



K.LINA DEBUT ALBUM MARKETING PROPOSAL

KALINA BATKOVA

2014509

TILEYARD EDUCATION

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1. ARTIST SUMMARY

1.1. Introduction to Artist

K.LINA born Kalina Batkova is a singer and songwriter raised in Sofia, Bulgaria. She grew



up with a great interest in music attending various lessons such as singing, piano and guitar. In her senior year of high school, she created an

[Instagram profile](#) where she would post covers under the artist name K.LINA. After graduation, the young songwriter moved to the UK to get a business degree at the University of Surrey. A year into her studies, she auditioned for another Bachelor's degree in Songwriting at the local music academy ACM. After getting accepted, the ambitious musician decided to attend both universities. At the music academy, K.LINA was able to gain confidence as an artist and formed a band of British and Italian musicians. After contacting various music venues in London, she had a few gigs lined up calling them "K.LINA: The Fall London Pub Tour" headlining venues such as The Half Moon Putney and The Dublin Castle. When the pandemic came, she decided to go back to Bulgaria. Since then, she has released the tracks "[Just One Pic](#)" charting at №14, "[The Movies](#)" making it to №13 and "[CEO](#)" climbing to №10 on [The BG Voice Chart](#). She has had numerous interviews on the major national television channels BNT, [bTV](#) and [NOVA](#), given interviews in magazines such as Story (the Bulgarian version of Hello!) and ELLE, as well as national radio stations such as FM+

and [Darik Radio](#). She recently played a set with her new band at the first Bulgarian music festival since the pandemic [Music Daze](#) and had a guest performance and the [Code Fashion TV Awards](#).

1.2. Vision

A vision statement "provides a line of sight, direction, and where the organization wants to be in a set period of years" (Meyer-Cuno, 2021). It outlines the long-term goals of the artist, in this case, usually having a timeframe of five to ten years. A vision statement could be used in an elevator pitch, where one would explain what they do, what genre they operate in, and what their values are, all in one concise sentence. K.LINA's vision statement is:

To entertain and inspire people to be confident and brave through the power of alt pop music and its culture, commercialising the genre in Bulgaria and eventually expanding to neighbouring countries.

1.3. Mission Statement

A mission statement "defines the company's business, its objectives and its approach to reach those objectives (Bain & Company, 2018). In contrast to the vision

statement, the mission statement focuses more on the “how”. While it also sounds a bit like a sweeping statement, more details are provided. K.LINA’s mission statement is as follows:

To create a large community of confident and brave young people by making alt pop music with thought-provoking lyrics and engaging visuals, always bringing something new to the table.

1.4. Artist Values

Brand values are the ideologies and beliefs of a business about how the world should be. For a product, the brand values carry human characteristics. Author Chris Outlaw quotes the Harvard Business Review, “64% of consumers say that sharing the same values with a brand is the primary reason they have a relationship in the first place” (Outlaw, 2019). If a consumer is much more likely to engage with a company due to its values suggests that when it comes to a human

“product” such as a music artist, building a relationship would be even more important and beneficial.

Growing up, I had low self-esteem when it came to my musical skills and looks. I felt out of place when I changed schools and was difficult for me to make friends in the first year. When I went to the UK, I experienced prejudice among peers and felt underestimated by my music professors in university because I came from Eastern Europe. Some of it could have been in my head because I am an overthinker. This is why I believe it is important to raise mental health awareness, especially in a place such as Bulgaria, where many people disregard the area as a real issue. Being inspired by Lady Gaga and The Born This Way Foundation, I want to create a community of self-love and motivation. So, two of the brand values are confidence and kindness. The music I write is very personal, thus another brand value would be honesty. Growing up in a relatively strict family, I was taught to always follow the rules. This led me to be very passive as a person. As a nation, Bulgarians are very family-oriented and still live in a largely patriarchal society. This is why through my artistry, another brand value will be showcased, which is freedom.

1.5. Branding

Now that the brand values are listed, the three main branding aspects will be discussed: sound, look, and ethos. In the previous two singles, my branding was revolving around a teen/girly/innocent personality. While there is no other Bulgarian artist with that branding, this proved to be ineffective because provoking is what helps a new artist get noticed on a large scale. This is achieved through the music, but mostly through the lyrical and visual content. So, from now on, the artist branding will be different.

The sound of K.LINA will take influences from artists such as Avril Lavigne and her album *The Best Damn Thing* with songs such as “The Best Damn Thing” and “Girlfriend” to showcase a rock/punk attitude and speak up about the brand value of confidence. Another reference band is Imagine Dragons with songs such as “On Top of the World”, “It’s Time”, and “Thunder” for the

songs that will have a motivational theme. OneRepublic and their tracks such as “Counting Stars”, “I Lived” and “Feel Again” will be used as a reference for the love-themed or free-spirited songs. Finally, having songs with a similar dreamy, retro, yet modern sound such as Harry Styles’ “Watermelon Sugar”, “Adore You” and “Lights Up” will help to convey the ‘70s nostalgic rock aesthetic.

When it comes to the look, it will feel retro taking inspiration from ‘70s glam rock aesthetic but will also feel quite girly (Appendix 1). Sometimes provoking outfits would be worn at public places and events to connect with the brand values of confidence and freedom, similarly to what Lady Gaga did in the eras of *The Fame*, *The Fame Monster* and *ARTPOP* (Appendix 2). However, they would not be as revealing and avantgarde because they would not fit the music style. This will be achieved in collaboration with a local fashion designer.

