

VALERIE ETIENNE 2117325
MA MUSIC BUSINESS
ENTERTAINMENT MARKETING
BMTY7003

VALERIE ETIENNE- BIOGRAPHY

An experienced vocalist who has worked successfully in the industry for many years, working with Jamiroquai, Lenny Kravitz, Kylie Minogue, Placebo, Paolo Nutini, Katie Melua, Marlena Shaw, Jimmy Somerville, Al Jarreau, Incognito Matthew Herbert, Carlene Anderson, James Blunt, Leon Ware, Gabrielle, Richard Ashcroft (from The Verve), Omar, Cornershop, Bill Withers and many more....

An original member of the group Galliano, (signed to Gilles Peterson's cult record label Talking Loud) with whom she recorded 5 albums and toured with for over seven years.

She wrote and recorded her debut solo album (For What it Is) on the One Little Independent Records label. Valerie then went on to record 4 albums with her husband Rob Gallagher, (Of Galliano) as the group known as 'Two Banks of Four'. (Boramon)

Her group 'Allen Rd Quartet' aka 'ARQ' were halted from their 'Hackney Pubs' tour due to COVID 19 and hope to resume the tour asap.

<https://www.instagram.com/allenrdquartet/>

Valerie featured most recently on 4 albums released in 2021; HORSEMEAT DISCO's 'Love and Dancing', CORNERSHOP's 'England is a Garden', COLORAMA's 'Chaos & Wonderland & CITRUS SUN's 'Expansions & Visions.

Her love of song writing has never waned, and there have been many collaborations over the years, always with a nod to her love of Jazz, folk, R&B & Soul music.

<https://soundcloud.com/isoul8/isoul8-give-it-up-feat-2?in=isoul8%2Fsets%2Fbalance-493374097>

<https://www.discogs.com/release/23534-Restless-Soul-Feat-Valerie-Etienne-Beautiful>

Valerie Etienne will be releasing a solo EP in Late September early October 2022. It will be Jazz based, with folk song writing sensibilities and soul vocals

Title TBC.

She will be writing, recording, and Co-producing it in her home studio 'The Palette Shed'. She will have free reign to explore newfound skills in the studio, exploring different sounds and textures, with the chance to work with her favourite musicians, as well as collaborating with new ones.

She is excited to release new music and cannot wait for everyone to hear it.

In this crowded landscape there is still room for everyone and as an older artist with vast experience, we aim to bring her to a new audience, while holding on to her current one.

Her musical taste is consolidated here in these radio shows she recorded with the Broadcaster & DJ Gilles Peterson.

<https://worldwidefm.net/episode/duet-show-with-gilles-peterson-valerie-etienne-16-12-16-2>

Two most recently in June 2021,

<https://worldwidefm.net/episode/brownswood-basement-gilles-peterson-with-valerie-etienne>

As there is a strict budget, we will be utilising all contacts, colleagues, industry executives, broadcasters, musicians, and DJ's that she has worked with over the years.

MARKETING PLAN

Currently, Valerie has a following on social media. There are three social media platforms that she engages with: Twitter and Instagram, and Facebook. Combined, she has several enthusiastic followers on those platforms. We will concentrate on those three platforms for now.

Subsequently, the aim is to add YouTube, and Bandcamp, creating a Link Tree to tie them all together.

Later we will create a website which will highlight the new EP, feature all her other albums, singles, and her work as a lead /session vocalist.

— SPOTIFY & SPOTIFY FOR ARTISTS (verified artist)

Valerie's Spotify account has 1.464 monthly listeners. The songs have healthy streaming numbers overall.

Action: New songs will be added & uploaded. There will be new curated playlists. We will Investigate, follow, and tag onto other playlists as a lot of her songs appear on various compilations that are featured in various playlists. Edit the bio. Add new branding (New Logo). New EP details to appear FIRST when page is opened. HER songs /collaborations to second.

Link with Distribution. (Distro kid, CD Baby, TuneCore etc...)



