



DEEPSOUND
STUDIOS

Happiness Through Sound



MUSIC MARKETING PLAN

Prepared by
Jon-Henri Clayton - DEEPSOUND Studios
jh@deepsoundstudios.com
December , 2020

EXECUTIVE SUMMARY

DEEPSOUND Studios plans to release a single from Jon-Henri's collaboration BOUJHI on the 20th December 2020 . The company will market the track to JH's existing fan base and build a following for others who enjoy alternative chilled-electro music.



DEEPSOUND
STUDIOS

Happiness Through Sound



OBJECTIVES

To introduce JH as an artist to the target market. Create awareness of his music with the aim to evaluate the commercial potential of the track and expected margin & income. This presentation will also cover the *Road Map* for the marketing campaign, *marketing budget* , a *pre-release strategy* for a single release on streaming platforms, *social media penetration strategy* and develop *Electronic Press Kit* (EPK) , for the single and artist collaboration.

3

OBJECTIVES



DEEPSOUND
STUDIOS

Happiness Through Sound



01

WHO IS JH ?

02

MARKETING CAMPAIGN SUMMARY

03

TRACK DEMO

04

SOCIAL MEDIA STRATEGY

05

TRACK DISTRIBUTION
STRATEGY

06

ROAD MAP

07

BUDGET

08

EPK

4

TABLE OF
CONTENTS



DEEPSOUND
STUDIOS

Happiness Through Sound



WHO IS JH ?

Hailing from South Africa Jon-Henri Clayton has progressed as a producer /song writer, originally a Guitarist

Jon-Henri (nickname J-H) has taken his time to find his place in the music scene originally wanting to be a front man and guitarist .

J-H found himself less on-stage due band projects not materialising, resulting in a progression towards music production, creating a more electronic vibe influenced by *Bonobo* , *Café del Mar* and *Moby*.

JH has developing a unique sound by meshing his love for live sounds with electronic music , developing an ever-increasing fan base.



With every piece of music you release, fans get a glimpse of your world. Through your songs they get snapshots of your life and peeks at how you think, feel, and create. They want to know more about who you are and what inspires you.

If they like your music, the logical next step is to get context for it. It's through this context that casual listeners make a deeper emotional connection to your music and become super fans. Our approach at **DEEPSOUND** is to :

We will play and discuss the music that inspires you: every artist is a fan, too. We will do an expose on the timeless songs, albums, and artists you love. We talk about how you discovered them and how they've influenced your work.

We will tell the stories behind your song: we will give fans context for your music. Break down lyrics, explain your musical choices, and give anecdotes about your creative process.

We will spotlight your collaborators: music is a team sport. We let your fans get to know the other artists in your world and how you collaborated.



We let fans know what music you are listening too right now (Awareness) :

your taste in music makes you unique. It's already evident in your music but you can do even more to demonstrate it through your own curation of a show that features what you're listening to in the moment.

We will engage with shows and Artist that feature your music (Awareness):

and place a track on various streaming platforms , creators around the world can add your songs to their shows as covers. We will promote remixed productions (on *Sound Cloud*) of the single to help you reach new fans. We will communicate what Artists have done covers of you music and we will share it on social media. We will reach out to the creator of the remix and add it to your playlists.

We will push for content creators to feature the track (Awareness) :

we will reach out to *Tick-Tok* , *YouTubers*, *Podcasts* and *Twitch* content creators / streamers to feature the track before it is released. This *pre-release strategy* will promote the track and attract existing and potential fans to the artist's site and create a build-up of anticipation for the release day.

**DEEPSOUND**
STUDIOS

Happiness Through Sound

Pre-release stream (Awareness) :

this will be a live stream gig or a DJ set, of songs you enjoy, as well as feature the new single. In parallel, there will be an engaging podcast Q& A session so that fans can establish a connection with you, the artist, and understand your views , humor and personality

Marketing to playlist creators (Hook):

playlist creators can create substantial traction for a song. An EPK will be directed to the press and playlist creators to promote early listening of the track. This early release strategy is designed so that hopefully the *playlister's* will incorporate the track in their playlists, which will assist in boosting the songs traction and the algorithm on ***Release Day***.

We will share your extracurricular and charitable activities (Awareness):

sometimes your fans just want to know more about you as a human. We will take fans on a journey with you as you share the things that make ***you***, whatever it is running, painting mountain climbing , camping , whatever.



