# MJ DUKE

## Marketing Strategy Portfolio

by
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# 1.Understanding the Artist

# Who is MJ Duke?

- MJ Duke is a singer/songwriter who has been writing and performing since the age of 11. He spent his childhood painting and creating artwork, taught by his artist mother, before pushing away from his parent's interests and discovering his own, as happens so often.

- Finding his voice came at the same time as the realisation that traditional school was not giving him the satisfaction or pride he desired. He found that pride in singing and writing and chased it.

# Who is MJ Duke?

- Inspired by music of generations prior, from an early age, MJ Duke's iPod was filled with Frank Sinatra, Sam Cook, Etta James as well as Hip-Hop icons like The Notorious BIG, Eminem et al. These inspirations shaped the artist into the musician today with his songs combining the vocal expertise of old Motown, Jazz and Soul singers with the braggadocious attitude of Hip-Hop.

- Content of MJ Duke's songs feature themes such as love, heartbreak and mental health struggles. While previous releases have leant into darker sounding music, now, as he feels he's coming out of a longstanding depressive phase, the sound is reflected in that and is brighter and more optimistic.

# Artist's Interests & Values

- Gaming
- Music Production
- Streaming
- Charity
- Food



Barnardo's
GIVING CHILDREN
BACK THEIR FUTURE



# Artist Objectives

- Increase Spotify followers/monthly listeners.
- Be featured in a Spotify curated playlist.
- Increase follower count across Social Media platforms.
- Promote upcoming releases.
- Perform more regularly.
- Create a stable revenue stream.
- Build an infrastructure to use for future marketing projects.

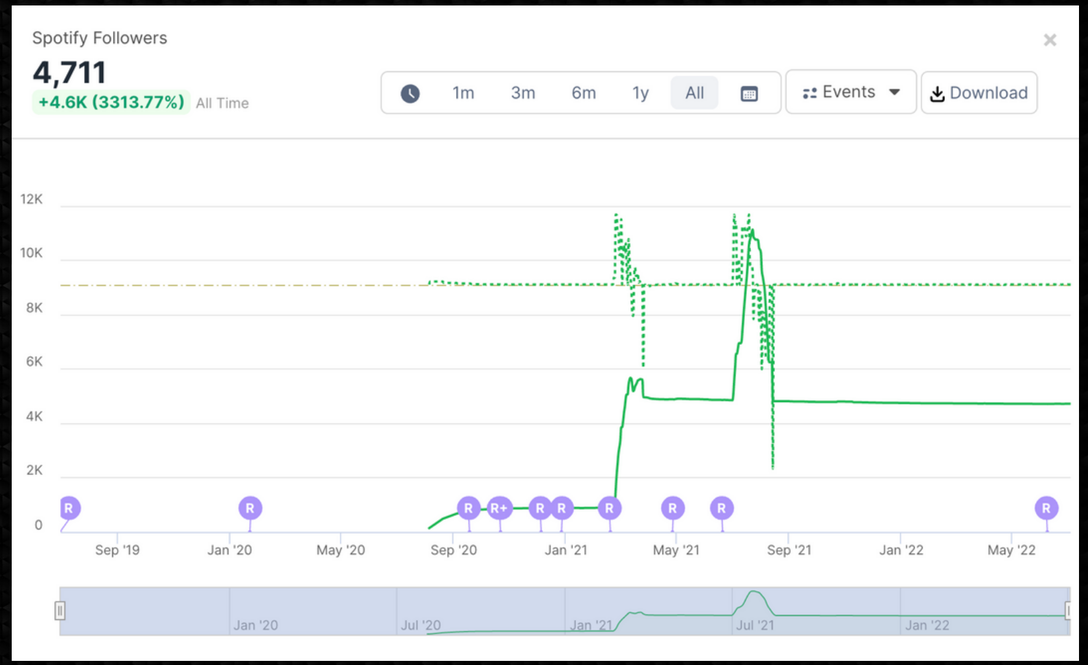


# Artist Context

MJ Duke did not have a fully-formed understanding of marketing techniques and continues to show an aversion to using Social Media as a form of reaching out to his existing audience and attracting new fans. This is based on his belief that artists should focus on music as opposed to engaging with social media trends.

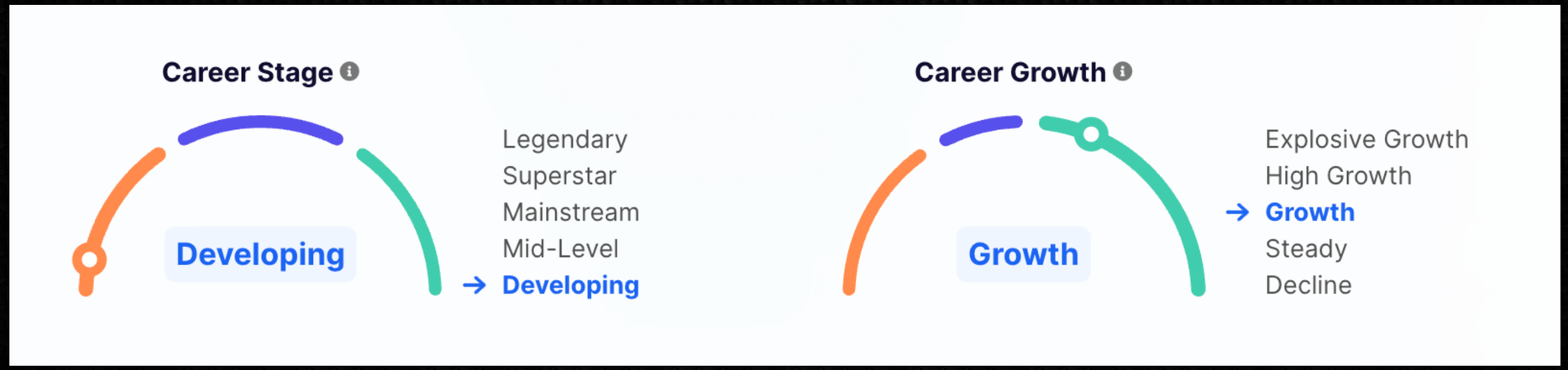
Initial meetings focused on "housekeeping," ensuring that biographies were updated across all DSPs and social media accounts, photoshoots were also organised to create up-to-date imagery and assets.

MJ Duke had 9 previous releases, one EP and 8 singles. The first of these was released in mid-2019 and the last in Jun 2021 which saw his Spotify followers grow quickly from 138 to 4802 during that period.




