Wafer Club</u>	hello@pinkwafer.club	x	New Music
Hidden Herd	contact@hiddenherd.com	x	New Music
PYLOT Magazine	submit@pilotmagazine.com	x	New Music
Hero Mag	hero@hero-magazine.com	x	New Music
Wolf In a Suite	suitforawolf@gmail.com	x	New Music
Little indie Blogs	littleindieblogs@gmail.com	x	New Music
Gold Flake Paint	mail@goldflakepaint.co.uk	x	New Music
SPIN	tips@spin.com	x	New Music
Pasper Cut magazine	info@papercutmag.com	x	New Music
WAX Music	waxmusic@live.com	x	New Music
Flood Magazine	info@floodmagazine.com	x	New Music
Get Some Magazine (US)	contact@getsomemagazine.com	x	New Music
Net Sounds	music@netsounds.co.uk	x	New Music
LadyGunn Magazine	music@ladygunn.com	x	new music
Analogue Trash	hello@analoguetrash.com	x	New Music
Colorising	info@colorising.com	x	New Music
Purple Melon	info@purplemelonmu.com	x	New Music
Impose Magazine	info@imposemagazine.com	x	New Music
Noctis Magazine	info@noctismag.com	x	New Music/ 5 minutes with

Noctis Magazine	info@noctismag.com	x	New Music/ 5 minutes with
Will You magazine	willyoumusicmag@gmail.com	x	New Release Round up
Zone Nights	info@zonenights.com	x	New Single
Tmrw	info@tmrwmagazine.com	x	Online feature new music
Listen with Monger	ravenouspr@live.co.uk	x	Singel Review
Music is my radrar	planetmusicreviews@hotmail.co.uk	x	Singel Review
Pursuit Of Pop	leach_95@hotmail.co.uk	x	Singel Review
Scientis of Sound	scientistsofsoundmusic@gmail.com	x	Single review
Come Here Floyd	submit2comeherefloyd@gmail.com	x	Song of the day
Mix it all up	admin@mixitalup.com	x	Track of the day, new music
Notion	nicholas@notion.online / info@notion.online	x	Track Review
	1883 music@1883magazine.com	x	Track Review
We found new music	marketing@wefoundnewmusic.com	x	Track Review
Discover Nu	info@discovernu.co	x	Track Review
Chill Sounds Good Music/ Sounds good		x	Track review
Hard of hearing music	hardofhearingmusic@gmail.com	x	Track review
<u>Turtle Tempo</u>	contact@turtletempo.co.uk	x	Track Reviw
New Noise	news@newnoisemagazine.com	x	Treack Premiere
Interview Magazine	contact@crystalball.media	x	Try
COS	submissions@consequenceofsound.net	x	x
Miro	hello@miromagazine.com	x	x
Warm & Easy	info@warmneasy.com	x	x
Hidden Heard	kulvin@hiddenherd.com	x	x
Indie-mag	x	x	x
A One Two Three Four	info@aonetwothreefour.co / submithub	x	x
V man Magazine	contact@vmagazine.com, Info@vmagazine.com	x	
Hunger Mag	submissions@hungertv.com	x	
Unsigned Guide	https://www.theunsignedguide.com/spotlight	x	
Pigeons and Planes	submissions@pigeonsandplanes.com	x	
FACT Mag	promos@factmag.com	x	
once to watch	contact@onestowatch.com	x	
le future wave	https://efuturewave.com/submit-music/	x	
House of solo	submissions@houseofsolo.co.uk	x	
Crack	music@crackmagazine.net	x	
Nasty Magazine	submissions@nastymagazine.com	x	
Milk.xyz	hello@milk.xyz	x	Your weekend playlits
Kult Magazine	red@kultmagasin.se	x	SWE
Ear Protection required	earprotectreq@gmail.com	x	
Kiwis Listen	kiwislisten@gmail.com	x	
Hook Journal	hello@hookjournal.com	x	
Pink News	news@pinknews.co.uk	x	