DEEPSOUND
STUDIOS

Happiness Through Sound



Track Demo : Losing Touch

11

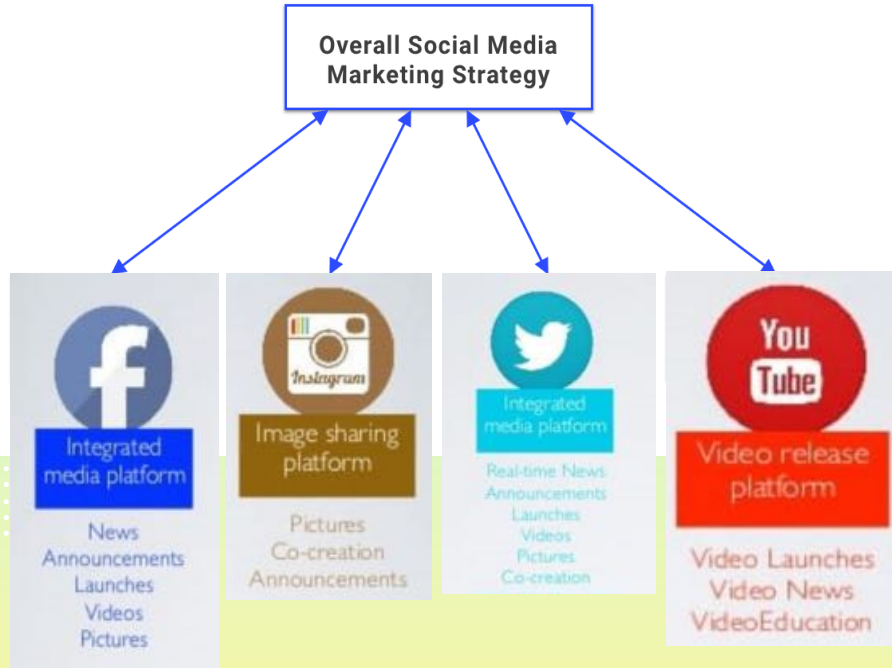
TRACK DEMO



DEEPSOUND
STUDIOS

Happiness Through Sound

Social Media Marketing Strategies



To create awareness for J-H and *Losing Touch* an up-front marketing budget of £500 has been estimated. This includes photo shoots and video footage and monthly social media fees

In keeping with the stated **DEEPSOUND Studios** Music Marketing strategy, we believe that artists need to **leverage music with storytelling** to create a long-term fan base and following.

To achieve this, we will simultaneously release the music, photographs and the stories on **Social Media** using *Facebook, Instagram, Twitter and You Tube*

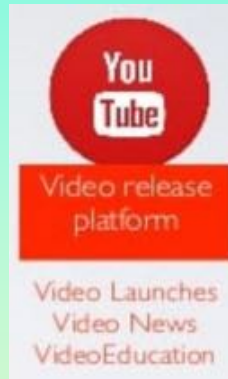
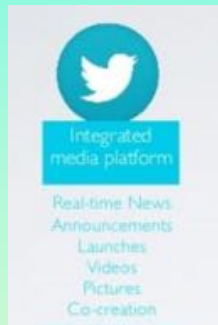
See next slide

8
**SOCIAL
MEDIA
STRATEGY**



DEEPSOUND
STUDIOS

Happiness Through Sound



How do we do this ?

For each of the social media platforms (Facebook , Instagram , Twitter and You Tube

DEEPSOUND uses an, **Awareness, Hook, Request Methodology**

8
SOCIAL
MEDIA
STRATEGY

Request



Share the streaming link to your song / track (**create the request**)

Hook



Create content on social media channel, behind the scenes footage of the band etc ,share funny experience , try to stop viewers scrolling (**create the hook**) , share live gigs , get viewers to subscribe to your social media

Awareness



Use ads on *Facebook , You tube ,Twitch ,etc.* to **create awareness** about you and your music. Stand for something i.e. enviroment. Create a link from the ad to your Social media channel



DEEPSOUND
STUDIOS

Happiness Through Sound

The screenshot displays the TuneCore website's distribution section. At the top, the TuneCore logo is on the left, and navigation links for 'English (UK)', 'Sell Your Music', 'Music Publishing', 'Artist Services', 'TC Social', 'Pricing', and 'Artist Advice' are on the right. The main content area features a three-step process:

- 1 You Upload Your Songs**: After creating a TuneCore account, you upload your music and artwork, enter your release details, select your stores, and that's it. You can choose from over one hundred and fifty digital music stores around the world.
- 2 We Send Your Music to Stores**: TuneCore sends your single, album, or EP to every major store and streaming service worldwide. Get your music online faster than any other distribution service - the sooner your music is available in stores, the sooner you can start getting playlisted and streamed.
- 3 You Get Paid**: You earn money any time someone streams your music on Spotify, or downloads your songs on iTunes. And TuneCore puts 100% of that money directly into your TuneCore account; we never take a commission.

