

Escape Artist Management Marketing and Rebrand Proposal

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1.0 Background Information

Escape Artist Management is an artist management company based at Tileyard.

According to their website, they currently represent five clients who are producers, writers, and artists. Their specialised niches are within electronic and commercial genres ranging from Pop, Electronic Rap, House, Tropical House and Afro Beats. Escape Artist Management ethos is to help their clients grow and thrive in their careers through the expertise and industry connections that Escape Artist Management has. The role of an artist manager within the music industry encompasses many tasks. They are essentially involved in almost all aspects of their clients career. As Kusak and Leonhard (2005, p. 24) state, 'managers will select distribution channels, marketing agencies, public relations people, technology deals, and sponsorship packages.' Music managers are expected to be masters at networking because through their contacts and connections they can seek out more opportunities for their clients. Networking within the music industry is never ending, as Spruill (2004, p.167) explains, 'effective networking increases productivity by using resources and opportunities wisely. Always remember everyone has contacts that know people who know people, and the chain goes on and on.'

Their roster has worked with big names within the music industry already including: Felix Jaehn, Nicky Romero, Iggy Azalea, Olly Murs, The Script, Kanye West and Kylie Minogue, to name a few (Escape Artist Management - Enhancing careers, n.d.). The success of their clients validates the legitimacy of their company. Escape Artist Management has a solid foundation and plenty of potential to grow. In order to grow as a company, Escape Artist Management will need to undergo a rebrand as well as implement innovative marketing strategies, Godin (2007, p. 81) explains, 'the best time to change your business model is when you still have momentum.'

2.0 Business Model Breakdown

To fully grasp and understand the logistics of Escape Artist Management, a business model canvas was created (Appendix 1). It highlights key partners, resources, activities, value propositions, customer segments, relationships, channels, value propositions, cost structure and revenue streams (Hemmer, 2016). Music managers have a huge responsibility to their clients they have to be a, 'diplomat, motivator, salesman and strategic planner - and have to have the patience of a saint' (Harrison, 2016, p.41). They handle all business matters and are the middle

man for all key partners related to their clients. This allows clients to focus solely on creating music. Managers revenue streams are dependent on the success of the artists they manage. On average a manager will usually take twenty percent of gross income, however there are also instances where this rate can be less usually ranging from ten to fifteen percent. These kind of rates are more common amongst producer managers due to less tasks related to live performances in comparison to performing artists (Harrison, 2016).

3.0 Competitor Analysis

To understand where Escape Artist Management fits within the current artist management agency market a competitor analysis was done on Echo Location Talent (Appendix 3). Competitor Analysis is a crucial part of understanding where your business sits within the market place. Comparing your company to competitors can exemplify any gaps within the market that perhaps your competitors are not fulfilling, which in turn gives you the opportunity to refine your strategy and fill those gaps (Creators, 2020). After conducting the competitor analysis it became apparent that Echo Location Talent has done various brand partnerships with other companies, however they did not appear to have any kind of Facebook page, their Instagram did not have high engagement in comparison to their followers and they do not seem to have any kind of Twitter account as well.

4.0 SWOT Analysis Breakdown

To further analyse where Escape Artist Management sits in the market, a SWOT analysis was conducted (Appendix 4) it examines the strengths, weaknesses, threats and opportunities that the company is currently faced with (SWOT Analysis: – How to Develop a Strategy For Success, n.d.). The SWOT analysis showcased that there was an inconsistency with the roster of artists they had on their Instagram and website as they did not completely match. This is confusing and as an artist management company it should be clear who they manage. The website lacked engaging content that would drive people to come back, however it was very informative. Despite weaknesses, the opportunities that were highlighted were the fact that Escape Artist Management is located within Tileyard which is an industry hub and fantastic for networking. Their clients are very high profile and with their clout the company will be able to easily seek out opportunities for them which could include brand partnerships and collaborations with other artists. As well the fact the Escape Artist Management is an agency they are also

directly competing with independent managers but one positive thing about the agency is even if managers are allocated to certain clients, 'there are obvious benefits to working in a team. Your weaker ideas might get corrected' (Byrne, 2013, p. 191).