Ear Protection required	earprotectreq@gmail.com	x				
Kiwis Listen	kiwislisten@gmail.com	x				
Hook Journal	hello@hookjournal.com	x				
Pink News	news@pinknews.co.uk	x				
Boyz Mag	editor@boyz.co.uk	x				
Far Out Magazine	staff@faroutmagazine.co.uk	x	Track of the day			
Oh Magazine	ohmag@icebergpress.co.uk	x				
Music Crowns	info@musiccrowns.org	x				
Metal Magazine	metal@revistametal.com	x				
Oyster magazine	music@oystermag.com	x				
InspiredsoundUK	Inspiredsound8@gmail.com	x				
Vulturehound magazine	contact@vulturehound.com	x				
Euphoria. Magazine	inquiries@euphoriamagazine.com	x	Introducing			
Huh. Magazine	hello@huhmagazine.co.uk	x				
I Heart Moosiq	iheartmoosiq@hotmail.com	x	Not sure still on			
Indie Shuffle	x	x		Submithub		
SPIN magazine	tips@spin.com	x				
FM Fame Magazine	news@famemagazine.co.uk	x				
GCN	info@gcn.ie	x				
Guap Mag	z.chibs@guap.co.uk	Zweli Chibs				
DIY Mag	elly@diymag.com, lisa@diymag.com, emma@diymag.com, sarah@diymag.com	NEU				
The Wire Magazine	https://www.thewire.co.uk/contact/		New Music			
Far Out Magazine	https://faroutmagazine.co.uk/contact/		New Music			
Dots and dashes	http://dotsanddashes.co.uk/contact/		New Music			
Manic Pop Thrills	Tweet: https://twitter.com/manicpophrills		Songs of the week			
SAVANT	https://www.savantmusikmagasin.se/tipsa-oss/tipsa-oss-om-ny-musik		SWE			
Music News			This week self releasing			
Lines of best fit	https://www.thelineofbestfit.com/send-us-your-music		Track Review			
Black Plastic	http://www.blackplastic.co.uk/contact		Track Rewviiw			
Attitude	Highly unlikely - later state					
M-Magazine	Later state (PRS MAG)					
New Wave Magazine	Adam sorted! Connor					
Loud and quiet	info@loudandquiet.com, Stuart@loudandquiet.com					
Nosiey	Look again for contact					
Trench	Does not fit					
9oo10magazine	Pitch or later state...					
we do the digling	Check insta					
Quazar Magazine	Cant find contact					
Savant Magazine	https://www.savantmusikmagasin.se/tipsa-oss/tipsa-oss-om-ny-musik		SWE			
Fword magazine	music@fwordmag.com		Introducing			
district magazine	Later stat/ cant find contact					
Lost Culture magazine	No fit					

The Perfect Tempo	https://www.theperfecttempo.com/about-1				
Bonafide Mag	Hiphop / eltro				
Shinding! Mag	Print				
YourMusicRadar	yourmusicradar@gmail.com				
Independent Music Review				Submithub	
Solid Muse					
The Zine UK					
Caesar Live N Loud				Submithub	
POPMUZIK				Submithub	
Yellow and black					
fault magazine					
reignland					
The sound lab					
Iggy Magazine				Submithub	
At Coast Magazine				Submithub	
Ear to the ground				Submithub	
Our cUlture Mag				Submithub	
The Luna collective				Submithub	
Dansende Beren				Submithub	
Crack In The Road				Submithub	
Highfive for				Submithub	
Before the data (HilliDilly)				Submithub	
Digital Tour Buss				Submithub	
Tonic Grain				Submithub	
Stereofox				Submithub	
Indie is not a genre				Submithub	
WE FOUND NEW MUSIC				Submithub	
CLOUT				Submithub	
TURTLENEK				Submithub	
Conversations About Her				Submithub	
Cruel Rhythm				Submithub	
Going Solo				Submithub	
musik3000				Submithub	
Tongue Tied Magazine				Submithub	
Bong Mines Entertainment				Submithub	
ParaPOP				Submithub	
Indie Obsessive				Submithub	
We All Want Someone To Shout For				Submithub	
Rock The Pigeon Music Blog				Submithub	
Lex - The Dutch Guy				Submithub	
HighClouds				Submithub	

Keep Walking Music				Submithub	
Niche Music				Submithub	
Get Some Magazine				Submithub	
Talk About Pop Music	steve@talkaboutpopmusic.com			Submithub	
Surviving the Golden Age				Submithub	
Paper Mag	Later state				
Music Times	contact@musictimes.com				
xune Mag	https://xunemag.com/submit-music/				
euphoriazine	inquiries@euphoriazine.com				
Glamour Magazine	glamourdigital@subscription.co.uk				
Student Pocket Guide	info@pocketmediagroup.co.uk				
Stylist?					
GQ					
Scandi pop					
Blanc	submit@blancmagazine.com , info@blancmagazine.com				
Equate	???				

