

# Don't Come Here

By Zanotti

New Single

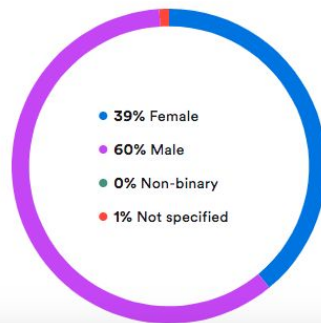


# Artist profile

Zanotti is a 23 year old rapper from Trowbridge, Wiltshire who has racked up over 2 million views across social media and has perform over 100 times in the south of England. He is known for being unpredictable by hopping genres and straying from the average rap style. His listeners are mainly a male audience from the UK and United states who enjoy alternative rap music.

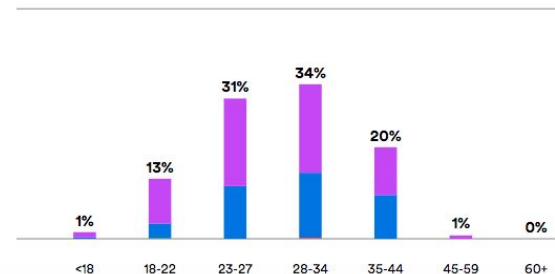
## Listeners' gender

Listeners • Last 28 Days • Worldwide



## Listeners' age

Listeners • Last 28 Days • Worldwide



# Overview of Launch

## Marketing Objectives

- gain more followers and listeners from the punk scene
- Raise £100 a day from busking in Camden

## Target audience

- Fans of artists like Rage Of The Machine, Slaves and Dizzie Rascal
- People who live in and around Camden
- People who go to Rock gigs and like drinking alcohol
- Male ages from 23 - 27



# Overview of Launch

## Distribution

- Digital media streaming platforms - Spotify, Apple Music, Deezer and Youtube Music.
- Release limited signed CDs when hit 25k on streaming platforms
- Available to download on Itunes and Bandcamp

## Targets & Goals

- 5k streams in the first month of release
- 10k views on own music Youtube channel
- Played by BBC Introducing (Wiltshire, Bristol, Gloucester, London)
- Perform in Camden (Dublin Castle)



# The Product

Zanotti



DONT COME  
HERE

The product is a brand new single track by Zanotti called '*Don't Come Here*' and it's produced by Strong Type. The track is a punk rock drill rap track with hard hitting lyrics. The instrument consists of a distorted electric guitar with 808 Drill drum beats.

The song has 3 verses and 2 choruses which is a popular structure.. The song is 2:55 minutes long but feels like a short and snappy track.