Verified Artist

Valerie Etienne

1,464 monthly listeners

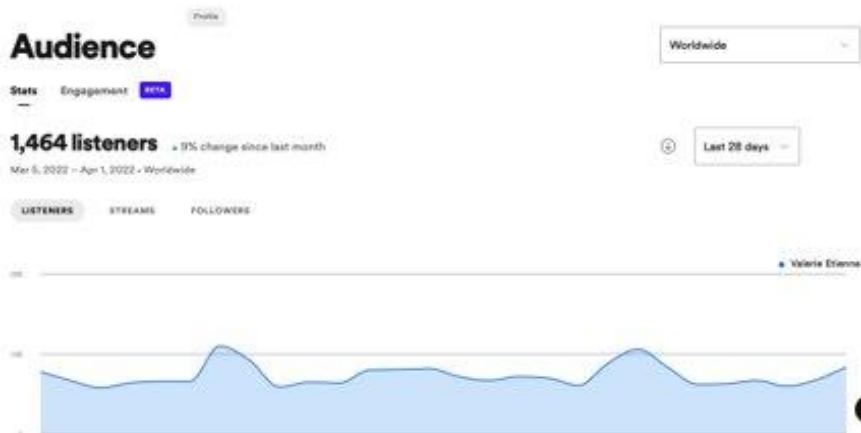
 FOLLOW ...

Popular

Rank	Track Name	Streams	Duration
1	Didn't I	59,294	3:51
2	Inner City Folk	15,857	4:38
3	Toda Menina Baihana	56,788	4:44

	1	Didn't I	59,294
	2	Inner City Folk	15,857
	3	Toda Menina Baihana	56,788
	4	Misunderstanding - MJ Cole Dubb Remix	26,564
	5	Misunderstanding - Roger's R Senal Radio Mix	5,712
	6	Misunderstanding - Roger's R Senal Mix	18,246
	7	Misunderstanding - MJ Cole Mix	2,555
	8	Love Meeting Love	3,536
	9	Just A Little Lovin	2,929
	10	The Birds Sing - Live @ Crossing Border	1,359

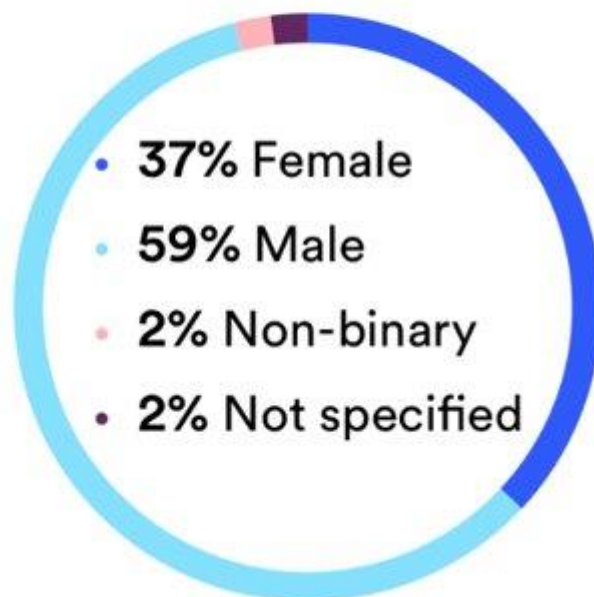
They songs come from the period of around her debut album and features other vocal performances.



