



ASSESSMENT 1 - REPORT
ENTERTAINMENT MARKETING
BMTY7003

MARKETING REPORT ABOUT THE ARTIST **DIFU**

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1. Executive Summary

1.1 Mission Statement

The purpose is to establish the career of the artist DIFU within this Marketing Report. Basically, the plan is to publish an album including 11 various tracks with a single release beforehand. Moreover, DIFU's fanbase has to grow in order to be able to actually make the European Tour in early 2020 happen.

1.2 Artist Summary

The artist DIFU is just at the beginning of her career. After the release of her first three singles early 2018, she got decent feedback from various experts in the music industry and further, a bit of attention in the Austrian music scene. Those three singles only have been the start of something big as a release of an album at the end of 2019 is planned. The singer's background is a BA in Music Technology, which is beneficial when it comes to creating music. Through DIFU's journey, she was able to connect with several people from different sectors and is able to use these connections now for collaborations.

1.3 Project Outline

DIFU is an upcoming artist, who is based in London, United Kingdom. Within almost a year the goal is so to grow her fanbase, release one single, release a whole album including eleven tracks and then going on a European Tour with eight stops. In order to make this all happen 3.000 pounds are going to be invested to establish DIFU's career. However, the break-even-point will be achieved when 375 tickets are getting sold on the European Tour.

1.4 SWOT-Analysis

Subjects such as time management and general motivation issues should be considered in a good strategic plan to avoid any problems in this specific area. Of course, it is essential to have a closer glance at the strengths and opportunities as well, however, one should rather prevent potential delays to reach the best possible outcome. In order to be competitive against the big singers in this genre, she should use her opportunities like her wide knowledge, her already planned collaborations and moreover, her existing contacts, which could be really helpful in meeting more people from the music business.

STRENGTHS Very creative - a lot of ideas Great technology knowledge Experiences in cooperations Capable of playing various instruments Interest in different genres Technical Equipment (Home Studio)	WEAKNESSES Long time no release (break) Time Management Motivation could be better
OPPORTUNITIES Possibility to work in various genres Collaborations are already planned Introducing new ideas for getting attention Use existing contacts	THREATS Big competitors Generally hard to stand out

1.5 PEST-Analysis

According to Coates (2018) “the UK population has grown year-on-year since 1982” and with that, the population is ageing as “around 18.2% of the UK population were aged 65 years or over at mid-2017, compared with 15.9% in 2007”. This means that generally, it should be a good thing if there are more people as more people would mean more potential customers, however, due to the fact that the population gets older means that there are actually not more people interested in the service streaming music since these people in the age group 65 and over prefer to still listen to music on Radio, Vinyl or eventually CDs. As DIFU’s specific target group is between the age of 14 to 30, the population growth will not have a big impact on the demand of her music. On the other hand, the fast-growing technology has to be mentioned since nowadays people get involved with social media at a young age and that furthermore, can mean more potential customers just a younger target group. Generally, the music industry offers potential to earn a huge amount of money but unfortunately, only a few artists get something from this big sum as according to Statista (2018) the global music industry revenue in 2018 was about 51.5 billion USD. So, here one can see that there is a lot of money in this industry.

Political Factors Changes in regulation - Brexit Political stability weakened - Brexit Freedom of the press	Economic Factors A lot of money in this industry Demand for music will probably never stop
Social Factors There is a population growth in the UK and with that the population gets older (Office for National Statistics 2018) Growing popularity on social media Music nowadays available for every social class	Technological Factors Generally fast growing technology Music is easily available worldwide because of the advanced technology (streaming) Music is available any time (24/7)

2. Marketing Objective

2.1 Competitors

There is competition almost everywhere with most kinds of products or services, therefore the approach will be to try to win the competition as friends in order to collaborate with them. That could be done in a way such as to release a song with a competitor for instance with Anna Wise. Generally, this has the potential to be advantageous for both parties as after all, it would give either of them the opportunity to extend their overall reach. However, one should not forget that “collaboration is competition in a different form” (Hamel et al 1989).

