



Marketing Plan: BLACKOUT

Colin Crook

Student No: 1705826

Module Code: SBTY7003 2/2

Assessment Type: PORTFOLIO (Presentation – 10 minutes)

Module Tutor: Richard Small

Who Are BLACKOUT?



What Are Our Aims?

- To reengage Blackout's original fanbase from within the UK Garage and Urban Club Scene
- To develop a minimum of 1,000 core Superfans throughout the term of the campaign
- To create interest and sales through Direct-To-Fan Marketing and Promotion Campaigns, which will subsequently drive the promotions of other forms of media
- To achieve a higher ROI (Return-On- Investment) per customer acquisition
- To maintain control of the release plan and benefit from the sales and data of early adopters



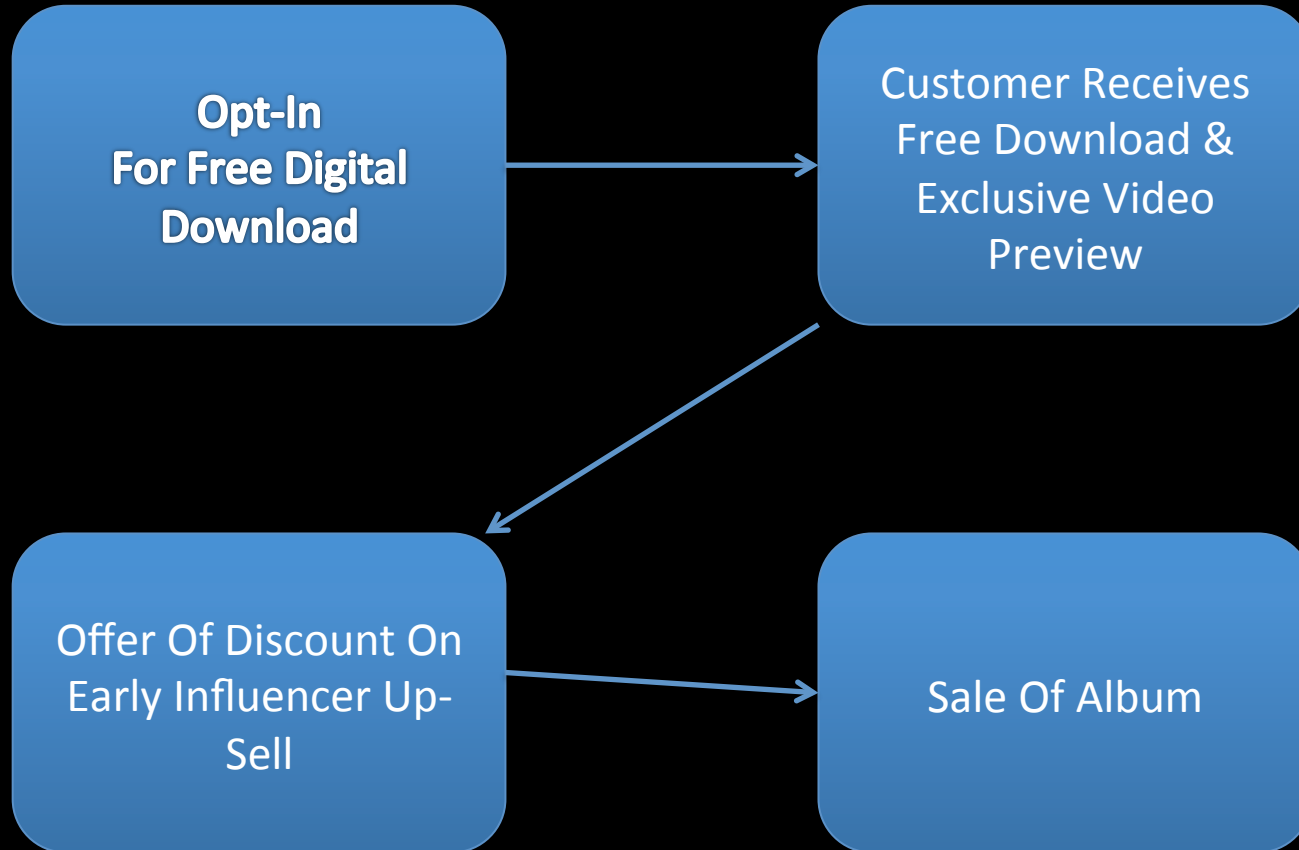
How We Will Achieve Those Aims

- Use Facebook Business Manager Tools to develop insights into Blackout's Target Audience
- Use Facebook Advertising to acquire target audience data via opt-in landing pages
- Set up 'Saved Audiences' of similar types of musicians and fan interests within Facebook to launch a split test 'Boosted Post' campaign
- Retarget subscribers with Up-sells of Blackout releases, Merchandise and event tickets, newsletters and fan information. This will be achieved by running a Facebook Advertising Campaign

Release Schedule Timeline

- Month 1 (from 1st July 2018) – First Single product (CD's and Digital Downloads) sold exclusively and direct from the Blackout Bandcamp site. Additional merchandise to also be sold from the site, including T-Shirts, Caps, etc. Advertising Campaign to run on Facebook to drive sales.
- Month 4 (from 1st October 2018) – Second Single product distributed exclusively via the Blackout website on Bandcamp, targeted at subscribers. First Single is delivered to Digital Distributor for release, excluding Spotify.
- Month 7 (from 1st January 2018) – Second Single product delivered to Digital Distributor for release, excluding Spotify. First Single is delivered to Digital Distributor for release on Spotify. Album product (CD's and Digital Downloads) sold exclusively and direct from the Blackout Bandcamp site.
- Month 10 (from 1st April 2018) - Album is delivered to Digital Distributor for release, excluding Spotify. Second Single is delivered to Digital Distributor for release on Spotify.
