

YOURS MARINA

INTRO

After carefully deciding the Artist on which I would be studying a Marketing Plan for , I have gotten to the conclusion that I would have to choose Yours Marina AKA Marina Pappalardo AKA myself, as I am sure about my potential and capability.

A marketing plan is a comprehensive document that outlines an organisations overall marketing strategy, including its objectives, target market, and tactics for achieving those objectives. A well-executed marketing plan can be the difference between success and failure in today's competitive business world. This essay will discuss the key elements of a marketing plan, the importance of a marketing plan, and how to create a successful marketing plan.

To create a successful marketing plan, there are several steps that must be taken. First, it is important to conduct a thorough analysis of the current market conditions, including the competition, target market, and any external factors that may affect the success of the marketing plan. This information should be used to develop specific, measurable marketing objectives that are aligned with the overall goals of the organisation.

SWOP ANALYSIS

SWOT analysis is a strategic planning tool used to identify and evaluate the Strengths, Weaknesses, Opportunities, and Threats of an organisation, Artist, project, or business venture.

Here's a breakdown of each component of the SWOT analysis:

- **Strengths:** Internal factors that are favourable to the organisation or project or in this case a performer. These may include the organisations unique selling proposition, skilled employees, strong brand reputation, or proprietary technology.
- **Weaknesses:** Internal factors that are unfavourable to the organisation or project. These may include a lack of resources, inefficient processes, or an unfavourable public perception.
- **Opportunities:** External factors that are favourable to the organisation or project. These may include emerging markets, technological advancements, or
- **Threats:** External factors that are unfavourable to the organisation or project. These may include competition, economic downturns, competitors or changes in consumer behaviour.

By analysing each of these components, organisations can identify areas where they excel and areas where they need to improve. They can also identify potential opportunities and threats in the market and adjust their strategies accordingly.

Strengths:

- Unique artistic style or perspective
- Strong technical skills in their chosen medium
- Ability to create emotional connections with viewers
- Strong work ethic and discipline
- Good understanding of the audience

Weaknesses:

- Limited exposure or reach to potential clients or audience
- Limited financial resources for materials or marketing efforts
- Limited experience in business or marketing strategies
- Dependence on external validation for motivation

Opportunities:

- Emergence
- International
- Will offer an experience

Threats

- No email list
- Money
- Competitors

TARGET

The target market should be identified and analysed in detail. This includes understanding the demographic, psychographic, and behavioural characteristics of the ideal customer, as well as the channels through which they can be reached most effectively.

Once the target market has been identified, the marketing mix should be developed.

This includes the product or service itself, the price, the promotional tactics, and the distribution channels. The marketing mix should be designed to appeal to the target market while also achieving the specific marketing objectives.

Considering the swop analysis we can tell that the artist “Yours Marina” would have:

1. **FEMALE AUDIENCE** - The target audience of female singer can vary greatly depending on the style of music, the artist's image, and the overall marketing strategy. However, typically female singers tend to attract a large female fan base, particularly among younger women and girls. This is often because these fans relate to the artist's message and see them as role models.

2. **20 plus** - Our singer will also attract fans of all ages and genders who appreciate their music and performance style.
3. **INCLUSIVITY** - Inclusivity is an important aspect for our artists where she consider it in their work. Being inclusive means creating art that is welcoming and accessible to people from a variety of backgrounds, cultures, disabilities, and identities.
4. **UK & USA** - There are a number of reason why our singer is choosing to focus her career on the USA and UK. Some of these reasons include: **Market Size**: Both the USA and UK are large, English-speaking countries with significant populations, which means that there are large markets for music and entertainment. **Cultural Influence**: The USA and UK are both culturally influential countries that have a major impact on global trends in music, fashion, and popular culture. Singers who achieve success in these markets may find it easier to gain international recognition and exposure. **Industry Infrastructure**: The music industries in the USA and UK are well-developed, with extensive networks of record labels, producers, agents, and other industry professionals who can help singers navigate the business and promote their careers. **Historical Legacy**: Both the USA and UK have a rich history of producing influential musicians and singers who have had a major impact on the development of popular music. Singers may be drawn to these markets because of the prestige associated with these musical traditions.

