Entertainment Marketing

Marketing Plan Report

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INTRODUCTION

This is the Marketing Report for alternative/electro pop artist, FLORE's, first album release. The release will be accompanied by a promo support tour in the United Kingdom as well as targeted countries in Europe. An intensive market analysis as well as a thorough audience research were conducted in order to open opportunities to reach artistic and financial goals.

The budget for this project reflects FLORE's stage in her career, therefore is limited; however sufficient to drive her career and reach the goals put in place.

1. ARTIST OVERVIEW

FLORE is a 21 year old Belgian singer, songwriter and producer living in London. After her 18th birthday, she moved to the big city to pursue her music career. Her adventure commenced by studying Music Performance and Recording at the London College of Music where she graduated with honours. As a woman in the music industry, she decided that her next step would be studying an MA Music Business at Tileyard Education in order to become an advocate for other female artists. Whilst concentrating on her studies, the artist has been independently releasing music in both French and English gaining the attention of editorial Spotify Playlist "*Fresh Finds*" and smaller platforms such as Dansende Beren and MNGR magazine.

FLORE has always shown interest in songwriting and therefore participated in a competition with The Other Song Label where she showcased her song Garage Sale which brought her to the final. Judges Bruno Major, Cathy Dennies and Spotify's Sara Serardic described FLORE's music as "*honest, and subversive*" (Major, 2019) , "*music with a 'sad banger' quality*" (Serardic, 2019) and "*exciting ideas with a future in music which I would be enthusiastic to follow.*" (Dennis, 2019)

Press shots available in Appendix A.

2. REPORT GOALS

The goals for this project were carefully constructed for FLORE. Mike King (2009) explains that "You need to consider the stage you are at in your career and be realistic about what is possible for you." Therefore, the main goals are to broaden the artist's fan pool as well as to raise engagement across all platforms. Fans' attention, and overall reach percentage, which is currently stagnant and concentrated on Instagram and Spotify, is to be driven to all platforms, especially other streaming services. This will therefore drive steams and potential merchandise sales.

By targeting specific press, online, radio and playlist platforms, the goal is to expand the fanbase as well as to optimise the current fanbase.

3. PROJECT OVERVIEW

3.1. SINGLE & ALBUM RELEASE

FLORE'S debut album entitled, 'help, j'ai scared de myself', is a 12-track bilingual album. The artefact will incorporate English, French and songs mixing both languages. It is an alternative electro pop product that combines strong synth pop juxtaposed with dark blatantly honest lyrics, drawing the listener in.

Prior to the release of the album, 3 singles will be released to create excitement. This will work as an introduction of the artist's new sound to the fans as well as to the press and the radio.

The track list is:

help, j'ai scared de myself

1. Storm
2. Mieux à Faire
3. Garage Sale
4. Naked
5. Doute
6. Blue Moon
7. Poisson
8. TBC
9. TBC
10. TBC
11. TBC
12. TBC



3.2. TOUR

Due to the artist's very early stage in her career, a support tour was chosen to accompany the release. McDonald (2019) writes that "Playing a show as the opening band is a fast way to boost your music career." Therefore, this will enable the artist to play in front of bigger audiences as well as well build up her fanbase. The artists' tours have been carefully curated to fit FLORE's musical genre and therefore optimise the chances of gaining new followers.

4. AUDIENCE OVERVIEW

To ensure a marketing plan is successful, it needs to be targeted towards the correct fan. King (2009) exclaims that "the most crucial aspect of any music marketing campaign is to determine who your core audience is." It is essential, so early-on in the artist's career, to narrow it down to the correct crowd, without, however; "promoting yourself only to a tiny cult." (StopTheBreaks, 2017). This enables to make correct choices in ways and places to promote, what venues to perform in and what artists' tours would be effective and genuine for FLORE.

FLORE having previously released music, enabled the team to have a view of her listeners' analytics. Additionally, social media platforms such as Instagram give a defined overview of what content is most appreciated by the people reached.

To ensure a more accurate targeted audience, an online survey was formulated and sent out to her fans.

4.1. SPOTIFY

Spotify for Artist has been a crucial part of determining the core fans of FLORE's music as it offers data about the listeners' geographical position, the age and gender.

Figure 1 illustrates FLORE's Spotify Listeners' gender. It highlights a reasonably even split between male and female, with a slight increase in female listeners.

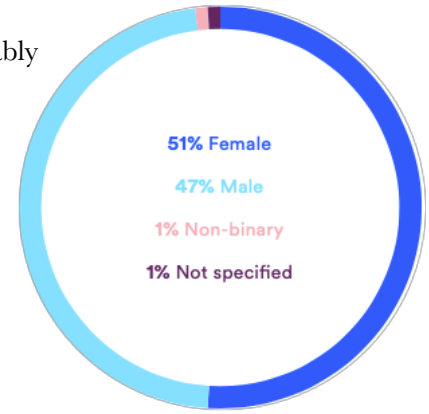


Figure 1: FLORE' Spotify Listeners' Gender March

Figure 2 is a bar chart that portrays the different ages of the artist's Spotify listeners which are predominately between the age of 18 to 34 with a spike at intervals 23 to 27. Additionally it demonstrates the gender within the age group.

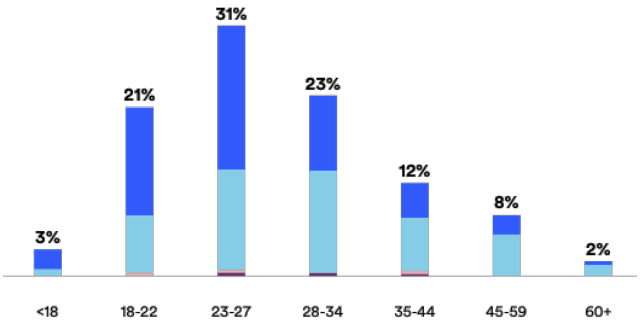
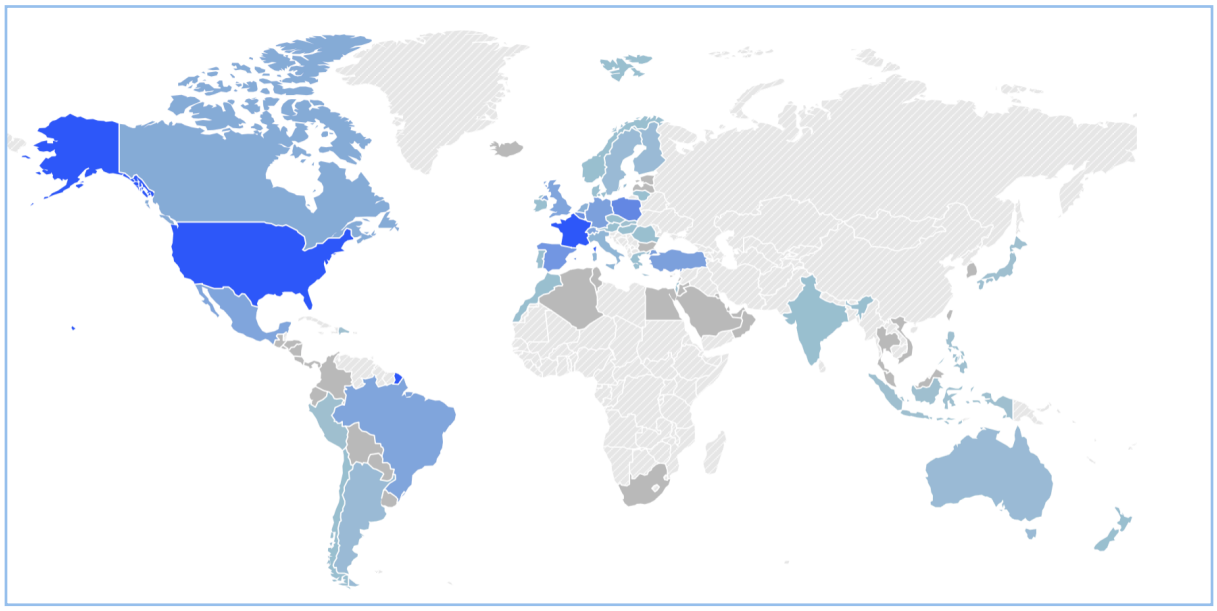


Figure 2: FLORE' Spotify Listeners' Age March

Figure 3 is a heat map of countries where the artist has the largest audience. The map is accompanied by a list of Top Countries and Top Cities. It reveals that France has the biggest concentration of fans followed by the United States and specific countries in Europe. Additionally, the artist also has fans in French Canada, most likely due to her French lyrics.

Whilst her fanbase is strongly concentrated in Paris, it lacks quantity in the other top cities. This confirms the decision of having FLORE be an opener for an established artist as she currently does not have enough fans in the below-mentioned European cities to host a headline tour. Additionally, knowing which cities to target is essential for the online and social media advertisement.