2.1.1 Competitors Comparison Matrix

Factor	DIFU	BANKS (Competitor 1)	Anna Wise (Competitor 2)	Zella Day (Competitor 3)
Social Media	4	7	5	6
Quality of Website	5	5	6	4
Range of Merchandise	0	6	0	4
Fanbase	2	9	4	7
Music Release	4	5	6	4
Unique Selling Proposition	7	8	6	7
Total Score	22	40	27	32

Above one can see that DIFU's three biggest competitors are compared more precisely. This allows a better understanding of the possibilities and opportunities and, above all, in which area one should improve. There is great potential in the area of merchandise, which will be available at the end of the year 2019 during the European tour. Meaning, that right now there are no merchandise articles accessible but the products are already in production in order to be ready for the tour. In general, there is room for improvement in various areas as shown above, however, one must consider that this is only the beginning of DIFU's career and thereby the overall capacity will be enhanced.

2.2 Social Marketing and Response Tool (SMART)

The social marketing and response tool should include how to “apply social marketing to the planning process” (McKenzie and Smeltzer 2001, cited by Neiger and Thackeray 2002) and further, it should be useful to strengthen or specify a goal.

- Specific

Various people such as the artist herself and her producer will be involved in the process of releasing an album with one single beforehand. Furthermore, a lot of attention should be gained in order to make the tour through the European countries possible. These factors are the basis of establishing a successful career in the music industry. During this process, another focus will be on the social media platforms to raise the people's interest. To be more specific in the definition of increasing the followers the goal is to have 5.000 followers on Instagram before the release of the album at the end of 2019.

- Measurable

The first step to gain followers on social media is easy to measure and track down but in general, it is necessary to get enough engagement for the upcoming release and tour in order for it to be successful.

- Attainable

Pictures and additional information of DIFU should be posted regularly on various social media platforms and moreover to interact with fans directly to win more of them. When there is finally enough interest at the end of the year the album can be released and the tour can be happening early 2020.

- Realistic

The goal to publish an album at the end of 2019 is the main target but in accomplishing this, little steps need to be made first. An exact social media marketing plan is going to be created to keep an overview of the post and moreover of the improvements. If problems should come up with the social media marketing plan, a new strategy would be needed to apply.

- Timely

Altogether there are still almost nine months until the release since it is supposed to be published shortly before New Year's Eve. The exact timeline for this will be shown more precisely in the Marketing Timeline.

3. Marketing Strategy

3.1 Target Audience

Besides, that segmentation is useful for the company as it “allocates its resources more effectively and efficiently”, it is moreover helpful for the customers as well in order to “build a relationship with a brand” or to get a “closer fit to what they want” (Small 2019). Further, it can be advantageous to understand the competitors. So, to get a precise consumer segmentation, one should consider the different types of it.

- Geographic Segmentation

The geographical segmentation focuses mainly on the European music market, with a focus on the British market. As one can see in Appendix 1, the majority of listeners come from Austria and only a little from the United Kingdom. For this reason, the focus is now more on the British market and to specify even more the focus is mainly on London to gain listeners here.

- Demographic Segmentation

The demographic segmentation concentrates more on the consumers themselves as age, gender, income, education and more (Goyat 2011). In this case, mainly the people who should be addressed to, are in the age 18 to 30 as one can see in Appendix 2 that the main listeners are in this age. Although, with the new album release the goal is to reach younger people as well starting from the age 14. Meaning that people born in the 80 and 90 are prioritised as the two main generations and after them the 00. According to Appendix 3, the majority of the listeners are female therefore, women will be more likely to be reached with new music in the future. Of course, there is also an attempt to win men as consumers but the main concentration is more among women. Furthermore, people with a mediocre income are more likely to be approached as the target group is rather young.