2. Budget timeline

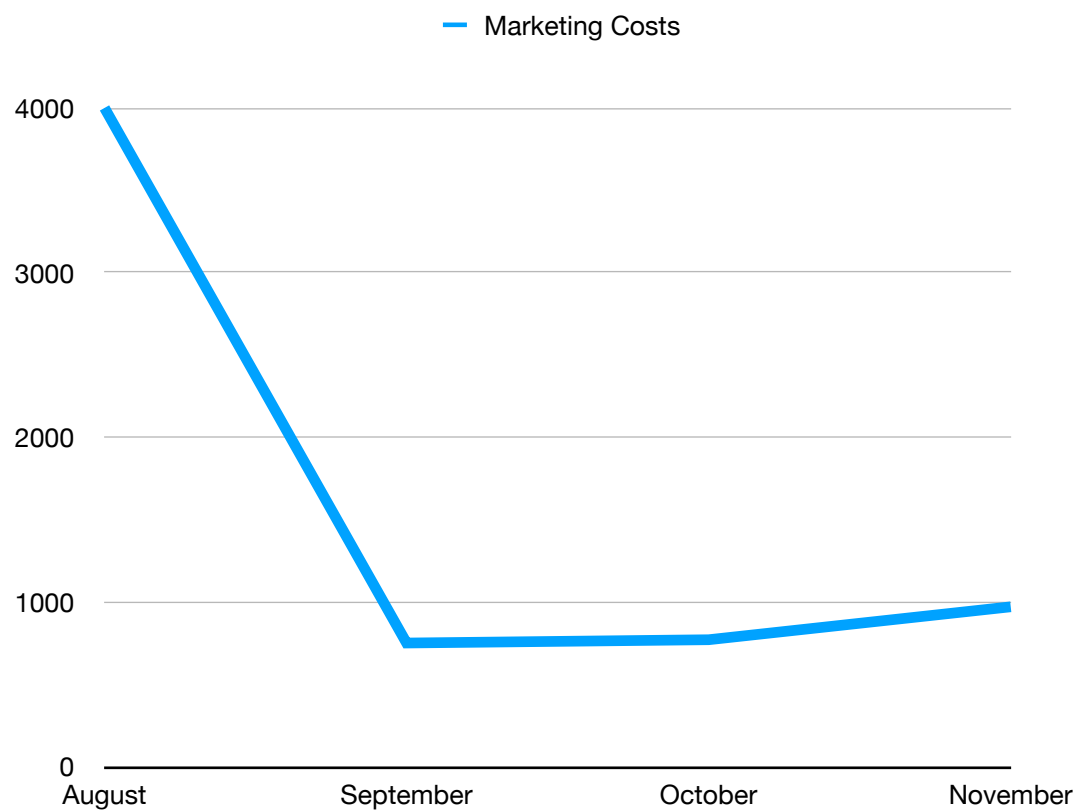
Baird 12-month Marketing Budget Time-line

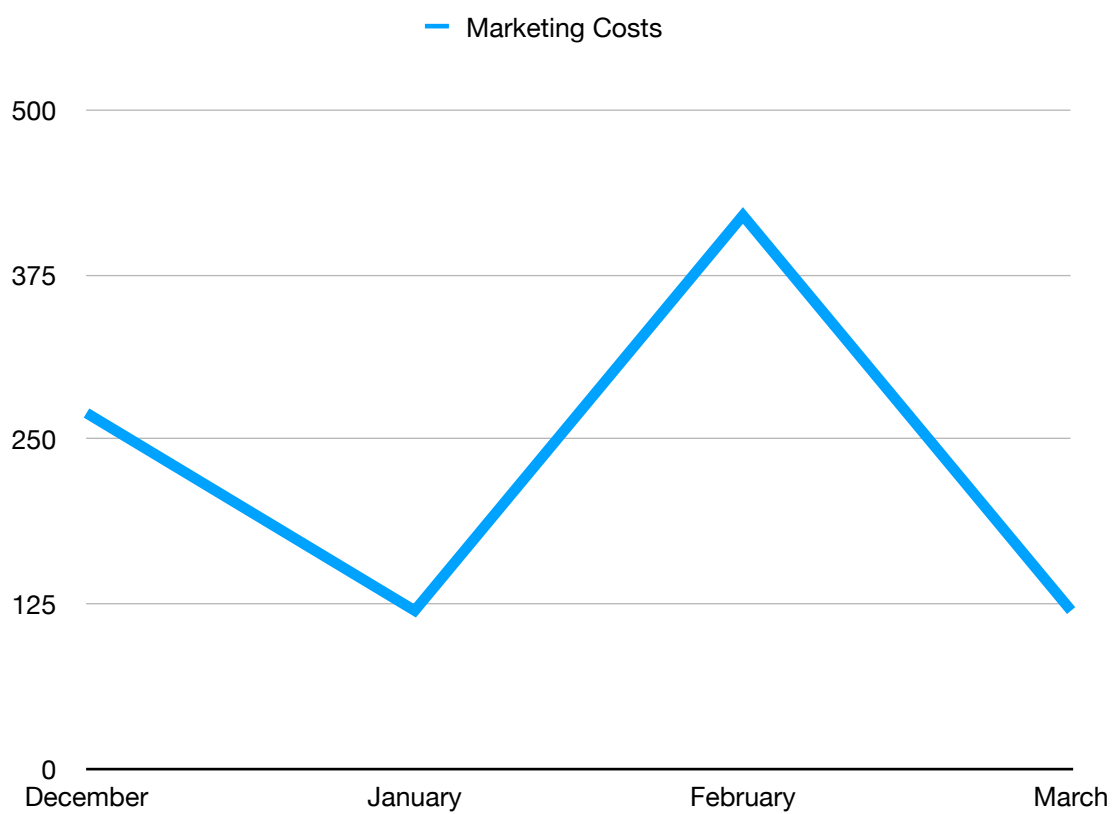
Date	Source	Details	Budget	Notes		
1st August	Fiverr	Logo design	£50.00			
1st August	Fiverr	Wordpress design	£65.00			
7th August	Ellisha Idon	Photography X 150	£100.00	Central London		
8th August	Film Academy	Vlog	£30.00	Film four vlogs in order to create content for the following month. £30 for the use of professional camera equipment.		
10th August	Google	Adwords / Website Launch	£100.00			
11th August	Instagram	Instagram Ads	£70.00			
12th August	Facebook	Facebook Ads	£50.00			
13th August	BIMM	Session musicians	£0.00	No price is paid for the initial meeting. Once the perfect musician is found, a contract will be written up with a fair royalty split and agreement.		
15th August	Charity shops	Sustainable Merchandise	£100.00	The goal is to purchase ten items of clothing in order for them to be embroiled ready to sell at the launch party.		