Figure 3: FLORE Top Countries Spotify Map March 2020



TOP COUNTRIES

1	**France**	969
2	**United States**	280
3	**Poland**	152
4	**Belgium**	126
5	**Turkey**	91
6	**Germany**	90
7	**Spain**	79
8	**Switzerland**	75
9	**Brazil**	74
10	**United Kingdom**	70
11	**Mexico**	58
12	**Canada**	54

TOP CITIES

1	**Paris** France	248
2	**Warsaw** Poland	54
3	**Istanbul** Turkey	51
4	**Lyon** France	50
5	**Brussels** Belgium	30
6	**Bordeaux** France	27
7	**Montreal** Canada	24
8	**Madrid** Spain	21
9	**Toulouse** France	20
10	**Krakow** Poland	19
11	**Zurich** Switzerland	18
12	**Berlin** Germany	17

4.2. APPLE MUSIC

Similarly to Spotify for Artist, Apple Music for Artists offers comparable statistics; however, the data recovered for FLORE is less accurate and detailed. It does emphasise the fact that the artist has less Apple Music users, with 21 listeners in march, compared to Spotify's 2400 listeners. Another disadvantage of FLORE's Apple Music statistics, is that we cannot construct a clear profile.

Figure 4 displays a line chart of the artist listeners by age; however, March's data does not illustrate any information about the sub-ages.

As mentioned above, this does not assist in the creation of the artist's audience profile.

Figure 4: FLORE 2020 March listeners by age

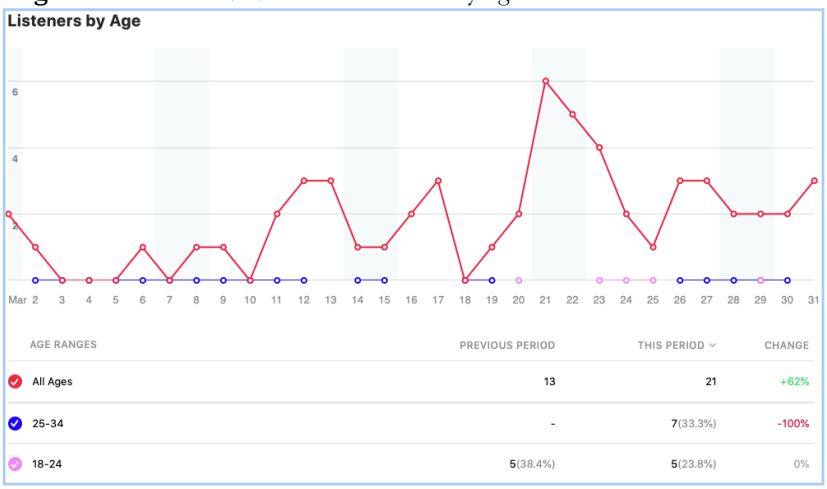


Figure 5: FLORE 2020 March listeners by gender

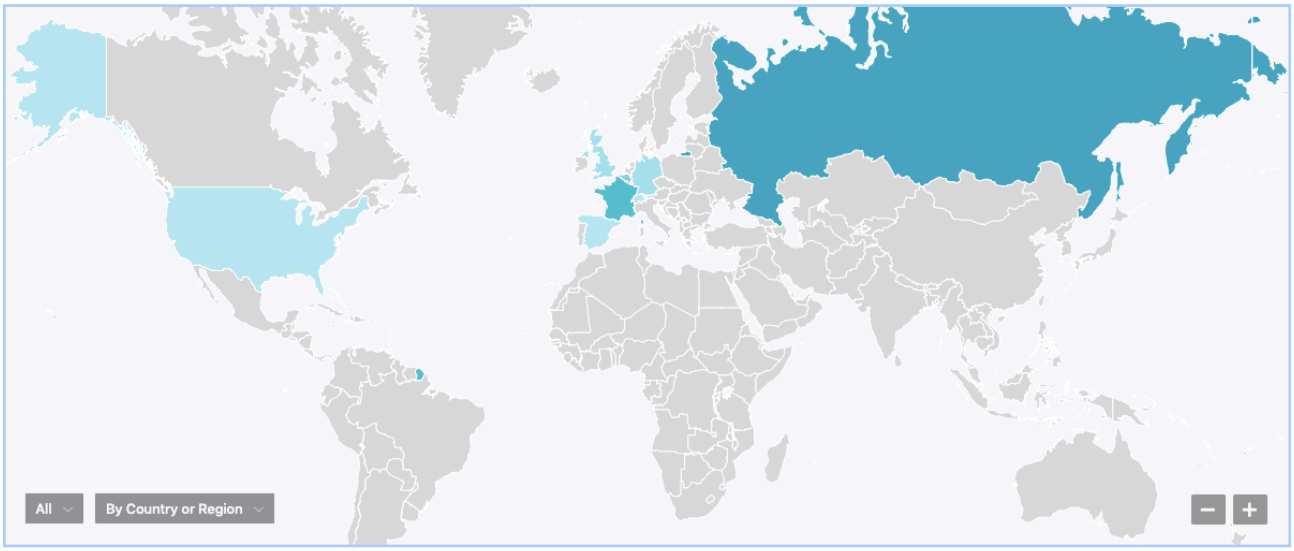


On the other hand, **Figure 5**, offers information about the gender of the listeners. Contrastingly to FLORE's Spotify audience, Apple Music listeners are primarily male whereas Spotify's are approximately even with a slightly higher number of females.

The last figure, **Figure 6**, is a heat map of countries and cities where FLORE's March Apple Music Listeners were located. Similarly to the artist's Spotify listeners, European countries offer the primary source of listeners with places such as the United Kingdom, Germany and Belgium. The same way FLORE's Spotify listeners are primarily from France, her Apple Music listeners appear to be as well.

That being said, the data uncovered is on a smaller scale as she has 114 times more Spotify listeners than Apple Music users.

Figure 6: FLORE Top Countries/Cities Apple Music Map March 2020



	COUNTRY OR REGION	PLAYS	LISTENERS	SHAZAMS
	Russia	71	2	3
	France	45	7	1
	Belgium	24	6	-
	United Kingdom	11	1	-
	Germany	7	1	-

CITY	PLAYS	LISTENERS	SHAZAMS
Samara	66	2	-
Paris	24	5	1
Brussels	12	2	-
Brest	9	1	-
London	7	0	-

4.3. INSTAGRAM

To get a complete overview of the artist's overall reach and engagement, the Instagram statistics were taken into consideration to create an audience profile. FLORE's Instagram profile currently has 1144 followers.

The age range is illustrated in **Figure 7 and 8**. The artist's Instagram followers range greatly at the age interval of 18 to 24 for both genders; however when it comes to the male audience, 31% of her followers are between 25 to 34 years old, which is 11% more than her female followers. This coincides with the Spotify data and reinforces the statement that FLORE's audience stretches between the age of 18 to 34, primarily 18 to 27.

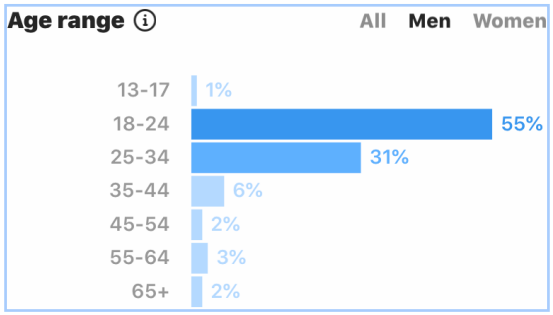


Figure 7: FLORE Men Age Range

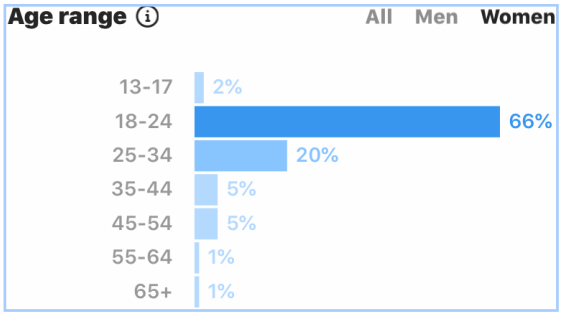


Figure 8: FLORE Women Age Range

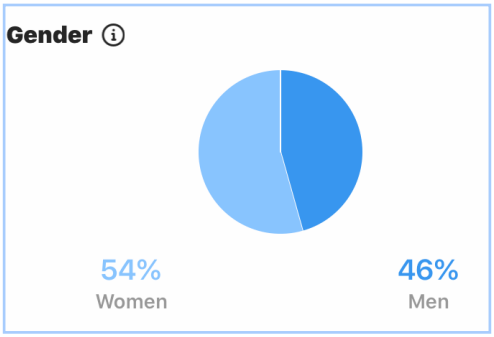


Figure 9: FLORE Instagram Followers Gender

Figure 9 shows the gender division of the social platform's followers. Instagram's data is similar to Spotify's information to a high degree; however, it is dissimilar to Apple Music's scarce statistics. Nonetheless, it suggests there is a fairly even split.