- Month 13 (from 1st July 2018) - Album is delivered to Digital Distributor for release on Spotify.
- Note: The reason I would suggest releasing in this pattern is that it will allow for maximum direct sales for three months before making it available to the general public. Subscribers would feel that they are receiving exclusive early-bird previews.
- In addition, downloads from iTunes pay significantly lower than selling downloads directly via the Blackout web site and Spotify are extremely lower, offering micro currency. However, distribution through these channels is required for a wider impact on the market over the long-term plan.

Music Sales Funnel



Audience Insights & Targeting

- I have developed 14 different target audiences of between 1 – 2 million people who share similar music tastes and have similar interests to fans of Blackout

Artists similar to / influenced Blackout and each Artist's Audience Insights using data retrieved from Facebook Business Manager (Audience Insights)		
UK Garage	DJ EZ	DJ Luck & MC Neat
Jagged Edge	DJ S.K.T	KISS FM UK
Lisa Raye	Bop DJ	KISSTORY
Avant	Bassfest	Rinse FM
Kandi Burruss	INSTAGRIME	RatPack
Anthony Hamilton	Innovation	DJ EZ
Nia Long	Hannah Wants	Stormzy
Tami Roman	People Just Do Nothing - Kurupt FM	We Are FSTVL
So Solid Crew	Kele Le Roc	Ms. Dynamite
Dizzee Rascal	Moondance	Big Brovaz
Wiley	Brixton Jamm	Liberty X
Giggs	Ministry of Sound Club	Alesha Dixon
Lethal Bizzle	Bellyman	Another Level
MC Skibadee	Stormzy	Shola Ama
I love garage	DJ EZ	Eats Everything
General Levy (Official)	DJ Hype	Ibiza Rocks Hotel
DJ Rap	Zed Bias	Kosheen
KOOLLONDON.COM	Zed Bias AKA Maddslinky	Annie Mac
MC FEARLESS	Chimpo	Verena Kosheen
MC GQ	Soulr	Sian Evans
RaggaTwins Crew	Matt Jam Lamont	Boomtown Fair
Suburban Base Records	DOC SCOTT	Hospital Records
Ray Keith (OFFICIAL)	MJ COLE	Ministry of Sound
Rave Archive	DJ GROOVERIDER	fabriclondon
Roll Deep	Artful Dodger	Sia
Riko Dan	Craig David	Amy Schumer
DJ TARGET	ANDY C	RuPaul's Drag Race
Flowdan	I love garage	Lorde
D Double E	DJ EZ	No Doubt
P Money	MC Skibadee	Missy Elliott
TODDLA T	General Levy (Official)	Lily Allen
Kahn	StevoTheMadMan	Gwen Stefani
Wookie	Matt Jam Lamont	
Roska	Karl "Tuff Enuff" Brown	
People Just Do Nothing - Kurupt FM	Ukg Active	
Flava D	Smokey Bubblin' B	
Mala	DJ S	
Jme	MC KIE	
Gorgon City	UK Garage Saturdays	
Preditah	MistaJam	