5.0 Marketing Strategy

Based off of market research as well as analysing the marketing mix (Appendix 2) the objectives for the marketing strategy to help Escape Artist Management Grow are as follows:

1. Grow their brand awareness within their niche in the music industry.
2. Build upon and connect within their existing network.
3. Showcase consistent and cohesive branding throughout their social media platforms, website and digital music platforms specifically Soundcloud and Spotify.

Specific goals are necessary because this will make for a 'anticipated, relevant, and personal' marketing campaign which in turn will, 'increase the prospects knowledge of the benefits you offer' (Godin, 2007 , p.42). A marketing timeline has also been created (Appendix 5) this way specific tasks and goals are not forgotten about and can easily be tracked in a clear and timely manner, 'A well developed and executed marketing timeline is the key to success in today's market' (Building a Timeline for Marketing Success It's All About the Plan, n.d.). A budget sheet has also been created with prospective income streams (Appendix 6). This is to ensure that no money is wasted or overspent on irrelevant strategies that will not lead to reaching the campaign goals. The main focus of the marketing campaign overall is to create brand awareness for Escape Artist Management. This is to gain trust not only within their current niche market of electronic and commercial music as well as within the Tileyard community but also to attract the attention of new tastemakers and music industry professionals as Godin (2007, p. 69) states, 'In virtually every industry the most trusted brand is also the most profitable. Frequency led to awareness, awareness to familiarity, and familiarity to trust. And trust, almost without exception, leads to profit.'

5.1 Rebrand Design

Escape Artist Management will utilise a new logo that can be found in Appendix 7. The colours black and yellow were chosen as the theme colours as they were themed colours already on the website. Black gives a sleek feel while yellow adds in a pop of colour.

The logo needs to stand out and represent the ethos behind Escape Artist Management hence the pyramid icon for 'A' in the word artist, representing growth essentially the roster will be built like a pyramid that will live on and withstand the competitiveness of the industry. The mountain icons that hover over the word 'Escape' represent how the agency is a safe place for their roster to thrive and receive full loyalty and trust from the company.

A reasonable budget has been allocated for the logo because, 'branding is the way in which you use your name, logo and reputation to build up a particular page in the public mind and is intrinsically linked with the marketing of you and your product' (Harrison, 2016, p.210). Many big companies have enticing logos that have remained consistent throughout time and are memorable, 'all successful companies have invested a lot of money in the company name and logo...think of Heinz, Sainsbury's, Coca-Cola or McDonald's' (Harrison, 2016, p. 211). Escape Artist Management will do the same, it is important to have a logo that is both timeless and memorable.

5.2 Social Media

Social media is an extremely important aspect of digital marketing not only within the music industry but within society. It has essentially taken over everything with approximately 3.96 billion people who currently use social media worldwide (Dean, 2021). The issue with the music industry not only for artists but also music industry companies is that social media is so oversaturated therefore, 'the internet is at its best when used to reach a targeted market niche' (Kusek, 2005, p. 68). The content will be targeted towards fans of the artists they manage as well as the electronic music scene and industry tastemakers who specialise in these genres.

Escape Artist Management currently uses Instagram as their main social media platform. They have created a Facebook page however it appears to be completely inactive. They do not currently have Twitter. Escape Artist Management will hire a social media manager to help create and post consistent content. This addition to the team will allow the managers to focus solely on their clients. Social media managers also can keep track of any upcoming changes on social media as the algorithms and trends are constantly changing. They can help Escape Artist Management maintain and create new and enticing content that will go along with any new trends (Top 5 Reasons Why You Need a Social Media Manager, n.d.).

Before creating content it is essential that across all social media platforms there is consistency within the brand. The profile picture on every social media platform will show Escape

Artist Managements new and updated logo. The consistency across all social media platforms will be visually appealing and will show a cohesive theme. (Payne, n.d.)

