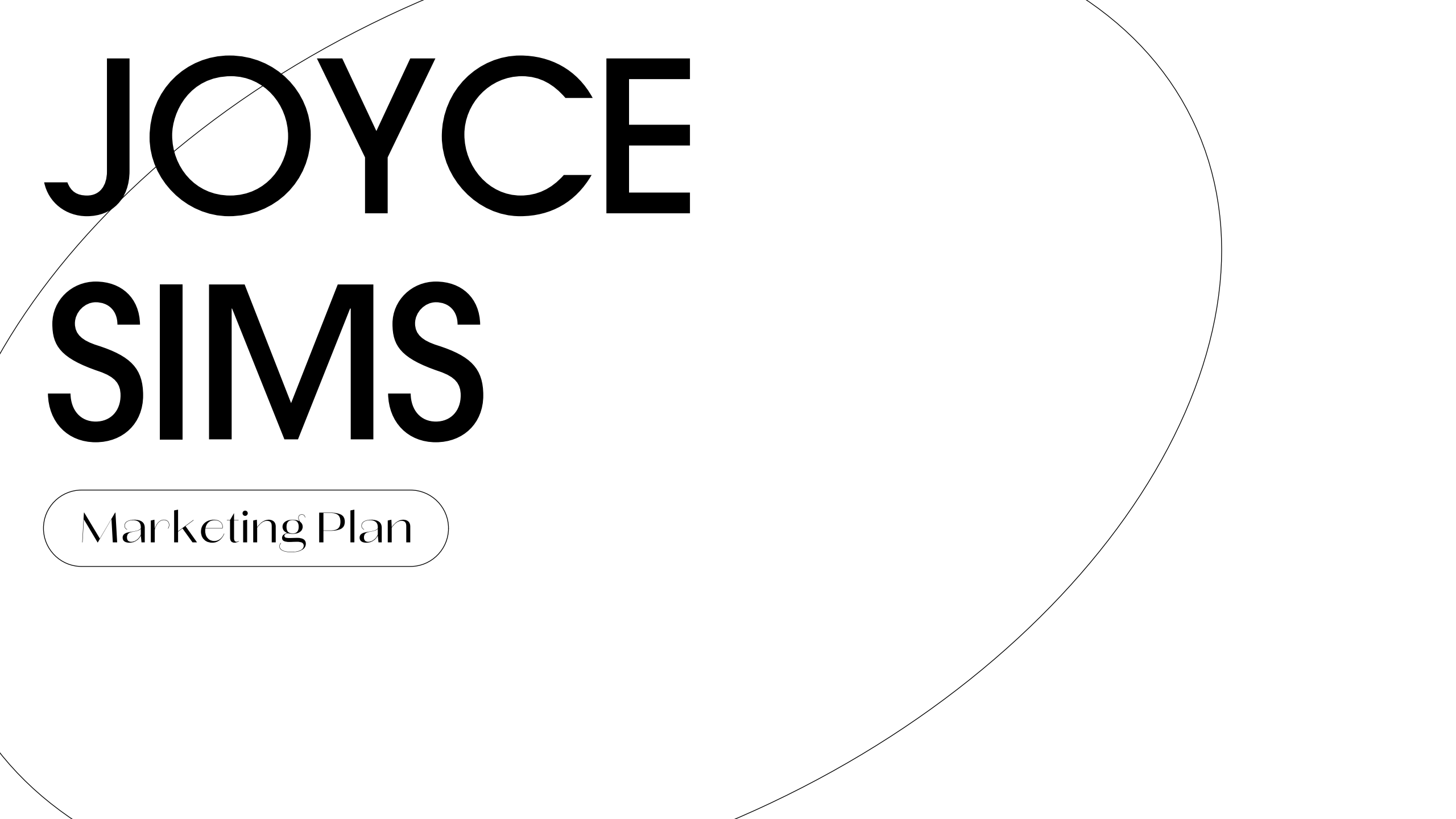




JOYCE SIMS

Marketing Plan

GOALS & OBJECTIVES

Goals & Objectives

Awareness

Strong Positioning

Re establish

Effective Targeting

Differentiation

Engagement

MARKETING STRATEGY

Artist Profile



Biggest hit in 1987
(10 mil. streams)