The ethos aka the story was thoroughly described in the introduction and brand values section. In one sentence it would fit into: “K.LINA is the girl who found the confidence to follow her dreams in the West but came back to her homeland to showcase what she’d learned”.

1.6. SMART Goals

SMART goals are an abbreviation for goals that are specific, measurable, achievable, relevant and time bound (Mind Tools, 2021). They help the project stay on track and the artist to always be motivated to produce content and engage with their audience.

4 Main SMART Goals

1. By April 2022 have 10,000 active YouTube subscribers.
2. By April 2022 have 15,000 Instagram followers.
3. By April 2022 have 10,000 TikTok followers.
4. By September 2022 sell out five national headline shows at 250 venue capacity.

2. INDUSTRY AND MARKET ANALYSIS

2.1. Industry structure

The commercial Bulgarian music industry consists of three main genres – pop folk, pop and rap. The pop folk music industry dominates the market. It is considered the main party music and is predominantly listened to by people in provincial towns. The pop industry is the second biggest part of the market that people of all ages engage with and is most popularized by the radio. The most famous artists in this genre are signed to the three main labels – Virginia Records, Monte Music and Adamant. Finally, the rap section of the industry has some artists that are a part of Virginia Records or Adamant but most of them are independent or part of a small collective.

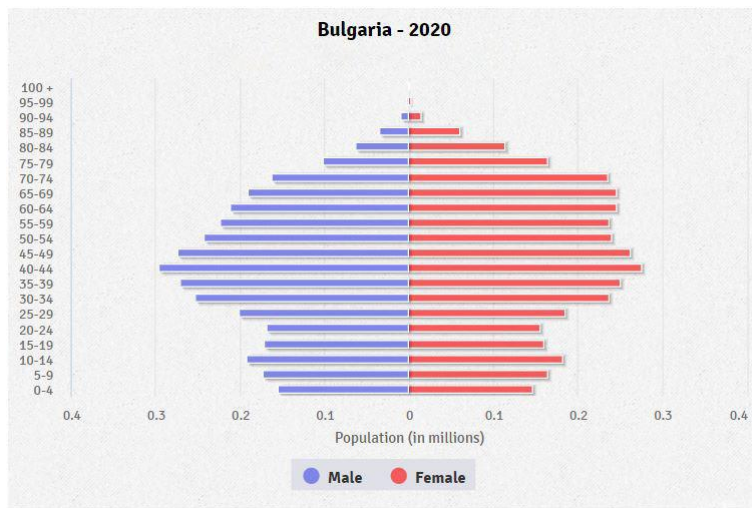


Figure 1. Bulgaria's population in 2020 (Indexmundi)

2.2. Market trends

In 2019, revenues from online streaming in Bulgaria have increased by 65 percent (BNR, 2020). This shows that more people are leaning towards platforms such as Spotify, Apple Music and Deezer. In 2020, the unique ISRC codes were introduced in Bulgaria, so growth in royalty revenue for performers, songwriters and producers is expected. In 2020, there was 32.8 percent growth in radio revenue and 15.5 percent in TV revenue, showcasing that royalty

distribution in the country has been getting better

(Prophon, 2020). However, one should not rely on it as a big revenue stream since in 2020 the performing rights society Prophon received 1.844 million leva from radio and 3.075 from television, which equate to 808,108 and 1.35 million GBP. This data demonstrates that the market is quite small and that artists do not get paid fairly from collection societies. Bulgaria has a declining population of 6.89 million people demonstrating that if an artist is not one of the few leaders on this very small market, then making a living out of music would be a struggle (Worldometers, 2020).

2.4. Target Audience / Customer Profile

Finding a niche as a new artist is important as “building niche communities and tribes make it easier to develop stronger relationships (Nguyen, 2019). Furthermore, if an artist is doing something good and different in niche audience, naturally more exposure would come. The more specific the target market, the better. A description of K.LINA’s target audience is described in the table below:

Demographic		Psychographic	
Age	15-25	Personality	Kind, cultured, outspoken, sensitive
Gender	Mainly female	Attitudes	Positive, sometimes anxious, confident
Location	Big Bulgarian cities	Values	Self-love, honesty, bravery
Ethnic Background	Caucasian	Interests	Social issues, travel, different cultures, fashion & beauty
Income Level	1,000 – 3,000 leva per month	Hobbies	Music, film, YouTube, exploring nature, going out to socialize
Education Level	High school & above	Lifestyles	Urban, studied abroad or have the ambitions to go
Marital/Family Status	Not married	Behavior	Optimistic, resist constraints, open
Occupation	Student, entry level job, young entrepreneur		

Table 1. K.LINA's Target Audience

The way K.LINA's music would be consumed would be in the audience's daily routine and work or when they are out with friends. The themes and lyrical delivery, as well as the song's mood will be most appealing to them. The media they turn for information is YouTube, influencers, as well as respected news agencies such as The Guardian. The audience attends bars and pop/house/techno clubs but is not a fan of pop folk music. They mainly discover new music online on YouTube or Spotify.

