

BMTY7003 Entertainment Marketing Report

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Introduction

This is a marketing report on the release of a music single for the 23 year old Trowbridge rap artist Zanotti. This report will showcase the core details of the project from the breakdown of the budget to the national promotion techniques that will be used. It will state the marketing strategies that will be used to promote the track for existing fans and also new discovering fans. It will also discuss the key marketing principles used when marketing a product or a service with the technique of the 4 Ps in marketing and the 4 Cs in marketing shared with examples of real life exchanges.

Key marketing Principles

For any business to succeed a good marketing guild is needed. Marketing is about giving customers and potential new customers information about the product and services that are being sold and the reason they should choose your company over competitors.

Good marketing tells customers where to find the product, how much the product is and informs the customer about the product to get the most value for them.

Marketing has been done for decades and the four original marketing principles are known as the 4 Ps of the marketing mix. The 4 Ps consist of product, price, place and promotion. These 4 Ps work together to align all the parts of a marketing plan (Vain, 2017).

The 4 Ps in Marketing

Product

Product can either be a service or goods, for example Spotify is a music streaming service. Selling products that are going to be profitable then through research of the target audience is needed to help understand what is likely to appeal to them. Sellers need to consider the quality of the product if it's safe and what its unique selling point (USP) is (Vain, 2017).

Price

Its important for business owners to understand what a customer is willing to pay and also the price competitors are selling the same type of product for. Sellers need to determine the market value before setting the price (Vain, 2017).

Place

Place is where the product or service is available for the customer. It can be in a shop or online on a website or could be both. Place is important because having it convenient for the customers in terms of location may be a way to beat the competitors (Vain, 2017). Having a digital presence can also make a big difference to the business's success.

Promotion

Promotions is about raising awareness about the business, product and service that is offered. The company should be giving information and the products and the reason why the customer should have the product. It involves communication to the target audience and showcasing the products appeal. Effective promotion of the product or services can be the success of the company (Vain, 2017).

The 4Cs of Marketing

The 4C's of marketing consist of Consumer wants and needs, Cost, Convenience and communication. It has been said that the 4C's are much more valuable to the marketing mix than the 4'Ps. This is because they focus not just on marketing and just selling a product but also on how to communicate with the customer from start to finish process (Hester, 2019).

Customer Wants and Needs

Customer wants and needs is about focusing on the void in the customer's life and how the company's product/service can fix it. It's about understanding the customer and how to make a product that benefits them. The customer is the one who makes the purchasing decision so that makes them the most valuable resource in the marketing strategy (Hester, 2019).

Cost

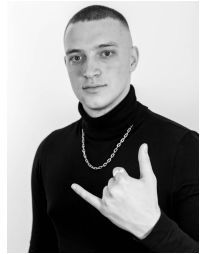
The cost doesn't mean just the price of the product. The cost means the overall cost with segments such as the cost of the gas it takes for the customer to get to the location of the product and things such as parking (Hester, 2019). It is important to think about the overall cost as it could determine whether a customer buys your company's product or the competitor.

Convenience

Convenience is near enough the same as Place in the 4ps but it's different because it focuses on analyzing the habits of the consumer considering where they are going to buy the product and what they will do to get it (Hester, 2019). The main goal is to make the product cost effective and simple enough for a customer to buy it without having to struggle doing it such as not having to click through three or four pages to get to it.

Communication

Communication is the interaction between the seller and buyer. It's about a customer oriented approach to selling the product (Hester, 2019). Communication is about keeping the customer happy before and after purchase, it's very important not to just sell the product and then treat them differently. Aftercare of selling can result in buyers coming back and also promoting the business through word of mouth with friends and family.