Gold Certified / Top 10
Charts

Last release "Love Song" in
2015

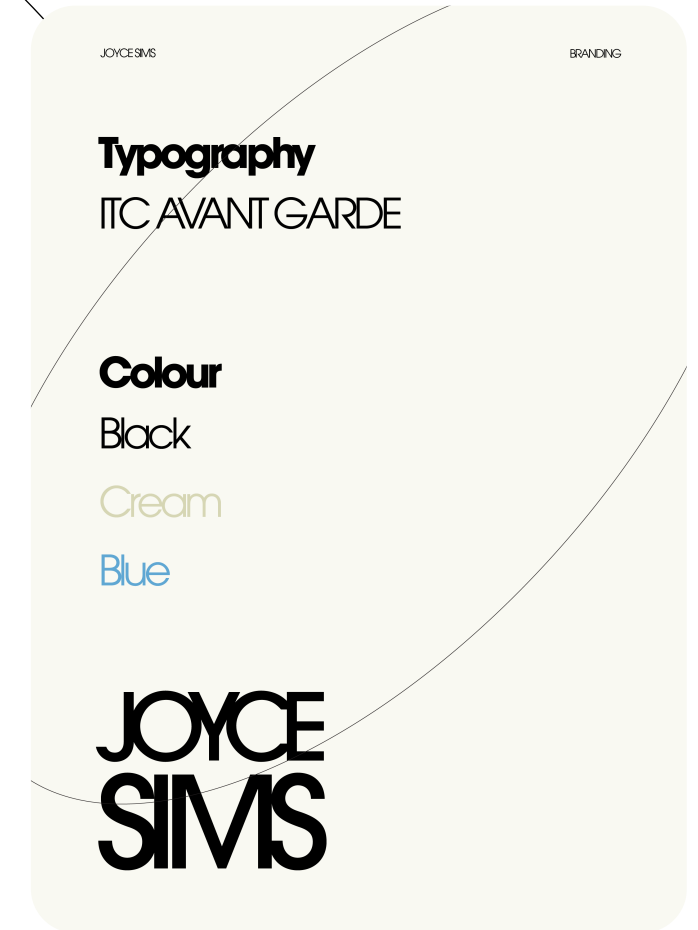
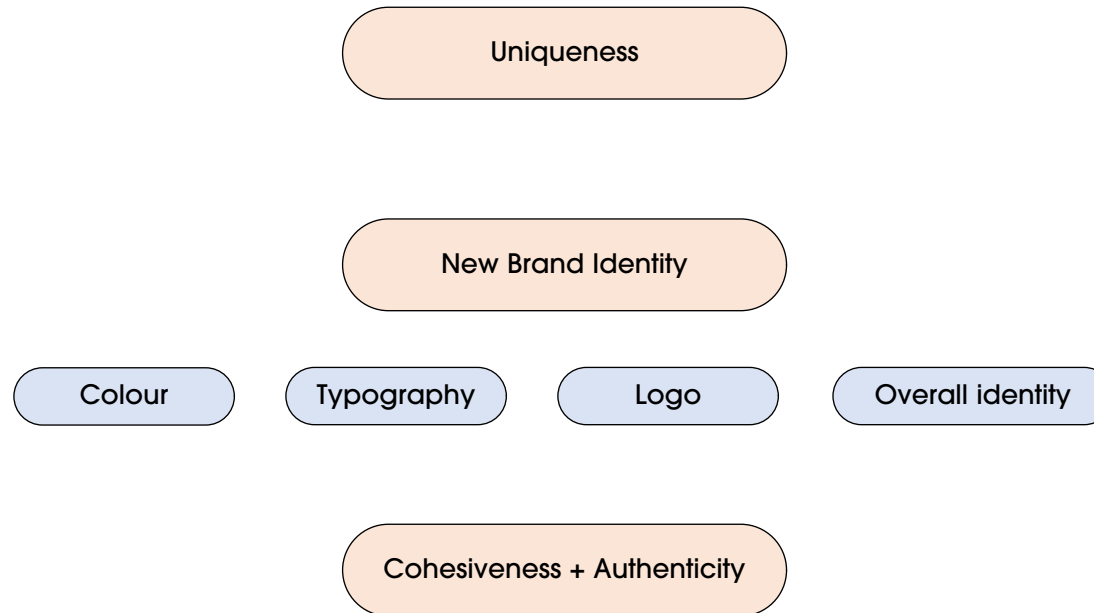
130k monthly listeners

Social reach approx. 10k
followers

Songs sampled by Randy
Crawford, Snoop Dogg, etc.