Overall, the combination of market size, cultural influence, industry infrastructure, and historical legacy make the USA and UK attractive destinations for Yours Marina who want to achieve success in the music industry.

After fully understanding our Artist's target we then move to a release of an EP by following this 8 steps:



-  start writing music-lyrics
-  need to pick a company to distribute your EP
-  figuring out brand.. makes sure the audience undernds your art.
-  decide what day the EP is going to come out.



release singles



Make a Press Kit



Releasing the EP



promote music heavily

Releasing an EP for our artist can be important for a number of reasons:

1. **Exposure:** Releasing an EP can help our artist in gaining exposure and reach new audiences. EPs are often used as a way to introduce a new artist or to showcase their latest work.
2. **Versatility:** EPs are often shorter than full-length albums and can be more versatile. They can be used to experiment with new sounds and styles, or to showcase a particular theme or concept.
3. **Cost-effective:** EPs can be a more cost-effective way to produce and release music than full-length albums. They require less time and resources to produce and can be released more frequently.
4. **Marketing:** Releasing an EP can be a useful marketing tool. It can generate buzz and anticipation for an artist's full-length album, or serve as a way to keep fans engaged between album releases.
5. **Creative Control:** Releasing an EP can give artists more creative control over their music. They can experiment with different styles and sounds without the pressure of creating a full-length album.

Overall, releasing an EP can be a strategic way for artists to gain exposure, experiment with new sounds, and maintain creative control over their music. When ready it will be streamed on the major Social Media's such as: TiK Tok, Instagram , You Tube, Apple Music, Spotify.. Social media is extremely important for singers and musicians and in our case it will provides a way to reach new fans, promote music, and engage with a loyal audience.

EVENT

Creating events after releasing an EP (or any other type of music release) can be an important part of promoting and marketing the music.

By creating an event, we could generate interest and get people talking about the EP. This could also create a buzz around the music and generate more attention and exposure.

It could also help creating a sense of community and build a stronger relationship between Yours Marina and the “Marini” the audience.

By hosting this event we intend to increase the exposure, maybe by getting discovered by some new fan who haven’t heard the EP yet.

Our Artist was sure from the very beginning on what kind of location she wanted to use, as a matter of fact picking a nice location for a singer event can be very important in creating a successful and memorable event that attracts the right audience and enhances the singer's image and brand.

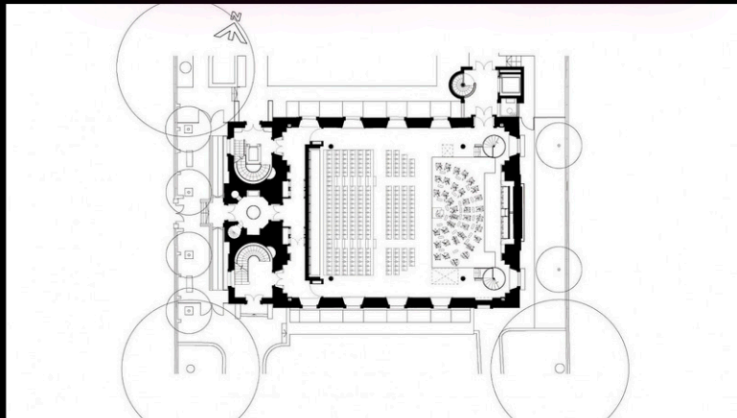
Yours Marina wanted to host her event in a eco friendly structure. Matter of fact Eco-friendly structures are accommodations that prioritise sustainability and environmental responsibility in their operations. These venues aim to minimise their impact on the environment by using renewable energy sources, reducing waste and water consumption, and adopting sustainable practices throughout their operations.