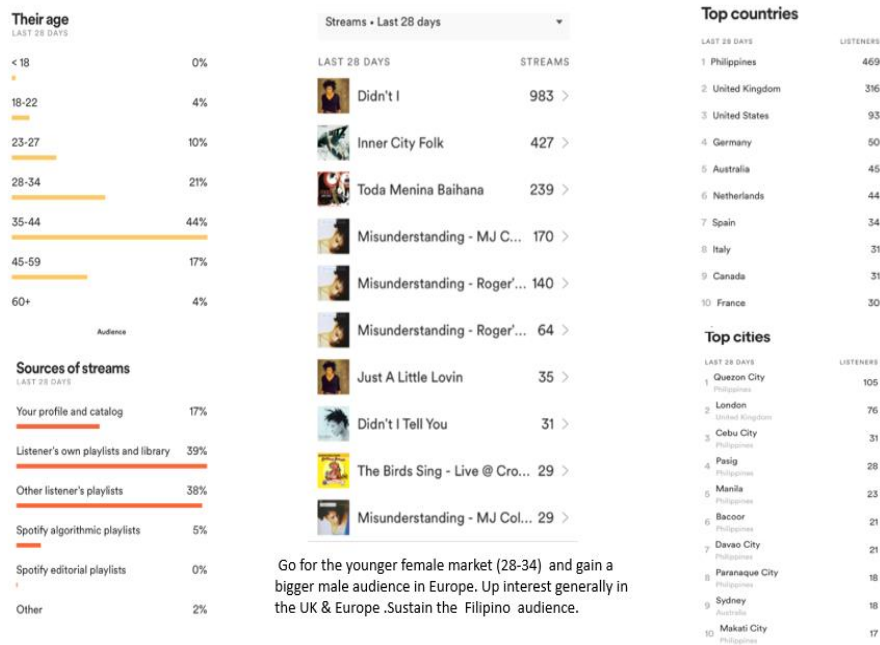
Valerie averages 1400+ listeners a month. This is without much engagement, but this will change significantly once the new music is uploaded.

Their gender

LAST 28 DAYS



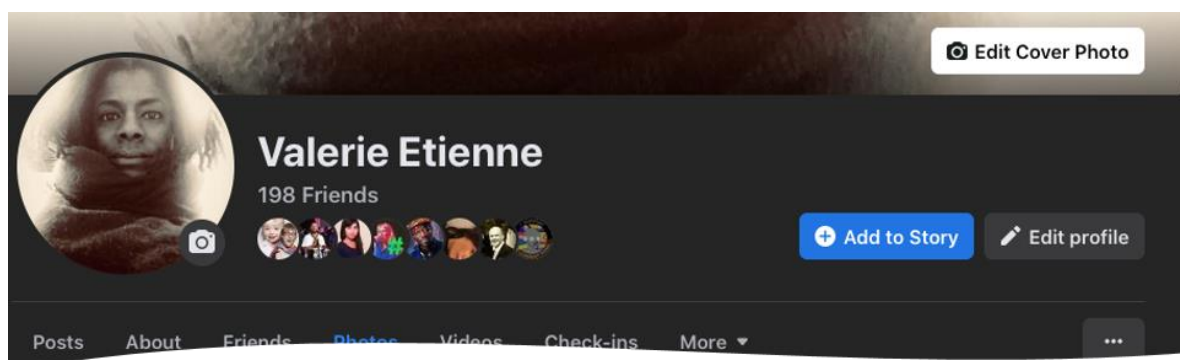
We assumed that Valerie's audience would be majority female, a surprise to discover that the male audience was so high.



The source of streams was also a surprise...other people are discovering her work through various playlists...which suggests that concentrating on creating new up to date playlists would be beneficial.

FACEBOOK

Action A complete re-boot. Start again. A refresh and re brand to coincide with EP release, add plenty of updated content. New Logo.



TWITTER

Action Link everything up, again re-boot, re brand. More musical coherence. Explore demographic of followers.

← **Valerie Etienne**
670 Tweets



Valerie Etienne
@ValerieEtienne

Professional Vocalist, part-time piano/guitar player .mum, foodie, lover, fighter, working on new music...always

📍 Everywhere & Anywhere 📅 Joined September 2011

177 Following 1,130 Followers

Tweets Tweets & replies Media Likes

Edit profile

Top mention earned 27 engagements



Grant Fuller

@GFullerTweets · Mar 4

@CitrusSun @606club @Incognito_world
@jimmullenjazz @ValerieEtienne Citrus
Sun first ever performance at the iconic 606
🎵👏 3rd March 2022 Thank You all for a
wonderful evening.
pic.twitter.com/FgoOVzHBmx



🔗 2 📖 5

[View Tweet](#)