MARKETING STRATEGY

Branding & Values



JOYCE SIMS

MARKETING STRATEGY

APRIL 2022

NEW BEGINNINGS



JOYCE
SIMS

JOYCE
SIMS

2022
New Beginnings

UK + EU Tour

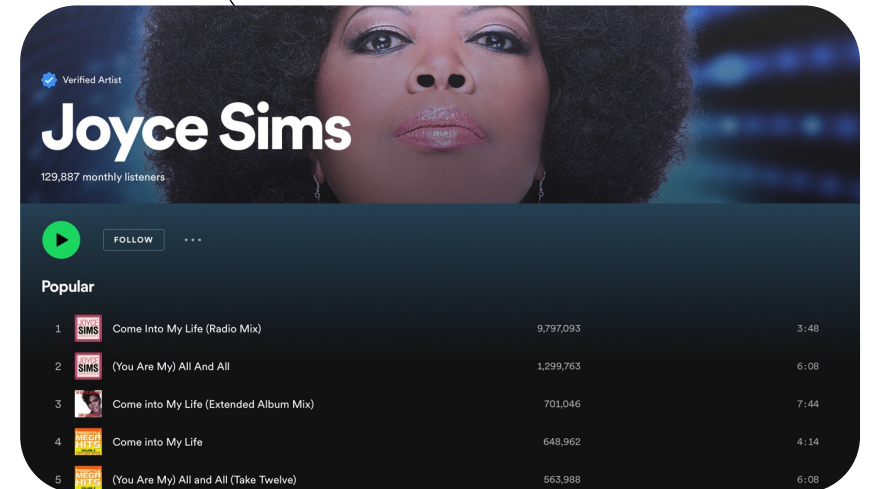
1 June - London
4 June - London
5 June - London
20 June - London
25 June - Manchester
4 July - Birmingham
12 July - Oxford
20 July - Amsterdam
27 July - Paris
30 July - Berlin
1 August - Barcelona

joycesims.com

MARKETING STRATEGY

SWOT Analysis

Strengths	Weaknesses
Distinctive voice Multi-instrumentalist	No professional appearance Long time since last release No current “buzz” Experience of a pre-digital era
Opportunities	Threats
Demographics enable to sell vinyl Genre and retro aesthetics are trending	



MARKETING STRATEGY

The SMART Framework

Specific

Measurable

Attainable

Relevant

Time based

MARKETING STRATEGY

KPIs & Objectives

Marketing

ROI



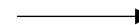
positive return on
marketing investment

Playlist Reach



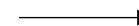
min. 300k followers

Listeners



min. 100k unique listners

Consumption



revenue yields min. 1.5x
marketing budget

MARKETING STRATEGY

KPIs & Objectives

Digital + Social

Engagement rate



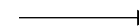
Min. 10% of impressions lead to active engagement