A. Instagram

For permanent posts there will be a common colour scheme as well as the exact same edit and filter that will be used for each post. The idea behind this is to continue with the idea of consistency as it will be more visually pleasing and appear more professional for any tastemakers looking at the Instagram.

Escape Artist Management will utilise the story highlights tool as a way to promote their clients. Story highlights are collections of past story posts which can be put into albums that will stay permanently on ones instagram account, they are placed right underneath the profile bio (Gray, 2021). Story highlights are a good way of showing followers as well as people who visit the Instagram what Escape Artist Managements clients have been up to. With this feature each client that Escape Artist Management represents will have their very own story highlight album which will showcase anything about their career ranging from releases, gigs, collaborations, brand partnerships and behind the scenes content.

B. Facebook

Facebook is one of the biggest social media platforms in the world and currently has 2.8 billion monthly active users (Mohsin, 2021). Even though Facebook will not be the main platform that Escape Artist Management uses it can still be a great way to create brand awareness due to the amount of users Facebook has in fact, 'many businesses report that the greatest benefit of Facebook is the extra traffic that is steers to their site' (Benefits of Facebook for Business | Business Queensland, 2016). Directing people to the company website will be the purpose behind creating the Facebook page. Facebook will be linked to Instagram as well so any content posted on Instagram will be directly posted onto Facebook, this makes for easier content planning and less management of Facebook as well.

C. Twitter

The purpose of their Twitter account will be to engage with other key partners specifically music industry professionals such as playlist curators, A&R, record labels, publishers and press. It will be used as a way to connect and show interest and support in their fields within the music

industry as Passman (2011, p.15) states, 'if you get noticed by a 'tastemaker' be sure to connect with them on Twitter and say thanks.'

5.3 Website

A. Blog Section

The new and improved Escape Artist Management website will also feature a brand new blog section. It will feature bloggers and journalists who are looking for freelance work and will be hired on a freelance basis to write enticing blogs for the website. The blog section will be updated every month with newsletters and articles related to what their roster is currently up to. The purpose of the blog is to showcase achievements and to champion their roster even further. The article links will be promoted across all Escape Management social media platforms. A blog can be another channel to showcase the brand by sharing content that is relevant to the company and clients, it can also strengthen the SEO strategy (Siekierski, 2020).

B. Playlist Section and Curation

Escape Artist Management will curate their own playlists on Soundcloud and Spotify. The playlists will of course include tracks from their roster as well as tracks that their roster has been a part of. They will be organised into genres and shared onto social media platforms as well. It is another way to make interesting content for social media and the blog section of their website as well as promote their roster even further on digital streaming platforms.

5.4 Brand Partnerships

Escape Artist Management will collaborate with the Music Managers Forum also known as the MMF, 'The MMF acts as a lobbying group on behalf of their members in relation to national and International issues facing the music industry' (Harrison, 2016, p.30). Escape Artist Management and the MMF will host an all day event at Tileyard in the Gallery. A basic overall plan of the event can be found in Appendix 9.

The event will begin with a panel of five managers who also manage electronic acts in the UK which will include two managers from Escape Artist Management as well as other managers who are a part of the MMF. The panel will take questions from the audience regarding topics

related to being a manager in today's music business as well as discuss and hypothesise future music trends. The discussion will last for approximately 1.5 hours and will be recorded on an audio format to post onto the Escape Artist Management Soundcloud as a podcast. Tickets will be made available to the public but solely targeted at industry professionals. The event will finish off with a showcase of artists from Escape Artist Management as well as other artists signed to Tileyard music within the electronic music genres. Other companies located within Tileyard will be invited to the event and will be offered an opportunity to have their products and businesses promoted at the event as well.

The idea of the event is to create a buzz, collaborate with other companies, as well as formulate unique content with photos and videos from the event that can later be used for social media. This event will provide an opportunity to grow Escape Artist Managements brand awareness as well as build upon their industry connections, it takes time to grow a network and as Godin (2008, p.41) states, 'the goal is to reach, cajole, and encourage this stranger to become a friend. And once she becomes a friend, to all enough focused marketing to create a customer.'

