**VALERIE ETIENNE 2117325**
**MA MUSIC BUSINESS**
**ENTERTAINMENT MARKETING**
**BMTY7003**
**TIM FERRONE**

# MARKETING STRATEGY

Valerie Etienne will be releasing a solo EP late September early October2022.The sound of the EP will be leaning towards Jazz ..incorporating Folk ,Funk and Soul

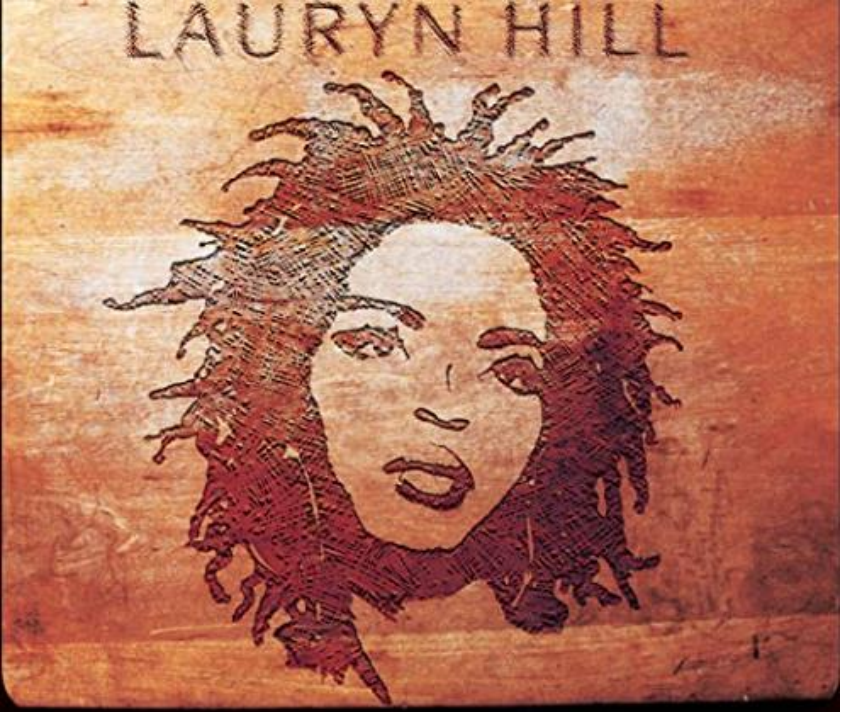
She will be writing, recording and Co-producing it in her home studio 'The Palette Shed'. She is very keen to have free reign to explore new found skills in the studio, exploring different sounds and textures ,with the chance to work with her favourite musicians ,as well as collaborating with new ones.

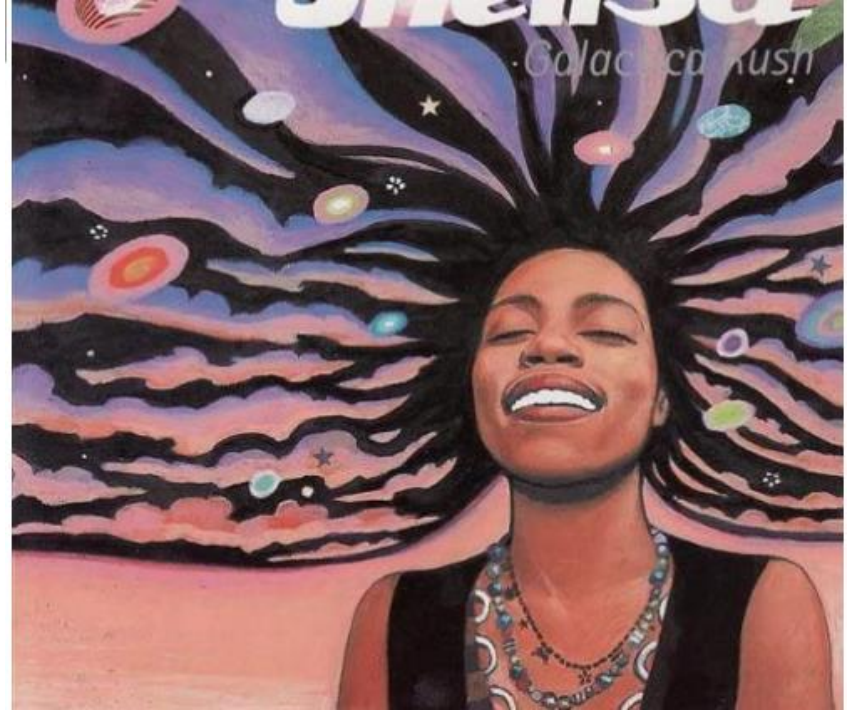
She's excited to release new music and can't wait for everyone to hear it.