Saved Audiences

- From these insights, I have been able to prepare and save 14 new targeted audiences to my Business Manager Account on Facebook. These are fans with more probability of knowing Blackout or will like their type of music.

29/04/2018

Asset library

Search Business

TimeTunnel Music Store

Help

Account: HustlerzIncRecordings (201190...)

Audiences Images Locations Videos

Search

All audiences

FOLDERS

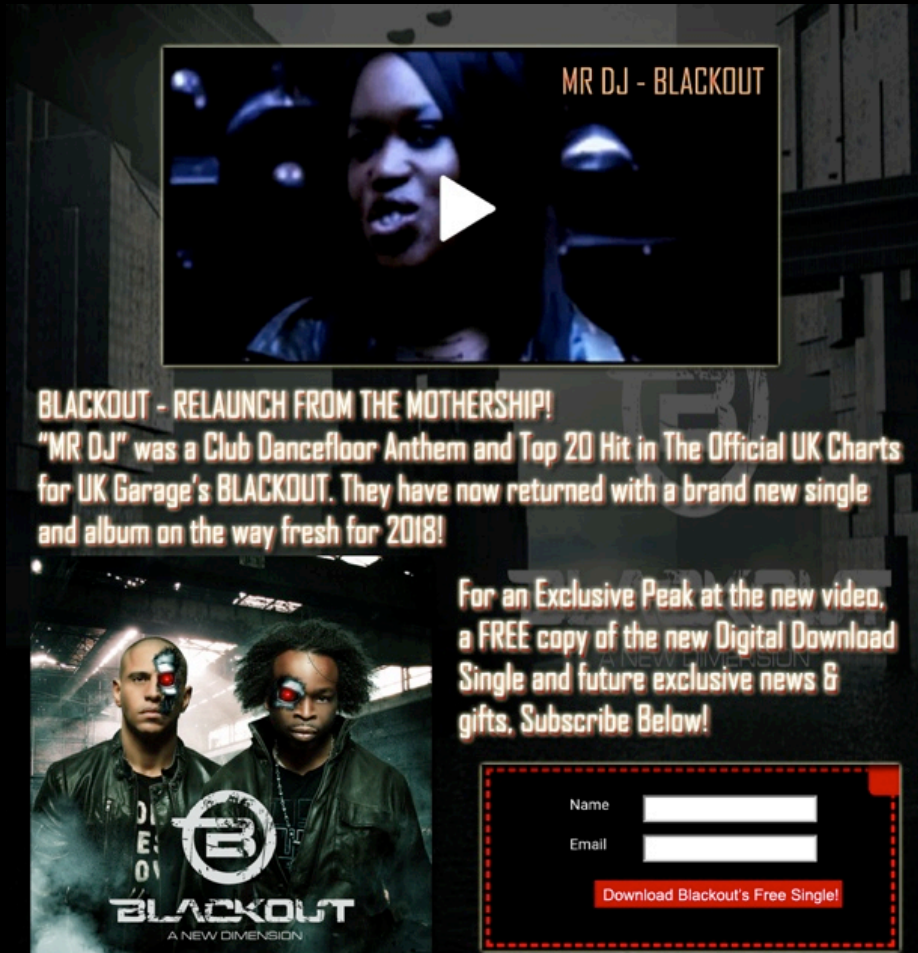
- My recent audiences
- Audiences in active ads
- Audiences ready for use
- Audience shared to account
- Audience shared by account