Figure 10 and 11 highlight the cities and countries where FLORE's followers are based. Correspondingly to the data gathered from the above-mentioned streaming platforms, the United States and Belgium coincide with the main followers' position. Although 40% of the artist's Spotify listeners are based in France, only 2% of her followers are in France. This suggests that her French audience has not been driven from her social media platform but have discovered her music Spotify algorithmic playlists or other listeners' playlists.

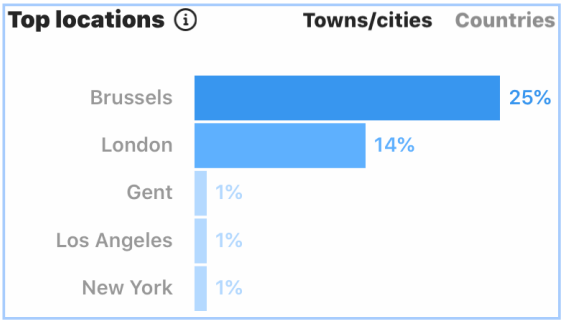


Figure 10: FLORE Top Cities Instagram

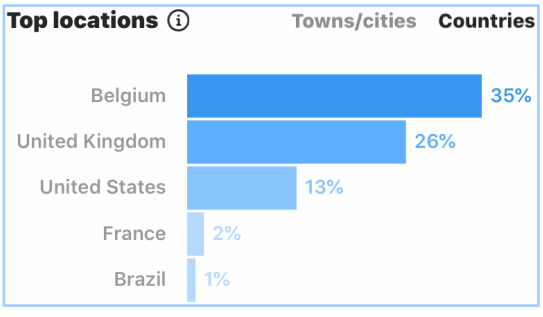


Figure 11: FLORE Top Countries Instagram

4.4. AUDIENCE RESULTS

To assure a greater accuracy, an online survey was created and sent to one hundred of the artist's followers. This was made and sent out to receive precise information. Burke (2018) states that "Well built online research surveys can be completed quickly, easily and can provide huge amount of insights." Some of the data is illustrated down below.

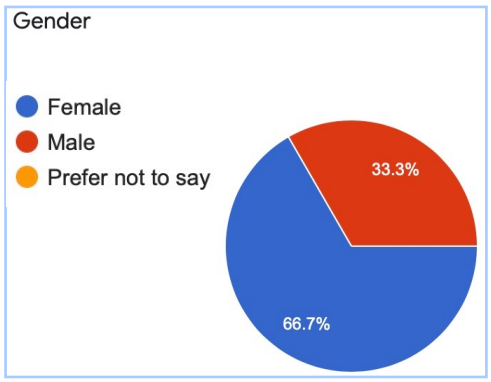
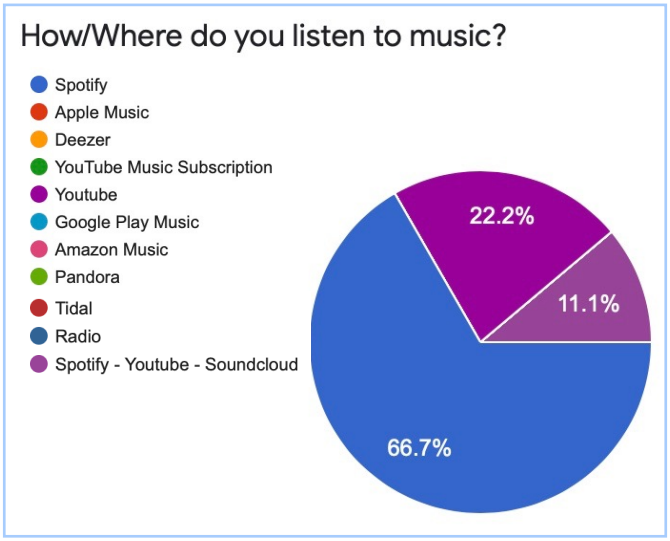


Figure 12: FLORE Survey Gender

Figure 12 shows that the majority of FLORE's fans are female, agreeing with Spotify's and Instagram's data; however, it could also suggest that more women answered the survey.

It is illustrated in **Figure 13** where the survey-takers listen to music. Confirming what was previously mentioned, Spotify is the favourite platform amongst her followers. Additionally, they utilise YouTube and a combination of both with Soundcloud to stream songs. This is useful to understand where to promote and what influencers to reach out to.

Figure 13: FLORE Survey Music Platforms



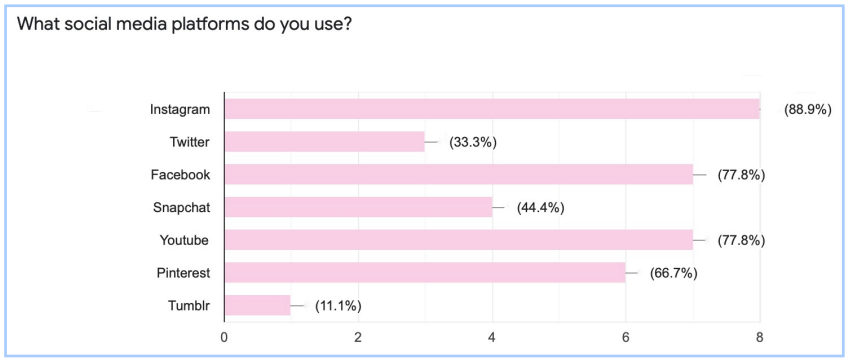
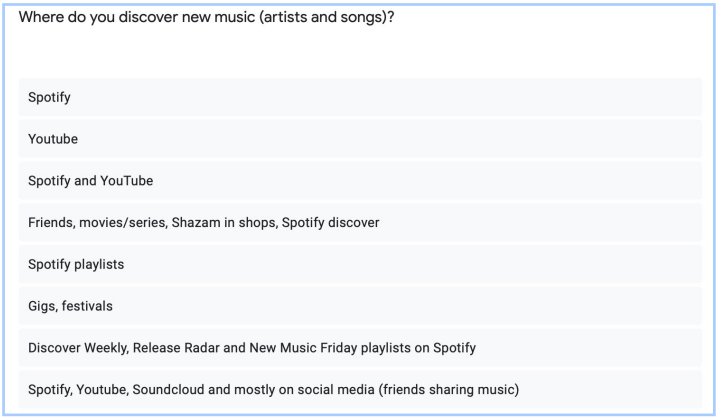


Figure 14: FLORE Survey Social Media Platforms

The use of social media has become essential for the marketing of music in this time and age. Franklin (2013) explains that "As music fans, most of us turn to Twitter or Facebook to keep updated about our favourite bands, whilst new tracks or videos will 99% of the time get their launch on social channels." Furthermore, it is the place where fans reunite and communicate with one another. **Figure 14** reveals that FLORE's fans primarily use Instagram, closely followed by Facebook and YouTube.

Figure 15: FLORE Survey Music Discovery Platforms



When asked where the artist's listeners discover music, the most common answers were, once again, Spotify and YouTube. This is represented in **Figure 15**. Similarly to the importance of **Figure 13**, knowing the preferred discovery platforms is essential to cater the marketing strategy towards the right crowd and platform.

4.5. AUDIENCE PROFILE

The data gathered from the various platforms has lead one to conclude that FLORE's target audience is primarily between the age of 18 and 27 years old. There's a reasonably even split between male and female. The listeners mostly utilise Spotify as a way of streaming music, followed by YouTube. Those are additionally the main music discovery platforms. Lastly, her fanbase is scattered over Europe; France, Belgium and the United Kingdom amongst other countries. The artist has also managed to get attention from the United States and (French) Canada.

5. MARKET ANALYSIS

"Conducting a marketing analysis means to determine the trends within a market" (Mbachu, 2018). To enlarge the chances of a successful marketing plan, a market analysis is essential. Due to FLORE's bilingual lyric performance, she falls in-between two markets: the French Music Market and the English Music Market. This has previously been approached by similar artists that have evolved and become successful. However, in order to get a better understanding, a global analysis was conducted as well.

5.1. SIMILAR ARTISTS

FLORE is not the first artist to perform in more than one language. The prime examples for international multilingual musical success is French artist Christine and The Queens and Belgian singer Angèle.

Since her debut in 2014, the French singer has been nominated and has won awards from Music Week, Q, NME, AIM and more after releasing the same song in both languages. (Christine in French, Tilted in English). Since then, the artist has released albums containing songs written in French and English.

On the other hand, Angèle has taken a different approach by mixing both languages in her songs. Since starting her career in 2018 she has not released a song solely in English. Nonetheless the triple platinum artist has attracted the attention of the New York Times, Colors YouTube Channel and WWD amongst others.

This comes to show that multiple artist have managed to break out of their set market, as well as, become successful whether that is through multiple awards or through world tours. There is an interest in multilingual artists in this time and age, Angèle and Christine and The Queens amongst others such as Rosalia, J Balvin, Lolo Zouaï…

Where FLORE is dissimilar to both Angèle and Christine and The Queens, it's that she has started her career by releasing in English and has evolved to French.