In this crowded landscape there is still room for everyone and As an older artist with vast experience , we aim to introduce her to a new audience , while holding on to her current one.
Her musical taste is consolidated here in these radio shows she recorded with the Broadcaster & DJ Gilles Peterson.
,
https://worldwidefm.net/episode/duet-show-with-gilles-peterson-valerie-etienne-16-12-16-2
Two most recently in June 2021,
https://worldwidefm.net/episode/brownswood-basement-gilles-peterson-with-valerie-etienne

Utilising all contacts, colleagues , industry executives , broadcasters ,DJ's and musicians that she has worked with over the years .
.

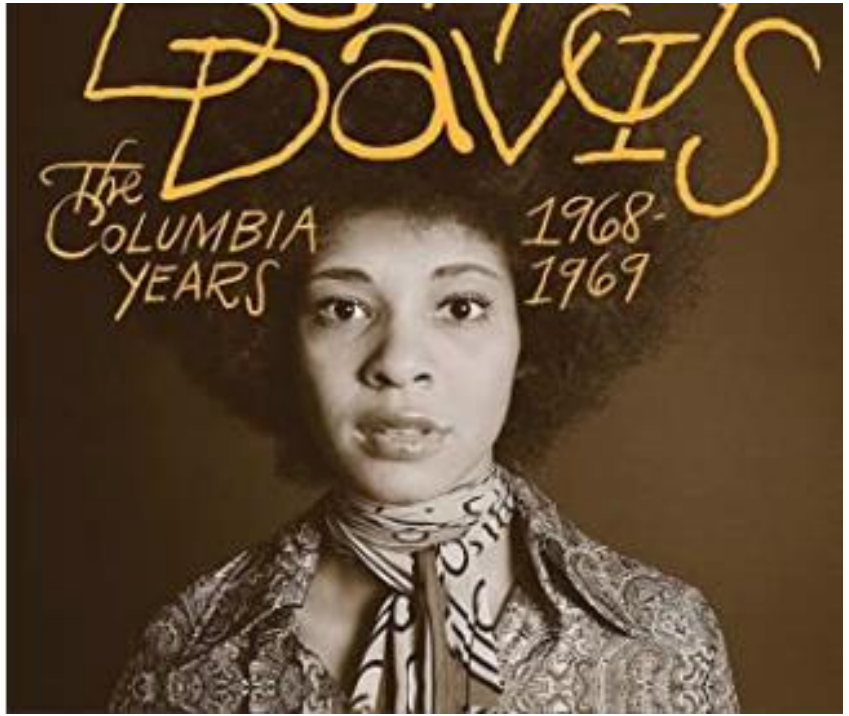
'FOR WHAT IT IS'
Original Album Artwork c. 2002