Below this, the 'DISTRIBUTION' section shows pricing for three options:

Album	Single	Ringtone
£23.99	£7.49	£15.99
FIRST YEAR	PER YEAR	PER YEAR
£39.99 each following year		

A 'SIGN UP NOW' button is located at the bottom center of the pricing section.

DEEPSOUND has partnered with **TuneCORE**.

The advantage of this partnership is that the track is only uploaded once to one service provider who in turn distributes the track to all streaming platforms.

Revenues are monitored by Tunecore and reimbursed with zero commission or service fee. **The cost is minimal at £7.49 / per year.**

This methodology is cost effective and reduces administration

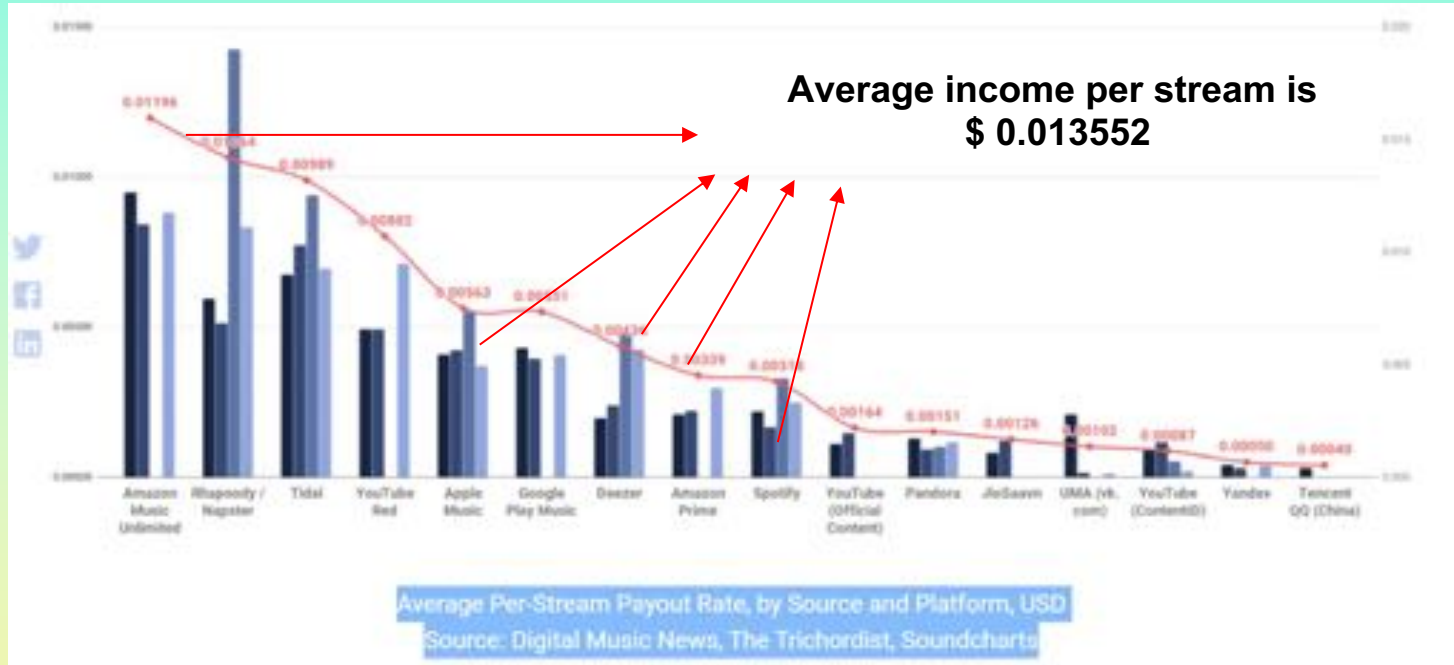
9
**TRACK
DISTRIBUTION
STRATEGY**



DEEPSOUND
STUDIOS

Happiness Through Sound

FORECASTED INCOME FROM STREAMING



10
TRACK
DISTRIBUTION
STRATEGY

DEEPSOUND Studios recommends to stream the track with *Amazon* , *Apple* , *Deezer* , *soundcloud* and *Spotify* at an average rate of \$ 0.01352

is expected to generate an income of \$ 13,552 (£ 10,291) per 1 million streams



DEEPSOUND
STUDIOS

Happiness Through Sound



90 Days Prior to Track Release

Engage with shows and artists that feature your music
Awareness Strategy

80 Days Prior to Track Release

Tell the stories behind your song

Awareness strategy

70 Days Prior to Track Release

Push for content creators to feature the track
Awareness Strategy

60 Days Prior to Track Release

Pre-release stream

Hook Strategy

30 Days Prior to Track Release

Market track to playlist creators & publish EPK (See App 1)