5.2. ENGLISH MARKET

Looking at the data assembled from the different streaming- and social media platforms, the artist is a reoccurring favourite in the United States and the United Kingdom. It is worth noting that music involving English lyrics are streamed all over the world and not solely in the above mentioned countries; however, for the purpose of the analysis, we have narrowed the English Market down to these two.

5.2.1. Genre

As previously mentioned FLORE is an alternative electro pop artist. Jones (2006) explains that electro pop is a blend of electronic music and synth-based pop music. It can range from dance music to lo-fi easy listening; however, it keeps popular music's structure.

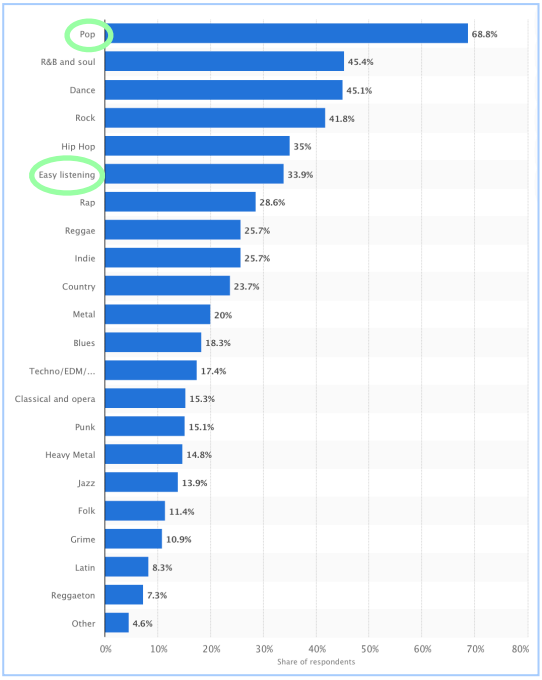


Figure 16: STATISTA UK Genre 2018

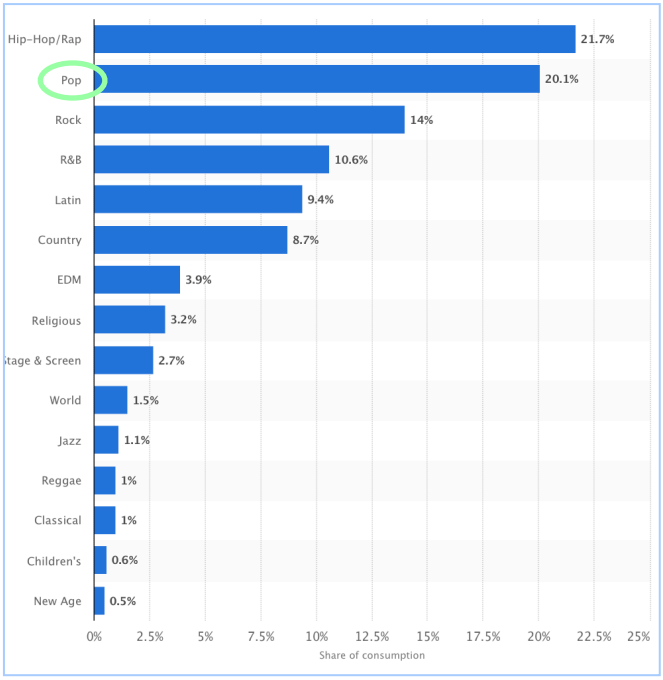


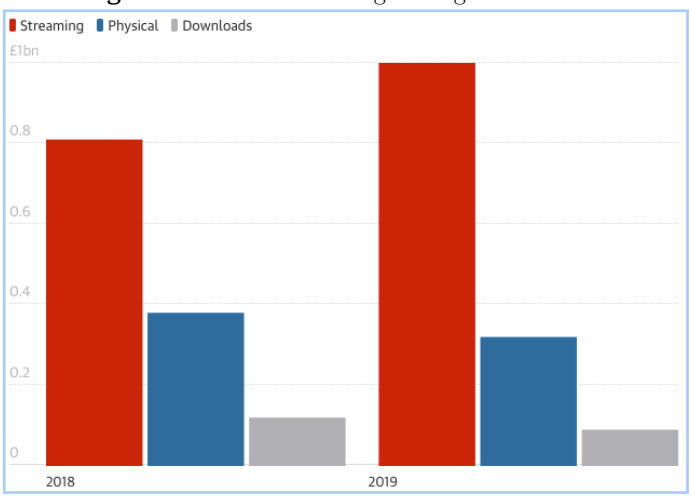
Figure 17: STATISTA USA Genre 2019

Statista released bar charts that reveal the preferred genres in the United States and the United Kingdom. **Figure 16** shows the preferred music genres in 2018 in the UK, whereas **Figure 17** displays the preferred music genres in the US in 2019. Pop music is strongly appreciated in both countries.

5.2.2. Digital VS Physical

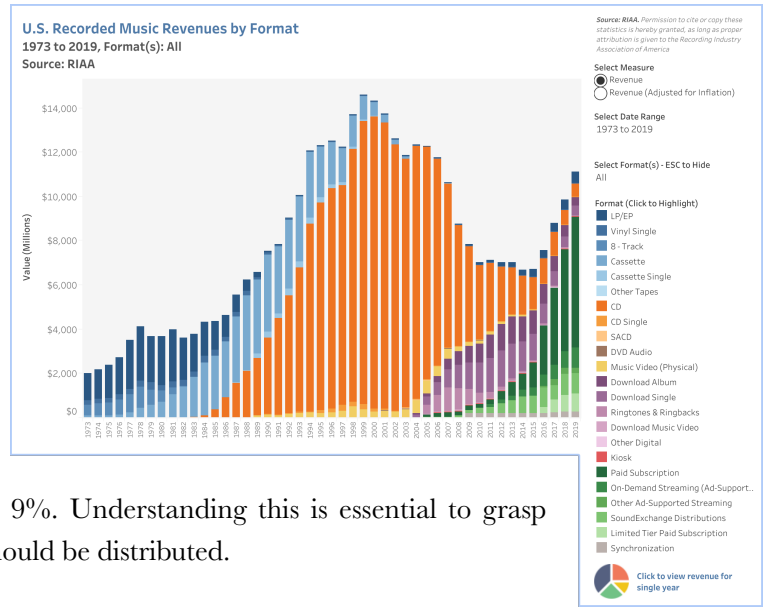
To understand the importance of having a physical product, we analysed the physical and digital sales.

Figure 18: ERA Streaming vs. Digital UK 2019



2019's Entertainment Retailers Association Report reveals the importance of Streaming compared to physical copies. **Figure 18** shows the drastic rise of streaming and the decline of physical and downloads. BPI's 2019 Yearbook explains that between 2018 and 2019, streaming numbers increased by 34.9% and digital sales declined by 22.8%

Figure 19: RIAA Streaming vs. Digital USA 2019



Similarly to the UK, there has been a shift between physical and digital music consumption. **Figure 19**, released by the Recording Industry Association of America (RIAA) illustrates that physical sales (blue and orange) have decreased by 22% whereas digital sales, more precisely streaming (greens), have increased by 34%. The RIAA (2019) explains further, that in the first half of 2019, streaming equaled 80% of the overall music revenue. This combines free and paid subscription services. Physical sales only accommodated 9%. Understanding this is essential to grasp what products should be made and how it should be distributed.

5.3. FRENCH MARKET

Similarly to the analysis of the United States and the United Kingdom, a French Market Analysis was made looking at France's, Belgium's and Canada's data. Canada will be taken into consideration when it comes to playlisting or streaming; however, it will not be a priority. On the other hand, Belgium is important due to it being the artist's home country, whilst France is essential as it has the largest amount of listeners.