Artist Profile

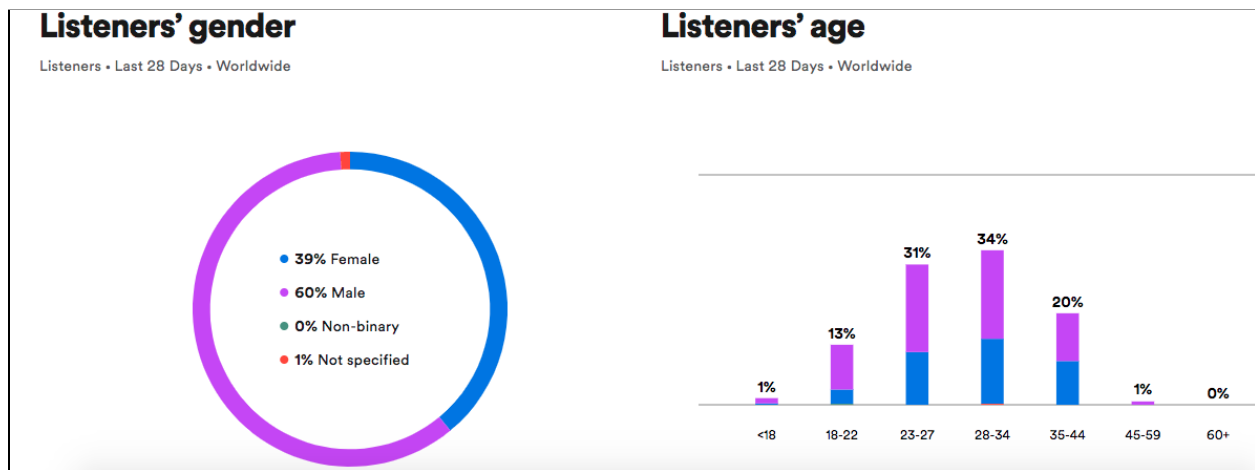
Background

Zanotti is a 23 year old UK rapper from the Southwest Of England who has been producing and releasing songs for 8 years. His style of music is to stay with the modern times of rap music, for example Zanotti started creating rap music when Grime was popular so that was the style of rap music he produced when Grime music died out he started to create afrobeat and drill music.

He has performed at over 100 gigs in his 8 year career reaching venues and festivals with around 500 people capacity but still likes to perform at more intimate venues with 50 - 100 capacity with the underground scene. Zanotti also has studied music at colleges and universities for 8 years picking up performance skills and business skills.

Zanotti listeners

Zanotti's Spotify For Artists page which shows who his listeners are proves that Zanotti's target audience is mainly male with 60% and mostly aged from 23 to 35 in places like New York and London. Through social media sites Zanotti has learned that his fanbase has similar interests to him such as going to the gym, nightlife, restaurants and fashion.



1	United States
2	Turkey
3	United Kingdom
4	Italy
5	Brazil

Overview of launch

Vision

Zanotti's vision for his new single called '*Dont Come Here*' is to merge two genres of music together which are Punk Rock & Drill music. The reason he has chosen to do this is because UK Rap/Drill has become oversaturated with the same instruments and sounds. Punk Music is also very similar to UK Grime/Rap music because it's rebellious and shares a similar attitude such as "we do what we want & when we want".

Marketing Objectives

Zanotti's marketing objectives are to reach out to a set of followers from the punk scene to get him more well known as a rapper who wants to reach new levels in music. He wants to achieve this by playing gigs with bands in areas such as Camden. It will be measured by looking over his engagement and insights on his social media profile to see who has started to follow him and from what style of music they listen to.

Target audience

The track is being aimed at fans of similar artists to Rage Of The Machine, Slaves and Dizzie Rascal. It will be focused on a male audience due to Zanotti's Spotify For Artists statistics from the ages of 23 to 27. The target audience is people who have interests in going to rock/rap gigs and drinking in Camden on a weekend.

Distribution

'*Dont Come Here*' By Zanotti will be distributed onto digital media streaming platforms like Spotify, Apple Music, Deezer and Youtube Music. It will also be available to download on Itunes and Bandcamp. For this single, there won't be any physical CD copies made unless the track reaches 500k Spotify streams then signed CDs will be sold on Zanotti's website.

Targets & Goals

Zanotti would like to hit 5k streams on Spotify with '*Dont Come Here*' which is double of his latest release song '*Love Cake*'. Reaching 10k views on the music video is another target and having the track played by BBC Introducing in the Southwest of England also.

Products

Song

The product is a brand new single track by Zanotti called '*Don't Come Here*' and it's produced by Strong Type. The track is a punk rock drill rap track with hard hitting lyrics. The instrument consists of a distorted electric guitar with 808 Drill drum beats. The concept of the song is about spewing out anger and saying whatever you like. Zanotti mentions lyrics like "I don't need Charlie Sloth or DJ Target, I'm in the underground with the artists". This is a heavy lyric implying that Zanotti doesn't need help from any mainstream DJ to promote his music.

The song has 3 verses and 2 choruses which is a popular structure but Zanotti has kicked started the song with a chorus. The song is 2:55 minutes long but feels like a short and snappy track.

