

Artist Marketing Report

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Assessment Component 1- 75% Report (4,000 words)

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Background

- Artist: Telisa
- Singer / DJ / Music Producer
- Music Genre: As a recording artist, her music is described as crossed between Italo Disco / Hi-NRG music with the sonic quality of Swedish EDM.
- As a Producer, she produces Hybrid Epic music crossed between EDM and electro-type music that implements feelings/emotions like cinematic soundtracks.

One year / 12 months Marketing Campaign on multi-media/social networking websites for a new artist to increase the fanbase and organise promotional tour:

- Allocated budget £10000:
- The marketing campaign to start in September 2018.
- Nine tracks album.
- The Album will be created in cross Electronic Genres and include vocal and instrumental tracks.

Industry Gap and The Solution:

- What are modern music fans looking for?
- What is most supplied and what is lacking?

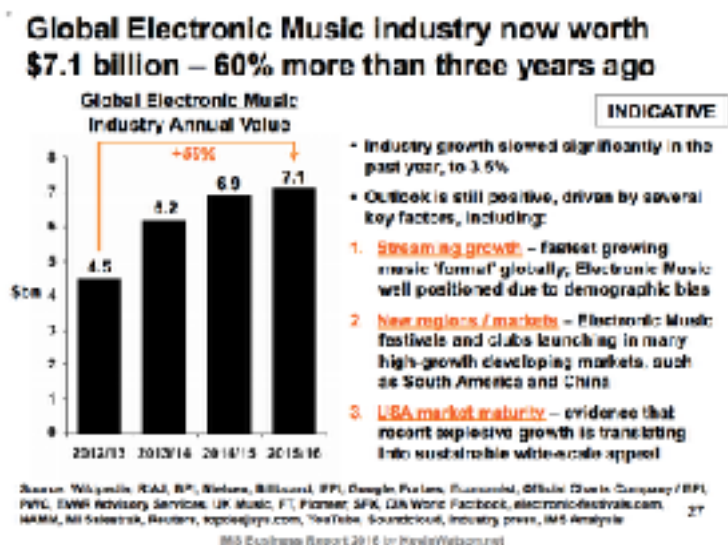
The most currently produced pop music is lacking the emotional and soulful quality of the music produced in the 80-s and 90-s. By producing soulful music combined with the advanced contemporary EDM technique fulfils this market gap and connect the fans with the music as it used to. The Super-fans indeed existed in the previous generations because of the more in-depth emotional connections established with fans through the artist music that created more deeper profound and loyal relationship between fans and artists.

What demography this genre of music would appeal?

- Can reach as wider audience as 11-year-olds to people in their 50-s.

Statistically, the biggest growth in the Universal Music industry is reported in the Electronic Dance Music genres.

(Peter Rubinstein
2016)



Project Plan:

As the technology and digital world continue to advance, so is the principles of marketing is progressing with it. In this day and age, Social Media programmatic marketing has taken over the marketing world, proven to be the most effective Marketing model reaching thousands of internet users globally.



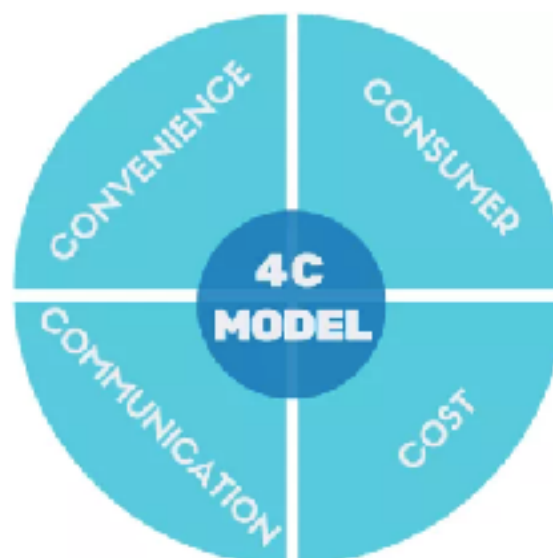
(Lori Fisher) 2017

4C's marketing model:

- Content
 - Conduit
 - Consumption
 - Convergence:
- marketing model is shown to be more efficient compared with

Typical 4P's marketing model:

- Product
 - Place
 - Promotion
 - Price
 - marketing model.
 - The entertainment marketing revolution
- (Anastasia) 2015



Strategy:

Throughout learning the traditional marketing methods and researching on how marketing has progressed with the technological advancement, we have decided to strategically target to run our marketing campaign on social media / networking websites as it is cost effective and most successful. Especially as the artificial intelligence is advancing by learning the algorithms of the internet prototypes, it provides more niche advertisement opportunity to target audience by the demographically based informations such as musical taste, location, age, gender and social groups etc... As the programmable marketing learns and narrows down the audiences from active-users to inactive-users, more niche and sophisticated marketing campaign are created to

target audiences that will raise the success rate. The programmatic marketing has reportedly been increased by 26% in the UK alone in 2017. The intelligent algorithmic software system learns the market development, its gaps and competitors over time, the digital database guided marketing decisions made more and more from ongoing ad inventories.

According to Marketing Tech:

“According to the date, by the end of the year advertisers will have spent an estimated £3.39 billion on programmatic trading. This is a 23.5% rise from the year before. Programmatic spend now equates to 79% of all UK digital ad spend.

eMarketer predicts that this proportion will continue rising to 84% by 2019.

Mobile is still the main force driving the growth of programmatic in the UK, currently making up 78% of the total 2017 programmatic display ad spending. This growth, however, is balanced by the continuing decline for desktop. 22% of programmatic spend went to desktop in 2017 (around £743 million), with a predicted fall to 13.5%, or £609 million, in 2019.”

(Colm Hebblethwaite) 2017

Visually appealing banner-ads:

Visually stimulating video ads get more clicks than any other ad formats SNP. Based on that statistics (analysis) professional relatable video clips on the tracks to be made and used for marketing campaigns to produce more clicks and penetrate the dissonant threshold of interactive users to convert them into fans.

On Instagram multi-picture layered ads with storyline proven to be successful to gain more interactive fans. As the users flick through the ad pics, the algorithm will automatically count these users as interactive fans and pick up to target on the next marketing campaigns.

(Alla Bogdan) 2016

Facebook Advertising Principle:

Following is the Facebook advertising models explained in details on what the abbreviations stand for and what these models are designed.

- **CPC (cost-per-click):**
For example Facebook will offer average 30 to 146 clicks for £5-00
- **CPM (cost-per-mille):** Cost Per Impression is to pay a reach for 1000 people per ad campaign
- **CPA (cost-per-action):** Is an expenditure tracking tool to show marketer how much is spent to convert a user into an interactive user. (specially when targeting to ad fan interaction with the artist website)
- **CPL (cost-per-like):** Is an expenditure tracking tool to show marketer how much is spent to convert the audience to like the artist Facebook page.

Other important analytics you got to follow is:

- Calculating the Cost Per Customer one that is to be prioritised:

It shows the cost of converting a user into a Super-fan, the one who would spend money to buy merchandised items, Vinyl records, CDs and downloadable digital releases and buy concert tickets. All the other methods are the steps take to adding Super-fans to artist fanbase.

Using Facebook's CPA tracking to calculate the cost of a fan's initial action on the artist website. If the customer make purchase from there then the CPA equals to the Cost Per Customer. But for most artists the cost for this action would be to download the music albums, singles, sign up

email listing and streaming artist's music on streaming services. Therefore an extra variation to the equation needs to be added.

- $CPA \times (\text{Number of Leads that Buy} / \text{Total Number of Leads})$

In order to work out how much revenue an ad campaign generate a marketer needs to work out an average value per Super-fan to compare with the Cost Per Customer.

- Average Value Per Customer (AVC):

Is the average revenue each customer generates.

For an artist, it is best to be calculated over a period like a yearly basis depending on the business model.

Wishpond (2018)

More marketing model can be implemented to improve the marketing campaign is an "Ansoff Matrix"

"Today, Segmentation, Targeting and Positioning (STP) is a conventional strategic path in Modern Marketing. It is one of the most regularly applied marketing models in practice. ... In the 1950s, for example, the chief marketing strategy was 'product differentiation'".

(Cascade 2018)

Social Networking / Multi Media websites marketing campaign:

The Marketing campaign designed is for Social Networking and Multi-media Sites:

- Facebook
- Youtube
- Twitter
- Instagram
- Google +
- LinkedIn
- Vimeo

A primary target marketing campaign to run on Facebook and Youtube:

Facebook and Youtube advertising reach more music fans than any other Social Networking platforms. Facebook marketing enables sophisticated niche marketing tools thanks to the Facebook's Ad Manager and "Pixel" tool that implements algorithmic software allows the marketers to target genre-specific music fans by choosing similar artist types, location and much more... Moreover, as a result, it ultimately produces the best outcome. Furthermore, these "Artificially Intelligent" tools help us create niche target marketing campaign targeting the groups that are most likely to become fans.