2.5. Competitor Analysis

K.LINA's main competitors are the independent female artists some of which also have songs in English and are placed in the more alternative sector, such as Ruth Koleva, Preyah and Mila Robert. Their target audience is similar, but their genre does not contain rock elements. This gives K.LINA a competitive advantage, as there is no Bulgarian pop artist that incorporates rock and punk elements, combined with a retro feel. Another artist that is leaning more towards the rock side is Kerana, however her music targets an older audience, her look is more everyday and the arrangement of her songs does not contain many modern elements.

3. MARKETING PLAN

3.1. Overall Market Strategy

The marketing strategy “provides an edge over the competitors” and “helps an organization to make optimum utilization of its resources so as to provide a sales message to its target market” (Management Study Guide, 2021). In this case, the resources are the music and the content around it and the sales message is to become a fan and be a part of a community that praises self-love, kindness and freedom.

The overall marketing strategy focuses on building a fanbase in the course of nine months by releasing different types of content such as singles and music videos, YouTube vlogs, TikTok videos and Instagram content. Public appearances at music industry events or places where the target audience goes to will also be a part of the strategy. Then, in September 2022, K.LINA's debut album will be released with a promotional tour.



Figure 2. Album Cover Inspiration

3.2. Product Strategy

Five singles with music videos will be released in the span of nine months. The themes of the five singles will be female empowerment in society, body positivity, power of love, free spirit and summer party. Visual references for the videos are available in Appendix 3,4,5,6,7). The aim would be to have at least one popular person in each video with cast. They could be an influencer, actor or another musician. The idea is that they would attract media attention and their fanbase would watch the video. After the singles are released, an 11-track self-titled album will come out, including the five singles, with six additional songs. The album will also be available in CD. The album cover will have a similar mood to the music videos – warm colours and geometric shapes (Figure 2). In a time when being retro is a trend but most artists

prefer the '80s, my idea is to bring back '70s rock 'n' roll elements and the message of freedom this decade represents.

3.3. Placement of Products and Distribution

The songs will be available on all music streaming platforms, Instagram and TikTok, as well as played on Bulgarian radio stations such as The Voice, FM+, Fresh, N-JOY and Darik. The music videos will be available on my [YouTube channel](#), as well as played on music television channels such as The Voice and BG Music Channel. When the album comes out, it will be available on all music streaming platforms. Furthermore, a CD version of the album will be available to order directly from the K.LINA [website](#), so intermediaries are cut out of the process.

The benefits of cutting out intermediaries is that the margins are higher and the cashflow is quicker. My target audience does not really purchase CDs from bookstores or supermarkets, they usually prefer to stream online or download the album. Only big fans would be willing to buy a CD to have it as a souvenir. This is why, initially, only around 200 copies would be made. They would be available to pre-order, so if a higher interest is observed, more copies would be made. To sum up, the positioning of the music will be mainly online and on media channels.

3.4. Pricing Strategy

To download, the singles and album will have standard prices - \$0.99 and \$9.99 respectively. The CDs will be priced at \$11.98 which is 19.85 leva. The standard price of a new album is in fact 20 leva, so the pricing of *K.LINA* is reasonable. Here value-based pricing is used because setting prices was based on the “consumer’s perceived value of the product” (Bloomenthal, 2020). It is an industry standard to price digital albums at \$9.99 and CDs at \$10-\$12, thus people are taught to value an album at these prices. So, pricing is based on the consumer’s perception.

3.5. Production Process

The production of the album will start in September 2021. Firstly, the singles will be written, recorded and produced. They will be completed in chronological order. Once they are ready, the album tracks will be worked on. The aim is to dedicate one month per song, so that by July 2022, the album is finished and there is one month available for burning the CDs. Simultaneously, marketing activities will be going on. As for the music videos, two weeks will be dedicated to pre-production and filming, and one month to editing, colour correction and reframing.

3.6. Team

K.LINA has three main team members. Rumen Russev is the director, scriptwriter and editor of the music videos. He is also acts as a manager helping with branding ideas, collaborations and creating online content. Georgi Gogov does the mix and master and also co-produces the songs with me. Ahavni Halvadjian is the PR. She gets television, radio and print interviews, and occasionally acts as an agent by finding gig opportunities. Finally, I have a four-piece band consisting of drums, bass/backing vocals, electric guitar and rhythm guitar/backing vocals. It is important for an artist to have a team behind them because “teamwork provides efficiency and productivity” (Wehbe, 2017). Creating a professional product that also reaches a larger audience is quite difficult to achieve when an artist acts alone.

4. PROMOTION

4.1. Online

With the last two singles, “The Movies” and “CEO”, it was discovered that interviews on national television and radio do not reach K.LINA’s target audience and do not engage the viewer enough to become a fan. This is why a lot of time would be invested in content creation to reach a younger audience. Below is a table of the social media platforms that would be developed, their content pillars, content ideas and posting schedule:

Social Media Platform	Content Pillars	Content Ideas	Posts Per Week
YouTube	Music, Adventure, Inspire	Music videos, music writing tips, storytime, travel	1
TikTok	Music, Comedy, Fashion	Covers, skits, lookbook	7
Instagram	Music, Fashion, Lifestyle	Shots from music videos, process of vocal/writing technique, outfits, everyday life	3 posts, 1-3 stories per day
Facebook	Sharing	Linking to other platforms	3

Table 2. K.LINA’s Social Media Presence

Social media influencers usually dedicate a day of the week to bulk create their content. This is what I will do as well. On Sunday, I will pre-plan my Instagram content for the week on Planoly by putting the pictures/videos in order on the grid and captioning them, as well as adding any relevant hashtags. On Monday, I would create my TikTok content for the week – idea generation, filming, editing and captions. On Tuesday, I would work on YouTube, either filming and editing, or just editing if I have filmed throughout the week. The YouTube content would be in Bulgarian with English subtitles. That way, it is accessible to a foreign audience and the fact that the language spoken is different than usual could be engaging to some.