Likes

18

Apr 4
0 likes

On average, you earned 1 likes per day

Replies

1

Apr 4
0 replies

On average, you earned 0 replies per day

Engagement rate

4.2%

Apr 4
0.0% engagement rate



Link clicks

13

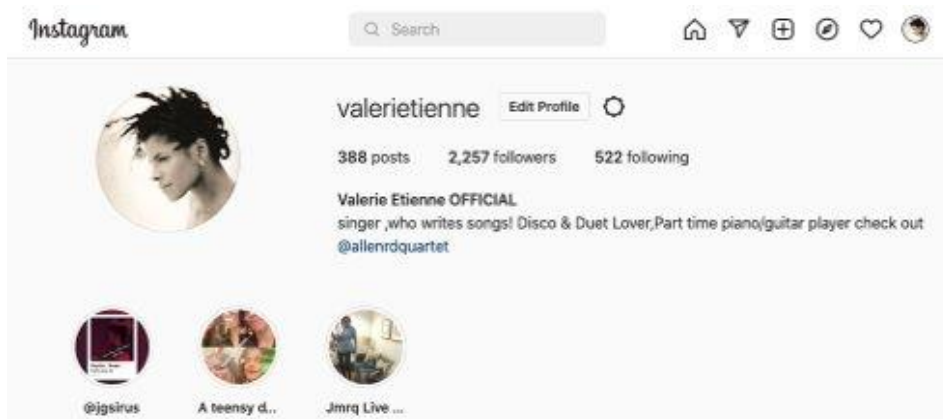
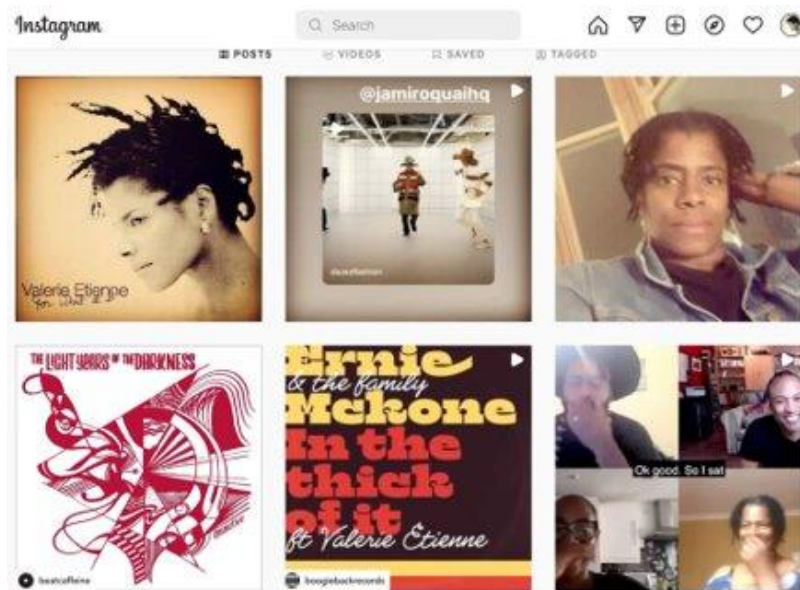
Apr 4
0 link clicks