5.3.1. Genre

Figure 20: STATISTA FRANCE Genre 2019

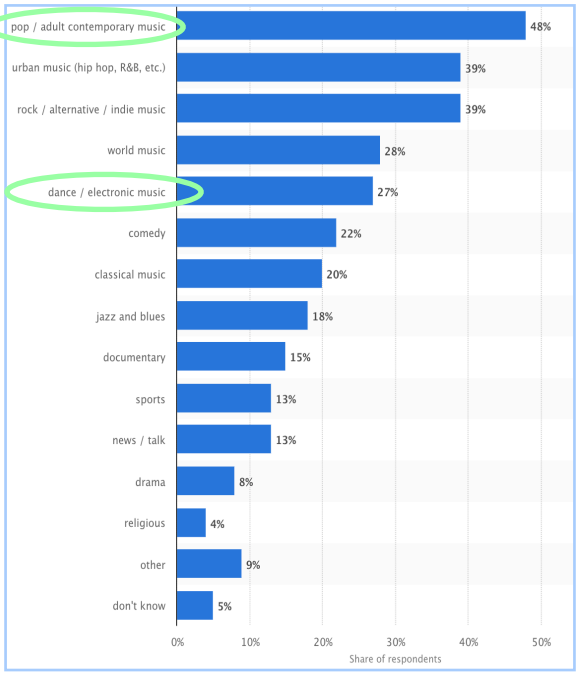


Figure 21: STATISTA BELGIUM Genre 2017-2018

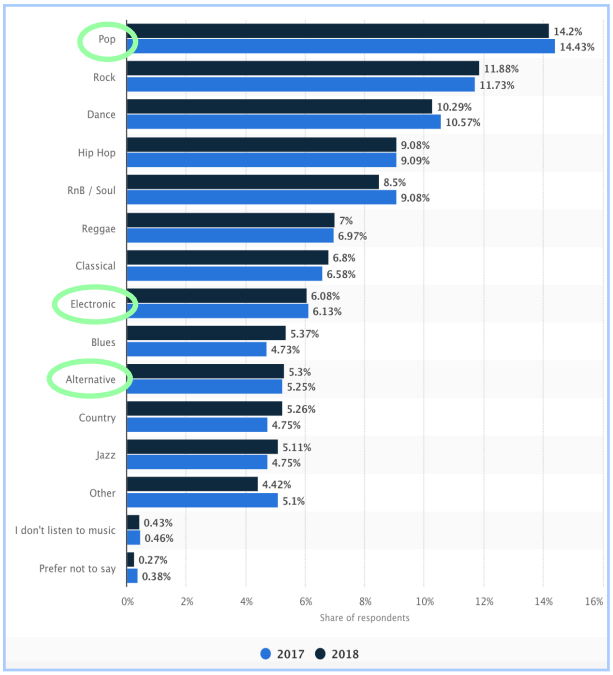


Figure 22: STATISTA CANADA Genre 2019

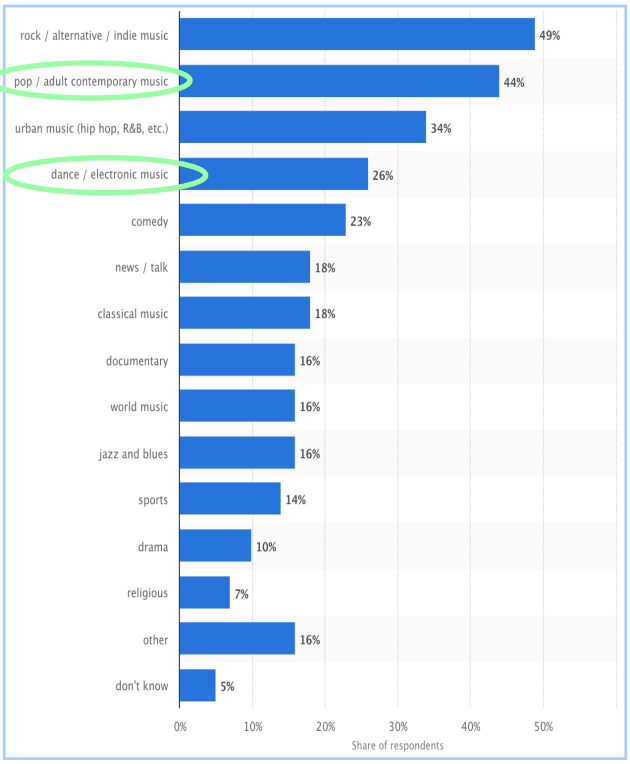


Figure 20, **21** and **22** illustrate the preferred genres in France, Belgium and Canada. Similar to the UK and the USA, for all three countries, Pop is in the top five preferred genres. Additionally, some of the sub-genres such as electronic- and alternative music are also popular for those countries' audiences. This is satisfactory as it simplifies promoting FLORE's music in all five targeted countries.

5.3.2. Digital VS Physical

Figure 23: SNEP Streaming vs. Digital FRANCE 2019

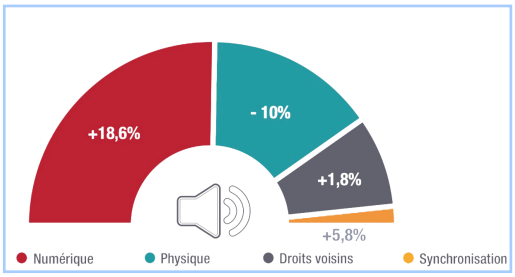
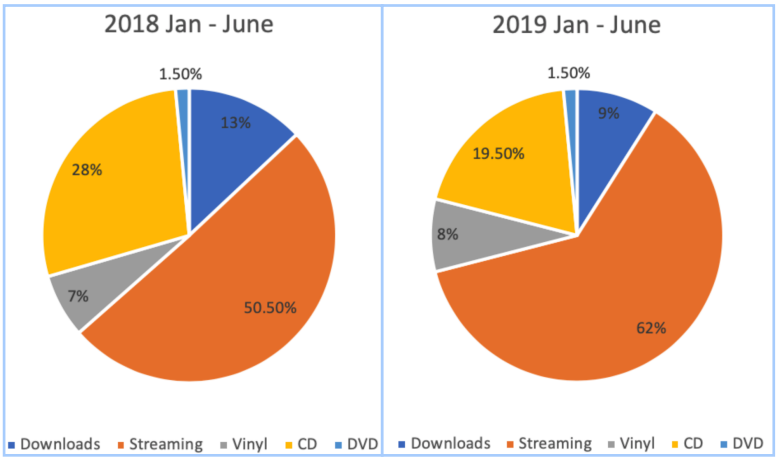


Figure 23 emphasises the importance of digital (red) compared to physical (green) in France in 2019. The SNEP Report explains that physical sales have dropped by 10% whilst streaming grew by 18.6%.

Figure 24: SNEP Streaming vs. Digital BELGIUM 2018-2019



Similarly to France's statistics, the Belgian Entertainment Report for 2018-2019, portrayed in **Figure 24**, shows a decrease of physical sales by 7.5% and a growth of physical sales by 11.5%.

Canada's statistics agree with the above-mentioned statements; however the data's growth and decline are more drastic. Music Canada (2018) released a statement that explains an increase by 31.9% of streaming and a decrease by 28.6% of digital between 2017 and 2018.

5.4. GLOBAL OVERVIEW

After analysing the data of all five countries, concentrating on streaming is the obvious decision. That statement was reinforced with Statista's 2019 prediction of streaming and streamers.

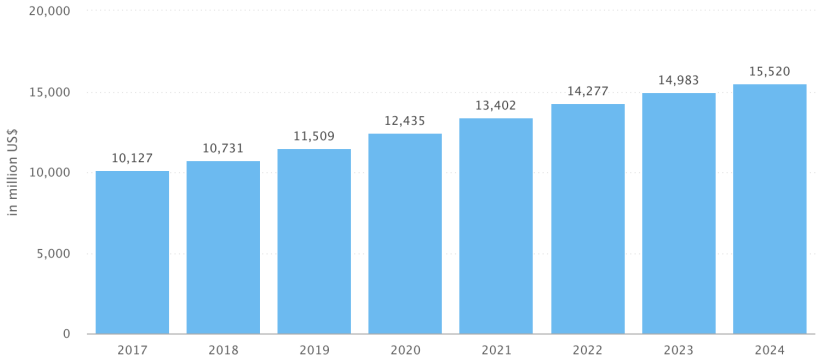


Figure 25: STATISTA Streaming Prediction 2019-2024

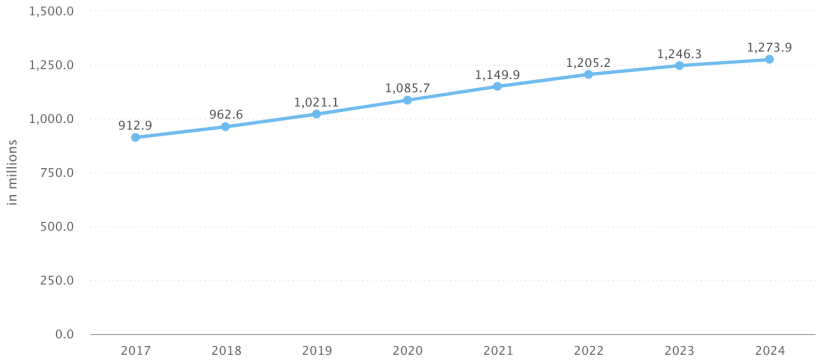
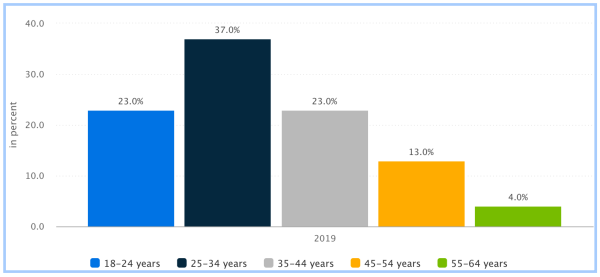


Figure 26: STATISTA Streamers Prediction 2019-2024

Figure 25 illustrates Streamings revenue whilst **Figure 26** shows the number of streamers. Both showcase a steady predicted rise over the next four years.