LAURYN HILL



alice coltrane carnegie hall '71

Erykah Badu
Baduizm

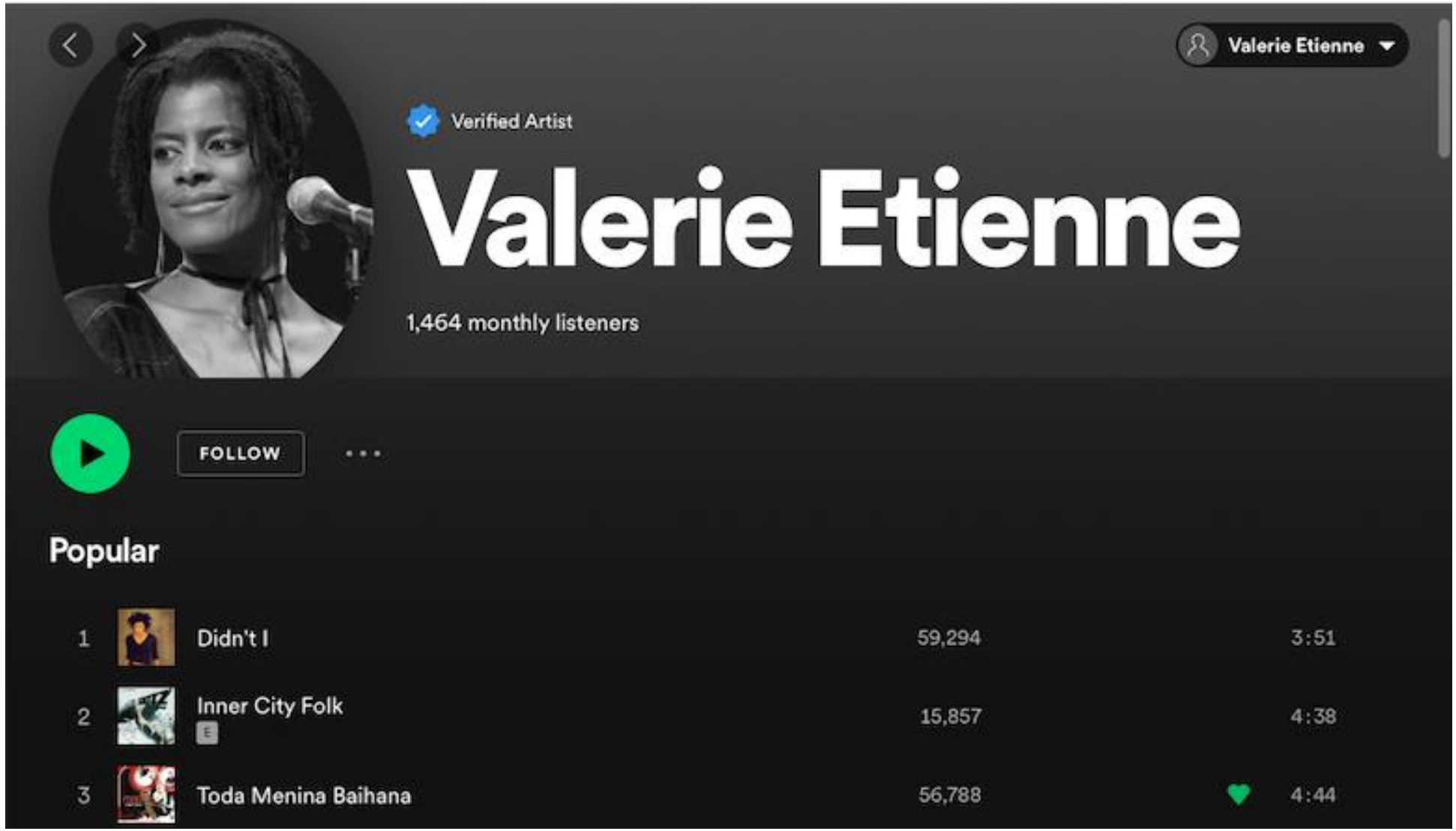

Davis
The Columbia Years
1968-1969

diana

MARKETING PLAN

SPOTIFY

ACTION New content uploaded, curate more playlists ,follow or tag onto other playlists , re branding, Distribution.



| | | |
|---|---|---|
| 1 | Didn't I | 59,294 |
| 2 Profile | Inner City Folk | 15,857 |
| 3 | Toda Menina Baihana | 56,788 |
| 4 | Misunderstanding - MJ Cole Dubb Remix | 26,564 |
| 5 | Misunderstanding - Roger's R Senal Radio Mix | 5,712 |
| 6 | Misunderstanding - Roger's R Senal Mix | 18,246 |
| 7 | Misuderstanding - MJ Cole Mix | 2,555 |
| 8 | Love Meeting Love | 3,536 |
| 9 | Just A Little Lovin | 2,929 |
| 10 | The Birds Sing - Live @ Crossing Border | 1,359 |