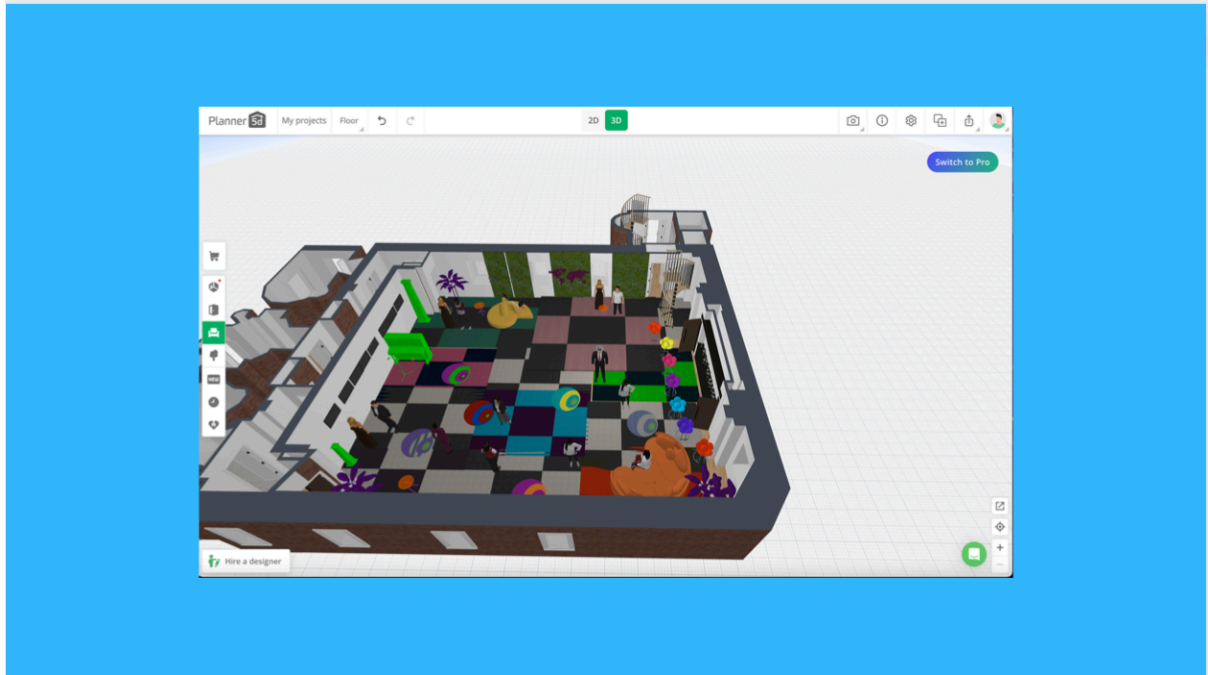


She decided to host her event at LSO ST.LUKES in East London as it would be a tribute to where she is been living for the past 5 years. It would be her thank you to this particular area of London that have been making the artist feels like at home.

The artist decided to plan and design the place as she strongly believes being part of the planning and organisation of her own show could make the audience feel more who the artist is.