Follower increase



5% growth rate of followers per week

Buzz



Min. 5 mentions across media platforms per week

Efficient reach

MARKETING STRATEGY

KPIs & Objectives

PR

Active Coverage



Min. 5 publications per week

Sentiment



Positive associations / good feedback

MARKETING STRATEGY

KPIs & Objectives

Radio

Radio Audience

Spins

Coverage on relevant radio
stations featuring RnB / dance

MARKETING STRATEGY

KPIs & Objectives

Tour

EU & UK Tour



UK + min. 3 EU countries

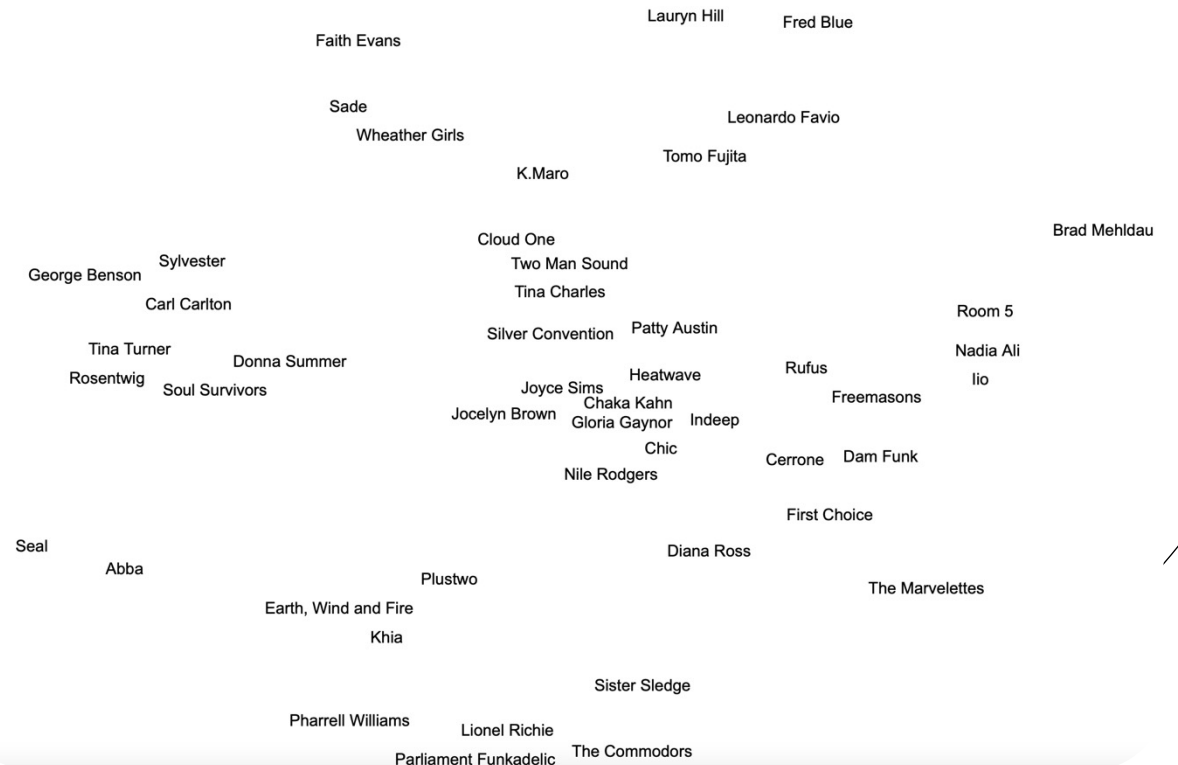
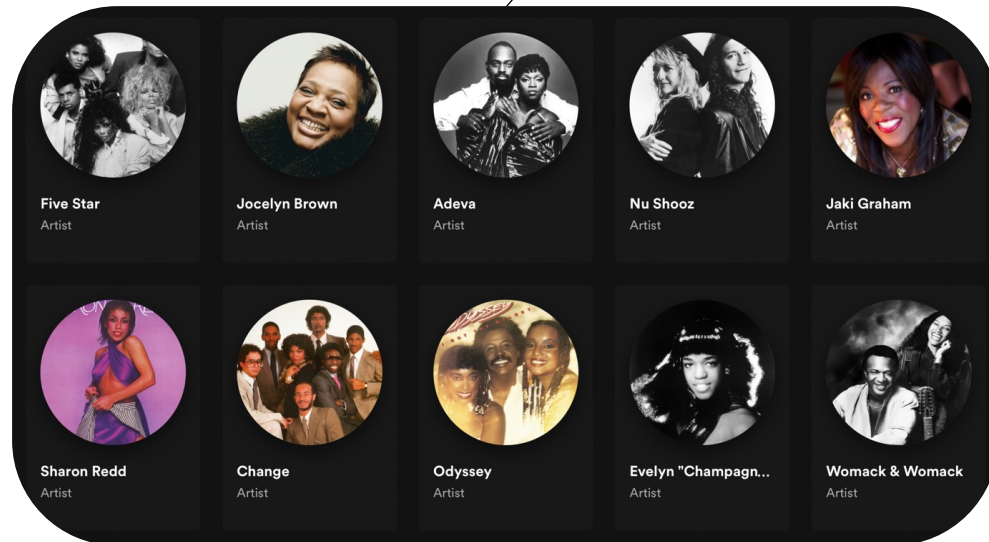
Ticket Sales