Profile

# Audience

Worldwide

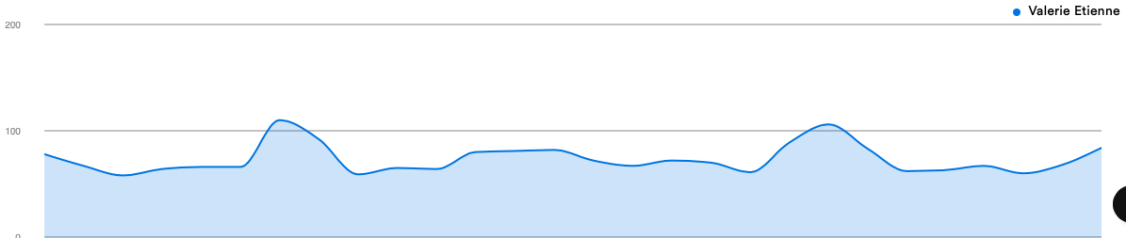
Stats Engagement BETA

**1,464 listeners** ▲ 9% change since last month

Last 28 days

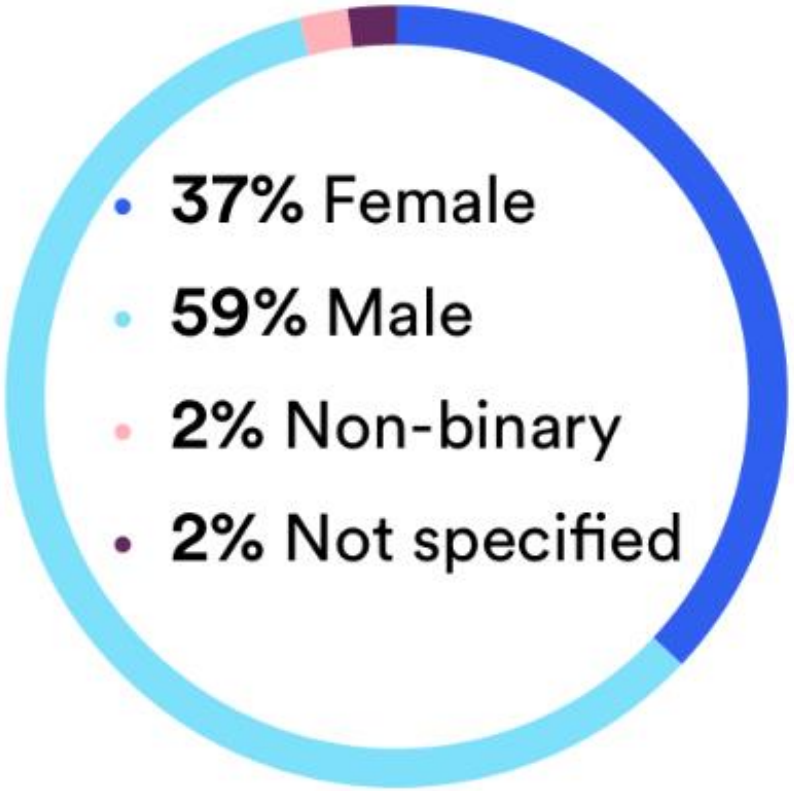
Mar 5, 2022 – Apr 1, 2022 • Worldwide

LISTENERS STREAMS FOLLOWERS




# Their gender

LAST 28 DAYS



## Their age
LAST 28 DAYS

| | |
|---|---|
| < 18 | 0% |
| 18-22 | 4% |
| 23-27 | 10% |
| 28-34 | 21% |
| 35-44 | 44% |
| 45-59 | 17% |
| 60+ | 4% |

Audience

## Sources of streams
LAST 28 DAYS

| | |
|---|---|
| Your profile and catalog | 17% |
| Listener's own playlists and library | 39% |
| Other listener's playlists | 38% |
| Spotify algorithmic playlists | 5% |
| Spotify editorial playlists | 0% |
| Other | 2% |

Streams • Last 28 days

| LAST 28 DAYS | STREAMS |
|---|---|
| Didn't I | 983 |
| Inner City Folk | 427 |
| Toda Menina Baihana | 239 |
| Misunderstanding - MJ C... | 170 |
| Misunderstanding - Roger'... | 140 |
| Misunderstanding - Roger'... | 64 |
| Just A Little Lovin | 35 |
| Didn't I Tell You | 31 |
| The Birds Sing - Live @ Cro... | 29 |
| Misunderstanding - MJ Col... | 29 |

Go for the younger female market (28-34) and gain a bigger male audience in Europe. Up interest generally in the UK & Europe .Sustain the Filipino audience.