On average, you earned 0 link clicks per day

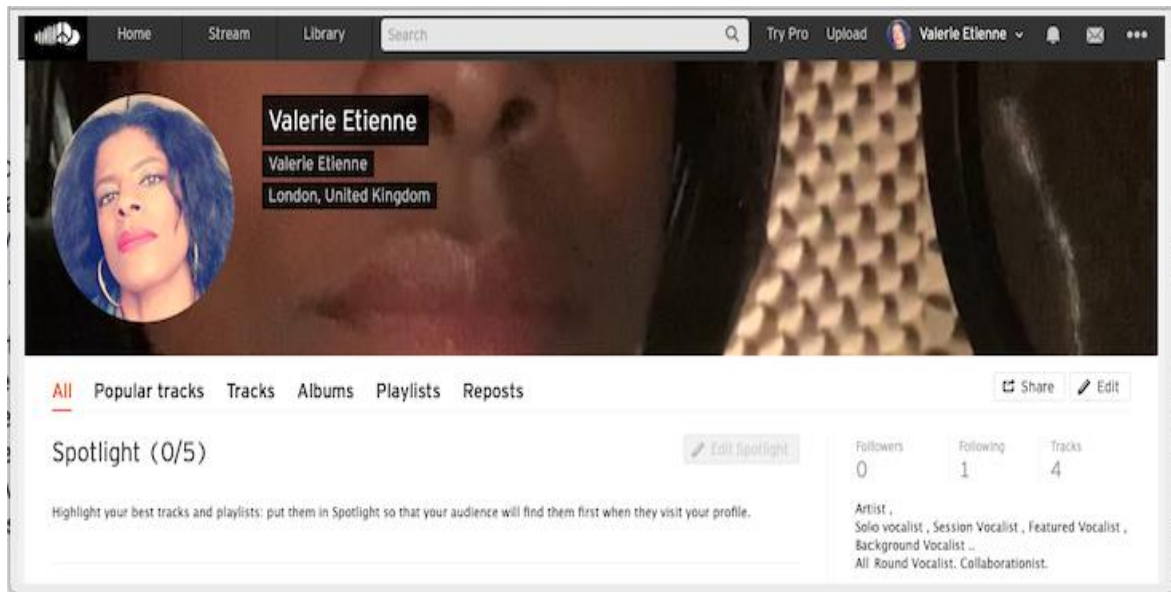
INSTAGRAM

Action Behind the scenes content, Live rehearsals /recordings. More stories ...change profile to Business/artist. Edit main image in Conjunction with new artwork photos associated with forthcoming EP Edit Profile/Bio.



SOUNDCLOUD

Solution: New platform. There is a live gig Featuring Valerie Etienne which has had 9000+ streams, already tagged onto her account. The various collaborations with different artists could be linked to her account creating even more interest.



MARKETING STRATEGY

The aim is to re-introduce Valerie as a 'new' older artist, The wealth of experience she has will be able to help here. However, the budget is extremely limited, so we will utilise all the contacts she has made in the past 20+ years.

We will work on the existing social media accounts she already has; (Facebook, Twitter, Instagram, Spotify), and consolidate all imagery, music, and video posts. We will include as much direct to consumer content as possible. (She will do this initially) Once we have those in order, we will introduce three more platforms next year, and then further on in the year, add the website. (For this we will use one of the many free services available online.) (She has identified a young social media coordinator who will work on an 'intern' basis) We will give it sometime before approaching a website designer later in the year.

Primarily, we need to have new music. That is paramount as her whole ethos rests on producing music that she wants to promote and talk about. Having been in a compromising position before with previous music releases, we are keen not to make the same mistakes of her previous representatives. However, we do want to make money and as we are working on Spec, it is important that we monetise her catalogue as much as we can...

We are currently Pitching for syncs with songs from the debut solo album which was more contemporary pop based.



Valerie Etienne – For What It Is

Label: [Clean Up Records](#) – CUP050CD
Format: [CD](#)
Country: [UK](#)
Released: [1999](#)
Genre: [Electronic](#)
Style: [Downtempo](#), [Future Jazz](#)



Valerie Etienne – On The Down Low

Label: [Clean Up Records](#) – CUP056
Format: [Vinyl](#), [EP](#)
Country: [UK](#)
Released: [1999](#)
Genre: [Electronic](#), [Pop](#)
Style: [Downtempo](#)

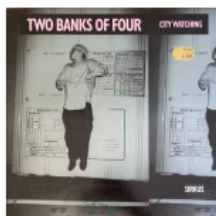
Valerie's back Catalogue instils nostalgia. Though established as a featured and session vocalist, she is best known for her work with these groups. We want to utilise the fans that follow her on social media based on these records.