Hook Strategy

Track Release Day

Track Release

Commence Request Strategy

14

ROAD MAP

BUDGET Oct'20 / April '21 for *LOSING TOUCH* As a Stand-alone Track

	Up Front Cost	Oct '20	Nov'20	Dec'20	Jan'21	Feb '21	Mar'21	Apr'21
Income								
No of streams		0	0	50,000	100,000	200,000	300,000	500,000
Revenue per stream (£)		0.010	0.010	0.010	0.010	0.010	0.010	0.010
Revenue		0	0	£500	£1000	£2000	£3000	£5000
Expenditure								
tunecORE	£8	0	0	0	0	0	0	0
DEEPSOUND Monthly Fees	£150	£0	£0	£0	£0	£0	£0	£0
BANDZOOGLER EPK	£12	£0	£0	£0	£0	£0	£0	£0
Photographer / Video for social media content	£330	£0	£0	£0	£0	£0	£0	£0
Repayment of Bank Loan	£0	£0	£0	£300	£300	£0	£0	£0
Profit / Loss	£500	£0	£0	£200	£700	£2000	£3000	£5000

The budget to launch the track is estimated to be £ 500.

6
BUDGET –
P&L

The budget assumes that the track is released in Dec'20 and hence revenue is only expected from Dec'20 onwards



DEEPSOUND
STUDIOS

Happiness Through Sound

CASH FLOW Oct'20 / April '21 for *LOSING TOUCH* As a Stand-alone Track

	Up Front Cost	Oct '20	Nov'20	Dec'20	Jan'21	Feb '21	Mar'21	Apr'21
Cash In								
No of streams	0	0	0	50,000	100,000	200,000	300,000	500,000
Revenue per stream (£)	0	0.010	0.010	0.010	0.010	0.010	0.010	0.010
Revenue From Streaming	0	0	0	£500	\$1000	£2000	£3000	£5000
Bank Loan	£600	0	0	0	0	0	0	0
Cash Carried Forward	0	£100	£100	£100	£300	£1000	£3000	£6000
Total Cash In	£600	£100	£100	£600	£1300	£3000	£6000	£11000
Cash Out								
Total Cash Out	£ 500	£0	£0	£300	£300	£0	£0	£0
Net Cash Position	£100	£100	£100	£300	£1000	£3000	£6000	£11000

It is assumed that the business is seeded with a working capital bank loan for £600.

6
**BUDGET –
Cash Flow**

The Cash Flow assumes that the track is released in Dec'20 and hence revenue is only expected from Dec'20 onwards. A bank loan is required to fund the release of the track



DEEPSOUND
STUDIOS

Happiness Through Sound

The Collaboration :
BOUJHI



Single Release

Artist : Jon-Henri Clayton (feat. Baris Hewitt)

Collaboration name: BOUJHI

Release Type: Single

Release Title : Losing Touch

Distributor : TuneCore

EPK checklist:

- **Pre-release demo track link**
- **Social media link**
- **Web Link**
- **Pres summery**
- **Track summery**
- **Collaboration info**

17

EPK

Please see attached PDF named “EPK SINGLE” and “EPK COLAB” for the fully fleshed out EPK for the Single release



DEEPSOUND
STUDIOS

Happiness Through Sound

CREDITS

The author sourced the presentation template from free web sites and would like to credit the following resources .

- ◀ Presentation template by **Slidesgo** <https://slidesgo.com/faqs>
- ◀ Icons by **Flaticon**
- ◀ Infographics by **Freepik**
- ◀ Images created by **Freepik**
- ◀ Author introduction slide photo created by **Freepik**
- ◀ Text & Image slide photo created by Freepik.com
- ◀ Deep Sound logo by **99 designs** <https://en.99designs.it/>
- ◀ Average Per-Stream Payout Rate, by Source and Platform, USD
Source: [Digital Music News](#), [The Trichordist](#), Soundcharts
- ◀ [TUNECORE](#) [track distribution](#)
- ◀ [Promote Your Music Using Social Media ads \[Tutorial\] | Music Promotion – YouTube](#)
- ◀ EPK Template [Template Lab](#)