## Top countries

| LAST 28 DAYS | LISTENERS |
|---|---|
| 1 Philippines | 469 |
| 2 United Kingdom | 316 |
| 3 United States | 93 |
| 4 Germany | 50 |
| 5 Australia | 45 |
| 6 Netherlands | 44 |
| 7 Spain | 34 |
| 8 Italy | 31 |
| 9 Canada | 31 |
| 10 France | 30 |

## Top cities

| LAST 28 DAYS | LISTENERS |
|---|---|
| 1 Quezon City, Philippines | 105 |
| 2 London, United Kingdom | 76 |
| 3 Cebu City, Philippines | 31 |
| 4 Pasig, Philippines | 28 |
| 5 Manila, Philippines | 23 |
| 6 Bacoor, Philippines | 21 |
| 7 Davao City, Philippines | 21 |
| 8 Paranaque City, Philippines | 18 |
| 9 Sydney, Australia | 18 |
| 10 Makati City, Philippines | 17 |

Valerie Etienne
670 Tweets

Edit profile

**Valerie Etienne**
@ValerieEtienne

Professional Vocalist,part-time piano/guitar player .mum,foodie,lover,fighter,working on new music...always

Everywhere & Anywhere  Joined September 2011

**177** Following  **1,130** Followers

**Tweets**  Tweets & replies  Media  Likes

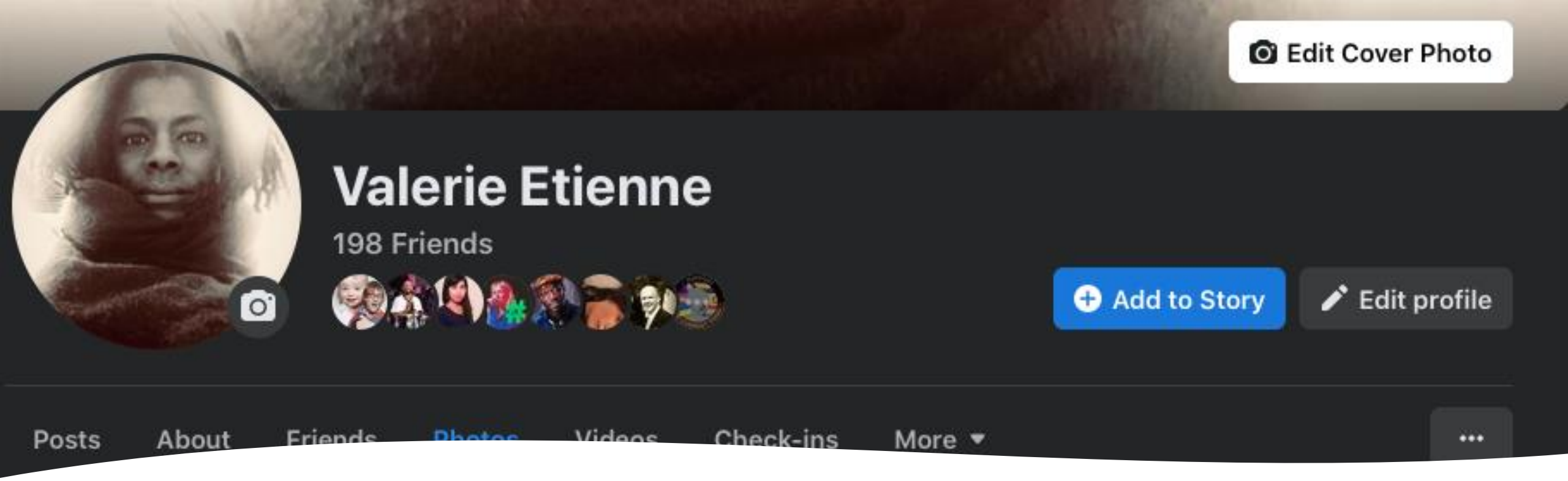
## Top mention earned 27 engagements

**Grant Fuller**
@GFullerTweets · Mar 4

**@CitrusSun @606club @Incognito_world @jimmullenjazz @ValerieEtienne** Citrus Sun first ever performance at the iconic 606 🎵👏 3rd March 2022 Thank You all for a wonderful evening.
pic.twitter.com/FgoOVzHBmx