[More images](#)

Two Banks Of Four – Three Street Worlds

Label: [Red Egyptian Jazz](#) – REJCD 001
Format: [CD](#), [Album](#), [Digipak](#)
Country: [UK](#)
Released: [Sep 2003](#)
Genre: [Electronic](#)
Style: [Downtempo](#), [Jazzdance](#)



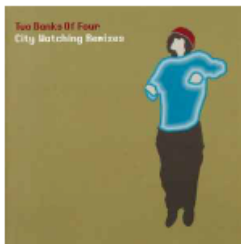
Two Banks Of Four – City Watching

Label: [Sirkus](#) – SIRK LP002
Format: [Vinyl](#), [LP](#), [Album](#)
Country: [UK](#)
Released: [2000](#)
Genre: [Electronic](#), [Jazz](#)
Style: [Jazzy Hip-Hop](#), [Future Jazz](#), [Drum n Bass](#), [Contemporary Jazz](#)



2bo4* – Junkyard Gods

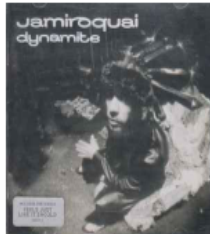
Genre: [Electronic, Jazz, Funk / Soul](#)
 Style: [Future Jazz, Downtempo](#)
 Year: [2008](#)



Two Banks Of Four – City Watching Remixes

Genre: [Electronic](#)
 Style: [House, Dub, Downtempo](#)
 Year: [2001](#)

Valerie has also gained followers on her social media from her work with the supergroup Jamiroquai. She has done background vocals on these albums.



Jamiroquai – Dynamite

Genre: [Electronic](#)
 Style: [Acid Jazz, Disco](#)
 Year: [2005](#)
 Notes: Dynamite is the sixth studio album released by British funk/acid jazz band Jamiroquai. The album was released on 15 June 2005 in Japan, 20 June 2005 in the United Kingdom, 21 July 2005 in Australia and 20 September 2005 in the United States.



[More images](#)

Jamiroquai – Rock Dust Light Star

Label: [Mercury – 2754288](#)
 Format: [CD, Album, Deluxe Edition](#)
 Country: [UK](#)
 Released: [1 Nov 2010](#)
 Genre: [Electronic, Jazz, Funk / Soul](#)
 Style: [Disco](#)



Jamiroquai – Automaton

Genre: [Electronic, Funk / Soul](#)
Style: [Disco, Funk, Soul](#)
Year: [2017](#)
Notes: Eighth studio album after a seven-year hiatus, released March 31, 2017

We must not forget the many featured vocals Valerie has written/performed over the years, here are a few



Isoul8 – Give It Up

Label: [Sonar Kollektiv – SK107](#)
Format: [Vinyl, 12"](#)
Country: [Germany](#)
Released: [18 Sep 2006](#)
Genre: [Electronic](#)
Style: [Deep House](#)



Restless Soul Feat. Valerie Etienne – Beautiful

Genre: [Electronic](#)
Style: [House, Disco, Deep House, Funk, Garage House](#)
Year: [2001](#)



[More images](#)

Ikon (2) – Ikon

Label: [Audiopharm – 085-71722](#)
Format: [CD, Album, Digipak](#)
Country: [Germany](#)
Released: [2003](#)
Genre: [Electronic](#)
Style: [Downtempo](#)

Tracklist

- 1 Mogul Modal
Vocals – [Valerie Etienne](#)



Domu Feat. Valerie Etienne – Sail Away With Me

Genre: **Electronic**
Style: **Broken Beat**
Year: **2002**

We are looking to engaging radio. For the genre of music, she is releasing (Jazz based) it will be specific.

We are targeting BBC 1 Xtra's ..Jamz Supernova, her 'After Dark Discovery' show 9pm-11pm where she interviews guests and plays their new releases. (She would be the target for the younger demographic). Valerie to speak to her friend 'Gilles Peterson' who hosts a BBC6 show on Saturdays from 3pm-6pm. Using that contact; get him to speak to Jamz Supernova who hosts her BBC 6 show from 12 midday –3pm on Saturday.

Gilles Peterson is another great contact for radio play. A good friend of Valerie's, she has already appeared a few times on his worldwide fm show on Thursday mornings. And of course, his BBC 6 show on Saturday afternoons.

Jazz Fm is another possibility. China Moses Hosts her regular show 'Late Night China Moses' every weeknight from 10pm –midnight. Valerie knows China Moses well. She will utilise that contact.