- *Groups*-(targeting people who belong to specific social groups)
- *Perception marketing*-(targeting is targeting people on how they see the world and a world around them)

Moreover, visually stimulating ads help cross the *resistance threshold* and keep the audience attention more than 30 to 45 seconds to reach the short-term or the long-term memory to raise the conversion rate.

Furthermore, Facebook's powerful Ad platform tool "Pixel" analytics reveals the crucial demographical information for artist fans that ultimately simplifies a tour organising process to create a successful live tour and generate more revenue.

The marketing structure:

Through programmable marketing method technology simplified the marketing process and made it more effective.

Market Analysis:

Some Facebook Demographics:

- A few things you should know about Facebook:
 - 1.65 billion monthly users (as of March 2016)
 - More than 1.09 billion people use Facebook daily (as of March 2016)
 - 989 million mobile daily active users (as of March 2016)
 - 1.51 billion mobile monthly active users (as of March 2016)
 - 84.2% of daily active users are outside the US and Canada (as of March 2016)
 - 71 percent of American adults with access to the internet use Facebook

(Dara Fontein) 2016

Marketing Campaign Aims:

Generate:

- 8000 new Super-fans.
- 8 million new likes on Facebook page
- 4 million new likes on Spotify Artist page
- 2 million new likes on iTunes music Artist page

Overall marketing budget:

Expenditure:

- £5 ad campaign X 360 days = £1825
- £999 x 5 videos = £4995
- £449 x 6 vidoes = £2694
- Total cost of campaign = £9514

Facebook marketing conversion rate explained in detail

Only paid Ad campaign will target Facebook. CPM marketing model is promised to deliver to reach 1000 people per paid campaign. The price will depend on the size and the content it delivers. Daily £5 ad campaign shows potential in reaching 22 million people and conversion rate could vary. If calculated the lowest conversion rate of only 1 percent converted into interactive users that is 22 thousand new likes daily to the Artist Facebook page. This progress could potentially add 8 million new likes on the Facebook page. From these new likes if calculated only 50% converted to likes on the Spotify's Artist page that would generate 4 million new likes on the Artist's Spotify page that could generate more streams for the artist music resulting more in revenue stream.

Your potential reach (44,000,000 people) will be randomised and split between ad sets to ensure an accurate split test.

Variable: —

Total budget: £10.00, Even split

Schedule: 16 May 2018–20 May 2018

Ad set A: GB - 18+

Potential reach: 50.00% of 44,000,000 people

Daily budget: £5.00 GBP

Ad set B: GB - 18+

Potential reach: 50.00% of 44,000,000 people

Daily budget: £5.00 GBP

From these 22 million people if calculated only 1% converted into Super-fans that is adding 22 more Super-fans daily.
That is going to generate 7920 Super-fans per year after the marketing campaign is completed.
Running this ongoing programmatic Ad Campaign combined with the niche marketing of Facebook advertising will be assuring the success rate of the Ad campaign.

Music Release Timeline:

"Adoption Cycle"

11 songs Album Marketed for 12 months / One year

Month 1:

- Build Facebook fan page in Korean, Chinese, Russian and Spanish languages to target fans from East, Latin America and Russia.
- The first track to be released and marketed immediately with the permissions marketing model where the track is offered to the fans for free upon signing up for a mailing list.
- Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.
- Logo and digital artwork to be designed for the single and upcoming Album.
Start strategising the branding opportunities.

Month 2:

- Start dropping a short teaser video snippet for the second track to be released.
- Then the professional music video to follow across all the social networking websites.
- Facebook, paid daily ad campaign with the professional video of the song to promote the single.
- Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.
- Youtube and Vimeo video promotion to raise awareness for the artist and add fans across all social media sites, Spotify, iTunes and Amazon Music.

Month 3:

- The second song to be released on Artist Website for 99p per download for 2 weeks.
- Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play and Bandcamp for digital single download release for 99p per download.
- Following the steps taken every month to keep audience engagement and building a Super-fans.

- Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.
- Start dropping a short teaser video snippet for the third track to be released.
- Then the professional music video to follow across all the social networking websites.
- Facebook, paid daily ad campaign with the professional video of the song to promote the single.
- Youtube and Vimeo video promotion to raise awareness for the artist and ad fans across all social media sites, Spotify, iTunes and Amazon Music.
- Start approaching music bloggers to promote the album and single release.
- Start approaching some newspapers and magazines to promote the artist Album further.