Close to sold out shows
(smaller venues)

MARKET ANALYSIS

Competitors



MARKETING STRATEGY

Target Audience

1000 Fans



Niche first

Physical
entertainment/information

25 60 y

Relationship/Married
/Settled

Target
Persona

Live Events

Nostalgia

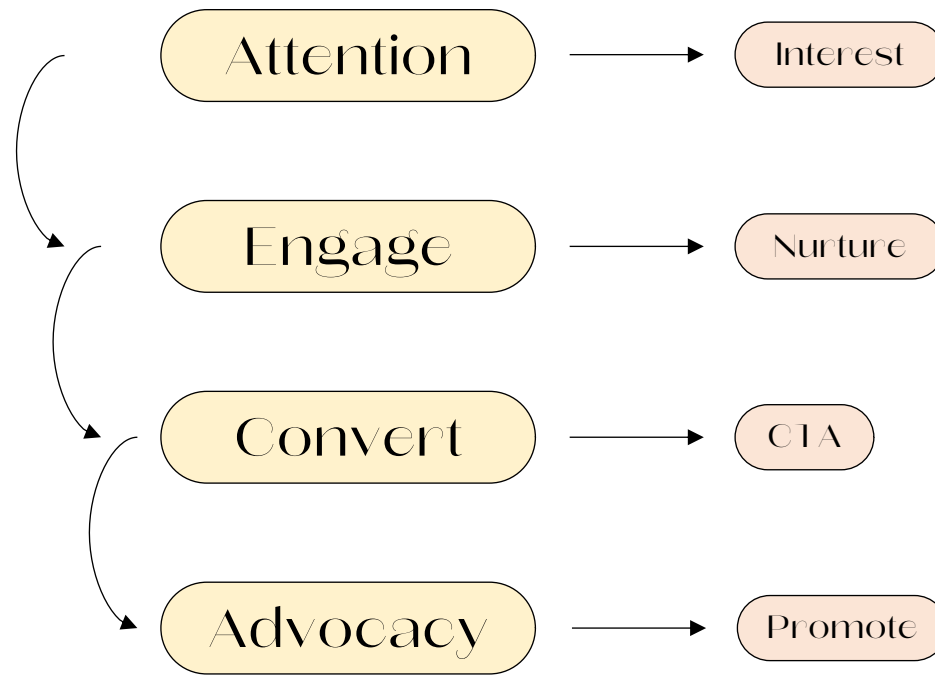
Offline > Online

Conservative >
Alternative

Widely known platforms

MARKETING STRATEGY

Fan Funnel



MARKETING STRATEGY

EPK

JOYCESIMS

BRANDING

Electronic Press Kit

Bio

An often enticing and enchanting vocalist, Joyce Sims hasn't emerged as a disco diva with crossover appeal despite making some excellent singles. Born in Rochester, Sims formally studied music in college, learning a number of instruments. An agent introduced her to Ron Resnick of Sleeping Bag Records, who signed her in 1986. Her biggest hit was "Come Into My Life" in 1987, her only Top Ten record. But, both "(You Are) My All and All" and her remake of "Love Makes A Woman" with Jimmy Castor were finely crafted and nicely performed releases. They made the R&B Top 30, but didn't earn her enough attention to break out beyond the dance market. ~ Ron Wynn (APPLE MUSIC)