5.5 Press

Escape Artist Management will hire a publicist to contact music industry press to write about the company and share what their clients are up to. It will be worth the investment to hire a publicist because, 'Independent publicists have a database of contact and more importantly they have personal relationships with many of the influential writers and freelancers' (King, 2009, p.143). There are many reasons why this can be beneficial to Escape Artist Management. A list of specific music industry blogs that are going to be targeted can be found in Appendix 8.

First and foremost this will draw attention to Escape Artist Management and put them onto other music industry professionals radar. Rather than focusing on fans for their clients why not put their clients in front of people who will also help them obtain loyal fans whilst the managers working for Escape Management can develop and nurture these new connections. As King (2009, p.129) states, 'In terms of music, publicity can be defined as targeting and connecting with people in the media with the end goal of persuading these 'tastemakers' to provide you with some degree of visibility.' Music industry press is where a lot of music industry professionals, tastemakers, artists learn about other music companies which eventually leads to the discovery of artists.

Escape Artist Management needs to build upon the network and connections they already have. Doing this will bring forth more opportunities for their clients which in turn will generate more income for their company. The investment into publicity and press will beget discovery and hopefully eventually lead to income (Godin, 2008, p.45). There needs to be an allocated budget to motivate journalists to write about the company in these industry blogs, 'the advantage of traditional media channels is that they're available for rent. Send in some money and buy some time. The time gets you eyeballs or possibly even attention.' (Godin, 2008, p. 91).

6.0 Conclusion

In conclusion, Escape Artist Management will implement specific and unique marketing strategies to achieve the overall goal of creating brand awareness within the music industry. The more music industry professionals who are affiliated with the company then the more beneficial it will be for Escape Artist Managements clients and in turn can generate more revenue for the company. Creating a well known brand takes time as well as aspects pertaining to social media management, press and beneficial brand partnerships as Godin (2008, p. 58) explains, 'you can't go from anonymity to trusted brand in a day. Instead it's a step by step process that requires time and money and commitment. Before a marketer can build trust, it must breed familiarity. But there's no familiarity without awareness.' Over time, Escape Artist Management will make themselves known as a key player specifically within the electronic and commercial music genres in the music industry as an artist management company. The music industry is about meeting and connecting with like minded creative individuals and working together to formulate something that people who are not within the industry can appreciate and enjoy. Nurturing and maintaining rapports with other industry professionals is only going to benefit Escape Artist Management, formulating these friendships and connections will also help them to develop any future artists they bring onto their roster. It is possible that their roster will change however it is important that they maintain the relationships they make along the way and they will do this by making themselves known because, 'music marketing has always been, and will always be, about exposure and discovery.' (Kusek and Leonhard, 2005, p. 57).

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8.0 Appendices

Appendix 1 Escape Artist Management Business Model Canvas

Key Partners • Artists • Writers • Producers • Record labels • Music Publishers • Sync Agencies • Press • Booking Agents • Promoters • Radio • Music Journalists • Label A&R's • Lawyers • Digital Aggregators • Digital Streaming Platforms	Value Propositions • Within the Tileyard community • The team consists of highly experienced artist managers • They enhance their clients careers by seeking out new opportunities. • Advise their clients efficiently with their goals in mind so that they can have the most successful career possible. • Have connections and working relationships with big names within the music industry. • Work with artists on an international basis (idk if true)	Customer Relationships • managing artists / songwriters and producers is a constant job and Escape Artist Managements is heavily involved with their clients. • Constant communication between managers and artists as well as managers and key partners.
Key Activities • administration tasks • Accounting • Handling cash- flow • Program releases • Create contracts • Network with industry professionals • Find opportunities for clients • Network and reach out to industry professionals on behalf of clients. • Evaluate partnerships • Create strategies that align with clients morals, values, art and vision. • Update EAM social media content • Update EAM website and social media platforms • Seek out new clients.	Key Resources Human Resources • Valuable industry connections and relationships • Clients work with reputable and well known industry professionals in all aspects. • Tileyard Community Intellectual Property • Music Business knowledge • Deep understanding of the music industry • Up to date with current industry changes whilst implementing them onto client strategies. Physical Assets • Computers • High speed internet • Office space • Hard drive with clients work and music. • EPK, photos, videos all artists assets	Customer Segments Target Market • Pop • Electronic • Commercial Clients • artists • Producers • Songwriters • <i>Key partners</i> such as labels and publishing labels can be identified as customer segments as well.
Cost Structure • employees • Office space • Music blogs / journals • Music Business related software such as Chartmetric • Gigs • Networking events	Channels • Direct emails • Indirect: referral from colleagues and clients. • Social Media • Company website • Industry networking events • Partner channels: specifically clients • Word of mouth	Revenue Streams • 10 to 15 percent of what the artists they represent make as a whole?? (get more info on this)