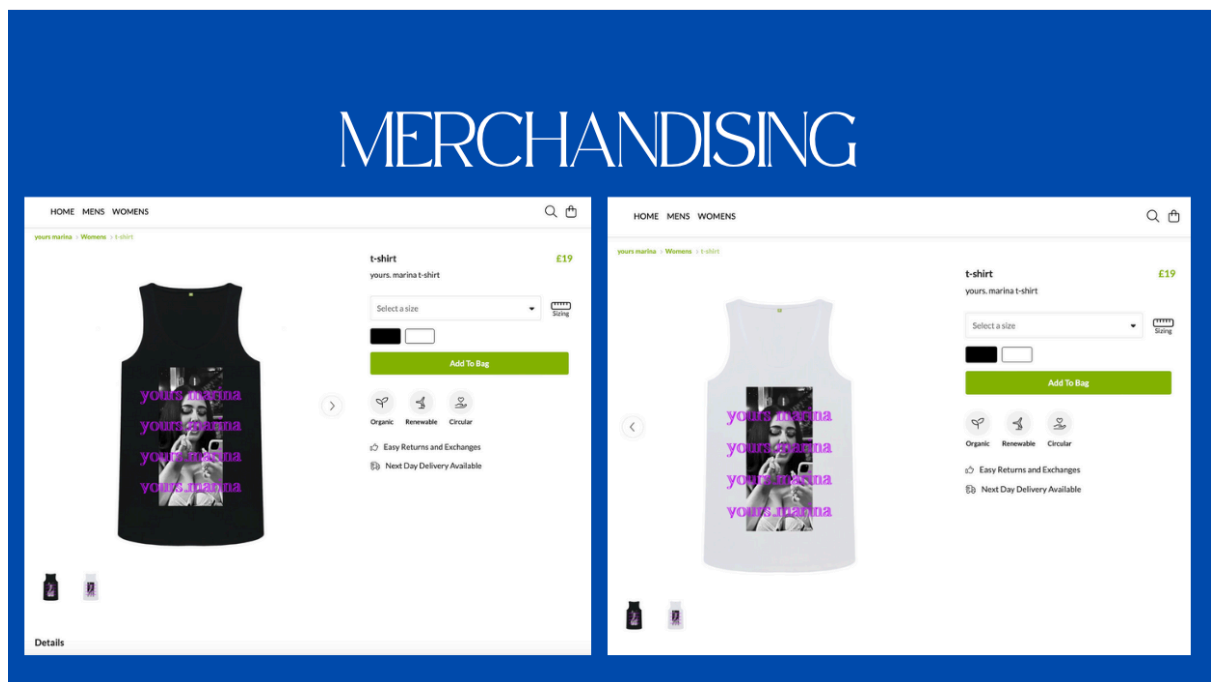
FLOOR PLAN

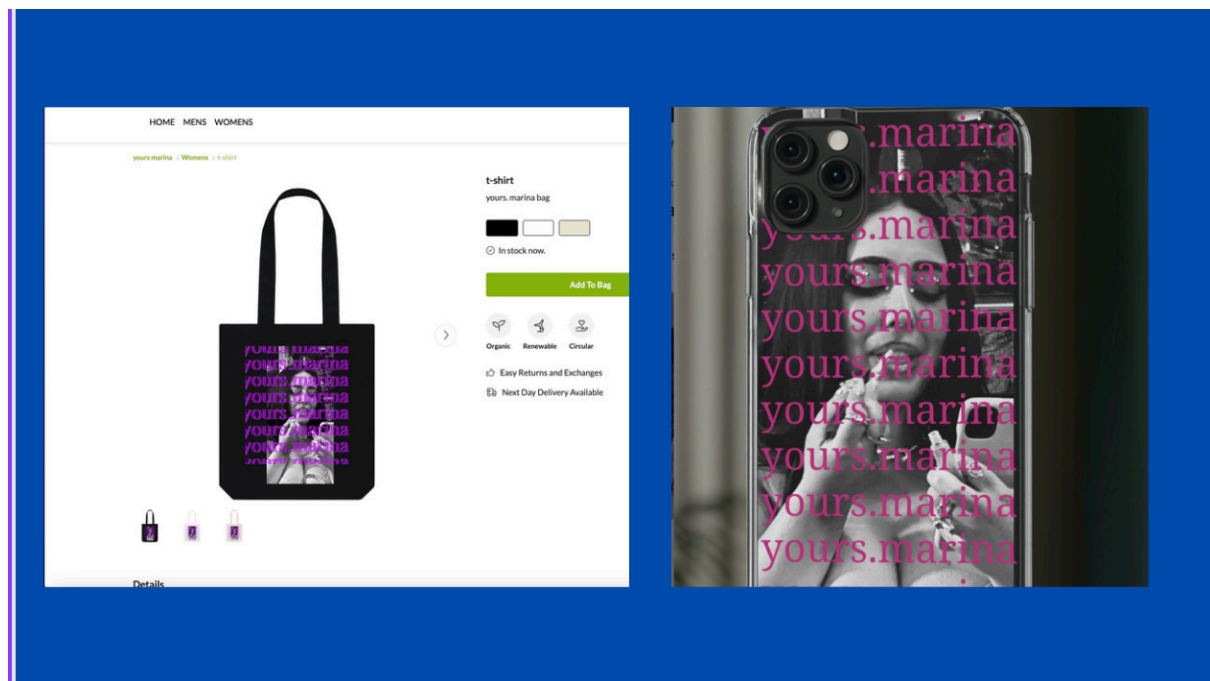




We would be selling the merchandising too.