With every new single, Instagram, Facebook and YouTube ad will be created. For the single “CEO”, A/B testing of the same ad with an audience of 13-23 and 13-17. The ad with the bigger age range performed three times better at 0.41 GBP cost per click. This is why the ads to be run will have bigger age range and will run for two weeks a week after release, so the ads do not interfere with the organic reach. The Instagram ads will be 15 seconds long so they can fit into Stories and will have text on them for the users who do not have their audio on.

Throughout the year, a small documentary of the process of creating the album will be filmed. It will be sent to people who have bought the album and subscribed to the mailing list.

One goal is to have a famous Bulgarian YouTuber such as Izabel invite K.LINA to collaborate in a video. Growing organically on social media and doing new things first (to be discussed below) will help achieve this goal.

A music collaboration with YouTuber Boyan Todorov could happen, however it is not in the timeline, as it is not certain. If it happens, that would be beneficial as he has an audience of over 200,000 subscribers in their teenage years.

4.2. Physical

Appearances at different entertainment industry events are crucial. This is why I will make sure to attend award shows such as The Annual BG Radio Music Awards, 359 HipHop Awards, and The Golden Ducks. I will go out to clubs and bars my audience goes to such as Terminal 1, Bar Friday and EXE Club.

The physical promotion is the area that has potential of becoming viral. A part of K.LINA's branding is freedom and bravery, which is why pop-up performances will be attached to K.LINA's brand. In December 2021 when shopping centres are full of people, a flash mob in collaboration with VS Dance Studio at the mall Paradise Center in Sofia will be held. The first single of the album will be the soundtrack the dancers would put choreography to and I would appear singing in an interesting outfit. Another pop-up performance will occur in Sofia's metro trains in March. K.LINA and two band members (guitar and cajon) will sing to people on their train ride home. These two ideas have never been done in Bulgaria, thus bringing something different to the table.

When warmer weather comes, outdoor surprise pop-up shows will be done. In May, a short set on a balcony at Sofia's main pedestrian street Vitoshka will be made. In July, a set on a boat facing the main public beach in Varna will take place. All of these would be filmed and posted as vlogs on YouTube contributing to the international promotion of the upcoming album.

Furthermore, placements at 2022 festivals will be negotiated to promote the approaching album release. Getting on the line-up for Sofia Pride, Sofia Live Festival, and Sunland Festival are a primary goal.

4.3. Media

Contacting Bulgarian media tastemakers will be the PR's job. She usually sends new songs and videos to radio stations and music television channels. She also talks to TV and radio for interviews on relevant music shows such as CoolT and Planet Voice. When the album comes out, interviews on all national television channels will be given. Before that, television appearances will be kept to a minimum, so these interviews are more exclusive.

4.4. Foreign Tastemakers

Since K.LINA is Bulgaria-based, most opportunities are local, including media. However, Spotify promotion is international. Being featured on a playlist with a high number of users or a few with an average number "ensures that the people who like your music will instantly be notified of your new releases, charting streams and spreading the word" (Shaw, 2018). Bulgaria does not have a Spotify curator or any significantly developed user-generated playlists. This is why, after expensive research, a list of averagely sized playlists was created with the curators' email addresses (Appendix 8). They will be contacted two weeks prior to release with a personalised message of why I like the playlist and why the new single will be a good fit.

On top of that, the submission for Spotify's curated playlists will be sent every time. Furthermore, new singles will be submitted to the BBC Introducing platform.

5. MARKETING TIMELINE

A link to a Gantt Chart with the Marketing Timeline is available [here](#).

Otherwise, screenshots of the timeline are pasted below:

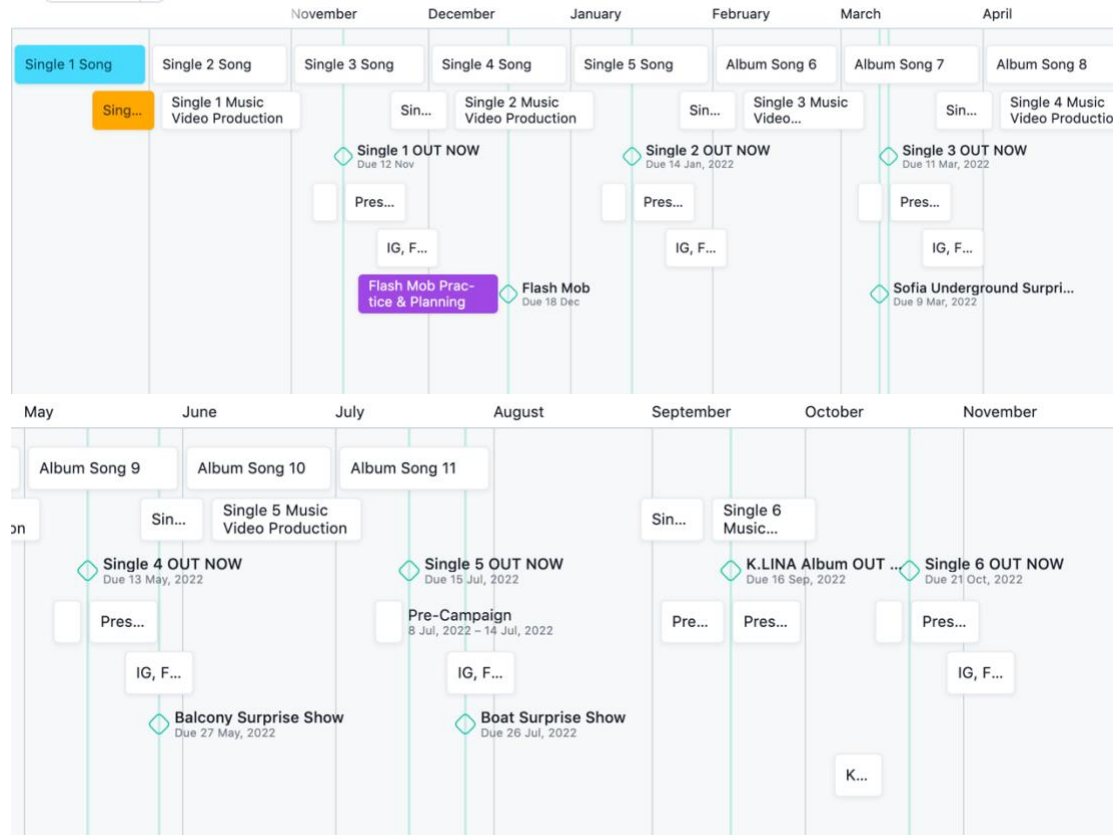


Figure 3. K.LINA Marketing Timeline

“Pre-campaign” refers to the countdown before release, which encourages the audience to pre-save the song. Some of the assets provided will be audio snippets, demo snippets, music video teasers, and behind-the-scenes photos and clips.

“Press Tour” refers to any online, television, or print media interviews, or articles revolving around the release.

6. TOUR

After the album comes out on 16 September 2022, a national tour will take place. Two additional neighbouring countries will also be visited – Romania and Serbia. A schedule and the different cities are shown in Table 3. Figure 4 has the routes for Oct 6 – Oct 9 and Oct 13 – Oct 15.

Date	City
Oct 6	Burgas
Oct 7	Varna
Oct 8	Ruse
Oct 9	Bucharest
Oct 13	Plovdiv
Oct 14	Sofia
Oct 15	Belgrade

Table 3. K.LINA Tour Dates and Locations

Once K.LINA grows popularity in Bulgaria, after the third single, promoters in Bucharest and Belgrade will be contacted to organise a show. The PR in Bulgaria will contact local radio stations to play K.LINA's music and area-concentrated Facebook and Instagram ads will promote the events. A short video of a song will play with text announcing the upcoming show. The link will be to the ticketing website.

Initiating these small capacity shows will be the first steps of expanding the artist to neighbouring countries.