- Behavioural Segmentation

In this section one can mention that the target group is Spotify users since from the beginning such users were desired, to be precise premium users. Besides that, if they ever like something they stand by it and generally are very supportive.

- Psychographic Segmentation

As psychographic segments, one should mention here that addressed people are rather creative ones, who live it through creative hobbies. Furthermore, they are free-living people, who strongly represent their own opinion and support other people in various aspects. Moreover, they are open for and like to inquire about new things and also like to be part of a trend.

In all, one can say that generally the segmentation is clarified for the artist as a product. And for a final overview, the segmentation should be seen as ABC1 consumers as these “are higher social

and economic groups, which consist of people who have more education and better-paid jobs” (Cambridge Dictionary n.d.). Meaning that the attempt is to win ABC1 consumers with the ulterior motive that these fans will purchase physical products like Vinyl or merchandise articles.

3.2 Marketing Mix

3.2.1 Price

In this case, the price differs as more than one product is offered. Besides music one can further purchase merchandise articles and concert tickets. In order to be competitive, firstly the target group should be clarified to attract a specific group of people in a more deliberate way.

- The single can be purchased on various platforms for £0.99
- The album will be able to buy on services like iTunes or AmazonMusic and more for £9.99
- Further, the single and the whole album will be accessible to stream on all various platforms such as Spotify, Apple Music, Deezer, Pandora etc.
- The tickets for the tour will be sold for £10 each via the platform Eventbrite
- There will be several merchandise articles distributed directly over the website or during the European Tour
 - T-Shirt for £15
 - Sweater for £30
 - Bag for £10
 - Mug for £5

3.2.2. Product

Here, the artist DIFU is mainly the product but with that, more things get offered such as an album, a single, merchandise articles or concert tickets for the European tour which will happen early 2020. This means that the artist should get more attention in order to sell music, merchandise and concert tickets. DIFU’s music can be described as moody ambient pop sound, which is a genre that is becoming more and more popular. Although the first song was released at the end of 2017, the artist is only at the beginning of her career since she had a little break. With the new release of her first album at the end of 2019, she will reach new people and new markets. So far the concentration of offering music was essentially on streaming services but with the upcoming album, this is going to change to a more blockchain technology-based service as well. Besides publishing music, DIFU generally is a great role model for younger girls as she is a supporter of the Body Positivity Movement, which helps people “value their unique identities and liberate from self-hatred” (The Body Positive 2018). Additionally, she pursues a vegan and sustainable lifestyle, which carries another important message to younger people. There are already role models for such a lifestyle out there like Miley Cyrus (n.d., cited by Plant Based News 2017), who states that she protected herself from preventable diseases by not consuming animal products.

- Ansoff Matrix

The Ansoff Matrix should help to identify the potential of new markets and further which products to sell in which geographic area. Further, it can be beneficial to understand the potential of the product closely. Below it can be noticed that songs are already available for streaming and the product is the most popular in Austria since the concentration firstly was on this market. However, the focus is going to change to the British market in order to win fans in this area. Moreover, a completely new way to offer the songs would be to utilise Blockchain like a streaming platform as this may be the future of the Music Industry and generally, there is a huge potential in this field.

Market Development Streaming service with focus on the British market	Diversification Vinyl and blockchain based streaming service with focus on the British market
Market Penetration Streaming service with focus on the Austrian market	Product Development Vinyl and blockchain based streaming service with focus on the Austrian market

- Product Life Cycle

The artist is still situated in the introduction phase of the product's life cycle as the more precise and more extensive version of the artist will be visible through the release of the new album. Only through this fresh introduction the next stage of growth can be reached in order to reach new people.