Month 4:

- The third song to be released on Artist Website for 99p per download for 2 weeks.
- Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play, Bandcamp for digital single download release for 99p per download.
- Song 1 and 2 to be released on Streaming platforms such are Spotify, iTunes, Amazon Music, Googleplay and Bandcamp.
- Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.
- To arrange photoshoot for the Album promotion.

Month 5:

- The fourth song to be released on Artist Website for 99p per download for 2 weeks.
- Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play, Bandcamp for digital single download release for 99p per download.
- Song third to be released on Streaming platforms such are Spotify, iTunes, Amazon Music, Googleplay and Bandcamp.
- Facebook, paid daily ad campaign with the professional video of the song to promote the single.
- Facebook, paid daily ad campaign to switch every other day to promote the upcoming Album and encourage super-fans to pre-order album across all formats.
- Start organising tour campaign by focusing fans by the locations based on Facebook's Pixel analytics display and start dropping banner ads on the Facebook fan pages.
- Create an event page on Facebook with the follow-up tour dates and locations.
- Create a tour event with "EventBright" and organise ticket sales.
- Start dropping email ad campaign to the fan email list.
- Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.

Month 6:

- The fifth song to be released on Artist Website for 99p per download for 2 weeks.
- Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play, Bandcamp for digital single download release for 99p per download.
- Song fourth song to be released on Streaming platforms such are Spotify, iTunes, Amazon Music, Googleplay and Bandcamp.
- Facebook, paid daily ad campaign with the professional video of the song to promote the single.
- Facebook, paid daily ad campaign to switch every other day to promote the upcoming Album and encourage super-fans to pre-order album across all formats.
- Start organising tour campaign by focusing fans by the locations based on Facebook's Pixel analytics display and start dropping banner ads on the Facebook fan pages.
- Start pushing merchandise items such are T-shirts, Caps, Posters etc...

Month 7:

- The sixth song to be released on Artist Website for 99p per download for 2 weeks.
- Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play, Bandcamp for digital single download release for 99p per download.
- Song fifth to be released on Streaming platforms such are Spotify, iTunes, Amazon Music, Googleplay and Bandcamp.
- Facebook, paid daily ad campaign with the professional video of the song to promote the single.
- Facebook, paid daily ad campaign to switch every other day to promote the upcoming Album and encourage super-fans to pre-order album across all formats.
- Start organising tour campaign by focusing fans by the locations based on Facebook's Pixel analytics display and start dropping banner ads on the Facebook fan pages.
- Start hyping up fans with some live performance teaser video ads.

Month 8 and 9:

- The seventh and eighth song to be released on Artist Website for 99p per download for 2 weeks.
- Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play, Bandcamp for digital single download release for 99p per download.
- Song seventh song to be released on Streaming platforms such are Spotify, iTunes, Amazon Music, Googleplay and Bandcamp.
- Facebook, paid daily ad campaign with the professional video of the song to promote the single.
- Facebook, paid daily ad campaign to switch every other day to promote the upcoming Album and encourage super-fans to pre-order album across all formats.
- Start organising tour campaign by focusing fans by the locations based on Facebook's Pixel analytics display and start dropping banner ads on the Facebook fan pages.
- Prepare for Album release across all forms and platforms.
- Order more Vynil and CD formats.

Month: 10

- The last ninth song to be released on Artist Website for 99p per download for 2 weeks.
- Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play, Bandcamp for digital single download release for 99p per download.
- Song seventh and eighth songs to be released on Streaming platforms such are Spotify, iTunes, Amazon Music, Googleplay and Bandcamp.
- Facebook, paid daily ad campaign with the professional video of the song to promote the single.
- Facebook, paid daily ad campaign to switch every other day to promote the upcoming Album and encourage super-fans to pre-order album across all formats.
- Start organising tour campaign by focusing fans by the locations based on Facebook's Pixel analytics display and start dropping banner ads on the Facebook fan pages.
- Album first two weeks to be released directly on the Artist-Website for £7.00
- Then to be released on other digital music release platforms such are Spotify, iTunes, Amazon Music, Google play and Bandcamp.