T-shirts

Zanotti '*Dont Come Here*' T-shirts will be released the same day as the song release and they will be available to purchase on Zanotti's website. The reason Zanotti has decided to release T-shirts with this song is because of the style of the track, he mentions that when he performs the track he'd like to see fans wearing the T-shirt and moshing out in the crowd due to its genre sound of Punk.



Budget

The budget will be half funded by Zanotti's manager who has agreed to pay £500 for the project of the new single '*Dont Come Here*'. Zanotti has managed to raise the other £500 by busking in Oxford Street, Camden and Picadilly Circus digitally and physically over the space of 5 months.

He used Tik Tok live for fans to send in donations (gifts) while he was performing outside for the outside public who also gave him money. This strategy was good for both his online and offline appearance which he managed to gain 200 followers from on Instagram.

Available budget - £1000

Total cost - £1000

Recording

Record - Free using the studios at Tileyard

Mix & Master - £50

Sound Engineer - Free because Zanotti Engineers his own music in the studio

Cover

Artwork £50

Music Video

Music video - £300

Food/Drink for artists and staff - £50

Travel for the artist - £20

Travel for staff - £20 each

Promotion budget

Digital Promotion

Instagram boost - £100

Facebook boost - £100

Tik Tok sponsored ad - £100

Youtube sponsored ad - £100

Physical promotion

Posters to make 100 flyers to put up around Camden - £50

Submit Hub to put into Spotify playlist - £60

Music Promotional Event

Busking the song in the middle of Camden with the speaker - Free

Speaking to people in Camden about the song and playing it to them to get more reviews - Free

Timeline

December

- 10th - Record the song
- 13th - Write a campaign for the song
- 17th - Create Artwork cover

January

- 3rd - Mix and Master the track by Jay Goodz
- 8th - Press shots for the song in Camden
- 10th - Social media promotion (New song coming out soon) e.g. "Please support"

February

- 5th - Film Interview on Zanotti youtube channel
- 9th - Send EPK to record labels
- 13th - Upload clips of the song to Social media platforms like Tik Tok & Instagram

March

- 2nd - Producer to create a remix of the song
- 8th - Record and film Interview on channel CDN X (Camden Xperience)
- 15th - Film music video in Camden, Trowbridge or Hackney Wick
- 20th - Post a sound clip on Tik Tok of the track to try and get it trending

April

- 14th - Release song on Apple Music, Spotify and SoundCloud
- 14th - Release music video On Youtube
- 17th - Release T shirts live on Zanotti's website

May

- 7th - Release Remix with well known punk artists
- 18th - Perform song at local show in Camden (Open mic at Dublin Castle)
- 21st - Upload the best Tik Tok videos of fans who have used the sound onto Zanotti's Tik Tok page

Marketing strategies

- Take photos with the punks on Camden Bridge

In Camden Town there are some really cool punks with extreme outfits and hairstyles, If we can get Zanotti to go down to Camden one day and take professional photos with them it would be a great promo to put on his social media pages on the build up to his latest song as it fits the same genre.



- Interview about the song in Camden

Zanotti has a few friends who own Youtube channels such as Eight Seven who run a podcast. Zanotti can feature an interview during the day in Camden and do challenges like drinking a pint of beer in 1 that would bring attention to the new song. Possibly create an idea to get the public involved as Camden is always full of tourists passing by.

- Don't Come Here NFTs

Zanotti will create an NFT for his new Single Don't Come Here with the digital art of the cover photo of the track. Fans and followers will be able to purchase the NFT which will put their name on the blockchain of having Zanotti's first NFT. Each NFT will be £50 with only the limited amount of 100 NFTS in total.

- Busking in Camden

Zanotti will be performing his brand new single and previous songs outside Camden market Street with a speaker and microphone. The flyer on his new single will be placed upon the wall behind him and also on the concrete in front of him so people passing by can see.

Music marketing tools

Spotify For Artists



Spotify For Artists is a tool for music artists to optimize and improve their performance on the Platform. On the Platform, artists are able to create their Spotify profile with assets like Profile pictures, Canvas, Artists Pick and more (Soundcharts Team, 2022). Playlists additions are the main source of Spotify performance and Spotify For Artists gives artists the chance to directly pitch their music to Spotify editorial teams which level out the pitch for independent artists in the world (Soundcharts Team, 2022).

Zanotti has already engaged with Spotify For Artists on his previous tracks and has been paying more attention to the app which has seen a sudden spike in his monthly listeners go from 150 people to 1800 people in just a month! This is because he submitted his track to playlist editorial teams.