Create Audience Filters Customise Columns Create Ad Actions

☐	Name	Type	Size	Availa
☐	Kosheen & Friends - Blackout	Saved Audience	2,000,000	Ree
☐	Zed Bias & Friends - Blackout	Saved Audience	1,800,000	Ree
☐	Wookie & Friends - Blackout	Saved Audience	1,800,000	Ree
☐	Ms. Dynamite & Friends - Blackout	Saved Audience	1,100,000	Ree
☐	Kele Le Roc & Friends - Blackout	Saved Audience	1,800,000	Ree
☐	So Solid Crew & Friends - Blackout	Saved Audience	1,800,000	Ree
☐	DJ Luck & MC Neat & Friends - Blackout	Saved Audience	2,000,000	Ree
☐	DJ EZ & Friends - Blackout	Saved Audience	1,300,000	Ree
☐	UK Garage & Friends - Blackout	Saved Audience	1,600,000	Ree

Facebook Post Landing Page (Opt-In)

- I have designed a Landing Page to attract the audience to watch the band's previous UK Chart Single and subscribe



The landing page features a dark, industrial background. At the top, a video player shows a close-up of a woman with the text "MR DJ - BLACKOUT" in the top right corner. Below the video, a text block reads: "BLACKOUT - RELAUNCH FROM THE MOTHERSHIP! 'MR DJ' was a Club Dancefloor Anthem and Top 20 Hit in The Official UK Charts for UK Garage's BLACKOUT. They have now returned with a brand new single and album on the way fresh for 2018!". To the left of the text is an image of the two band members, with the text "BLACKOUT A NEW DIMENSION" at the bottom. To the right of the text is a promotional message: "For an Exclusive Peak at the new video, a FREE copy of the new Digital Download Single and future exclusive news & gifts. Subscribe Below!". At the bottom right, there is a form with fields for "Name" and "Email", and a red button labeled "Download Blackout's Free Single!".

MR DJ - BLACKOUT

BLACKOUT - RELAUNCH FROM THE MOTHERSHIP!
"MR DJ" was a Club Dancefloor Anthem and Top 20 Hit in The Official UK Charts
for UK Garage's BLACKOUT. They have now returned with a brand new single
and album on the way fresh for 2018!

For an Exclusive Peak at the new video,
a FREE copy of the new Digital Download
Single and future exclusive news &
gifts. Subscribe Below!