21st August	Baranaby Farley	Photography	£150.00	£100 for the shoot and £50 for travel as Baranaby lives in Manchester and the shoot will take place there.		
27th August - 11th September	Abbey Road studios	Recording studio	£4,000.00	Prices slightly lower due to working with Rod Lynton 4 EP recording over 7 executive days		
September 9th	Film Academy	Vlog	£30.00			
11th September	Instagram	Instagram Ads	£70.00			
12th September	Facebook	Facebook Ads	£50.00			
15th September	Film Academy	Mattress video	£400.00	Staff food and equipment		
15th September	Air BNB	Mattress video	£200.00	Venue to record video if no other source found		
1st October	28 Sheldon Street	Venue - Launch event	£200 (not-for-profit)	Guests are allowed to bring their own food and alcohol which will attract students and the target market of ages 16-25		
10th October	Google	Adwords	£50.00			
11th October	Instagram	Instagram Ads	£70.00			
12th October	Facebook	Facebook Ads	£50.00			
20th October	Film Academy	Mattress video	£400.00	Staff food and equipment		

20th October	Air BNB	Mattress video	£200.00	Venue to record video if no other source found		
11th November	Instagram	Instagram Ads	£70.00			
12th November	Facebook	Facebook Ads	£50.00			
7th November	Elisha Idon	Photography X 150	£100.00	Central London		
21st November	Baranaby Farley	Photography	£150.00	Manchester		
26th November	Film Academy	Someone For Me music video	£400.00	Staff food and equipment		
26th November	Air BNB	Someone For Me music video	£200.00	Venue to record video if no other source found		
10th December	Google	Adwords	£50.00			
11th December	Instagram	Instagram Ads	£70.00			
12th December	Facebook	Facebook Ads	£50.00			
12th December	Charity shops	Sustainable Mercandise	£100.00	This time is chosen as people will be clearing their closets around Christmas time and feeling more generous		
11th January	Instagram	Instagram Ads	£70.00			
12th January	Facebook	Facebook Ads	£50.00			
7th February	Elisha Idon	Photography X 150	£100.00	Central London		
10th February	Google	Adwords	£50.00			
11th February	Instagram	Instagram Ads	£70.00			
12th February	Facebook	Facebook Ads	£50.00			

21st February	Baranaby Farley	Photography	£150.00	Manchester		
11th March	Instagram	Instagram Ads	£70.00			
12th March	Facebook	Facebook Ads	£50.00			
10th April	Google	Adwords	£50.00			
11th April	Instagram	Instagram Ads	£70.00			
12th April	Facebook	Facebook Ads	£50.00			
12th April	Charity shops	Sustainable Mercandise	£100.00	Top up		
15th April	Film Academy	Blurry Picture music video	£400.00	Staff food and equipment		
15th April	Air BNB	Blurry Picture music video	£200.00	Venue to record video if no other source found		
11th May	Instagram	Instagram Ads	£70.00			
12th May	Facebook	Facebook Ads	£50.00			
10th June	Google	Adwords	£50.00			
11th June	Instagram	Instagram Ads	£70.00			
12th June	Facebook	Facebook Ads	£50.00			
11th July	Instagram	Instagram Ads	£70.00			
12th July	Facebook	Facebook Ads	£50.00			
11th August	Instagram	Instagram Ads	£70.00			
12th August	Facebook	Facebook Ads	£50.00			
Total Budget			£9,735.00	2% increase on ROI expected per month on following = a total of 24% increase at least. Due to consistency I expect to double the fan base.		







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