3.2.3 Promotion

- The Communication Mix

Print Advertising

"While advertising does not necessarily lead the charge in any music marketing campaign, it is still an important element" (Kind 2009) and for that, the classic print advertisement will be used such as posters, flyers, and stickers. But it should be rather support to the social media ads as the concentration lays there. It only can be advantageous to include applying print advertisements in the marketing plan as it is generally "extremely cheap" (Small 2019). For this reason, a high quantity will be produced as one can see in Appendix 4 in total 1000 posters, 5000 flyers and 4480 stickers will be manufactured. The posters and flyers will be mainly distributed to firstly promote the single and then the album release plus the European Tour will be advertised as well. The stickers will have various designs to increase the special factor and further, they will be dispersed before and during the Tour as free gifts for the fans.

Public Relations

According to Harper (n.d., cited by Public Relations Tactics 1999) public relations "is like getting a dose of radiation: uncontrolled and overdone, it can be deadly but used the right way and the

right amounts by experienced professionals, it becomes a lifesaver". In this case, the attempt is to be able to offer something for free to the consumer that they feel valued. What is generally very popular and inexpensive to produce are stickers. For this reason, various stickers will be manufactured to distribute them to the target group before and during the European tour. Furthermore, it is an important step to give interviews in order to be heard and seen, therefore, press conferences will be organised in advance during the tour to get as much attention as possible.

Direct Marketing

Specifically, through direct marketing, it will be tried to grow DIFU's fan base with the attempt to make them feel much valued. For this purpose, if one purchases a ticket for the European tour this person directly gets an exclusive link to listen to the new album for free via a blockchain streaming service.

Sales Promotion

This tool has the possibility to be helpful in various ways as Blattberg and Neslin (1990, cited by Blattberg and Briesch 2010) stated that sales promotion can be defined as "an action-focused marketing event whose purpose is to have a direct impact on the behaviour of the firm's customer". One can say that in this case, the consumers are going to be addressed directly again through different offers such as merchandise packages. In another way, the goal is to create several packages with different merchandise articles included to offer the fans cheaper ways to buy their DIFU merchandise.

Personal Selling

According to WF NEN (2016) personal selling "is the oldest selling technique but extremely useful even in today's world". However, the technique has changed a bit in general as professional salespersons used to sell directly at the door but nowadays thousands of influencers sell products directly online and the coverage is significantly higher. That is why several influencers will be paid to push DIFU's music online by posting stories with her music or posting pictures with wearing her merchandise. The budget for this is included in social media ads as one can see in Appendix 4.

Social Media Market

The attempt is basically to create a great bond between the artist and the fans through social media and since "the product needs to create an emotional connection with the listener", it is significant to share a lot of informations only on these social media pages to make them more intimate (King 2009). Gary (2019) rates that "one of the best ways to make the person feel like they are a part of your community, and therefore make them more willing to purchase from you, is to ensure that they feel like they are actually a part of your inner circle". Therefore, this emotion that the fans feel like part of the inner circle needs to be generated in order to win them as faithful

customers. This feeling will be established through daily stories and daily posts and furthermore, it will be tried to answer all questions or direct messages from fans.

Website optimisation

Besides placing social media ads on Instagram and Facebook, money will be invested in Google ads in order to reinforce the traffic on DIFU's website since "advertising is a way to make an additional impression on someone that may have heard your music on the radio, read about you online or offline, saw your name in the show listing in the local weekly, and so on" (King 2009).

3.2.4 Place

The accessibility should be outstanding as it is a very significant factor to easily find DIFU online, no matter on which specific site. As Yalcin et al (2010) states that "it is important to have an effective, well structured and good-looking web page to introduce the related services or products better" in order to enhance the search engine optimisation, meaning that the website can be found more frugal. Since most of the products are available online, it is accessible all over the world. However, there will be more attention to the UK market as the tour will mainly be in the United Kingdom. The tickets for this tour will be sold online over the website Eventbrite so, the tickets can be used on phones and there is no need to print them out. In addition to the ticket, there will be an exclusive link where one can listen to the album for free via a blockchain streaming service.