Month 11:

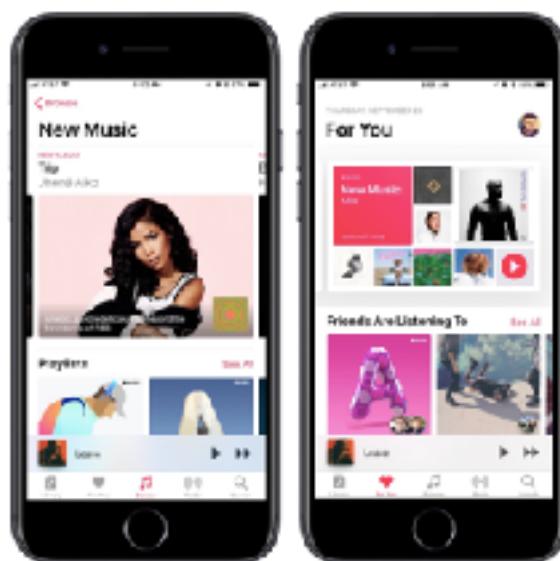
- The Album to be released on streaming platforms: Spotify, iTunes, Amazon Music, Google play and Bandcamp.

Month 12:

- Start the tour.

Overall budget:

According to (Mitchel Broussard 2018) Apple Music, Spotify, Amazon Music Unlimited, Pandora, and other streaming music services required to pay 15.1 percent of their revenue to songwriters and publishers, increasing from 10.5 percent which means it is going to start generating more revenues for songwriters and publishers.



Following is the chart tablet showing the potential earning from each digital music distribution platforms:

DSP / STORE	PER STREAM	Streams Quantity % of Total	Streams Amount % of Total	Streams Per Song	Streams Per Album	Marketshare Streams	Marketshare Amount
1 Akazoo	\$0.53026	0.00%	0.01%	1	11	0.00%	0.01%
2 Naxos	\$0.05200	0.00%	0.01%	12	117	0.00%	0.01%
3 Peleton	\$0.04785	0.01%	0.08%	13	127	0.01%	0.08%
4 Zed	\$0.04576	0.00%	0.06%	13	133	0.00%	0.06%
5 Qobuz	\$0.03816	0.01%	0.14%	16	160	0.01%	0.14%
6 Xbox Music	\$0.02730	0.09%	0.65%	22	223	0.09%	0.65%
7 iMusica	\$0.02314	0.00%	0.01%	26	263	0.00%	0.01%
8 Rhapsody	\$0.01682	0.38%	1.75%	36	362	0.38%	1.75%
9 24-7 Entertainment	\$0.01461	0.05%	0.20%	42	417	0.05%	0.20%
10 Telecom Italia	\$0.01410	0.06%	0.24%	43	432	0.06%	0.24%
11 Touchtunes	\$0.01409	0.00%	0.02%	43	432	0.00%	0.02%
12 iHeartRadio	\$0.01318	0.02%	0.06%	46	462	0.02%	0.06%
13 Tidal	\$0.01284	0.50%	1.76%	47	474	0.50%	1.76%
14 Cricket	\$0.00927	0.01%	0.03%	66	657	0.01%	0.03%
15 AWA	\$0.00894	0.00%	0.01%	68	681	0.00%	0.01%
16 NMusic	\$0.00873	0.02%	0.04%	70	697	0.02%	0.04%
17 Apple iTunes	\$0.00783	10.48%	22.29%	78	778	10.48%	22.29%
18 Amazon	\$0.00740	1.89%	3.80%	82	823	1.89%	3.80%
19 Deezer	\$0.00624	1.91%	3.24%	98	976	1.91%	3.24%
20 Google	\$0.00611	2.41%	4.00%	100	996	2.41%	4.00%
21 Slacker	\$0.00502	0.02%	0.03%	121	1,213	0.02%	0.03%
22 Turnell	\$0.00462	0.01%	0.01%	132	1,318	0.01%	0.01%
23 Spotify	\$0.00397	47.78%	51.51%	154	1,535	47.78%	51.51%
24 KKBOX	\$0.00369	0.12%	0.12%	165	1,652	0.12%	0.12%
25 Saavn	\$0.00160	0.09%	0.04%	381	3,807	0.09%	0.04%
26 Pandora	\$0.00134	21.56%	7.86%	454	4,538	21.56%	7.86%
27 YouTube	\$0.00074	8.38%	1.70%	818	8,181	8.38%	1.70%
28 PlayNetwork	\$0.00042	0.10%	0.01%	1,443	14,426	0.10%	0.01%
29 Yandex LLC	\$0.00039	1.38%	0.15%	1,555	15,551	1.38%	0.15%
30 UMA	\$0.00022	2.71%	0.16%	2,831	28,311	2.71%	0.16%
TOP 30 TOTALS	\$0.03089	100.00%	100.00%				