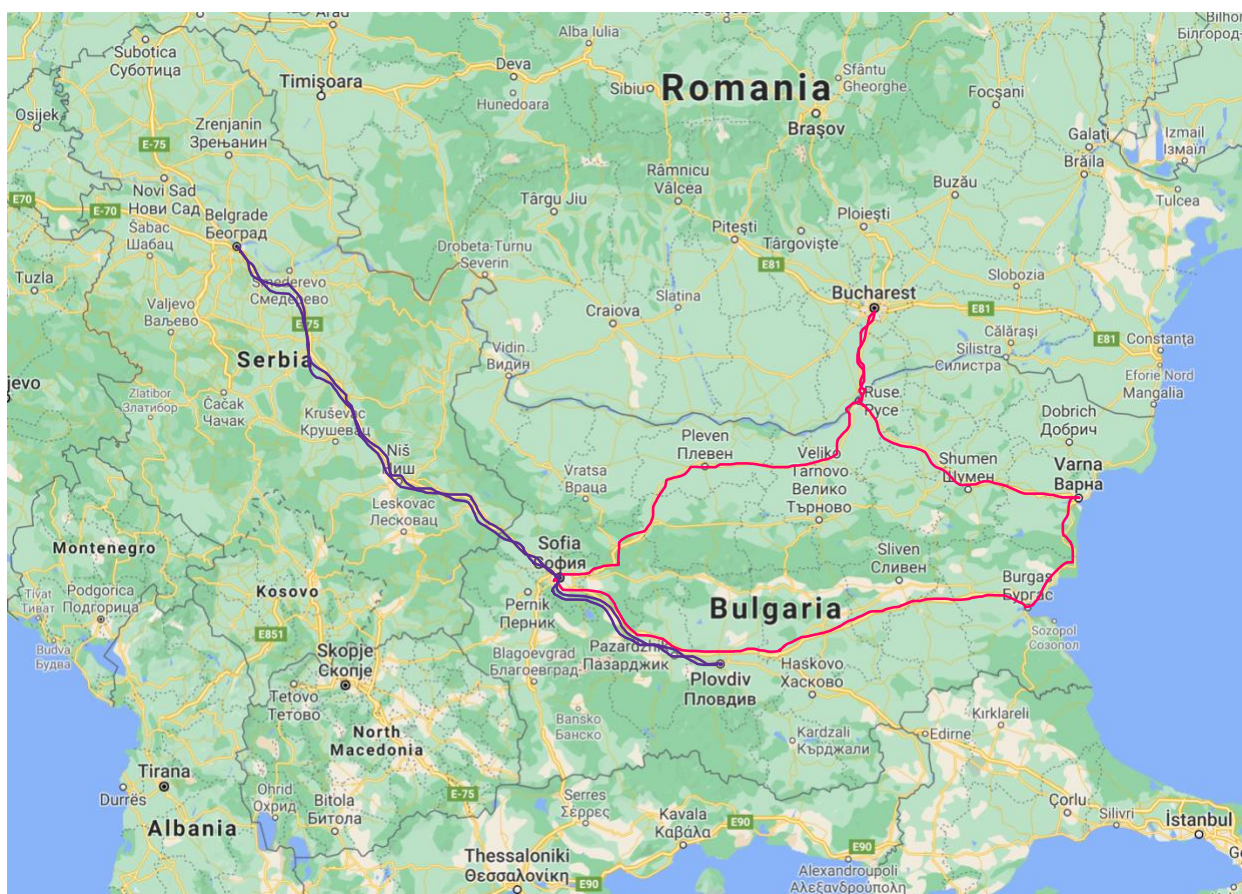


Figure 4. Tour Routes

7. BUDGET

The budget for the album could be seen in Table 4. For the purpose of the assignment, the currency is in GBP. I have a discounted price for the “Songs” expense, which usually amounts to 600 leva per track. So, $600 \times 11 = 6,600$ leva. When converted to British Pound, it amounts to roughly 2,900 GBP. Music videos usually amount to 2,000 leva (875 GBP) because we keep the crew to a minimum. The crew usually consists of students who have lower fees, discounted equipment is provided and the largest fee that is of the director is not paid.

1,140 GBP are dedicated to custom outfits that will be made by a local Bulgarian designer. Fabrics will be bought.

The ads are distributed as follows: 100 GBP for Instagram and Facebook, and 100 GBP for YouTube per single (there are six singles). Also, 200 GBP will go to Facebook & Instagram ads of the Album. The ad will be an accumulation of the previous singles’ music videos with captions describing that the album is out, ending with a picture of the album cover.

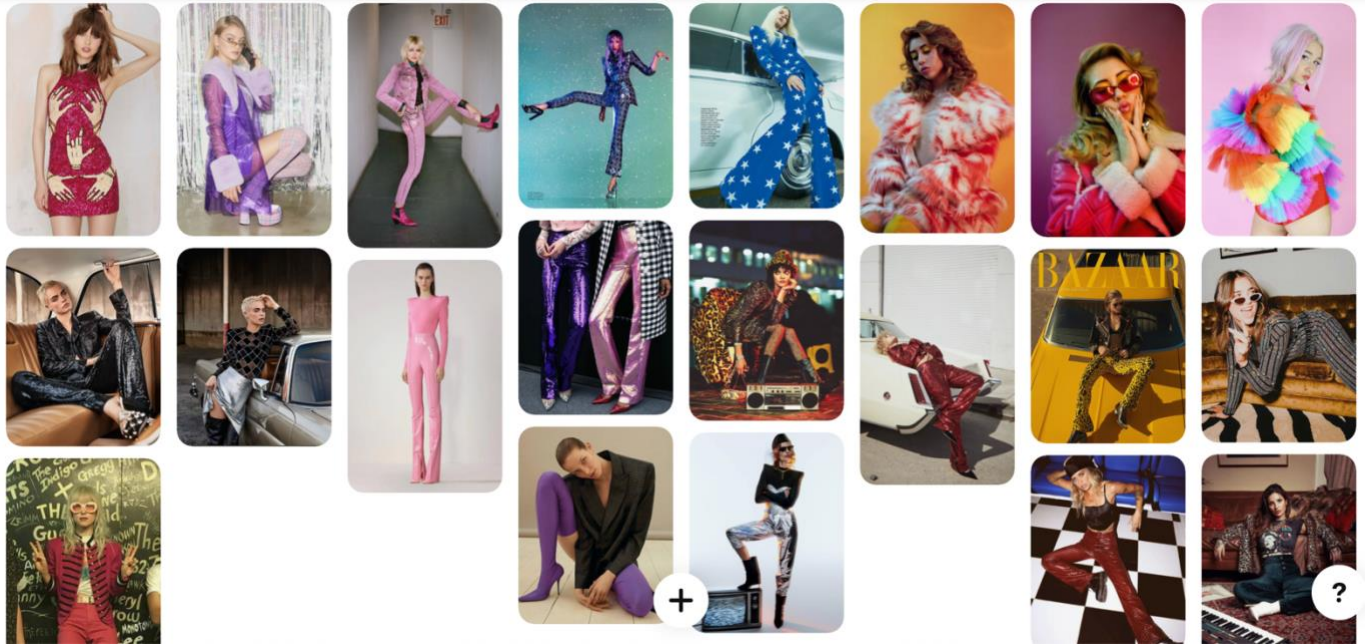
1,300 GBP are left for additional content creation such as photographer fees for cover shoots or promotional shoots, as well as paying influencers to promote the artist’s latest work.