3.2.5 Physical Evidence

In order to allow a certain recognisability, a logo (Appendix 8) was created that can be seen on the different products such as album covers or merchandise. The logo's design was kept simple as according to Airey (2010) "simplicity helps a design be more versatile", meaning that the logo can be used "across a wide range of media, such as on business cards, billboards or even small website favicon".

3.2.6 Process

In the matter of design, there should be a theme that runs through all the various platforms like Instagram or Facebook with regard to the photographs, colour palette or content. Furthermore, it should stand out due to its matching design and thus differ from others.

3.2.7 People

A large online presence should strengthen the connection between artists and fans. This should be achievable for instance by interacting features such as answering questions from fans or texting them back in the private chat function. Further, this would lead to a stronger connection between DIFU and her fans, plus if the fans are more loyal they might be willing to spend more money on the artist.

3.3 Unique Selling Proposition

A unique selling proposition refers to the proportion that makes the product or service unique “in a way which will make customers purchase it rather than its rivals” (Economist Intelligence Unit 2003). DIFU’s sound finds its uniqueness in the moody ambient pop sound that will lead through the soon released album. However, rather the combination of the sound with DIFU’s lyrics, style and image is more exceptional and pushes it further as a product.

3.4 4 C’s

In comparison to the four P’s, the four C’s are more focused on the customer’s need than on the market or product itself. Meaning that it is helpful to adjust the product to the consumer’s need in order to be more successful with it.

3.4.1 Customer

In the purpose to get people to buy or stream DIFU’s album, it is essential to create a bond between the artist and the customer so, the consumer has the feeling he or she needs this product. This emotion is generated by providing a unique product which in this case is the combination of the interesting look of the artist with the moody ambient pop sound.

3.4.2 Cost

Every product or service has its price, even though one would think it is free it never is completely out of charge even if one “pays” by watching advertisements. In other words, every product has a value which can be very low or really high but in order that people value a product it has to be various factors such as maybe usefulness, easy utility or fulfilment. A product can be successful and only includes one of these factors because in the end, the consumer decides the value of the product and that could differ from person to person. However, to get the most out of DIFU’s music all of these factors mentioned above should be considered. In that sense, it should make people feel different emotions when listening to DIFU, plus they should connect real-life situations with the songs. Furthermore, the music should be easy to access and to listen to, which will be guaranteed by offering the album on several streaming services. Additionally, DIFU’s brand image should completely be pulled through in regards to the sound, artwork, social media pages, music videos, and print images.

3.4.3 Convenience

Convenience is a significant factor when it comes to purchasing a good, meaning that it should be simple to get the product. In this case, the music should be available on all streaming services to achieve the best sell statistic. Wider seen DIFU generally as an artist should be easily found online does not matter on which platform. Speaking that DIFU should be active on every important social media platform to be able to engage with the fans. However, another aspect to remember is

to use all of those platforms correctly, which means that all accounts should be connected and fit together in order to send the suitable and same message.

3.4.4 Communication

For every person who wants to sell something, one of the most essential things to do is to advertise the product the right way. For that, here the communication between the artist and the fans is unconditionally crucial to creating a good bond between them. Helpful tools, in this case, could be print advertisement, social media ads, public relations or personal selling as mentioned earlier. To sell a good it is of importance to address the right market with the right channel at the right time.