Name

Email

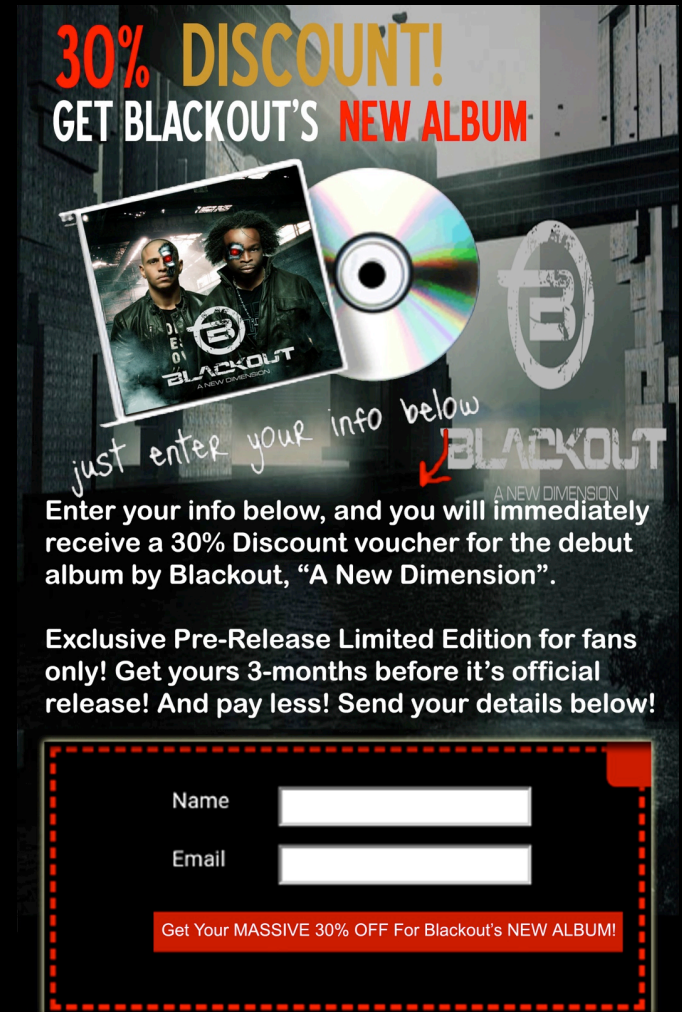
Download Blackout's Free Single!

Split Testing Audiences

- I will place £1.00 per day on each audience for five days ($14 \times £5.00 = £70.00$)
- At the end of the five days, I will analyse the statistical data from the results to define which is the strongest performing audience advert
- I will continue running the most successful advert for a further 25 days, then reanalyse the data. If the advert is continuing to deliver a good ROI, I will continue with it and include lookalike audiences. If it under delivers, I will adapt the audience targeting and advert design.
- Estimated budget: £200.00

Early Influencer Special Discount Offer

- This is an Up-Sell Offer Landing Page to define the Super Fans from the general fans. This will ensure we are targeting someone who is more likely to purchase the Blackout album



30% DISCOUNT!
GET BLACKOUT'S NEW ALBUM

just enter your info below

Enter your info below, and you will immediately receive a 30% Discount voucher for the debut album by Blackout, "A New Dimension".

Exclusive Pre-Release Limited Edition for fans only! Get yours 3-months before it's official release! And pay less! Send your details below!

Name

Email

Get Your MASSIVE 30% OFF For Blackout's NEW ALBUM!

Product Manufacture and Costs

- All products are being manufactured on demand, eliminating upfront manufacturing costs. This includes CD's, Vinyl, Clothing and items of Merchandise. I have secured contracts to ensure adequate profit is generated from each sale with no overheads (suppliers fees are generally between 20 – 30% of profits in each instance)
- All products are sent directly to the customer from our suppliers with free shipping, eliminating additional postage and shipping costs
- Physical CD's are sold via Amazon and direct from the Blackout website.

PR & Radio

- The releases will be serviced via the Fastrax delivery system to National and Regional Radio and Television (Cost: £200.00).
- The music videos and songs will be delivered to SubmitHub.com to achieve inclusion in online blogs, Spotify and Youtube Playlists.
- The releases will be delivered to five different online DJ Pools to service Club and Radio DJ's worldwide and receive feedback.
- Specialist press and Radio will be sent Promo CD's and Press Releases direct by post (Require 50 x Promo CD's at a cost of £50.00 plus postage costs of £100.00)

Total Cost of Campaign

- Split Testing FB Posts: £200.00
- National & Regional TV and Radio Delivery: £200.00 (three products = £600.00)
- 50 x Album Promo CD's: £50.00
- Postage Costs: £100.00
- Total Cost of Campaign: £950.00