(chartmetric.com)

# Artist Context




(chartmetric.com)

# SWOT ANALYSIS



| | Strengths | Weaknesses |
|---|---|---|
| Intemal | • Excellent vocalist and songwriter.<br>• High budget.<br>• Self-employed with no income constraints which leads to little to no time constraints.<br>• Impressive network of people in the industry.<br>• Existing fanbase. | • Struggles with mental health and finds himself lacking motivation.<br>• Traditionalist point of view of the industry (dislikes social media and "begging" fans to like his music)<br>• No income constraints results in complacency.<br>• Stubborn and unwilling to listen to opposing opinions.<br>• Fanbase is in South America, making live events difficult. |
| Extemal | • Existing network provides opportunities to meet other artists & people working in the music industry.<br>• Large budget allows for Ad testing and understanding what works for the artist.<br>• No time constraints means he can spend a lot of time working on his craft and marketing it. | • Lack of understanding in the marketing field could hinder progress.<br>• Complacency and lack of motivation stagnates the campaign. |
| | Opportunities | Threats |

# Existing Marketing Assets & Techniques

## FOLLOWER COUNT






4711 2933 580 30

# Existing Marketing Assets & Techniques

Continued

- Pre-existing Website - www.mjdukeofficial.com
- Youtube channel
  - 750 subscribers

# 2.Campaign

# Campaign Objectives

- Build brand awareness
- Increase engagement with audience
- Transfer online marketing into real-life experiences
- Develop an infrastructure for artist to use onwards (album early next year)

# Campaign Overview

The campaign will include 2 EPs, 2 singles and an album.

| | | |
|---|---|---|
| Single 1: The Edge | - | Released 22/07/22 |
| EP 1: The Edge EP | - | Released 05/08/22 |
| Single 2: Take My Heart | - | Released 02/09/22 |
| EP 2: The Edge (Remixes) EP | - | Released 30/10/22 |

## Phase 1

- **Increase brand awareness**
- **Increase fan engagement**

## Phase 2

- **Engage in real life experiences**

## Phase 3

- **Develop infrastructure for future campaigns**

# Phase 1

**Brand awareness**

- Increase Instagram and TikTok followers by 50% (difficult due to artists aversion to social media)
  - Through more regular content
  - Engaging Content
  - Utilising social media trends
  - Ads
- Plugging releases to playlist curators and blogs via SubmitHub, MusoSoup, MySphera, PlaylistPush
- Website upgrades to include blog posts, boosting SEO rankings
  - Examples: "How I write a song," "Day in the life of a recording artist," and behind the scenes posts from music video or photography shoots.
  - Boosts SEO rankings but also entices people to come back to the website.
- Using alternative social media platforms such as Twitch to attract more "active" fans.
  - This platform typically has a higher rate of monetisation as opposed to other platforms.

**Engagement**

- Utilising all functions of social media accounts to improve algorithmic ranking
  - Example: Using Instagram Live to have a listening party for an imminent release.
- Creating content that attracts engagement
  - Question/poll/reminder functions on Instagram
- Utilising on-trend elements that people recognise
  - Memes and songs/sounds that are popular on Tiktok

# Phase 2

**Real Life Experiences**

- Develop relationships with booking agents and music venues
- Use Gigrealm to scout for paid live opportunities
- Currently in conversation with Talentbanq over potential bookings
- Applications for festival performances
  - Sundown Festival (Norwich, UK)
  - Green Man Festival (Wales)
  - SXSW (Austin, USA)
- Open mic nights as often as possible
  - Artist performed at the first Tileyard Open Mic of the year and has been asked to come back for the final at the end of the year

# Phase 3

**<u>Infrastructure for future campaigns</u>**

- **Providing organisational tools for the artist to use in the future.**
  - **Excel/Google sheets**
  - **Budgeting tools**
  - **Timelining tools**
- **Objective based working methods**
  - **Creating realistic goals and working to meet them**
- **Increasing confidence in the artist themselves to accomplish more of this work autonomously.**

# Campaign Themes

## Duality

As a result of dealing with mental health issues, there are two sides to MJ Duke. One is the happy, carefree version and the other is the emotionally turbulent one.

## Evolution

Coming out of a long depressive episode, the artist is in a transformative phase in his life. With the love of his fiancée and his self-proclaimed desire to take his musical career to the next level, evolution is another key theme.

# Branding & Imagery

## Iconography

Existing logo for artist is a good foundation but lacks professional edge. Will implement a phasing of logo development as the artist gains more credibility and becomes more well known.



# Branding & Imagery

## Iconography

**Logo is based on a pendant MJ Duke received from his grandfather before he passed away and holds sentimental value to him. His grandfather was a big advocate for him pursuing his career**



# Branding & Imagery

## Iconography

Examples of prospective logo:



MJ DUKE



# Branding & Imagery

## Iconography

**I decided to pick gold as it works well with the original thought process behind the logo, a piece of jewelry. Gold is also synonymous with success and has an uplifting effect (Olesen, 2014).**

**As MJ Duke becomes more successful, the need for his name in text becomes less necessary.**

**See influences:**










# Branding & Imagery

## Image Branding

Image branding is heavily influenced by 90s Hip-Hop fashion, leaning into some of the musical inspirations listed earlier. It is important to MJ Duke to pay homage to his influences for example the likeness between some of the photographs and The Notorious BIG's famous Coogi sweatshirt.

The photographs were taken by myself. A conscious decision was made to use analog film for the shoot in order to capture a nostalgic and by-gone era feel to the imagery.

Classic clothing brands were also selected such as Carhartt, a favourite of the artists, in the hope of showing allegiance to the company and receiving a brand partnership later down the line.

# Branding & Imagery

## Image Branding







# Branding & Imagery

## Image Branding







# Branding & Imagery

## Image Branding





# Branding & Imagery

## Image Branding





# Branding & Imagery

## Image Branding

Influences:







# Branding & Imagery

## Tone of Voice

### Existing tone of voice

- Unsure of himself
- Lacking confidence
- Hard to maintain a tone of voice when posting is as inconsistent as it has been.

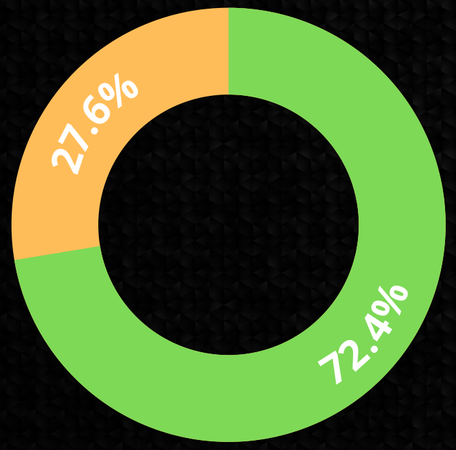
### Targetted tone of voice

- Open
- Comedic
- Self-aware (self-deprecating in a funny way)
- Open about mental health struggles