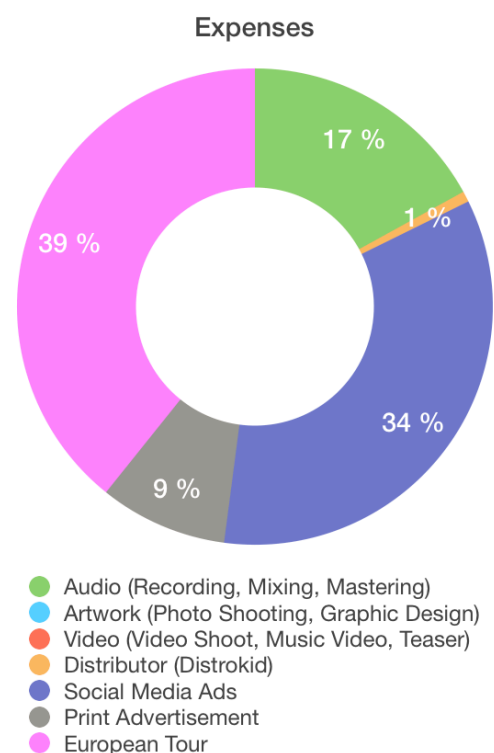
4. Marketing Budget

As one can see on Appendix 4, in order to reach the Break-Even-Point (Appendix 5) 375 tickets has to be sold in total to earn 3.000 pounds and further, to be able to pay the expenses. In all, 1220 tickets can be sold, meaning that there is the possibility to earn 9.760 pounds if all the available tickets would get sold. This tour will be on a low budget since the artist first needs to establish a real fanbase.

Budget

EXPENSES	
Audio (Recording, Mixing, Mastering)	£470
Artwork (Photo Shooting, Graphic Design)	£0
Video (Video Shoot, Music Video, Teaser)	£0
Distributor (Distrokid)	£20
Social Media Ads	£950
Print Advertisement	£240
European Tour	£1.085
TOTAL EXPENSES	£2.765
TOTAL EXPENSES WITH A BUFFER	£3.000

BREAK-EVEN-POINT	
	375 Tickets



5. Marketing Timeline

Achieving a goal successfully requires planning individual steps and further establishing a schedule. The main goal should be sub-classified in smaller targets or so-called milestones that need to be accomplished in order to achieve the main target in the end. According to Clark (n.d.) it is helpful to “write down all of the steps in chronological order and review them”. As one can see in Appendix 7 the timeline is spread over 11 months with two months steps. The first significant thing to do is to start the general social media campaign for the artist DIFU in order to get more followers and further, more fans. The next thing would be to promote the single for the upcoming single release. Then it would already be time to encourage the pending album release with social media ads and other promotion tools such as print advertisement. During the single and album release, another thing that needs to be considered is to promote the European tour as well. Meaning that the European Tour will be advertised simultaneously to the single and album release.

According to Appendix 6, one can see the specific cities, which were chosen for the European Tour. So, seven concerts are going to be in the United Kingdom to increase the fan base in this country and moreover, the last concert is going to be in Vienna in order to strengthen the already existing fan base there as well. Furthermore, since the whole Marketing plan is basically targeted to the British area, it just made sense to set the concentration on this area for the European tour too.