Appendix 2 Escape Artist Management Marketing Mix

1. **Product:** artist management service
2. **Promotion:** networking, reputation, word of mouth, press, website and social media.
3. **Price:** 10 to 20 percent of what artists gross income.
4. **Place:** Tileyard Community, networking events, social media channels, website
5. **People:** Music industry professionals, clients, fans of clients.
6. **Process:** Seek out artists to work with and helping them grow
7. **Physical Evidence:** Statistics, live shows, income, record deals, collaborations.

Appendix 3 Competitor Analysis

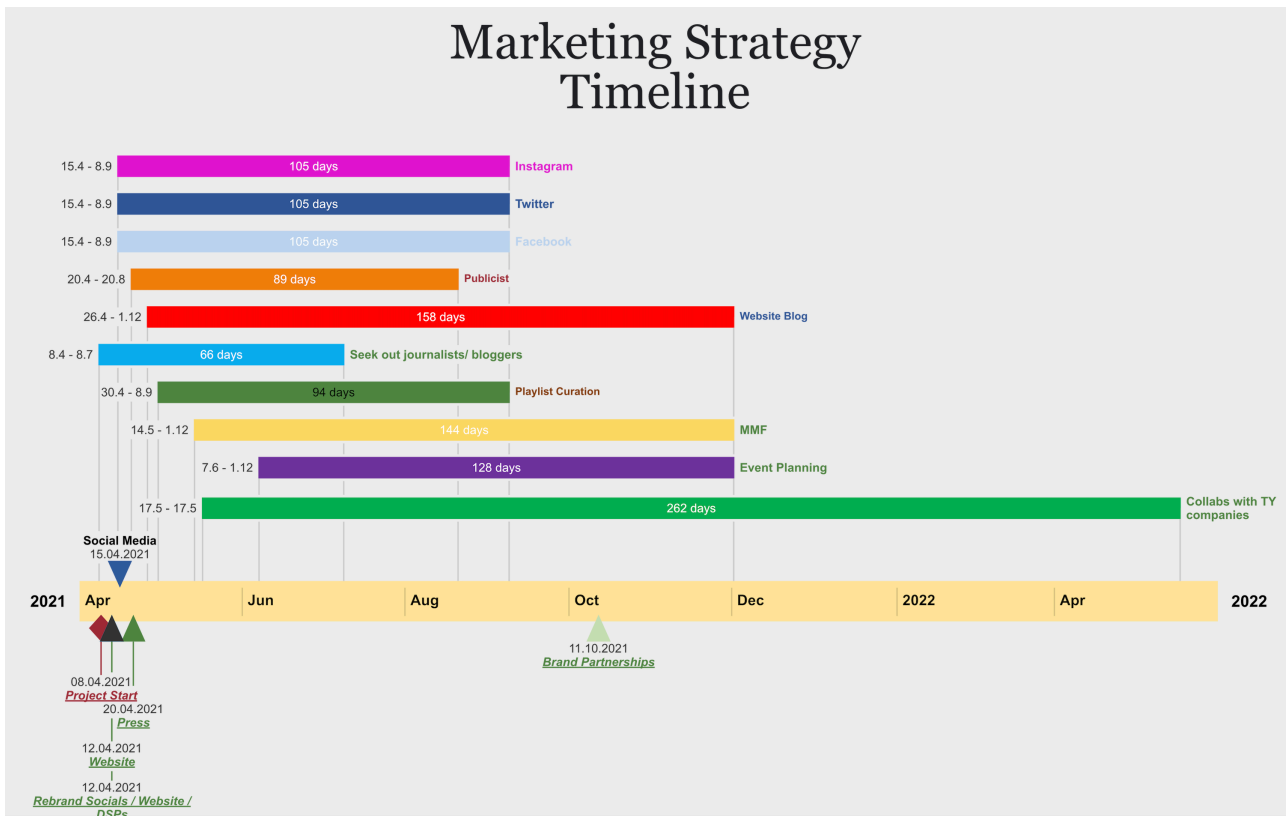
3.1 Echo Location Talent

Strengths • Massive roster of artists, songwriters and producers. • Global agency • Focuses on artist development as well as representation. • Has brand partnerships with well known fashion brands. • Website is very organised and easy to use. • Has a blog that shares videos and articles about their roster. • Has three locations: London, Melbourne and Lagos. (UK, Australia and Nigeria) • Brand ethos is all about their clients potential.	Weaknesses • Hardly any Facebook presence. • Spotify playlist isn't available through the website. • Instagram doesn't have much engagement.
Opportunities • finding new acts • Creating more industry connections • Hiring more managers that can offer a lot to the company. • Target market isn't stuck solely on commercial demographic, they sign underground and niche acts as well. • Global company • Grow social media presence. • Collaborations within their roster.	Threats • wasting time focusing on artist development on artists who won't end up generating income. • Loss of clients • Loss of employees • Technological advances that allow artists to become more independent. • Other artist management agencies. • Independent artist managers.

Appendix 4 SWOT Analysis Escape Artist Management

Strengths • located within Tileyard community. • Clients have been a part of successful releases. • Clients are reputable, experienced and respected within the music industry. • Website is clear, concise and easy to navigate. • Soundcloud has good engagement.	Weaknesses • Facebook page is not up to date. • Instagram numbers aren't as high as competitors. • Website could provide further details regarding.... • Not currently taking advantage of social media platforms and DSP's. • Soundcloud is not updated often enough.