# Audience Insights

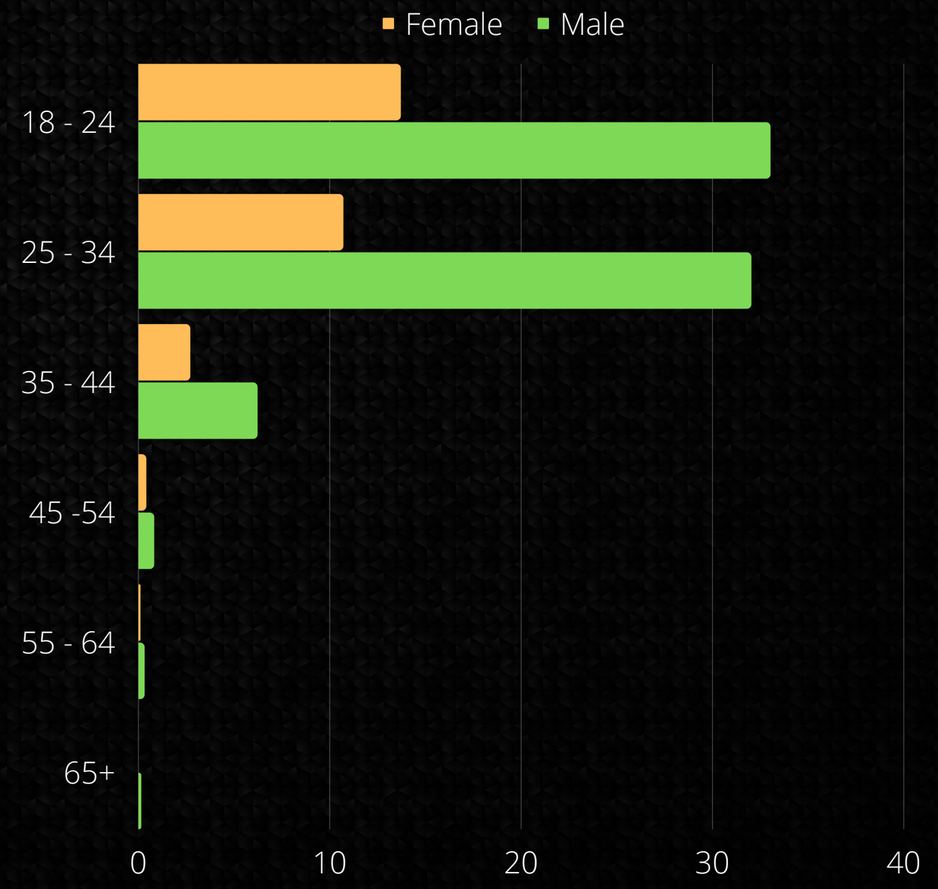
## Social Media

Instagram (last 28 days):




: Male

: Female



# Audience Insights

## Social Media

Instagram (last 28 days):

### Top Cities

- Lima, Peru
- Mexico City, Mexico
- Bogotá, Colombia
- London, UK
- Rio de Janeiro, Brazil

### Top Countries

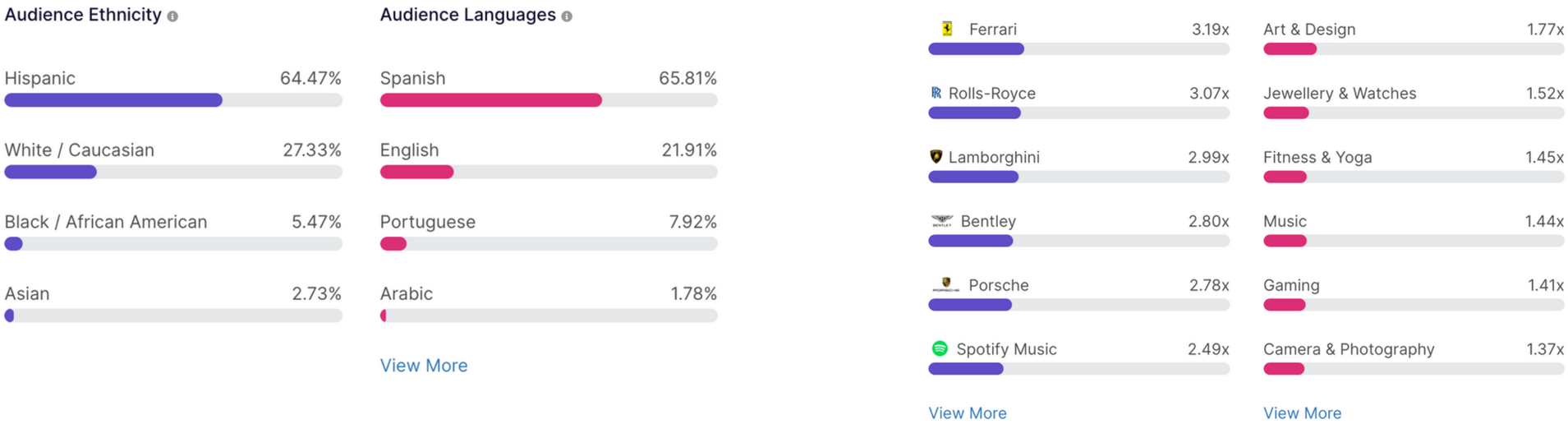
- Colombia
- Peru
- Mexico
- United Kingdom
- Bolivia

(Facebook, 2022)

# Audience Insights

## Social Media

**Instagram (Last 28 days)**

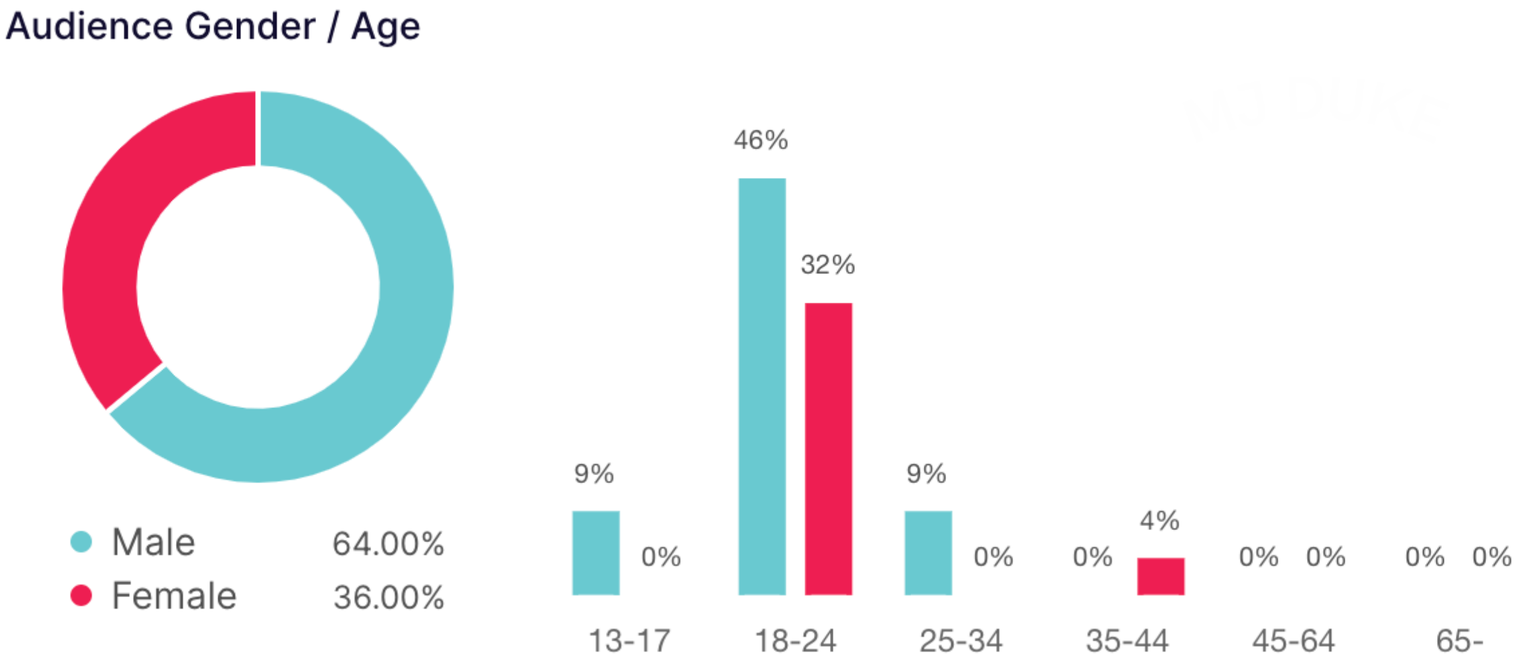



(Chartmetric, 2022)