# Budget

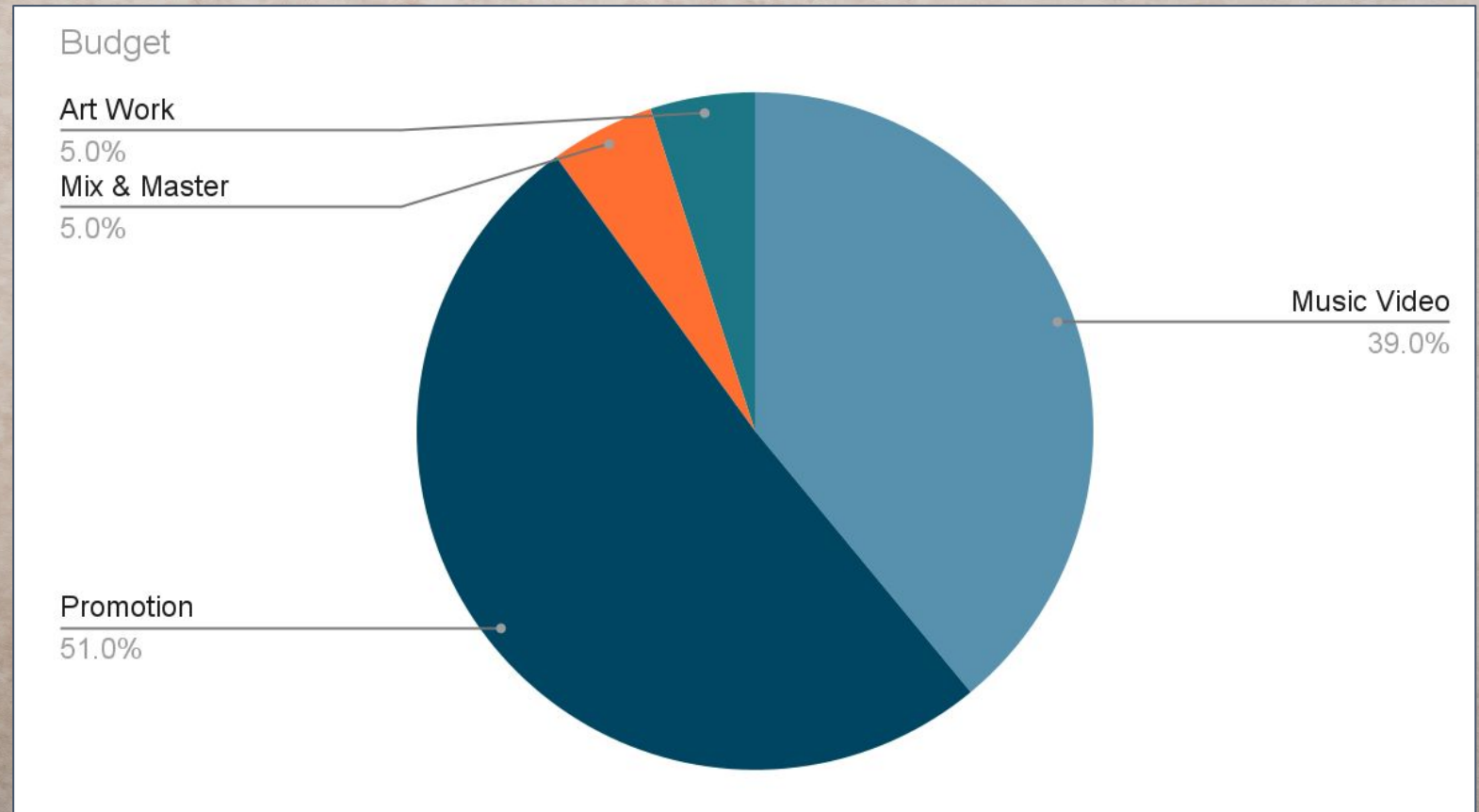
Music Video - £390

Promotion - £510

Artwork - £50

Mix & Master - £50

Total = £1000



# Marketing Strategies

## Camden Punks

- Interact with the camden punks (Take Photos & videos for social media content)