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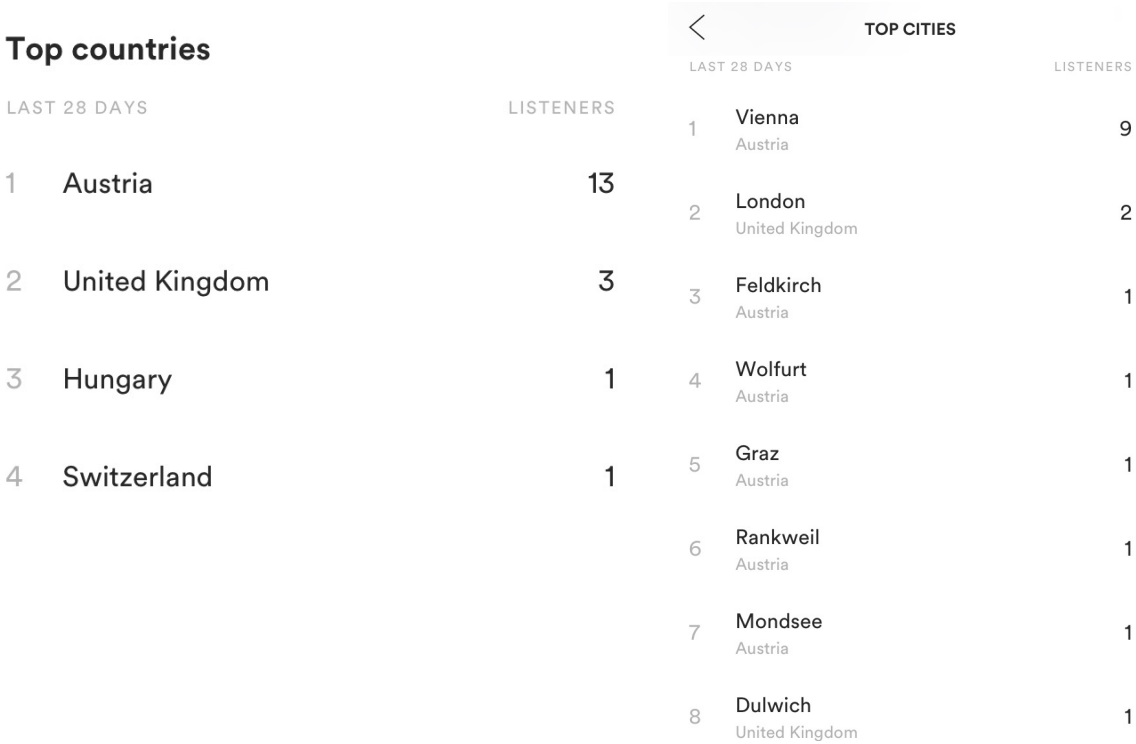
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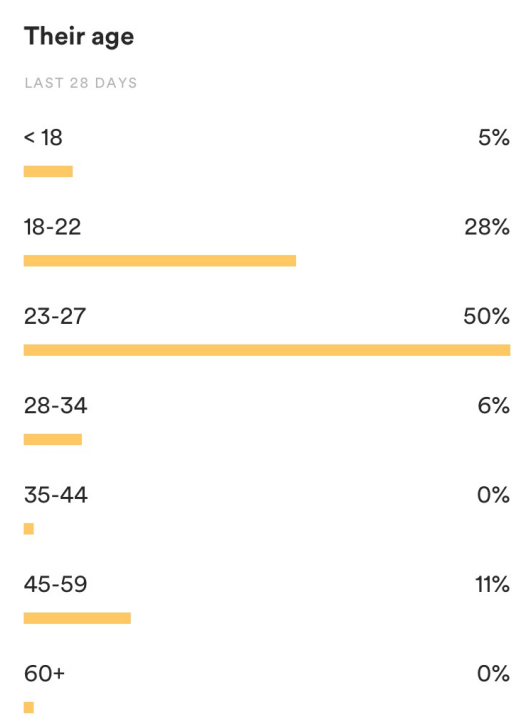
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7. Appendices