MERCHANDISING





Merchandising can be a significant additional revenue stream for our singer. It will generate income from the sale of products like t-shirts, hats, posters, stickers, and other items featuring the singer's name, image, or logo.

I will help to establish Yours Marina brand recognition by creating a tangible representation of their music and image. Fans who wear or display our singer's merchandise become ambassadors for the brand, spreading awareness and building a sense of community.

It will also be used to engage with fans by provide them with a more immersive experience. This could include offering exclusive merchandise at live shows, giving fans the opportunity to meet the singer or get autographs, or providing early access to new releases.

Merchandise can also act as a souvenir or keepsake for the “Marini”. By purchasing merchandise, fans can remember the singer and the music they love, even after the concert or performance is over.

FIVE SENSES

The artist goal is to give an experience at her event or at her show, because experiences can create lasting memories and build emotional connections with attendees. Another goal of hers is be inclusive, so in order to combine the twos, we decided to focus on the amplification and elaboration of the 5 sense. With a particular interest and attention on 3 of them:

The sense of sight allows us to perceive and interpret visual information from our environment. The sense of smell allows us to detect and interpret different odours in our environment. The sense of touch allows us to perceive pressure, temperature, and texture.



Touch is an essential human need that plays an important role in our emotional and physical well-being. Here are some reasons why touch is important:

1. Emotional connection: Touch can create a sense of emotional connection between people. It can communicate care, comfort, and love in a way that words cannot.
2. Physical health: Touch can have physical health benefits, such as reducing stress hormones, lowering blood pressure, and improving immune function.
3. Mental health: Touch can also have mental health benefits, such as reducing anxiety and depression, improving mood, and increasing feelings of well-being.
4. Communication: Touch can be a powerful form of communication, conveying empathy and understanding without the need for words.

5. Development: Touch is essential for healthy human development, particularly in infants and young children. Touch can help promote healthy attachment and emotional development.

Touching plants can help us feel more connected to nature and the world around us. This can help reduce stress and improve overall well-being. When we touch plants, we can create a gentle stress response that can encourage the plant to grow stronger and healthier.



In order to create an impact on Your Marina's fans focusing on the Sigh sense she would be wearing "changing colour" clothes using some Chromophore texture already in use in some brands.

"Chromorphous" is not a commonly used English word and does not have a widely accepted definition. However, the word "chromophore" is a term used in chemistry and biochemistry to refer to a part of a molecule that is responsible for its colour or absorption of light. A chromophore is typically a group of atoms that contains conjugated double bonds, which allow it to absorb certain wavelengths of light and reflect others, giving the molecule its characteristic colour.

Instagram contests can be a great way for our singer to engage with her audience and increase her following.

We would be asking what scent they would like to smell at Yours Marina events and shows and what colour would her clothes be changing.

This would make the audience feel more connected and part of the Artis journey.



WHAT WOULD
YOU LIKE TO
SMELL

on your marina instagram page you
could decide

Scents to make you happy

1. Lavender

The aromatherapy world's queen jewel! The most studied plant in aromatherapy, lavender, has been shown to treat depression, improve sleep, and reduce cortisol levels.

Lavender is even more effective when paired with lovely bergamot

2. Jasmine

Those tiny white jasmine flowers have been making humans happy for millennia.

Jasmine has been shown in lab tests to soothe nerves, relieve anxiety, and promote rest.

3. Neroli

Neroli is like a breath of sweet citrus air. This lovely citrus was tested on menopausal symptoms to glowing results. Neroli was shown to reduce stress levels and blood pressure, in addition to increasing sexual desire.

4. Rose

Rose oil has two constituents, sytrinol and 2-phenyl ethyl alcohol, that are known anti-anxiety agents. In one study, mothers who had just endured childbirth inhaled rose oil to effectively reduce anxiety. Mothers reported feeling safe, comfortable, and more satisfied after the treatment.