# Audience Insights

## Social Media

**TikTok (Last 28 days)**

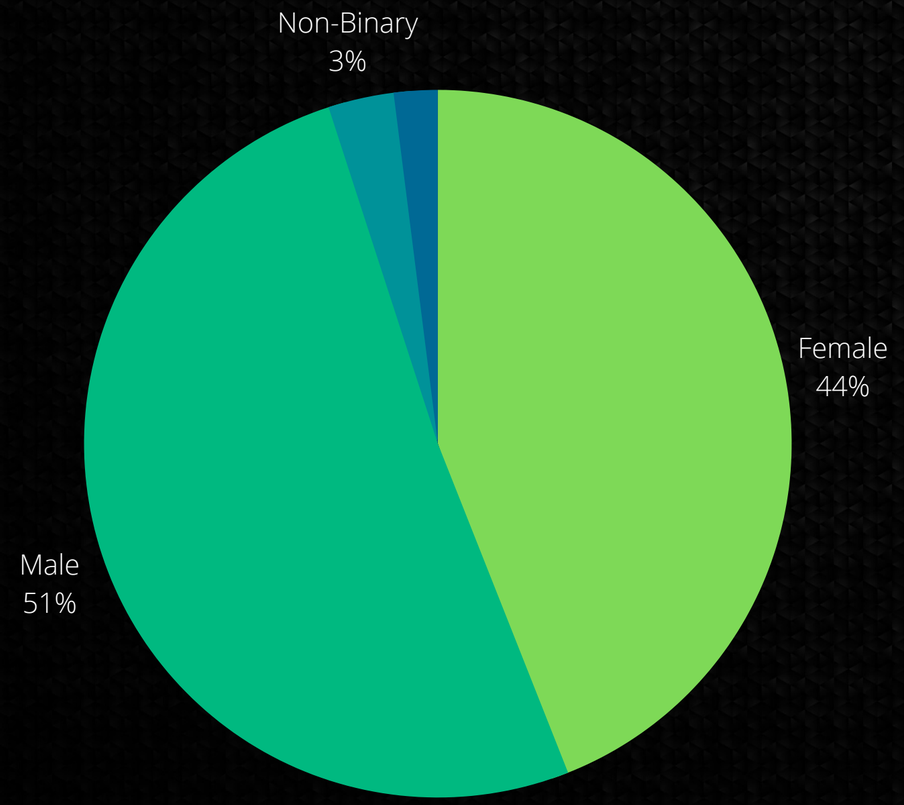


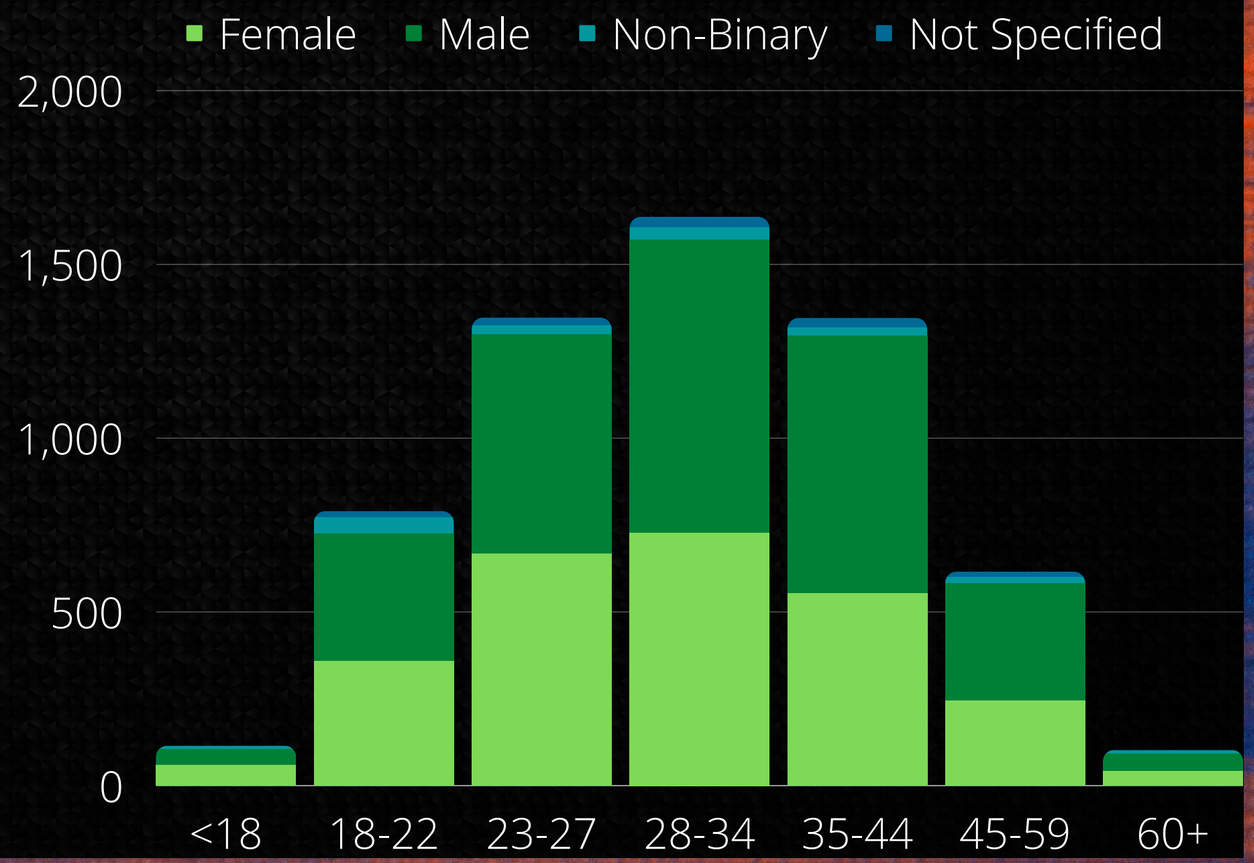

(Chartmetric, 2022)

# Audience Insights

## DSPs

Spotify (Last 28 days)

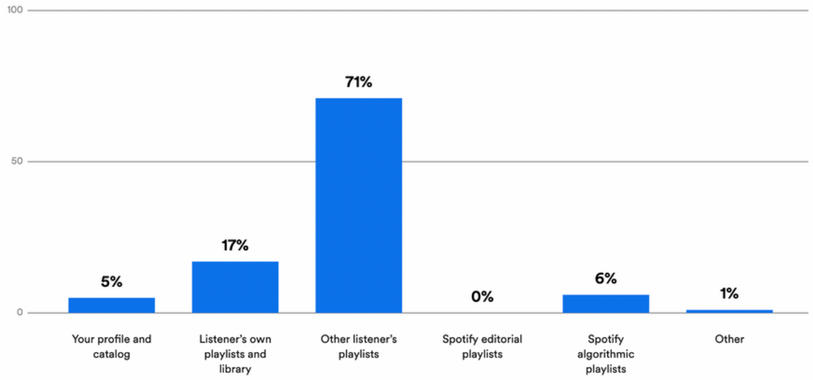


# Audience Insights

## DSPs

### Spotify (Last 28 days)




**Top countries**

Listeners • Last 28 Days • Worldwide

| Last 28 Days | | Listeners |
|---|---|---|
| 1 | United States | 1,886 |
| 2 | Brazil | 569 |
| 3 | Italy | 509 |
| 4 | Mexico | 329 |
| 5 | Canada | 238 |
| 6 | United Kingdom | 208 |
| 7 | Germany | 202 |
| 8 | Australia | 159 |
| 9 | Spain | 129 |
| 10 | Philippines | 123 |