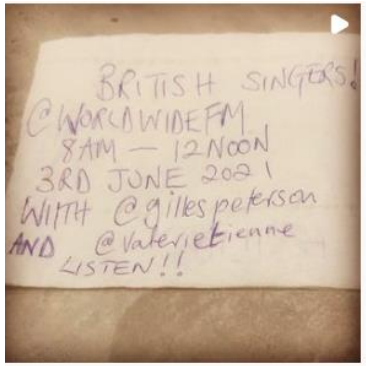
2  5

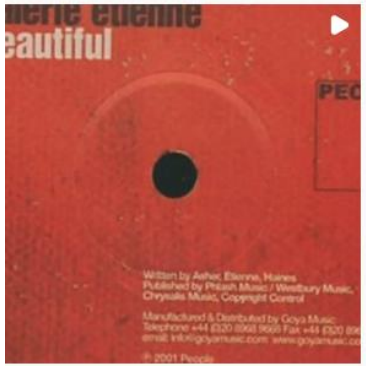
View Tweet

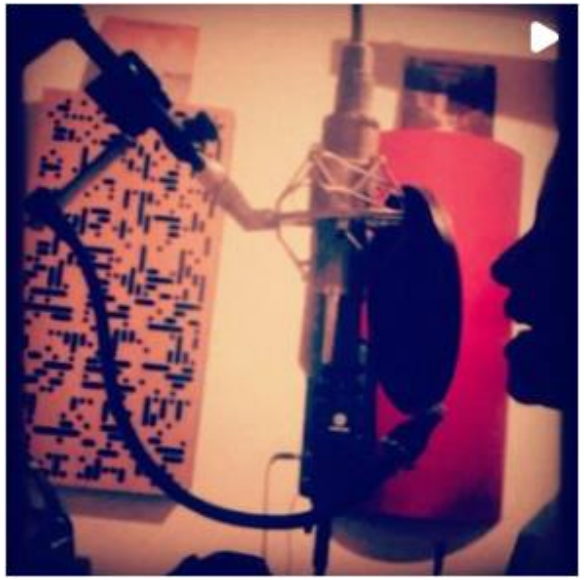



MARKETING PLAN – FACEBOOK

ACTION A complete re- boot. Add , photos,video, D2C all associated with New EP release.







Instagram

Search

valerietienne **Edit Profile**

**388** posts **2,257** followers **522** following

**Valerie Etienne OFFICIAL**
singer ,who writes songs! Disco & Duet Lover,Part time piano/guitar player check out @allenrdquartet

@jgsirus

A teensy d...

Jmrq Live ...

# Welcome Valerie Etienne! This is your dashboard.

valerieetienne.bandcamp.com

## The first step towards Bandcamp prosperity...

... is of course to add some music:

Add an album | or add a track

### Followers

**No followers, but just you wait!**

This is where you'll see your followers. We notify them when you release new music or merch, so the more followers you have, the more sales you can expect.

### Plays

**The site of your future plays**

Add your music and we'll start showing your plays here.

### Activity

Once word gets out that you're here, this is where you'll see notifications of sales and followers. To make that happen, go read our **Artist Guide**.