## Busking in Camden

- Perform the track live on Camden bridge with portable live speaker & mic

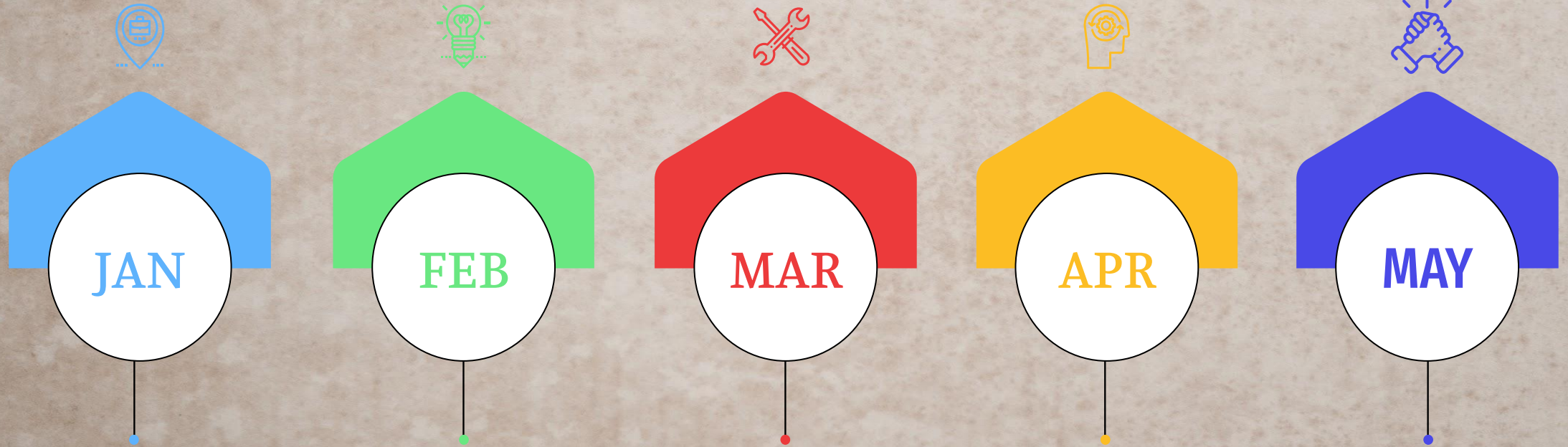


## Camden Interview

- Zanotti interview with Camden Xperience Rock radio station about the new single



# Timeline



## Record

Produce the track in the Tileyard Studios

## Publicity

Photo Shoots

## Promotion

Film music videos, radio interviews and make trailers

## Distribute

Release song onto music platforms & sell merchandise

## Follow up

Release remix and live performances

## Strengths

- The style of drill and rock hasn't really been explored before so its new
- The beat has drill drums that are the modern sound that is for 2022

## Opportunities

- Increase Spotify streams with the release
- Remix the song with other artist in the same genre



## Weaknesses

- Not having much knowledge within the punk scene
- The song hasn't been recorded professionally so it may not have the best quality

## Threats

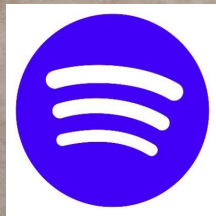
- Artists copying the lyrics
- The track being downloaded illegally and used on videos without permission
- Punk rock fans not liking the song and put on lots of hate online

# Music Tools

## Spotify For Artists

- Spotify playlist editorial teams, view stats & spotify artists pick.

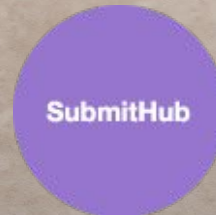
(SoundChart team, 2022)



## Submithub

- UK influential Blogs, Spotify & Apple Music Playlist pitch & Youtube channels.

(Reiling, 2019)



## ReverbNation

- Email newsletters, targeted ads on social media posts & reviews.

(Reiling, 2019)





# National Promotion

## Instagram/Tik Tok Ads

- 30 Second clip of music video posted on profile
- 15 second clip of music video posted on stories

## Flyers & Posters

- 100 Posters up in the Camden
- 100 flyers of th new single on a friday in Camden

## Live rock session

- Zanotti performs a live rock session next to the canal in Camden with live band

Zanotti



DONT COME  
HERE

Thank you  
for  
watching

# References

(Soundcharts Team, 2022)

Soundcharts Team, 2022. *Soundcharts | Market Intelligence for the Music Industry*. [online] Soundcharts.com. Available at: <<https://soundcharts.com/blog/music-marketing-tools>> [Accessed 2 April 2022].

(Reiling, 2019)

Reiling, T., 2019. *SubmitHub: How It Works | Spinnup*. [online] Spinnup. Available at: <<https://spinnup.com/blog/submithub-how-does-it-work/#:~:text=In%20short%2C%20SubmitHub%20is%20a,in%20just%20a%20few%20steps.>> [Accessed 2 April 2022].