Spotify for Artists will be one of Zanotti's main focuses when he releases his second single 'Dont Come Here' as it will be pitched beforehand to the Spotify fOR Artists editorial team and a minimum of 50 playlist creators via Submithub.

Submithub



Submithub is a website that allows music artists to reach out to influential blogs, Youtube channels and also Spotify playlist curators online. There is a free service but also a premium service that gives you more coins so you can pitch to more users. Submithub is a popular tool, over 24 million songs have been pitched on the website (Reiling, 2019).

Submithub is a good tool for Zanotti because previously when he submitted his latest single 'Love Cake' it was successful with an American Spotify gym playlist that managed to get the song streamed 2,000 times on the platform shooting Zanotti's monthly listeners up even more.

Reverb Nation ★

Reverb Nation is one of the internet's biggest online communities for music pros in the world, it has lots of tools that artists can use for example email newsletters, targeted ads on social media and music streaming platforms, reviews from other artists who can rate the music and EPK examples showcasing how to create a professional one (Reiling, 2019).

Due to Zanotti's American fan base discovery, Reverb Nation will be a good website to use as he can build on creating a network with artists in America in places such as New York, LA and Miami which are the cities on Zanotti's Spotify For Artists play statistics.

National Promotion

UK Promotion

- Instagram/Tik Tok ads

A clip video from Zanotti's Don't Come Here track will be promoted with sponsored ads on Instagram and Tik Tok as he would like to attract new fans from the punk/rap scene to his page.

There will be a sponsored Instagram story video that will last 15 seconds and an Instagram post video that will last 30 seconds with writing in front of the video with the details of the artist's name, the song now and that it's out now. The caption will have a quote of a lyric from the song with an explanation about what the song also including where people can watch and listen to the new song.

On Tik Tok, there will be a sponsored ad of a 30-second clip of the music video with the same details as the Instagram clip explaining the song name, title and that it's out now.

- Flyers and posters

Posters of the new single will be posted around the Camden area on places like bridges, street walls, bus stops. Phone calls will be made to the council to get permission to post these in certain areas that are allowed. Zanotti will be putting up the flyers himself which may get people more interested if they see him in action and ask about the song.

- Live rock version

As the track is mixed with rap and rock Zanotti has chosen to do a live version with a rock band and film a live stream video for his social media platforms such as Facebook and Instagram. The live version of the song is going to be recorded at the famous Dublin Castle in Camden where 20 selected fans will be able to come and watch him perform the track.



Smart Goals Table

SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME BOUND
Increase Spotify monthly listeners	By looking at Spotify For Artists statistics	By looking at the new Playlist the song has been put into and watching the stream numbers	More spotify listeners = more playlists features and better look for promoters trying to book Zanotti	Within the first month to get ready for the release of the third single
Increase fans from the genres of punk music to follow Zanotti	By checking out the new followers instagram pages after <i>'Dont Come Here'</i> is out	By busking & performing in Camden and meeting the new punk fans	New fans genre cross over = more fans and more creative style	In the first two months see if theres a pick up if so release another similar song
Double followers on Instagram	Checking the engagement on the insights page on Instagram	By releasing new songs and promoting everyday on the platform	Zanotti will be able to showcase the amount of followers to potential promoters	Half a year starting from the 2nd release <i>'Dont Come Here'</i>
Reach 1000 subscribers on Youtube	By looking on the Youtube Studio insights to see the amount of new subscribers	By promoting on other social media platforms the music videos on Youtube	Youtube is the main source for Zanotti's videos so having a good following on their builds his career	Within in the next year from 2022 to 2023
Get signed by a record label	Having meetings with mentors and label managers to see if Zanotti is ready to be signed	By producing and releasing more tracks to build a stronger fan base	This would create Zanotti into an established artists and help him fund his career	Within the next 5 years from 2022 to to 2027

Swot Analysis

Strengths

- The style of drill and rock hasn't really been explored before so its new
- The beat has drill drums that are the modern sound that is for 2022
- The song has a strong concept of letting everything go and going crazy
- The lyrics have a lot of ear candy such as "Dr Martens" and "Charlie Sloth"
- Networks in London already to help promote the song to Camden fanbases
- 2 months Experience in busking on Oxford Street in 2020

Opportunities

- Increase Spotify streams with the release
- The song is on the radio with BBC introducing
- This could open doors to network and collaborate with other artists in the industry
- The artists could get paid for streams of the song
- Remix the song with other artist in the same genre