Opportunities • located within the Tileyard community. • Build upon music industry connections. • Represent more artists, songwriters and producers. • Increase brand awareness using social media. • Create valuable client opportunities leading to more revenue stream for the company. • Obtaining industry recognition through industry press such as blogs like Music Business Worldwide. • Creating a Spotify playlist that could potentially grow. • Using Soundcloud to create more brand awareness. • Ways to have Escape Artist Management show up more in the google SEO • Hire well known artist managers for the agency who already have successful clients and connections within the industry. • To start their own blog or have a "news" section on website. • Collaborations within their roster.	Threats • other artist management companies. • Growing popularity with artists preferring to be independent rather than represented by managers. • Social media, DSP's and digital aggregators making it more accessible for artists to be independent. • Independent managers not a part of the agency. • Clients who don't continue with their contracts, losing source of income.

Appendix 5 Marketing Timeline



Appendix 6 Budget

BUDGET

	COST
Totals	£32,750
Marketing Consultant	£3,500
Logo Design (also socials)	£250
Publicist	£5,000
Bloggers	£3,000
Social Media Manager	£3,000
Content Creation Design	£2,000
Press Costs	£5,000
MMF Event	£10,000
SEO Monitoring	£1,000

Appendix 7 New Logo for Escape Artist Management



Appendix 8 Industry Blogs to Target

1. Dummy Magazine
2. Music Business Worldwide
3. Music Week
4. The Unsigned Guide
5. Mix Magazine
6. Future Music Magazine
7. DJ Mag

Appendix 9 Basic Event Plan

Location: The Gallery Tileyard

Date: 1st of December 2021

Number of possible ticket sales: 150 capacity

Advertising: Social media, physical flyers across Kings Cross and Tileyard Community

Purpose: To share industry thoughts on being a manager, create content and allow artists to perform.