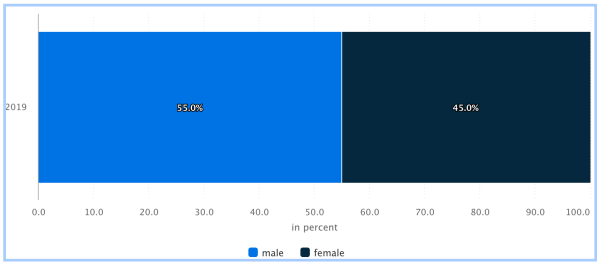
Figure 27: STATISTA Streamers Age Groups 2019



FLORE's audience falls to some degree into the target demographic for streamers. **Figure 27** displays the age groups that stream predominantly. The interval of 18 to 44 are distinct streamers with a definite spike between 25 to 34.

Similarly, the gender of streamers have a reasonably even split with 55% male and 45% female. This is illustrated in **Figure 28**. Although that varies slightly from the artist's target listeners, the split is similar enough to be confident that it won't effect the strategy.

Figure 28: STATISTA Streamers Gender 2019



6. MARKETING STRATEGY

This project will start in November 2020 and finish in August of the following year. A detailed Marketing Timeline is available in Appendix B. It is divided in four sections: Releases, Video Releases, Live and Promo.

6.1. TARGETED PLATFORMS

To ensure a successful release, many platforms will be contacted with the purpose to raise awareness and broaden the fanbase.

6.1.1. Playlists

The following playlists will be targeted:

Spotify

New Music Friday — 779k followers — James Foley

New Pop Revolution — 167k followers — James Foley

New Pop UK — 4k followers — James Foley

Our Generation - 21k followers — Dom Wallace

All New All Now — 470k followers — Dom Wallace

Apple Music

Untitled — Camilla Pia

Glitch — Camilla Pia

Future Sounds — Steve Owens

6.1.2. YouTube Channels

Promotional YouTube channels will contacted in order to reach new audiences. Voogt (2019) "The rise of these channels offers a huge opportunity for artists and labels, as they can serve as a means to reach a huge audience of faithful subscribers."

Sheco— 115k subscribers — 3k views/video

Nightcore Wolfe — 690k subscribers — 25k/video

Kenke Nightcore — 30.5k subscribers — 10k/video

Majestic Casual — 4.3m subscribers — 80k/video

The Vibe Guy — 2.71m subscribers — 70k/Video

6.1.3. Radio

The use of a radio plugger will be required for all releases. Hunter-Tilney (2018) writes that "Today it [radio pluggers] is a key strand in the promotional tactics used by record labels to drive a hit song."

6.1.4. Press/Online

The following list of (online) magazines will be contacted to arrange a premiere or a new artist feature.

The Word Magazine — Belgium — IG Reach: 8k

Vi.Be — Belgium — IG Reach: 4k

Subbacultcha — Belgium — IG Reach: 7k

Les Inrockuptibles — Belgium — IG Reach: 169k

Vice — Belgium —IG Reach: 12.4k

Clash Magazine — UK — IG Reach: 228k

TMRW — UK — IG Reach: 44.3k

Wave Magazine — UK — IG Reach: 7.7k

Antidote — France — IG Reach: 94.4k

Crack Magazine — Worldwide — IG Reach: 92.4k

Vice — Worldwide — IG Reach: 3.3m

NBGA — Worldwide — IG Reach: 55.4k

ID — Worldwide — IG Reach: 2.2m

Dazed — Worldwide — IG Reach: 1.5m

Wonderland — Worldwide — IG reach: 365k

6.2. SOCIAL PLAN

Every release will be accompanied by social media advertisement. Due to the importance of Instagram, the adds will be primarily based on that platform.

Prior to the promotion, the functionality will be put to the test by executing an Ad Split Test. The first target is the 'Pop Target Artists UK' which should have a 2 million user reach which will be tested with £150.

- The target is between the age of 18 to 27 in top cities. Fans of the following artists will be targeted: Harry Styles, BENEE, Halsey, Maisie Peters, The Weekend, Billie Eilish, Lorde and Lana Del Rey.

The same amount will be put on testing 'French Pop Target Artists EU + Canada' which has a reach of 620k users.

- The target is between the age of 18 to 27 in top cities. Fans of the following artists will be targeted: Angèle, Pomme, Comme des Garçons, Emma Bale, Videoclub, Claire Laffut

Depending on the results, we should have a better understanding of the advertisements that are effective for FLORE.

6.3. RELEASE ROLLOUT

As previously discussed, three singles will be released to drive excitement for the album release. All artwork will be available in Appendix C.

6.3.1. Naked



The first track to be released is Naked on the 12th of February 2020. As the song is a sad, heartbreak track, the choice to release it so close to Valentine's Day is one of strategy. Bahaijoub (2010) states that "The Valentine's Day period is one of the biggest sales periods of the year"

PRE-RELEASE TIMELINE

Final Mix	30 November 2020
Lyric Video	30 November 2020
Send Press Release To All Platforms	18 January 2021

CONTENT ROLLOUT

DATE	CONTENT	EXECUTION	WHERE	GOAL
MON 08.02	Crossword Puzzle	1. Fans find the missing word —> Name of song 2. Fans sent to FLORE's website where they fill in the song's name + email 3. Result: receive digitally signed artwork	Instagram Facebook Twitter	1. Broaden mailing list 2. Create excitement
TUE 09.02	Bespoke Lyrics	Handwritten lyric extract of Naked posted on socials	Instagram Facebook Twitter	Create excitement
WED 10.02	Artwork Release + Pre-Sale Link	- Results of crossword — winner announced on socials - Post on story with swipe up link - Pre-save link + artwork sent to mailing list	Instagram Facebook Twitter Mailing list	Drive engagement

DATE	CONTENT	EXECUTION	WHERE	GOAL
THU 11.02	Countdown + Lyric Video Snippet	- Instagram countdown + swipe up link - Trailer for lyric video announcement - Inspo for video: Hayley Kyoko Monsters	Instagram Facebook Twitter	Create engagement Create excitement
FRI 12/02 00:00	RELEASE Story post	RELEASE Post story on all platforms	Instagram Facebook Twitter	Drive fans to streaming platforms
FRI 12/02 04:00 PM GMT	Lyric Video Release	Post lyric video on all platforms Post on stories with swipe up link	Instagram Facebook Twitter	Drive fans to streaming platforms Create excitement

FOLLOWING WEEKS

CONTENT	GOALS
Thank fans on all platforms	Communicate with fans
Post a video explaining the song complex	Create engagement
Create Instagram group chats	Communicate with fans — create strong artist presence
Post pictures in targeted brand	Possible brand engagement FINAL GOAL: brand sponsorship — New fanbase

6.3.2. Storm

The second song being released is Storm on the 2nd of April 2021. For this release, a music video YouTube premiere. The crossword puzzle will be used for every release. Her true audience will be able to recognise the post as a hint to new material. A press release template is available in Appendix D.



PRE-RELEASE TIMELINE

Final Mix	3 February 2021
Music Video	3 February 2021
Send Press Release To All Platforms	1 March 2021

CONTENT ROLLOUT

DATE	CONTENT	EXECUTION	WHERE	GOAL
MON 29.03	Crossword Puzzle	1. Fans find the missing word —> Name of song 2. Sent to FLORE's website where they fill in the songs's name + email 3. Result: receive instrumental teaser of song	Instagram Facebook Twitter	1. Broaden mailing list 2. Create excitement
TUE 30.04	- Cryptic Tweet - Cryptic Facebook Status	1. Post cryptic Tweet or Facebook status that reads "*Is it always sunny after the storm?*" 2. Post screenshot on all stories	Facebook Twitter Instagram	Drive engagement (direct questions=higher engagement)
WED 31.03	Artwork Release + Pre-Sale Link	- Results of crossword — winner announced on socials - Post on story with swipe up link - Pre-save link + artwork sent to mailing list	Instagram Facebook Twitter Mailing list	Drive engagement
THU 01.04	Countdown + Music Video Teaser	- Instagram countdown + swipe up link - Music Video Teaser - Low budget idea: project storm footage on singer	Instagram Facebook Twitter	Create engagement Create excitement
FRI 02.04 00:00	RELEASE Story post	RELEASE Post story on all platforms	Instagram Facebook Twitter	Drive fans to streaming platforms

DATE	CONTENT	EXECUTION	WHERE	GOAL
FRI 02.04 04:00 PM GMT	Music Video YouTube Premiere	Post swipe up link on stories	YouTube	Direct communication with fans Create strong audience Create excitement

FOLLOWING WEEKS

CONTENT	GOALS
Thank fans on all platforms	Communicate with fans
Communicate on Instagram group chats	Communicate with fans — create strong artist presence
Post pictures in targeted brand	Possible brand deal FINAL GOAL: brand sponsorship — New fanbase
Live Sessions with other artists	Grow fanbase