**Top cities**

Listeners • Last 28 Days • Worldwide

| Last 28 Days | | Listeners |
|---|---|---|
| 1 | San Francisco<br>United States | 175 |
| 2 | Los Angeles<br>United States | 102 |
| 3 | Chicago<br>United States | 96 |
| 4 | New York<br>United States | 96 |
| 5 | Mexico City<br>Mexico | 96 |
| 6 | Brooklyn<br>United States | 93 |
| 7 | Dallas<br>United States | 92 |
| 8 | Miami<br>United States | 89 |
| 9 | Las Vegas<br>United States | 79 |
| 10 | São Paulo<br>Brazil | 76 |

(Spotify, 2022)

# Target Audience

The existing audience is substantial but is not located close to where the artist can perform easily. With live performances a significant objective of the artist, I have devised some ideal consumer personas that are in-line with the campaign objectives as well as to develop underperforming demographics.

## Gamer Guys

22-28 year old males with an interest in video games and streaming. They are also hyper-aware of memes and actively share them between each other. Based in the UK, ideally within the London area. Single but looking for love, using online dating apps such as Hinge/Tinder. They have an annual income of £20k - £30k and enjoy spending some money on low cost merchandising and memorabilia.

# Target Audience

## Engaged Gals

29-34 year old women on the cusp of marriage. Very competent in social media and aware of trends. Work in the creative field and earn a salary of ~£50k but need to be given very engaging content in order to part with their cash. MJ Duke's songs about love remind them of their relationship.

## Troubled Teens

16-18 year old boys and girls who may suffer with depression and anxiety finding solace in the music of the artist's which discusses those issues. Very little to no income but once they build a bond with the artist, lifetime value of the consumer will be drastically larger than any other buyer persona.

# Social Media Strategy

I propose a fairly relaxed approach to the frequency of content for this campaign, purely based on the fact the artist continues to hate using it and for the relative success of the campaign to come to fruition, we want to avoid burnout.

Frequency of content:
Instagram feed posts - 2/week
Instagram Stories - 3 to 5/day
TikTok Posts/IG Reels - 2/week

Types of Content:
IG feed:

- "Photo dumps" (collection of images taken from that week that show what the artist was doing)
- Posts advertising live events the artist is performing at

# Social Media Strategy

Types of Content:

IG Stories:

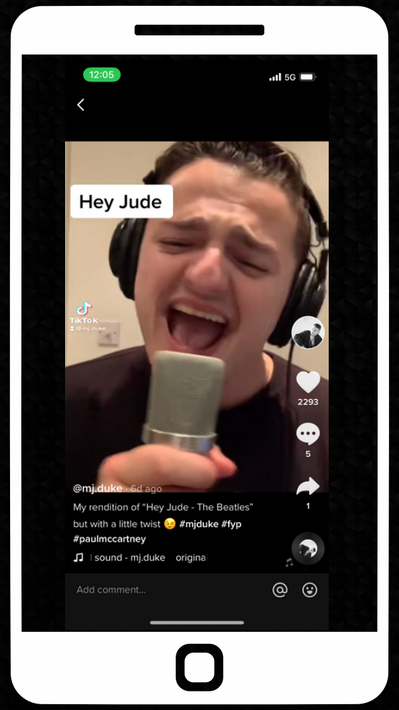
- Videos of daily life for the artist, cooking, playing with his dog, restaurants he goes to with his fiancée
- Informal short clips of him singing
- Openly discussing his mental health issues

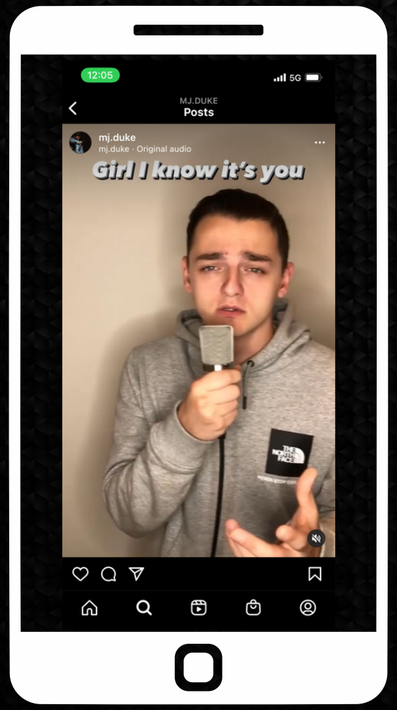
TikTok & IG Reels:

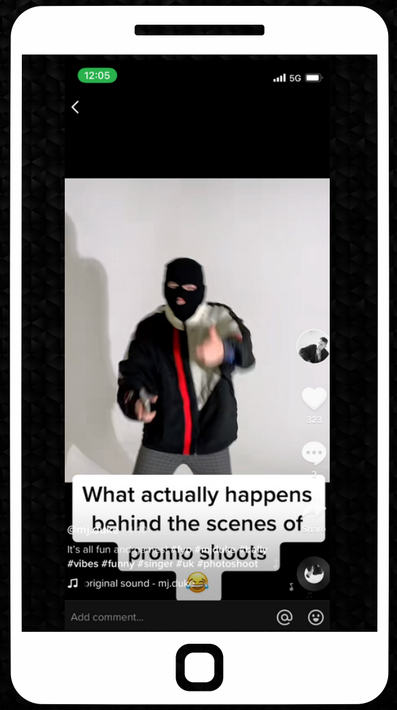
- Semi-professionally edited videos of MJ Duke performing covers of his favourite songs. Will use trending songs based on real-life events. E.g. Kate Bush - Running Up The Hill (Stranger Things), Paul McCartney - Hey Jude (Glastonbury performance)
- Meme videos that pertain to the lifestyle of an artist.

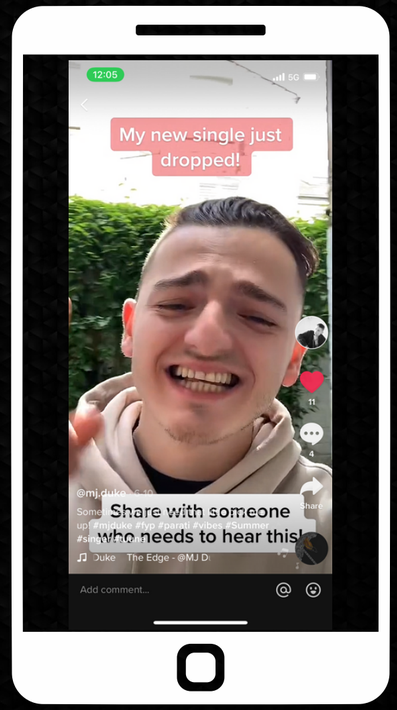
# Social Media Strategy

Examples:



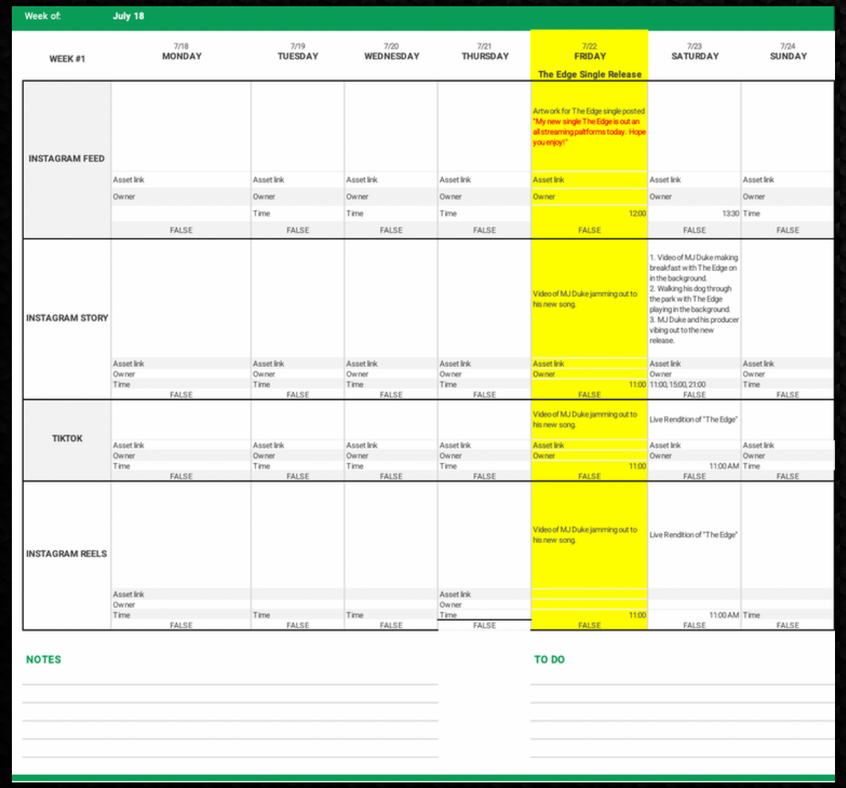



# Social Media Schedule

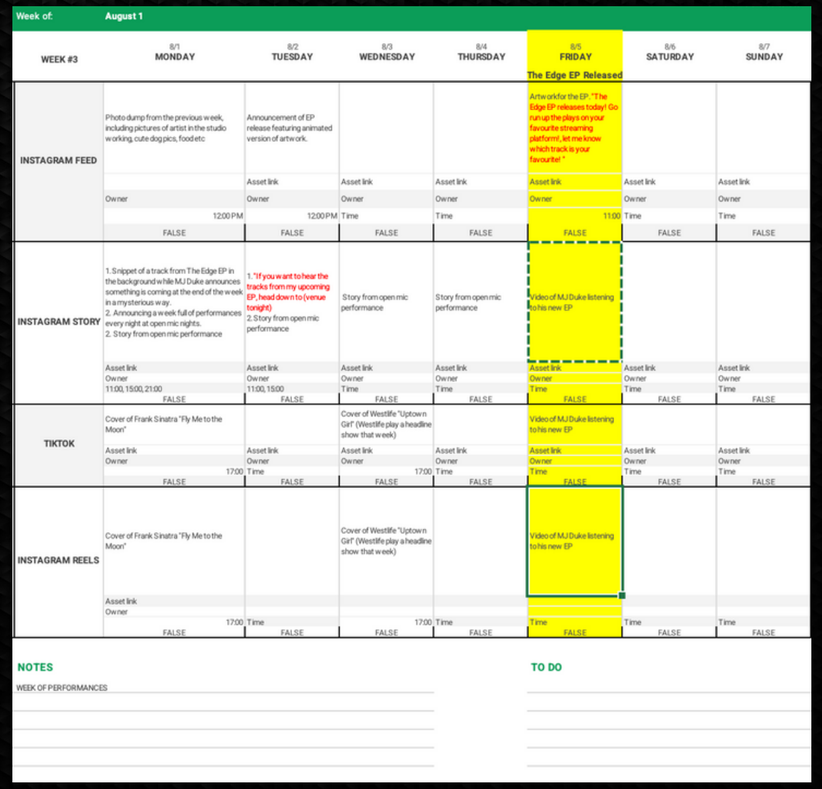
Examples of Social Media Schedule for 2 release dates:



| Week of: | July 18 | | | | | | |
|---|---|---|---|---|---|---|---|
| WEEK #1 | 7/18 MONDAY | 7/19 TUESDAY | 7/20 WEDNESDAY | 7/21 THURSDAY | 7/22 FRIDAY<br>The Edge Single Release | 7/23 SATURDAY | 7/24 SUNDAY |
| INSTAGRAM FEED | | | | | Artwork for The Edge single posted "My new single The Edge is out an all streaming platforms today. Hope you enjoy!" | | |
| | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link |
| | Owner | Owner | Owner | Owner | Owner | Owner | Owner |
| | | Time | Time | Time | 12:00 | 13:30 | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |
| INSTAGRAM STORY | | | | | Video of MJ Duke jamming out to his new song. | 1. Video of MJ Duke making breakfast with The Edge on in the background.<br>2. Walking his dog through the park with The Edge playing in the background.<br>3. MJ Duke and his producer vibing out to the new release. | |
| | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link |
| | Owner | Owner | Owner | Owner | Owner | Owner | Owner |
| | Time | Time | Time | Time | 11:00 | 11:00, 15:00, 21:00 | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |
| TIKTOK | | | | | Video of MJ Duke jamming out to his new song. | Live Rendition of "The Edge" | |
| | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link |
| | Owner | Owner | Owner | Owner | Owner | Owner | Owner |
| | Time | Time | Time | Time | 11:00 | 11:00 AM | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |
| INSTAGRAM REELS | | | | | Video of MJ Duke jamming out to his new song. | Live Rendition of "The Edge" | |
| | Asset link | | | Asset link | | | |
| | Owner | | | Owner | | | |
| | Time | Time | Time | Time | 11:00 | 11:00 AM | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |

**NOTES**

**TO DO**



| Week of: | August 1 | | | | | | |
|---|---|---|---|---|---|---|---|
| WEEK #3 | 8/1 MONDAY | 8/2 TUESDAY | 8/3 WEDNESDAY | 8/4 THURSDAY | 8/5 FRIDAY<br>The Edge EP Released | 8/6 SATURDAY | 8/7 SUNDAY |
| INSTAGRAM FEED | Photo dump from the previous week, including pictures of artist in the studio working, cute dog pics, food etc | Announcement of EP release featuring animated version of artwork. | | | Artwork for the EP. "The Edge EP releases today! Go run up the plays on your favourite streaming platform! , let me know which track is your favourite! " | | |
| | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link |
| | Owner | Owner | Owner | Owner | Owner | Owner | Owner |
| | 12:00 PM | 12:00 PM | Time | Time | 11:00 | Time | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |
| INSTAGRAM STORY | 1. Snippet of a track from The Edge EP in the background while MJ Duke announces something is coming at the end of the week in a mysterious way.<br>2. Announcing a week full of performances every night at open mic nights.<br>2. Story from open mic performance | 1. "If you want to hear the tracks from my upcoming EP, head down to (venue tonight)<br>2. Story from open mic performance | Story from open mic performance | Story from open mic performance | Video of MJ Duke listening to his new EP | | |
| | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link |
| | Owner | Owner | Owner | Owner | Owner | Owner | Owner |
| | 11:00, 15:00, 21:00 | 11:00, 15:00 | Time | Time | Time | Time | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |
| TIKTOK | Cover of Frank Sinatra "Fly Me to the Moon" | | Cover of Westlife "Uptown Girl" (Westlife play a headline show that week) | | Video of MJ Duke listening to his new EP | | |
| | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link | Asset link |
| | Owner | Owner | Owner | Owner | Owner | Owner | Owner |
| | 17:00 | Time | 17:00 | Time | Time | Time | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |
| INSTAGRAM REELS | Cover of Frank Sinatra "Fly Me to the Moon" | | Cover of Westlife "Uptown Girl" (Westlife play a headline show that week) | | Video of MJ Duke listening to his new EP | | |
| | Asset link | | | | | | |
| | Owner | | | | | | |
| | 17:00 | Time | 17:00 | Time | Time | Time | Time |
| | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE |

**NOTES**

WEEK OF PERFORMANCES

**TO DO**

# Additional Platforms

Twitch:

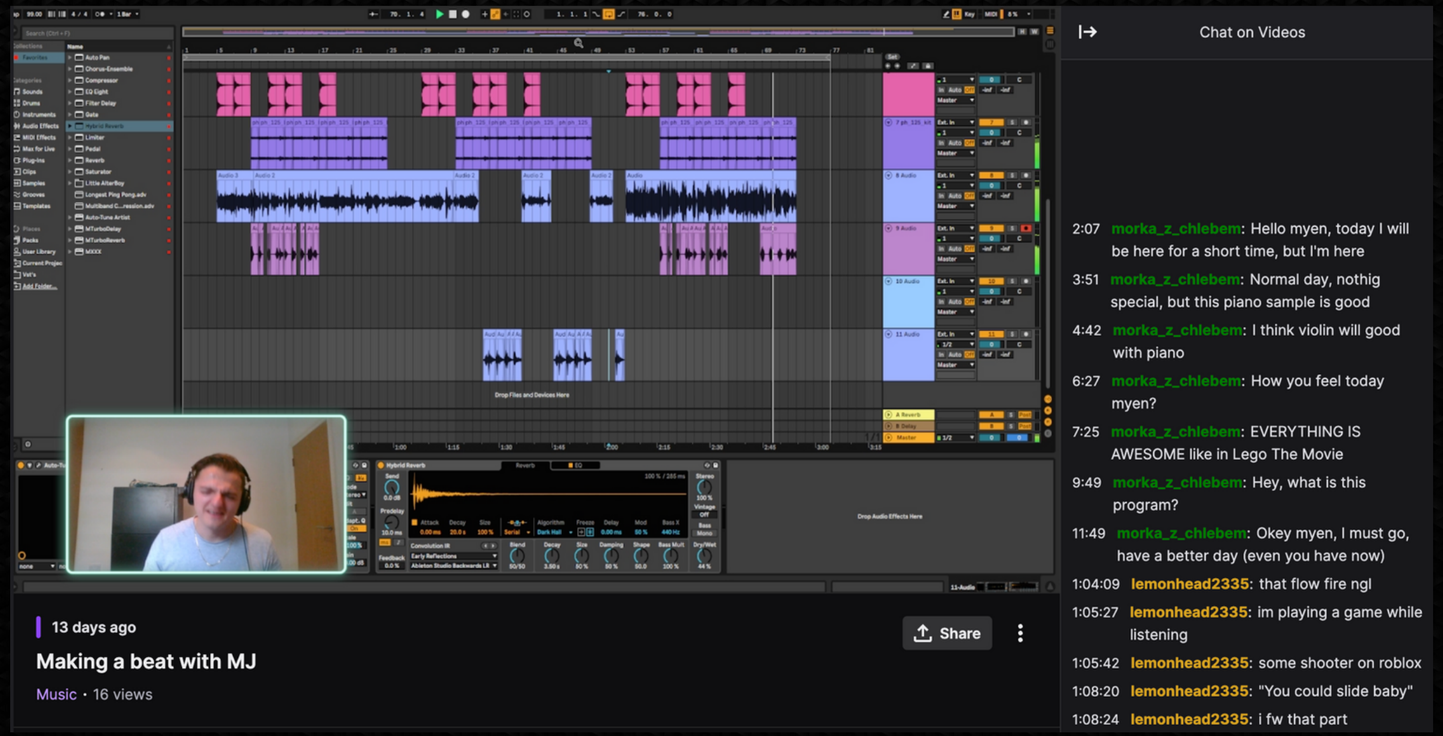
MJ Duke has started using Twitch as a platform to grow a more engaged audience. He is playing video games live on stream, as well as making music.

This provides an opportunity for his audience to see exactly how he makes his songs. The platform is more geared towards a faster ROI given fans can pay for their subscription to his channel and can also donate money to the stream.

Audiences are more inclined to comment and participate in the stream as well.

# Additional Platforms

Twitch:



# Advertising

Based on the Consumer Personas listed earlier here are some Ad demographic groups that will be targeted.

## Gamer Guys

**Estimated audience size:**

726,800 - 855,000

**Estimates may vary significantly over time based on your targeting selections and available data.**

**Audience details:**

- Location – Living in:
  - United Kingdom: London (+30 km) England
- Age:
  - 22-28
- Gender:
  - Male
- People who match:
  - Interests: Music, Gaming, Neo soul, Soul music, Hip hop music or Twitch

## Engaged Gals

**Estimated audience size:**

2,600,000 - 3,000,000

**Estimates may vary significantly over time based on your targeting selections and available data.**

**Audience details:**

- Location – Living in:
  - United Kingdom: London (+30 km) England
  - Mexico: Mexico City (+40 km) Distrito Federal
  - Peru: Lima (+40 km) Lima Region
- Age:
  - 29-34
- Gender:
  - Female
- People who match:
  - Interests: Music, Neo soul, Soul music, Hip hop music, Marriage, Love, Love Stories, Rhythm and blues music or Engagement
  - Relationship Status: In a relationship

## Troubled Teens

**Estimated audience size:**

685,900 - 807,000

**Estimates may vary significantly over time based on your targeting selections and available data.**

**Audience details:**

- Location – Living in:
  - United Kingdom: London (+30 km) England
  - Mexico: Mexico City (+40 km) Distrito Federal
  - Peru: Lima (+40 km) Lima Region
  - United States: San Francisco (+40 km) California
- Age:
  - 16-18
- People who match:
  - Interests: Music, Neo soul, Soul music, Hip hop music or No Depression

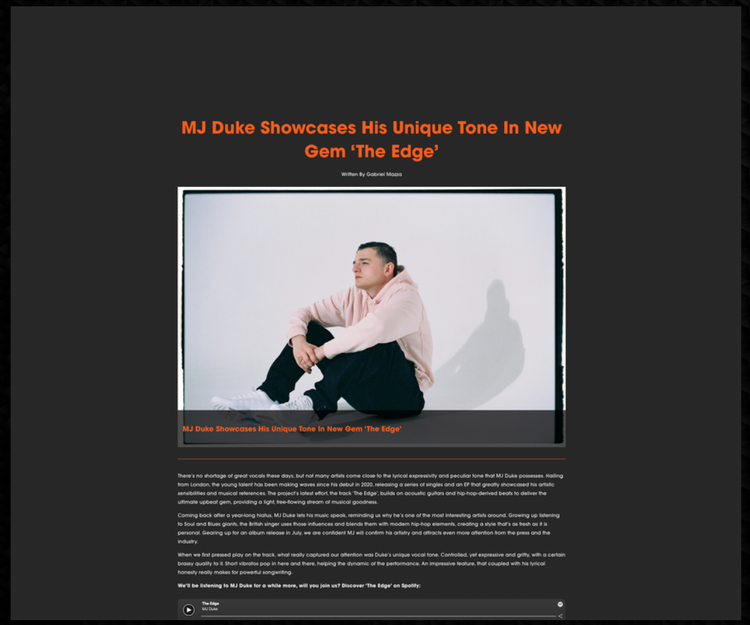
# Release Strategy

The use of playlist curators and bloggers will be paramount to the success of the campaign. We will use websites such as SubmitHub, MusoSoup, PlaylistPush and MySphera to attract these curators.