Live performance will be another area to explore as Valerie is very experienced. However, we can wait. We want to get the EP out.

In terms of live venues. we would target the Jazz based Venues. Ronnie Scott's, Pizza Express soho, the 606 Club, Under the Bridge and The Jazz Café. Valerie has connections at all these venues based on many previous gigs.

As a working musician Valerie has other commitments to fulfil that are long standing so these will be factored into the whole campaign.

MARKETING TIMELINE

For EP; Working Title

'LOTUS'

11th April – 22nd April Recording at 'The Palette' Studio. -- Valerie will be there with her co producer
<https://www.skioakenfull.com>

20th April- 23rd April Photographer; Mac Etienne will take behind the scenes shots, 'work in progress' for socials etc...

<http://www.mcvirnetienne.com>

25th April – 30th April Valerie - social media week .. recording D2c's, short videos – explaining the concept behind the EP..catching up on posts, Net Working, Calling in Favours ...

May 2nd – 8th Mixing the EP with Mix Engineer Dilip Harris

<https://www.dilipharris.com/Contact>

Week beginning 9th May. Valerie takes unofficial Photo's for Ep' inner sleeve' Artwork

May 18th – 21st EP Photography Artwork & Press Shots Mac Etienne

May 23rd – Valerie Birthday week ...Listening to & adjusting Mixes ... Decide on Pre- save songs to 'drop' on social media.

May 30th- June 13th --Prep all Social media sites for simultaneous Pre save 'Drop'. Make sure branding in place etc...

June 23rd – Worldwide FM – fun interview- With Gilles Peterson .Play tunes, play exclusive unmixed / Just mixed tracks from EP.

<https://www.gillespetersonworldwide.com/>

June 25th – June 30th Valerie Prior commitments

July 4th – July 18th – Allen Rd Quartet recommence 'The Hackney Pubs' Tour cancelled from 2020 due to covid.

August – Self-Promotion at festival i.e., 'WEOUTHERE' via social media. Instagram stories, Facebook Stories, Plenty of D2C content. Funds are Limited ...

August – Look into the International market. Seek out contacts in New York, Los Angeles, Japan, France, Brussels, Spain, and Italy...

NYC (Harvey Goldberg) Japan (Shuya Okino, Toshio Matsuura) Brussels (Guy Tresize) L.A. (Al Clay)

Investigate 'Radio Garden'

September 1st – September 9th Prepare Photo's, Pre save on all social media, promote upcoming radio appearances/interviews.

September 14th – Interview with China Moses on Jazzfm (10pm –midnight) 'Late night with China'

September 20th – Interview with Jamz Supernova on BBC 1 Xtra (9pm – 11pm) 'After Dark Discovery'

September 26th –first Pre save drop via distribution co. Distrokid at distrokid.com.

October 8th –Interview with Gilles Peterson on BBC 6 Music (3pm –6pm) Exclusive play of some of tracks of the EP Added to his show playlist -Appears on all BBC 6 & Gilles Peterson social media.

EP Released on October 10th on all streaming websites. Valerie will be active on social media for most of that day.

MARKETING BUDGET

- 1 Pay a Digital social media 'Intern' to help with re booting and bringing all social media platforms 'up to date'
- 2 Most photo content will come from Valerie. And her family. Photography will be free her brother will take all album artwork and professional press shots. She will take informal photos.
- 3 Recording will be free as in it will be at her house with the help of her good friend. Ski.an exchange of skills. He will give his services for free. He will get a producer credit and the possibility of the licensing of the EP to his record label
- 4 5 Mixing will be free again a favour from her friend Dilip she has provided background vocals for him over the years for various projects. Another exchange of skills.
- 5 The radio interviews are again favours from Friends...people she met through her professional career.

The only expenditure that Valerie will have is the purchase of clothes for the shoots, and a hair and makeup person.

The second expenditure will be for the 'intern' to help with the social media side of things

In a crowded market ..The narrative is that only young people can create. promote and enjoy music. Older people should just stop. Even if it has been their life's work.

(Le Gendre)