STREAM

JOYCE SIMS

DOWNLOAD PRESS PHOTOS

MARKETING TIMELINE

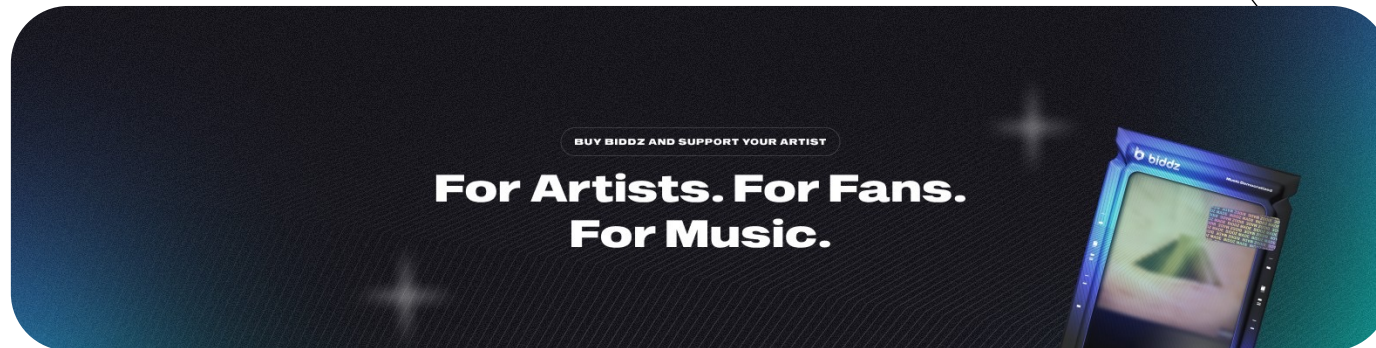
<u>Date</u>	<u>Objective</u>
21 st January	Pitch album to DSPs, blogs and press
1 st February	Creation of social media channels
1 st February	Creation of promotional assets
5 th February	Post first teaser of first single + Story
5 th February	Run IG + FB ad campaign
6 th February	Post pre-save link
7 th February	Biddz.io announcement
11 th February	Single Release
11 th February	Post single artwork
12 th February	BTS content + personal message from JS
13 th February	Follow-up content for first single
18 th February	Post teaser for second single + Story
18 th February	Run IG + FB ad campaign
21 st February	Post pre-save link
25 th February	Single 2 Release
25 th February	Post single artwork
26 th February	BTS content + personal message from JS
28 th February	Follow-up content for first single
4 th March	Album Announcement on all channels
	Vinyl pre-save option
4 th March	Run IG + FB ad campaign
7 th March	Release interviews with press
18 th March	Album release + tour announcement
18 th March	IG Live session

MARKETING BUDGET

Joyce Sims	
Title	New Beginnings
Type (LP, EP, Single)	Album
Release Date	Sep. 1, 2022
Total Marketing Budget	\$60,000.00
Revenue Goal Projection	
Streaming	\$60,000.00
Physical	\$20,000.00
Digital Download	\$10,000.00
Video	\$0.00
Total Revenue	\$90,000.00
PROMOTIONS	
Urban Radio:	\$4,200.00
- Rhythmic	
- Urban	
- Urban AC	
Club Servicing	\$0.00
CONTENT	
Artwork & promo photos	\$2,400.00
Content Creation	\$12,000.00
- Video Production	
- Misc. Video / B-Roll	
Remixes & Features	\$13,200.00
MEDIA	
Advertising	\$12,600.00
- Digital Advertising	
- Traditional Advertising	
Publicity	\$6,000.00
- Indie Publicist	
- Press Activities	
PERFORMANCES	
Tour Support	\$6,000.00
- Show Development	
- Ticket Buys	
- Merch	
Promotional Appearances:	\$3,000.00
- TV Appearances	
- Promo Tour	
- Showcases & Parties	

MARKETING BUDGET

Financing



Price

14 EUR

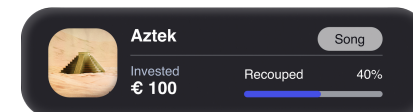
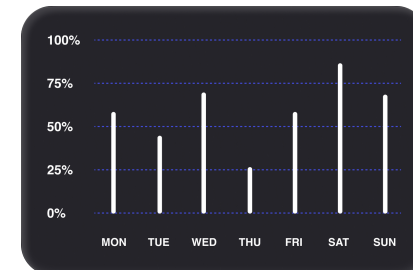
=

Number of biddz



10

0.1%



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