These sites give you the option to target curators or influencers. A conscious effort was decided to avoid influencers as we want to attract audiences who are directly looking for the type of music MJ Duke makes.

# Release Strategy

Examples of Blogs and Playlists Success:



MJ Duke Showcases His Unique Tone In New Gem 'The Edge'

Written By Gabriel Mazza

MJ Duke Showcases His Unique Tone In New Gem 'The Edge'

There's no shortage of great vocals these days, but not many artists come close to the lyrical expressivity and peculiar tone that MJ Duke possesses. Hailing from London, the young talent has been making waves since his debut in 2020, releasing a series of singles and an EP that greatly showcased his artistic sensibilities and musical references. The project's latest effort, the track 'The Edge', builds on acoustic guitars and hip-hop-derived beats to deliver the ultimate upbeat gem, providing a tight, free-flowing stream of musical goodness.

Coming back after a year-long hiatus, MJ Duke lets his music speak, reminding us why he's one of the most interesting artists around. Growing up listening to Soul and Blues giants, the British singer uses those influences and blends them with modern hip-hop elements, creating a style that's as fresh as it is personal. Gearing up for an album release in July, we are confident MJ will confirm his artistry and attracts even more attention from the press and the industry.

When we first pressed play on the track, what really captured our attention was Duke's unique vocal tone. Controlled, yet expressive and gritty, with a certain brassy quality to it. Short vibratos pop in here and there, helping the dynamic of the performance. An impressive feature, that coupled with his lyrical honesty really makes for powerful songwriting.

**We'll be listening to MJ Duke for a while more, will you join us? Discover 'The Edge' on Spotify:**

The Edge
MJ Duke



SAINTS

SEARCH

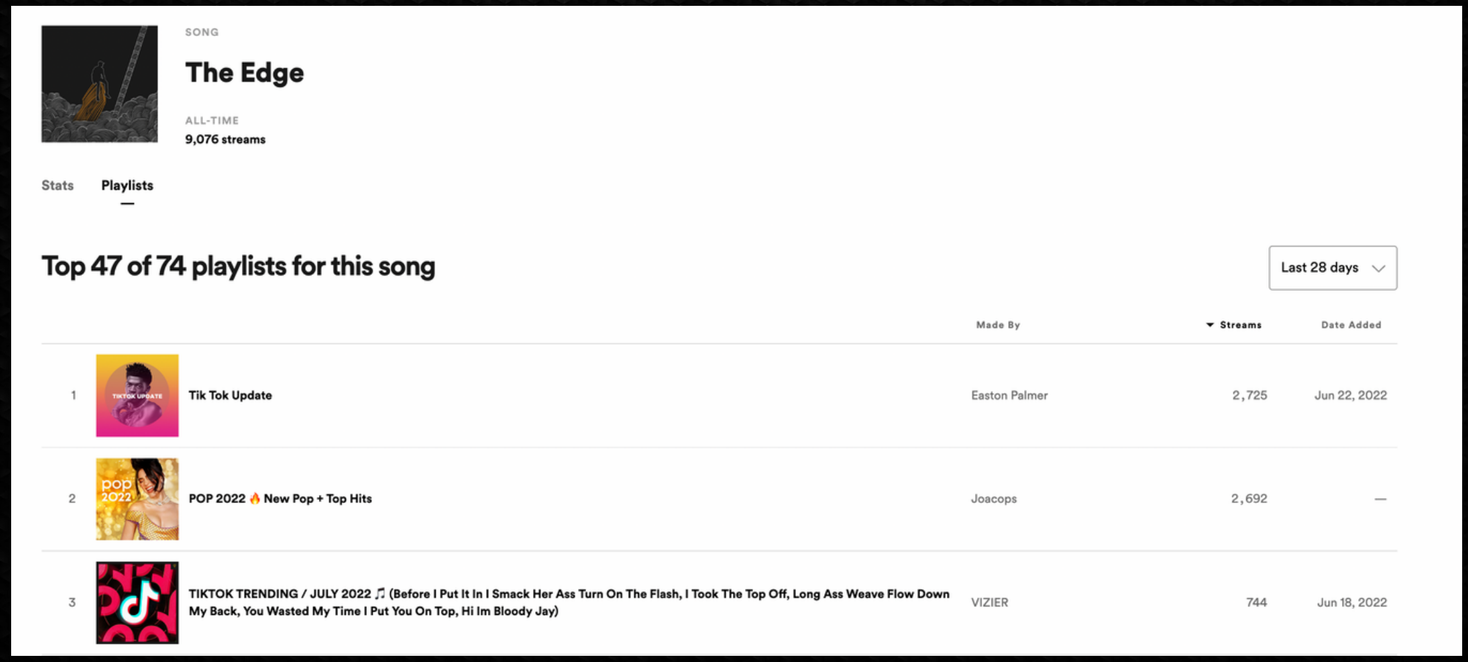
MOTIVE MUSIC

Listen to "The Edge" By MJ Duke

by Saints · June 24, 2022

# Release Strategy

Examples of Blogs and Playlists Success:




(Spotify, 2022)

# Merch

In order to create a stable revenue stream, MJ Duke has to diversify the products he offers his audience. Providing music only will not yield enough money to sustain his career.

Merch and memorabilia will be vital to this sustain. This will include but won't be limited to clothing (t-shirts, hoodies), physical items (ashtrays) and lyric books.

Examples:







# Budget

Total budget for the campaign is £5000. This has been raised through the artist's personal savings. See costings below for the campaign.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | MJ Duke | | | | |
| | | Campaign | | The Edge EP + The Edge (Remixes) EP | | | | |
| | | Dates | | 22/07/22 - 30/10/22 | | | | |
| | | Total Budget | | £5,000 | | | | |
| | | | | | | | | |
| 1st EP | Budget | £3,500 | | | | Remix EP | Budget | £1,500 |
| | | | | | | | | |
| Costs | CONTENT | | | | | Costs | CONTENT | |
| | Photography | £0 | | | | | Photography | £0 |
| | Artwork | £400 | | | | | Artwork | £100 |
| | SM Content Creation | £750 | | | | | SM Content Creation | £250 |
| | | | | | | | | |
| | PROMOTIONS | | | | | | PROMOTIONS | |
| | SubmitHub | £300 | | | | | SubmitHub | £150 |
| | PlaylistPush | £300 | | | | | PlaylistPush | £150 |
| | MySphera | £300 | | | | | MySphera | £150 |
| | Social Media Ads | £1,250 | | | | | Social Media Ads | £300 |
| | | | | | | | | |
| | Live | | | | | | LIVE | |
| | Transport | £200 | | | | | Transport | £0 |
| | | | | | | | | |
| | | | | | | | MUSIC | |
| | | | | | | | Remix Fee | £400 |

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