Expense:	Amount:
Songs (production, recording, mix & master)	2,900.00
Music Videos	5,260.00
Branding (wardrobe)	1,140.00
Ads	1,400.00
Additional content creation	1,300.00
	£ 12,000.00

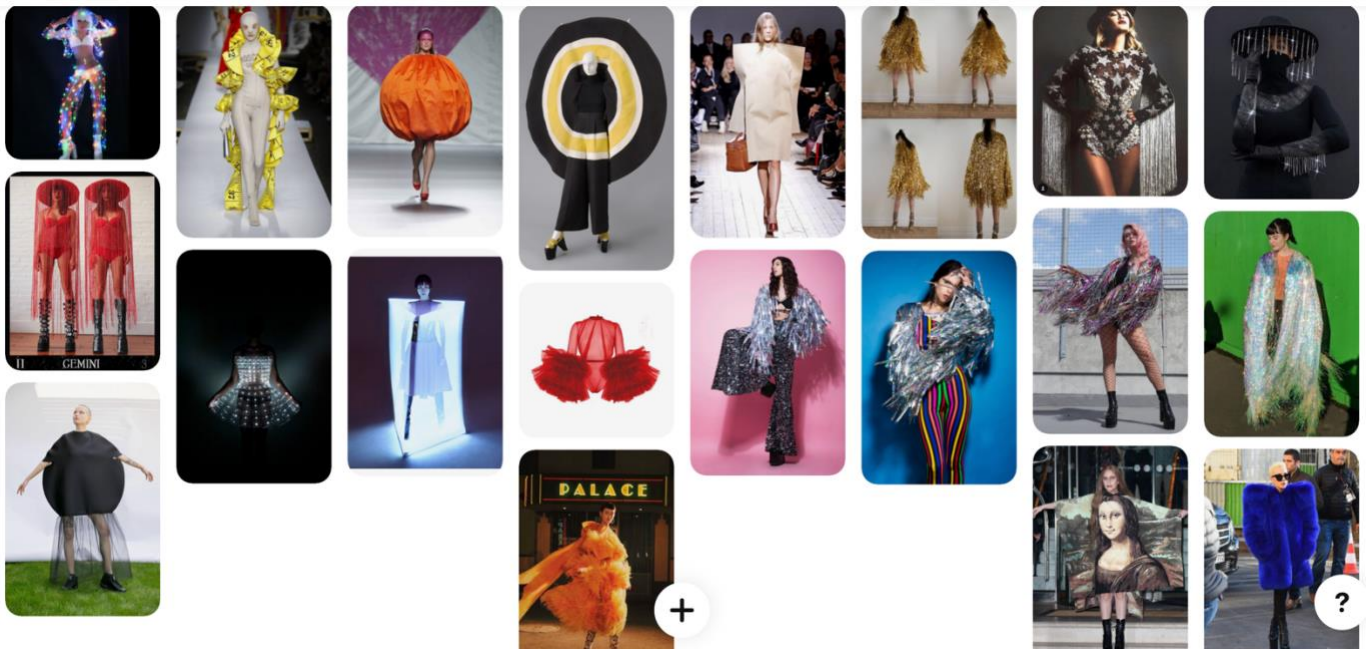
Table 4. K.LINA Marketing Budget

Word count: 3,991

APPENDIX 1 - STYLE



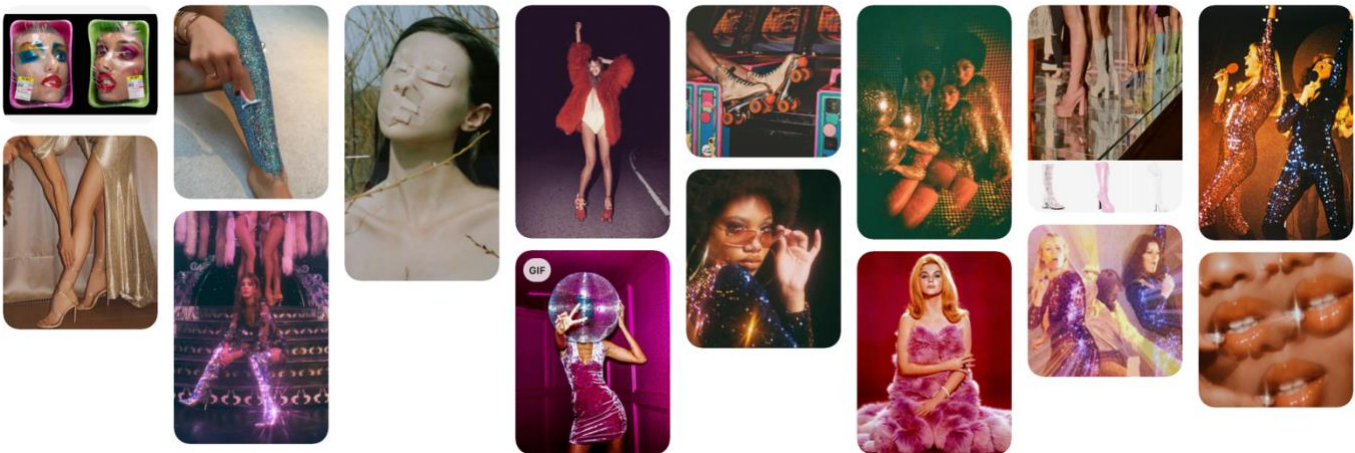
APPENDIX 2 – PROVOKING LOOKS



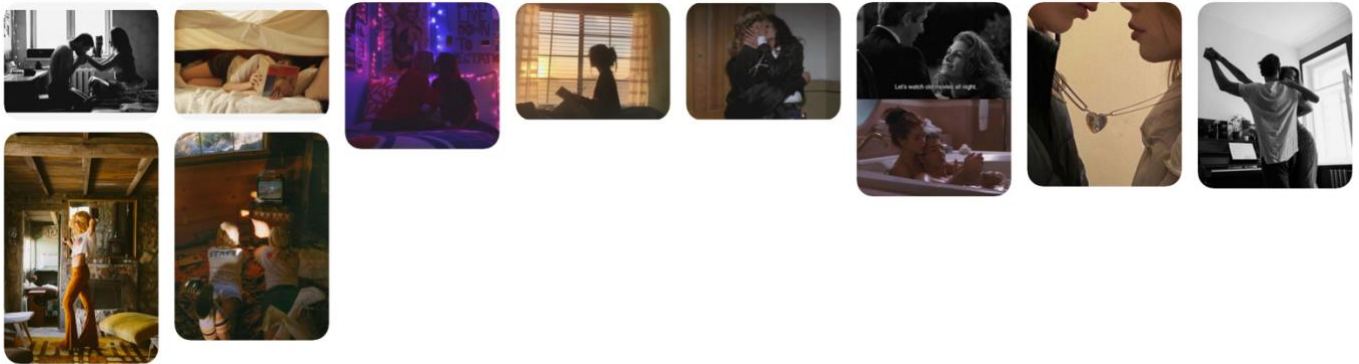
APPENDIX 3 – MUSIC VIDEO 1



APPENDIX 4 – MUSIC VIDEO 2



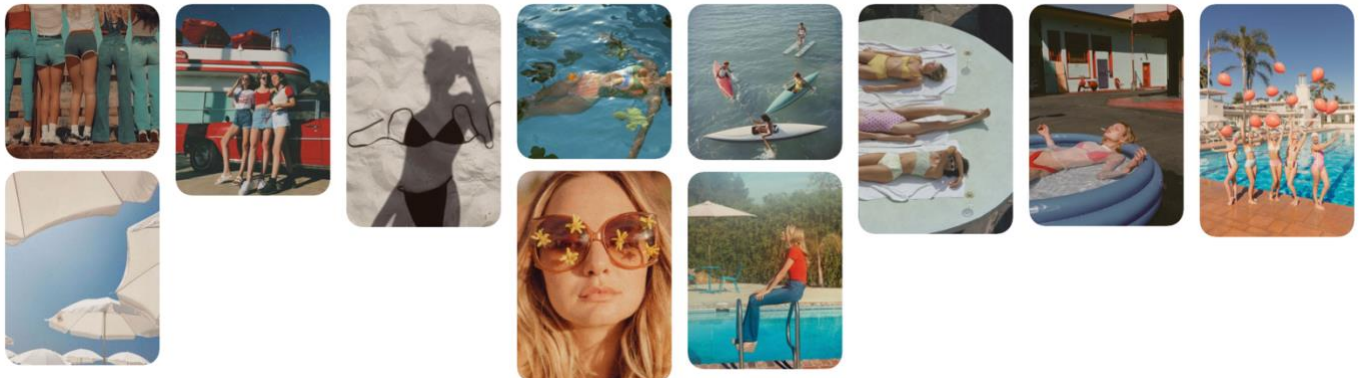
APPENDIX 5 – MUSIC VIDEO 3



APPENDIX 6 – MUSIC VIDEO 4



APPENDIX 7 – MUSIC VIDEO 5



APPENDIX 8 – SPOTIFY PLAYLISTS

Pop Vibes	Pop.vibes@yondex.com
Pop Vibes 2021	ancagency.zach@gmail.com
Pop Vibes	popmusikpromo@gmail.com
Summer Pop Vibes	IG: @christopher_tow
We Do Pop Vibes	wedoawesome777@gmail.com
Alt Pop Vibes	www.neoncollectivemusic.com
Pop Music Vibes	jonwasherlive@gmail.com
Pop Daily	discoveryusatalents@protonmail.com
Daily Pop	www.streamplaylists.com
Pop Music 2021	onitheakuma1@gmail.com
Happy Music – Feel Good Songs	shenstonpeterus@gmail.com
Pop Vibes	eminentmusicgroupcontact@gmail.com
Popstar	indiemasterofficial@gmail.com
Indie Pop	evrythingpop@gmail.com
Pop Top 2021	popnationpromotion@gmail.com
Indie Chill & Pop	streamefy@gmail.com
Up & Coming	straightbreadmag@gmail.com
Beach Party	weareiceleak@gmail.com
Sunset Mode Music – Indie Pop	sunsetmodemusic@gmail.com
Indie Pop (by VICE)	inq.vice@gmail.com

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