(The Trichordist) 2018

Overall financial forecast:

- Download: £ 5.00 = 9 tracks - aiming to reach 100 downloads = £5000
- Early bird signed album on Vynil: 200 copies first £10.00 = £2000
(if the sale picks up more to be ordered)
- Early bird signed album on CDs: 200 copies for £10.00 = £2000

Expenditure:

- Marketing Expenditure:
- £5 ad campaign X 360 days = £1825
- £999 x 5 videos = £4995
- £449 x 6 videos = £2694
- Total cost of campaign = £9514

Revenue aimed:

- From Streaming: £2k monthly income x 12 months = £24K
- Digital record sales for both Single and Album:
- Singles £5000- at 99p per downloadable release single per song 50% average an expected purchase from the Superfan base.

- £5000 x 9 = £45k
- Album sale: An expected 20% purchase from Superfan base:
- 1600 fans x £10 = £16000
- Total expected revenue= £61K
- Total margin from the Marketing Campaign generated by the record and streaming sales only: %15.5

Live Promotional Tour:

Introduction:

Album promotion tour to be organised to connect with fans. During the tour performance, the main aims would be to increase the revenue margin and create a forecast for future artist development by analysing the tour turnout and sales results.

Project Plan:

The first tour would be organised in 5 different locations and total of 10 gigs, 2 gigs per location based on the results produced by the Facebook's Pixel and Google analytics tools. First determine where the most fans are located and push the tour dates to these locations accordingly. The gig venues should be able to facilitate at least 500 heads and a ticket cost is £10 per head.

Tour locations forecast could be:

- United Kingdom: London
- Korea: Seoul
- Sweden: Stockholm
- Singapore and Taiwan since the marketing campaign aims to target these locations.

Live Promotional Tour Marketing Strategy:

Marketing will be done at the same the album promotions running on the Social Media platforms. More details, please refer to the Album and Single release marketing strategy and timeline.

Timeline for Promotional Tour:

- First tour performance starts from September 2019.
- The tour would be organised in an electronic DJ touring style. The concert would include live singing of the tracks and Dance music for the fans to dance and enjoy the concert in a clubbing type of atmosphere with drinks and dance floor facilities.

-The tour cast members include:

- -Sound Engineer
- -2 Dancers
- -Stage technical crew consists of 2 members to set up the stage, microphone and assist with moving the equipment from the venue.
- -Sales crew to sell merchandised items and organise the "meet and greet".

Two gigs to be arranged per month per location.

Budget Forecast:

The Expense Budget

- Venue cost: £300 per event (Gumtree) 2018
- Crew salary per concert hire basis:
- Sound Engineer: £100 per concert

- Sales Crew 2: £70 per concert = £160
- Stage technical crew 2: £80 per concert = £160
- Accommodation cost: About £400 for a two bedroom accommodation for a week.
- Total expenditure for a gig = £1120

Revenue:

- From aiming to get 500 turn up average attendance from fans 250:
- Ticket sale: £10 = £2500
- Merchandise items:
- Vynils: £10-00 30 = £300
- CD-s: £10-00 20 = £200
- T-shirt: £8-00 30 = £240
- Cap: £8-00 35 = £280
- Total Profit: £3520
- Minus total expenditure = £2400
- Total margin per gig = 68%

Conclusion:

Throughout this process, I believe that the most effective marketing campaign would be the one that combines traditional marketing methods with the modern technological marketing tools. Music Industry is progressing rapidly as the technology advances in lightning speed and it is becoming more and more challenging to produce superstars and hit music. There are millions of music produced and added to streaming platforms every single it makes it extremely challenging to draw a marketing campaign that would stand out of this competitive industry to take an artist to the next level of their career path, one that would take an artist from the beginner to a mid-level artist with own fanbase. And as a conclusion, from all the information I gathered from the research in the modern marketing spectrum it is not who spends the most funds win the battle, but the one who executed the most pinpointed marketing plan would take the crown. Therefore, it is utmost essential to plan and execute a marketing campaign that is accurately targeted and forecasted by following the strategy steps outlined but most importantly to take one's time to make the most detailed pinpointed programmable marketing campaign with the clear vision of the artist's future career path.

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