5. Yuzu

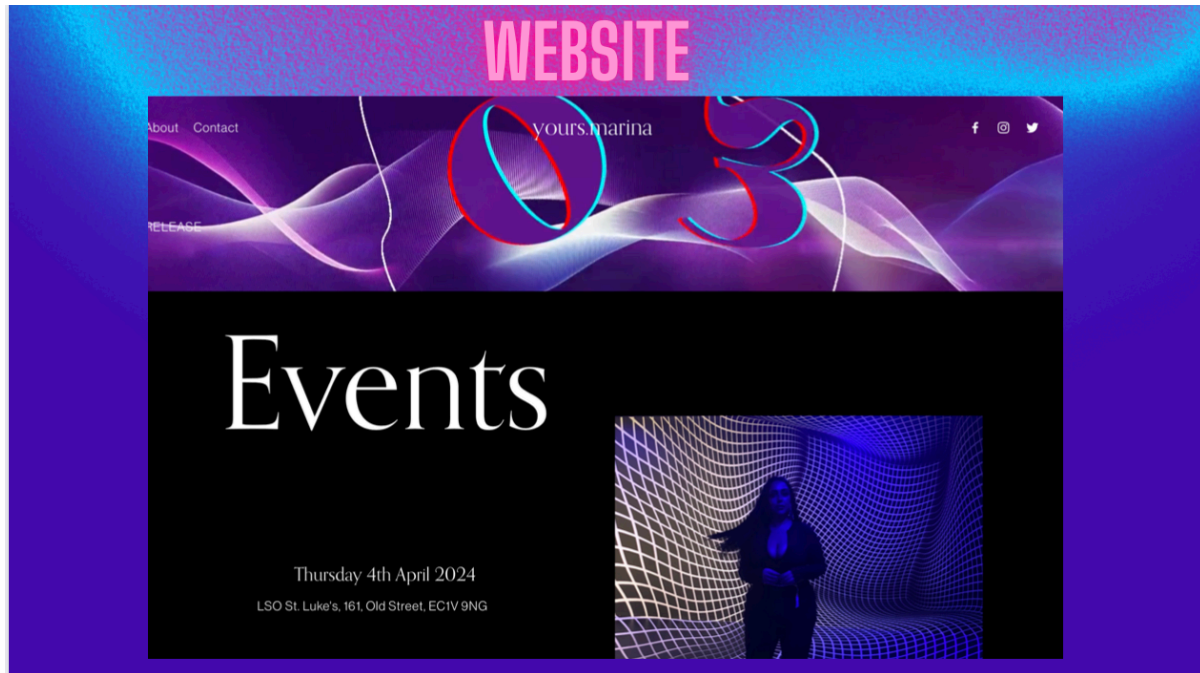
This sparkling citrus from Japan is such a sweet pleasure to inhale. In clinical studies, Yuzu has been shown to relieve negative emotional stress and depression

One scent that is commonly used for calming is lavender. The aroma of lavender has been shown to have a calming effect on the mind and body, and can help reduce anxiety and promote relaxation. Other scents that are often used for calming include chamomile, bergamot, jasmine, and ylang-ylang.

WEBSITE

Creating a website for our singer it will be an important part of their marketing and promotional strategy. It will provide a platform to showcase her music, photos, videos, and other content, as well as share news, updates, and upcoming events with fans and followers. It

will allow her to showcase their music and brand in a way that is visually appealing and organised, giving fans and industry professionals a positive impression of the singer. By optimising Yours Marina website for search engines and using social media to drive traffic to the site, our singer will attract new fans and followers who may not have discovered their music otherwise.



It has been decided that there always be a countdown in action whether to indicate her latest release or her events.

It is important to have a countdown as it will build excitement and anticipation for the upcoming events , it will also help people to get prepared and motivated in taking part on the wait.