Weaknesses

- Not having much knowledge within the punk scene
- The song hasn't been recorded professionally so it may not have the best quality
- Has not got a featured artist so might not be getting much exposure

Threats

- Artists copying the lyrics
- The track being downloaded illegally and used on videos without permission
- Punk rock fans not liking the song and put on lots of hate online
- Core Zanotti fans may not like the track as they may think its too different

Market research

Digital market research

Instagram Post

Zanotti posted two unreleased tracks on his Instagram and asked his fans which track they'd like to see come out first. It was the tracks *Flowers Vs Dont Come Here* and *Dont Come Here* were the most commented song in the post. Fans said commented that they are excited to hear the full version of *Dont Come Here*

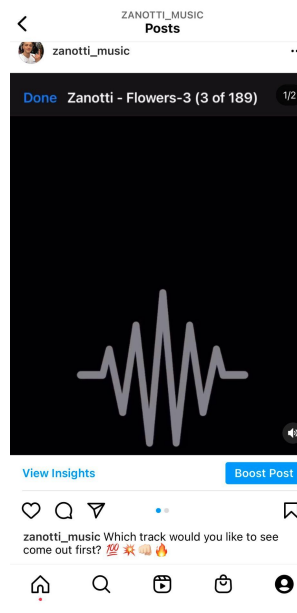
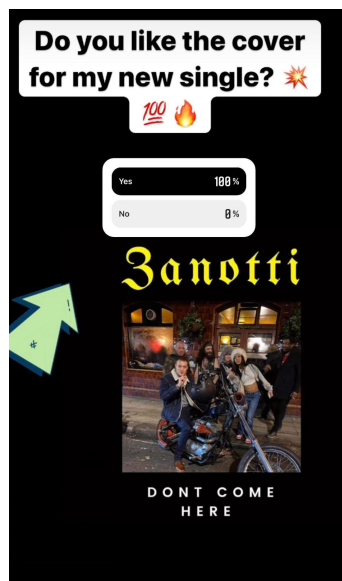
Instagram Story

Zanotti posted the artwork of *Dont Come Here* onto his Instagram story with a poll to get the opinion of his fans on whether they like his new artwork cover for his new single and everyone who voted (100%) said that they liked his new cover art. After the poll was finished Zanotti also asked the fans who took part in the poll what they liked it and a couple of fans said "I like it because it gives off a hard rock image with the Harley Davidson bike and girls in the back".

Physical market research

Camden Public review

On the 10th of March Zanotti went to the streets of Camden with his portable Bluetooth speaker and asked a few people in the public what they thought of his song '*Dont Come Here*'. The response was mainly good as their were comments made such as "This is great because it brings something new to Drill and it has a punk style". A man in his mid twenties said that "this is the new sound for punk music" which was surprisingly good because he was dressed like a punk.



UK Tour

Zanotti will be doing his first UK tour in the summer of 2022 for his second mixtape release. He has already released one single called 'Love Cake' In February and now he is working on his second single 'Don't Come Here' He plans to release three singles all three with music videos and large scale promotion before releasing his second mixtape.

The tour will be mainly focused on the big cities in the UK but with small venues with the size of 50 to 100 capacities. This is because the main aim of the tour is to gain a following in each of the cities in the UK so Zanotti expands his following and when he goes on a bigger tour of the UK his followers that went on the first tour gigs will be able to promote the gigs for him through word of mouth. Zanotti will only do 1 night in each city and then move on to the next one, he will be staying in Air B n Bs with the maximum price of £60 a night.

Zanotti UK tour cities

- Bristol
- Liverpool
- Manchester
- Birmingham
- Leeds
- Newcastle
- Glasgow
- Dublin
- London

The tour will start in Bristol because Zanotti is originally from Trowbridge which is only 30 mins away from Bristol and also Zanotti spent 2 years performing at lots of the venues in Bristol and has gathered up fans in that area. Fans from his hometown and surrounding towns will also travel to Bristol to watch him which will be a good kickstart of the tour as there will be lots of supporters who will take videos and upload them onto social media creating hype for the other cities.

The tour will end in London because that's where Zanotti's latest followers are from as he has now lived in London for 4 years. He has built a strong following in London through the colleges and universities that he has attended and will be able to bring out a big crowd from 50 - 100 people.

Tickets will be sold for a minimum of £5 via the ticketing platform Eventbrite. For fans that follow Zanotti on social media there will be chances to win free tickets and discounted merchandise (*Don't Come Here* T-Shirts) through Instagram quizzes.

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