Example of Live Sessions Potential Artist Collaboration

Belgium

Artist	Genre	Monthly listeners	Instagram	Spotify link	Email
Angèle	Pop	3.4m	2.7m	https://open.spotify.com/artist/3QVolfxko2UyCOtexhV1	angelevlrecords@gmail.com
Claire Laffut	Pop	379k	76.5k	https://open.spotify.com/artist/69zVBf7wk5vKWsTF7zE	ivanstriga@gmail.com
Alice On The Roof	Pop	128k	23.6k	https://open.spotify.com/artist/4M07FSqpxgqLfCOaX1'	pierrewalfisz@orange.fr
Hooverphonic	Pop	827k	26.3k	https://open.spotify.com/artist/5EP020iZcwBqHRnJftib	hooverphonicmusic@gmail.com
Tessa Dixson	Alt Pop	40k	5k	https://open.spotify.com/artist/7IlzEb23X68Dbt7Ka94P	Dirk@smile-mgmt.be
Ruby Grace	Electropop	17k	3k	https://open.spotify.com/artist/3nQwN1Eaw704m9BtqC	info@rubygrace.be

France

Artist	Genre	Monthly listeners	Instagram	Spotify link	Email
Pomme	Pop	772k	267k	https://open.spotify.com/artist/6e3pZKXUxrPfnUP	thomas@unit-production.com
Voyou	Pop	206k	16.6k	https://open.spotify.com/artist/0EJdA6JT738oZGo	thilbaud.vanhooland@gmail.com
Videoclub	Pop	983k	189k	https://open.spotify.com/artist/3rp4f58JlRHkk8hpd	videoclubcontact@gmail.com
Requin Chagrin	Pop	91k	6.9k	https://open.spotify.com/artist/7hstPLRSo0ipNnIC	chagrin.requin@gmail.com
The Pirouettes	Pop	286k	18.4k	https://open.spotify.com/artist/1Jp2BVxy67R0Oau	thepirouettes.band@gmail.Com
Pépite	Pop	158k	11.7k	https://open.spotify.com/artist/0oA0cg7ajEwV0EX	meteo@microqlima.cool
Christine and the Queens	Pop	3m	379k	https://open.spotify.com/artist/04vj3iPUiVh5melW	flaviejaubert@gmail.com
Camp Claude	Alt Pop	249k	10.9k	https://open.spotify.com/artist/0TNyEQ0n7diilLgG	dsagnier@gmail.com

6.3.3. Poisson

The final song prior to the album is Poisson, a French song, becoming public on June 4th. This is the introduction of her new sound to the French market. Through the acquired mailing list, addresses will be collected to send fish stickers as physical promo.

PRE-RELEASE TIMELINE

Final Mix	5 April 2021
Music Video	5 April 2021
Send Press Release To All Platforms	1 March 2021
Send Out Fish Stickers	26 May 2021



CONTENT ROLLOUT

DATE	CONTENT	EXECUTION	WHERE	GOAL
MON 03.05	Crossword Puzzle	1. Fans find the missing word —> Name of song 2. Sent to FLORE's website where they fill in the songs's name + email 3. Result: hear a snippet of the song	Instagram Facebook Twitter	1. Broaden mailing list 2. Create excitement 3. Maintain a strong artist x audience relationship
TUE 04.05	Fish stickers arrive	1. By the 4th most fans should have received the stickers 2. Post on their stories	Instagram Facebook	- Drive engagement - Broaden Fanbase
WED 05.05	Artwork Release + Pre-Sale Link	- Results of crossword — winner announced on socials - Post on story with swipe up link - Pre-save link + artwork sent to mailing list	Instagram Facebook Twitter Mailing list	Drive engagement
THU 06.05	Countdown + Music Video Teaser	- Instagram countdown + swipe up link - Music Video Teaser - Announce YouTube Premier	Instagram Facebook Twitter	Create engagement Create excitement

DATE	CONTENT	EXECUTION	WHERE	GOAL
FRI 07.05 00:00	RELEASE Story post	RELEASE Post story on all platforms	Instagram Facebook Twitter	Drive fans to streaming platforms
FRI 07.05 04:00 PM GMT	Music Video YouTube Premiere	Post swipe up link on stories	YouTube	Direct communication with fans Create strong audience Create excitement

FOLLOWING WEEKS

CONTENT	GOALS
Thank fans on all platforms	Communicate with fans
Communicate on Instagram group chats	Communicate with fans — create strong artist presence
Post pictures in targeted brand	By then, brand deals achieved
Live Sessions with other artists	Grow fanbase
Post Lyric Translation Video	Press attraction No fans excluded More content —> higher engagement

6.3.4. **help, j'ai scared the myself ALBUM RELEASE**

The final release is the album, coming out on the 9th of July 2021. A major point in the album's release strategy is to attract as much online press coverage to attract the attention of a bigger audience. The contacts made through the previous release will be essential.

Although the singles have worked as a way to drive excitement, it is essential to keep that up. A crossword puzzle will be published on the artist's socials. This will rise engagement due to the audience's possible confusion.



PRE-RELEASE TIMELINE

Final Mixes	3 May 2021
Send Press Release To All Platforms	31 May 2021
Prepare Poisson Performance Video	2 June 2021

CONTENT ROLLOUT

DATE	CONTENT	EXECUTION	WHERE	GOAL
MON 10.05 - 05.07	Crossword Puzzle	1. Fans find the missing word —> Name of song 2. Sent to FLORE's website where they fill in the songs's name + email 3. Result: Fans guess the tracklist	Instagram Facebook Twitter	- Raise reach and engagement - Continue to drive excitement - Create mystery
TUE 06.07	Release Album Teaser Video	- Release Music Video Teaser - Idea: Sabrina Carpenter Singular Album Teaser	Instagram Facebook Twitter	- Drive engagement - Drive excitment
WED 07.07	Artwork Release + Pre-Sale Link	- Results of crossword — winner announced on socials - Post on story with swipe up link - Pre-save link + artwork sent to mailing list	Instagram Facebook Twitter Mailing list	Drive engagement

DATE	CONTENT	EXECUTION	WHERE	GOAL
THU 08.07	Countdown + Netflix Party	- Instagram countdown + swipe up link - Announce and host a Netflix Party stream of artist's favourite movie with fans	Instagram Facebook Twitter	Direct communication with fans Create strong audience Create excitement
THU 08.07 10:00 PM GMT	Netflix Streaming Partu		Netflix	Direct communication with fans Create strong audience Create excitement
FRI 09.07 00:00	RELEASE Story post	RELEASE Post story on all platforms	Instagram Facebook Twitter	Drive fans to streaming platforms

FOLLOWING WEEK

DATE	CONTENT	EXECUTION	WHERE	GOAL
FRI 16.07	Poisson Performance Video	- Post Poisson underwater video on Youtube - Video filmed in the Nemo Brussels Restaurant - Swipe up link on socials	YouTube Instagram Facebook Twitter	- Press attention - Fans excitement - Broaden fanpool

6.4 TIKTOK

Whilst traditional marketing is essential, TikTok influencers will be contacted to raise the artist's awareness on the popular platform. New York Times writer Herrman (2019) writes that "TikTok can feel a bit like a greatest hits compilation, featuring only the most engaging elements and experiences of its predecessors." The major TikTok influencers are not only important on the platform but also on all other social media platforms, therefore have an incredibly large reach.

TikTok influencers will be contacted to create a video featuring the released songs with the hopes of increasing the FLORE's audience. This is a list of potential influencers to contact:

Username	Name	Link	Type	Influencer type	Follower numbers	Email
gothiccowgirl	Hedda	https://bit.ly/2OcdSax	e-girl	nano	3,922	hedda.notbom.crome@gmail.com
ashhpotato	Ashly	https://bit.ly/2RMnECh	broad	nano	4720	ashlynicolephoto@gmail.com
kehnz	Kenzie	https://bit.ly/2uTFVVq	e-girl	nano	7,197	kenziemcelroy@hotmail.co.uk
b0gan.b1tch	Charli	https://bit.ly/38LdVBM	broad	nano	8675	rowancharli@gmail.com
dïsgustang	-	https://bit.ly/2u9EaTL	broad	nano	9039	linmartinez990@yahoo.com
sim0nemurphy	Simone Murphy	https://www.tiktok.com/@sim0nemurphy?	broad	nano	1.7k	contactsimonemurphy@gmail.com
oliviacarlson00	Olivia Carlson	https://bit.ly/2RX9QDW	broad	micro	10.1k	oliviacarlson00@icloud.com
bati.bats	Jillian Joy	https://www.tiktok.com/@bati.bats	e-girl	mid	109.3k	jillian.joyce17@gmail.com
kaseyquinn5	Kasey Quinn	https://bit.ly/2RIDo9q	broad	micro	11.7k	kaseyquinn18@gmail.com
chlamydisntvalid	Melissa	https://www.tiktok.com/@chlamydisntvalic	broad	micro	12.2k	melissaadakli22@gmail.com

6.5. LIVE / PROMOTION

Due to the early stages of the artist's career, support tours will be put in place with as goal to broaden FLORE's fanbase. Finding similar artists is essential to ensure that the audience is transferable and therefore could become FLORE's. Additionally, the tour will be divided in a UK tour and a European tour. As illustrated in the timeline available in Appendix B, both tours are to happen between April and June 2021, during the releases of her music. This will help drive fan excitement.