FLYERS



Posters and flyers are important for a singer for several reasons:

1. **Promotion and advertising:** Posters and flyers are effective tools for promoting our artist upcoming events, concerts, and performances. They can be placed in high-traffic areas such as concert venues, bars, restaurants, music stores, and other public spaces to reach a wider audience and generate interest in the singer's music.
2. **Branding:** Posters and flyers can also help establish a Yours Marina's brand identity by showcasing their unique style, image, and message. This can help differentiate her from other singers and make them more recognizable to her target audience.
3. **Cost-effective:** Compared to other forms of advertising, such as radio and television ads, posters and flyers are relatively inexpensive to produce and distribute. This makes them an ideal option for independent singers or those on a tight budget who want to promote their music.
4. **Tangible reminder:** Unlike digital advertising, posters and flyers provide a tangible reminder of a singer's upcoming events, making them more memorable and increasing the chances of people attending.

BUDGETING

When creating this particular budget, it's important to prioritise our spending based on our artist goals and needs.

HIRE THE VENUE	£7140	DRINKS	£1000
EQUIPMENT RENTAL	£300	SIGN LANGUAGE INTERPRETER	\$400
VENUE STAFF	£1000	CATERING STAFF	£1000
SECURITY STAFF	£500	BAR	£2000
VENUE TECH SUPPORT	£500	GOODIE BAG	£600
ADDITIONAL FURNITURE	£3000	CLEANING	£500
ADDITIONAL DECORATION	£2000	PHOTOGRAPHER	£800
LIGHTNING	£400	OTHERS	£400
FOOD	£3500	3D EFFECTS	£3000
		TOT	£28,040

Being aware that being an emerging artist it will be hard to find the right founding. Dividing the total amount of money necessary to create the event we do need to pay attention on the revenue the artist would be getting.

Our Artist would generate revenue through the sales of her music, including physical sales such as CDs and vinyl records, and digital sales through online platforms such as iTunes and streaming services such as Spotify.

Yours Marina would be selling her merchandising such as T shirt, hats, bags and also tickets sakes for her live performance . She will generate revenue through music publishing and licensing, which would involve the use of her music in Tv shows, movies, commercial and other media.

By creating her own music, she will earn revenue from songwriting and producing royalties. The Artist will generate revenue through partnerships with brands that align with her image and values. This would include sponsorship, endorsements and product placements. Finding sponsors for singers requires a proactive and strategic approach. By identifying potential sponsors, creating a compelling sponsorship proposal, networking with industry

professionals, leveraging social media, offering unique sponsorship packages, and following up with potential sponsors, you can build strong partnerships that can help you grow your music career.

TOUR

Creating a tour for an emerging artist like ours requires a different approach compared to an established artist

We would then considering looking into gigs swap in order to create a profile and a name in new areas - even being posted by other artist already on the scene. We would assemble a street team online made up of the artist for the followers in the places our artist would be touring, giving them free merchandising too. We would plan some press in the local newspaper and radio station, which it would be a great way to build networking.

Then we would create an appropriate and exciting set list based on the area of the tour as the key is to keep the crowd interested and to always think what song would work better and where.



Yours Marina main goal is to be touring in Italy where she is originally from.

Touring in her hometown as an artist can be a great opportunity to connect with her local fan base, promote her music, and build her reputation. By choosing the right venues, promoting shows, offering something unique, collaborating with local artists, engaging with fans,

getting involved in the local music scene, and staying focused on delivering an outstanding performance, she will make the most of her hometown tour.

CONCLUSION

In conclusion, a marketing plan is a crucial component of an artist's success especially ours one. It helps to build a strong brand, expand the artist's reach, and generate revenue. An effective marketing plan should be tailored to the specific needs and goals of the artist, and should include a variety of strategies and tactics that can be used to promote the artist's music, build their fanbase, and engage with their audience.

Some key elements of a successful marketing plan for an artist may include building a strong online presence through social media, creating engaging content such as music videos and behind-the-scenes footage, collaborating with other artists and influencers, securing media coverage through press releases and interviews, and leveraging sponsorships and partnerships.

It's important for Yours Marina to continually evaluate and adjust her marketing plan based on her results and feedback from her audience. With a well-crafted marketing plan, our artist can build a loyal fanbase, increase their exposure, and ultimately achieve their goals and dreams in the music industry.

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