Appendix 1: The listeners' Nationality

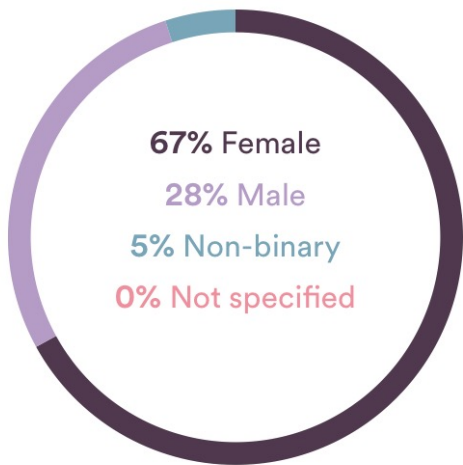


Appendix 2: The listeners' age



Their gender

LAST 28 DAYS



Appendix 4: Marketing Budget More Detailed

Marketing Budget More Detailed

	Cost Per Unit	Quantity	Subtotal	Notes
MONEY OUT			£2763,96	
Audio			£470,00	
Recording			£0,00	Private Home Studio
Mixing	£250,00	1	£250,00	£250 for the whole album through a collaboration with the producer
Mastering	£20,00	11	£220,00	£20 per song
Artwork			£0,00	
Photo Shooting			£0,00	Cooperation with Photographer
Graphic Design			£0,00	Own experience to create the graphic design for the album cover
Video			£0,00	
Video Shoot			£0,00	Cooperation with Videographer
Music Video			£0,00	Cooperation with
Teaser			£0,00	
Distributor			£20,00	Annual Payment
Social Media Ads			£950,00	
Instagram	£50,00	10	£500,00	An ad for ten days in a row is about £50
Facebook	£50,00	5	£250,00	An ad for ten days in a row is about £50
Google Ads	£5,00	40	£200,00	£5 per day
Print Advertisement			£240,36	
Posters A3	£0,12	1000	£117,95	Promote album release & tour in various, targeted locations
Flyers A6	£0,01	5000	£67,46	Directly target possible customers with street flyering
Stickers Circle 37mm	£0,01	4480	£54,95	Distribute stickers in different locations before and during the tour
European Tour			£1083,60	
Camper Van Rent	£44,80	7	£313,60	Camper Van including Beds
Gas			£300,00	About 1.000 miles
Accommodation UK			£0,00	No accommodation needed (sleeping in Camper Van)
Food	£30 / day	9	£270,00	For two people
Flight	£60,00	2	£120,00	London - Vienna
Accommodation Vienna	£40,00	2	£80,00	Hotel in Vienna

Appendix 5: Break-Even-Point

BREAK-EVEN-POINT

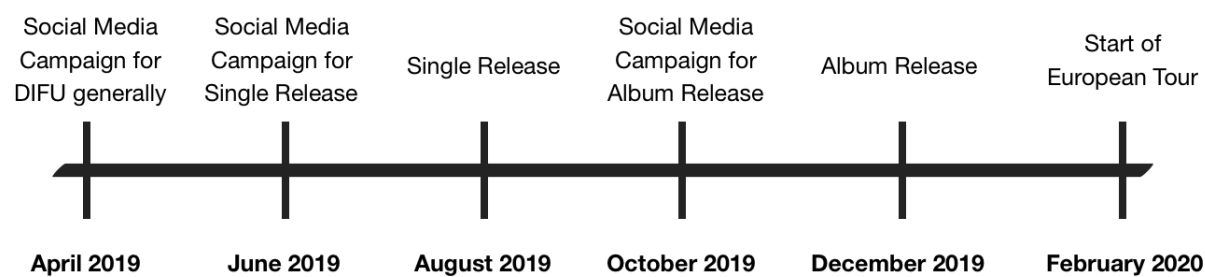
Fix Cost	£3.000,00
Ticket Price	£10,00
Variable Cost 20%	£2,00
Total Amount of tickets	12.200
CALCULATION	$3.000 / 10 - 2$
BREAK-EVEN-POINT	375

Appendix 6: Tour Dates

Tour Dates

Thursday, 6th Feb 2020	Leeds, UK	Brudenell Social Club (100 people capacity)
Friday, 7th Feb 2020	Manchester, UK	Band On The Wall (300 people capacity)
Saturday, 8th Feb 2020	Liverpool, UK	The Shipping Forecast (150 people capacity)
Monday, 10th Feb 2020	Birmingham, UK	Sunflower Lounge (120 people capacity)
Tuesday, 11th Feb 2020	Brighton, UK	The Old Market (100 people capacity)
Friday, 14th Feb 2020	London, UK	Two Tribes (100 people capacity)
Saturday, 15th Feb 2020	London, UK	The Courtyard Theatre (100 people capacity)
Friday, 21st Feb 2020	Vienna, A	Chelsea (250 people capacity)

Appendix 7: Timeline



Appendix 8: DIFU's Logo