6.5.1. UK Tour

As previously mentioned, finding similar artists is essential to ensure that FLORE could gain new listeners from her support tours. The following artists will be targeted due to their position in the UK pop scene and the similar sound.

- Maisie Peters
- Arlo Parks
- Alfie Templeman
- Mae Muller

This will depend on the artists touring during that specific period of time; however, the above-mentioned artists will serve as guide.

6.5.2. EU Tour

Similarly to the UK tour, the following artists will be targeted with as goal to become an opener.

- Claire Laffut
- Videoclub
- Pomme
- Angèle

The main goals of the tour are to broaden the audience as well as to promote the upcoming album release. It is essential that whilst in the different countries, the various platforms are contacted.

The radio plugger will be essential as initial contact will have been made when songs are pitched. Radio and press interviews are to be scheduled during the tour. The optimal three countries to target will be the UK, Belgium and France.

6.5.3. Concerts and Festivals

Using the data received from the previous releases, small intimate concerts will be organised in the cities where the most traction was recorded. On top of that, small stages at festivals will be essential. Due to her European presence, the festivals would not only be in the UK but also in other countries.

Possible festivals are:

Belgium

Rock Werchter
Pukkelpop
Dour
Les Ardentes

France

We Love Green
Lollapalooza Paris
Les Francopholie

The Netherlands

Best Kept Secret
Pinkpop

Germany

MS Dockville

Poland

Fest Festival

Spain

Mad Cool Festival

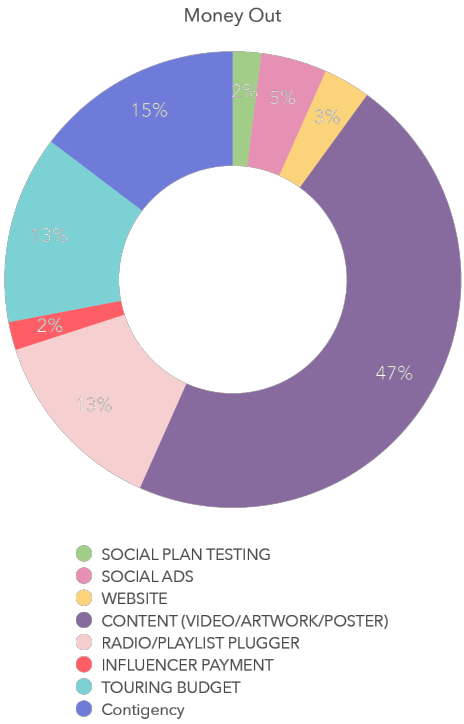
UK

Bestival
Standon Calling
Lattitude

7. BUDGET

The budget of £15.000 reflects the early stages of the artists career. A bigger version of the budget plan will be available in Appendix E.

MONEY OUT	
SOCIAL PLAN TESTING	300 £
SOCIAL ADS	700 £
WEBSITE	500 £
CONTENT (VIDEO/ARTWORK/POSTER)	7.000 £
RADIO/PLAYLIST PLUGGER	2.000 £
INFLUENCER PAYMENT	300 £
TOURING BUDGET	2.000 £
Contigency	2.200 £
TOTAL EXPENSES	15.000 £



The graphic above shows where the budget will be spent. There is a contingency of £2.200 to utilise where needed.

As mentioned previously, £300 will be spent on Social Media Testing. Once that has been achieved, £700 will be spent on social advertisement with as goal to reach as many people as possible. That being said, the reach needs to be strategic which is why the advertisement reach will be tested.

The crossword puzzle will drive the artist's audience to the website and therefore a budget of £500 will be utilised to create an efficient platform as well as a password page for the crossword puzzle.

The biggest part of the budget will be spent on content creation.

Due to the importance of playlists, £2.000 is put on the side to pitch music to radio and playlists. This will be essential for the tour promotion as well.

In the case of payment needed with TikTok influencers, £300 will be put aside.

Lastly, the tour budget will take up £2.000 of the overall budget.

CONCLUSION

The goal of this marketing plan is to drive excitement around the release of FLORE's album. Utilising different platforms such as social media, press, radio and streaming, the fanbase will be boosted and broadened. In this age of social media, maintaining a strong presence is essential. Social media groups and livestreams will be regularly in action to ensure a strong artist-audience connection. Although the budget is restricted, the plan put in place will aid us in reaching all creative and financial goals.

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Appendix

Appendix A: Press Photos











Appendix B: Marketing Timeline

	November 2020	December 2020	January 2021	February 2021	March 2021
RELEASES	NOV 30 NAKED lyric video NAKED Final Mix **SEND OUT PRESS RELEASE**			**FRIDAY 12TH:** NAKED RELEASE FEB 3RD STORM music video STORM Final Mix **SEND OUT PRESS RELEASE**	
VIDEO RELEASES				**FEB 12:** NAKED LYRIC VIDEO	
LIVE					
PROMO				**INFLUENCERS/MAGAZINE PROMO NAKED**	

April 2021	May 2021	June 2021	July 2021	August 2021
FRIDAY APRIL 2ND: STORM RELEASE APR 5TH POISSON music video POISSON Final Mix **SEND OUT PRESS RELEASE**	**FRIDAY 7TH:** POISSON RELEASE MAY 3RD **ALL SONGS** Final Mix **SEND OUT PRESS RELEASE**		**FRIDAY JULY 9TH:** ALBUM RELEASE	
APR 2: STORM MUSIC VIDEO	**MAY 7 :** POISSON MUSIC VIDEO		**JUL 06:** ALBUM TEASER **JUL 16 :** POISSON UNDERWATER VIDEO	
SUPPORT TOUR UK/EUROPE	**SUPPORT TOUR UK/EUROPE**	**SUPPORT TOUR UK/EUROPE**	**SPORADIC SMALL SHOWS** **FESTIVALS**	**SPORADIC SMALL SHOWS** **FESTIVALS**
INFLUENCERS/MAGAZINE PROMO STORM **TOUR PROMO TBC** **YOUTUBE CHANNELS**	**INFLUENCERS/MAGAZINE PROMO POISSON** **TOUR PROMO TBC** **YOUTUBE CHANNELS**	**INFLUENCERS/MAGAZINE ALBUM** **TOUR PROMO TBC** **YOUTUBE CHANNLES**	**INFLUENCERS/MAGAZINE PROMO ALBUM**	

Appendix C: Marketing Timeline









Appendix D: Press Release Template — Storm Example

FLORE RELEASES NEW SINGLE 'STORM'

OUT APRIL 2ND



Listen to Storm here – https://soundcloud.com/flor_e/storm/s-Lm6oEp8iAB7

"There's an overall touch of a nostalgic and psychedelic atmosphere on her tracks" – *MNGR*

"We cannot wait to hear what the Belgian artist has yet to offer." – *Dansende Beren*

(BRUSSELS, BE) – FLORE ANNOUNCES THE RELEASE OF HER LATEST SINGLE 'STORM'.

The release of 'Storm' follows the small success of 'DOUTE', which found its place in various magazine playlists as well as Spotify's editorial "Fresh Finds".

FLORE's 'Storm' is unapologetically honest, sharing yet another part of herself with her audience. She utilises strong dark lyrics portrayed with a nonchalant edge over an electro-pop beat to unfold the dark subject that is relapse. The brutally honest lyrics interpreted without a vail, take away the shame of being in a similar situation. The apologetic message of the song offers a voice to anyone trying to find the right words to express their feelings.

The 21 year-old Brussels' artist moved to London to pursue her music career. FLORE is a songwriter that expresses her feelings through alternative electro/synth pop.

"FLORE releases music in English and French, showcasing her versatile songwriting abilities in both languages." – MNGR

Spotify Link: https://open.spotify.com/artist/3eRrJ9wNV8ZgpMTaXwrO9G?si=r02dvZ6-TdOygrVcJZl-7g

Instagram: https://www.instagram.com/florebelleb/

Facebook: https://www.facebook.com/florebelleb/

Appendix E: Budget

MONEY OUT	
SOCIAL PLAN TESTING	300 £
SOCIAL ADS	700 £
WEBSITE	500 £
CONTENT (VIDEO/ARTWORK/POSTER)	7.000 £
RADIO/PLAYLIST PLUGGER	2.000 £
INFLUENCER PAYMENT	300 £
TOURING BUDGET	2.000 £
Contigency	2.200 £
TOTAL EXPENSES	15.000 £