VALERIE ETIENNE –MARKETING TIMELINE
FOR EP ; WORKING TITLE

# LOTUS =self regeneration/rebirth

11th April – 22nd April Recording at 'The Palette ' Studio. -- Valerie will be there with her co producer
https://www.skioakenfull.com
20th April- 23rd Photographer; Mac Etienne will take behind the scenes shots ,' work in progress' for socials etc...
http://www.mcvirnetienne.com
25 th April –30th April Valerie - social media week .. recording D2c's ,short videos – explaining the concept behind the EP..catching up on posts ,Net Working , Calling In Favours …
May 2nd –8th Mixing the EP with Mix Engineer Dilip Harris
https://www.dilipharris.com/Contact
Week beginning 9th May ..Valerie takes unofficial Photo's for Ep' inner sleeve' Art work
May 18th –21st EP Photography Artwork & Press Shots Mac Etienne
May 23rd – Valerie Birthday week ..Listening to & adjusting Mixes .. Decide on Pre- save songs to 'drop' on Social Media .
June --Prep all Social media sites (with help from intern) for simultaneous Pre save 'Drop' On Instagram, Spotify,Twitter & FaceBook
June 23rd – Worldwide FM – interview- informal Chat talk about EP concept ,play exclusives etc.. With Gilles Peterson
https://www.gillespetersonworldwide.com/
June 25th –June 30th Valerie Prior commitments; sessions. Engagement with social media is ongoing...
July 4th – July 18th – Allen Rd Quartet recommence 'The Hackney Pubs' Tour cancelled from 2020 due to covid.

# MARKETING -Budget

Mostly FREE ;Utilising Contacts Calling in Favours, .swapping skills as payment...

Budget will be about £1000

Distribution Distrokid = £20 a year
Photoshoot = Hair and makup = £300
Social media Intern= £300
Car Expenses = £100
Photography Brother & Sister = FREE

EP DROPS
OCTOBER 10TH 2022

Last week of July– 1st week of August ; Festivals .. Self Promotion at festivals ie 'WEOUTHERE' and SÈTE' in France. via Social Media ..Instagram stories, Facebook Stories ,plenty of D2C content. Funds are limited...
Last three weeks of August reach out to connections in the International Market; Contacts in , New York , Los Angeles, Japan, France , Brussels, Spain and Italy. Four major ones to begin with;

NYC –Harvey J Goldberg- Musical Producer/Engineer on 'Stephen Colbert'
JAPAN- Shuya Okino & Toshio Matsuura – DJ's J-WAVE
BRUSSELS – Guy Tresize – Manager of' Little Dragon'
L.A. - Al Clay – Producer/engineer for 'Hans Zimmer' ( All these open up syncs , collaborations etc..)
Investigate 'Radio Garden' live radio around the world.

September 1st –9th Prepare Photo's , Pre save on all social media , promote up – coming radio appearences /interviews
14th September- Interview with China Moses on Jazzfm ( 10pm-midnight)'Late Night with China'
20th September- Interview with Jamz Supernova on BBC 1Xtra ( 9pm-11pm) 'After Dark Discovery'
September 26th –first Pre save drop via distribution co. Distrokid at distrokid.com. To all social media Platforms
October 8th – Interview with Gilles Peterson on BBC6 Music (3pm – 6pm) Exclusive play of some tracks on the EP. It will be added To the shows playlist and will appear on Gilles Peterson's social media.

EP released on October 10th on all streaming websites .. Valerie will do an exclusive live Ep launch 'mini ' gig on Bandcamp Live and will do a live Q & A

She of course will be active on Social Media for most of that day.

# BIBLIOGRAPHY


Boramon, Greg. "BBC-Music-Review of Two Banks of Four -Three Street Worlds." *BBC*, 2004, bbc.co.uk. Accessed 20 Mar. 2022.

IN-TEXT CITATION: (Boramon)

Herstand, Ari. "Musicians and Singers Who Started Late but Still Made It Big." *Digital Music News*, 3 Aug. 2015, digitalmusicnews.com.

IN-TEXT CITATION: (Herstand)

Le Gendre, Kevin. "Older Gifted and Black:the British Musicians Getting Better with Age." *The Guardian.com*, The Guardian, 24 Mar. 2022, the guardian.com.

IN-TEXT CITATION: (Le Gendre)