Don't Come Here

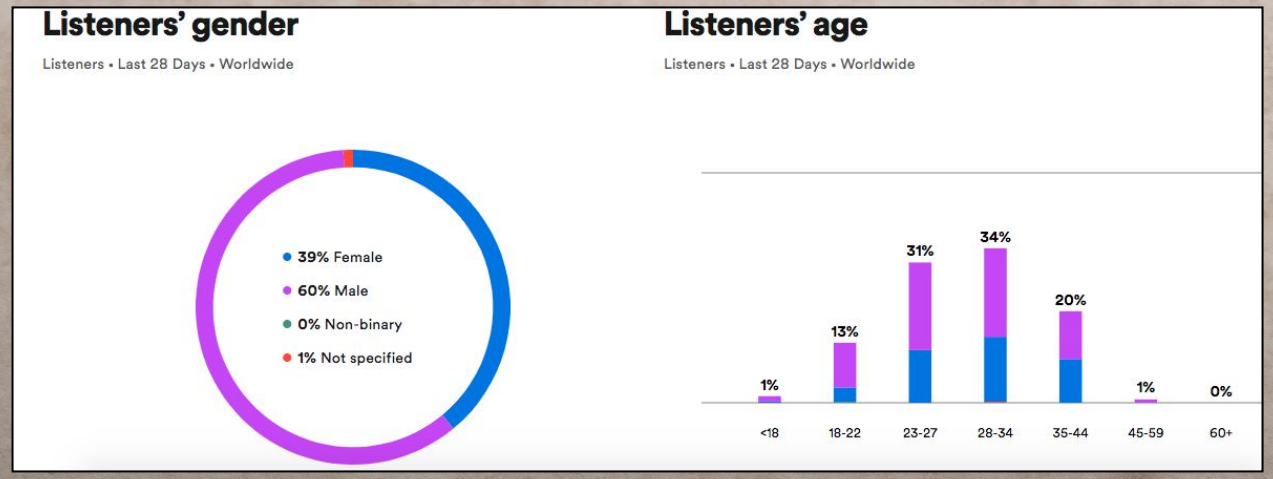
By Zanotti

New Single

SLIDESMANIA.COM

Artist profile

Zanotti is a 23 year old rapper from Trowbridge, Wiltshire who has racked up over 2 million views across social media and has perform over 100 times in the south of England. He is known for being unpredictable by hopping genres and straying from the average rap style. His listeners are mainly a male audience from the UK and United states who enjoy alternative rap music.



SLIDESMANIA.COM

Overview of Launch

Marketing Objectives

- gain more followers and listeners from the punk scene
- Raise £100 a day from busking in Camden

Target audience

- Fans of artists like Rage Of The Machine, Slaves and Dizzie Rascal
- People who live in and around Camden
- People who go to Rock gigs and like drinking alcohol
- Male ages from 23 - 27

SLIDESMANIA.COM

Overview of Launch

Distribution

- Digital media streaming platforms - Spotify, Apple Music, Deezer and Youtube Music.
- Release limited signed CDs when hit 25k on streaming platforms
- Available to download on Itunes and Bandcamp

Targets & Goals

- 5k streams in the first month of release
- 10k views on own music Youtube channel
- Played by BBC Introducing (Wiltshire, Bristol, Gloucester, London)
- Perform in Camden (Dublin Castle)

SLIDESMANIA.COM

The Product

The product is a brand new single track by Zanotti called *'Don't Come Here' and* it's produced by Strong Type. The track is a punk rock drill rap track with hard hitting lyrics. The instrument consists of a distorted electric guitar with 808 Drill drum beats.

The song has 3 verses and 2 choruses which is a popular structure.. The song is 2:55 minutes long but feels like a short and snappy track.

SLIDESMANIA.COM

Budget

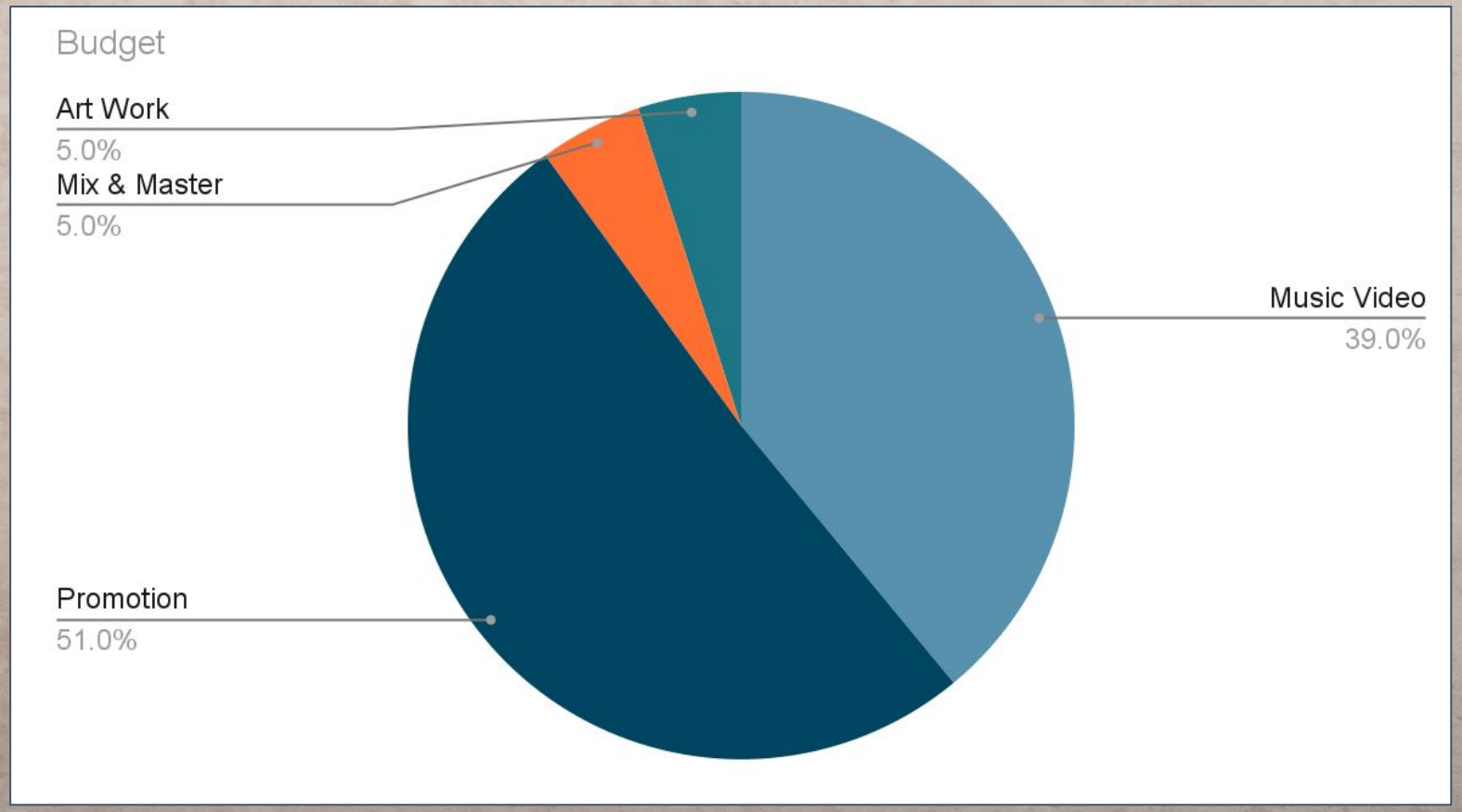
Music Video - £390

Promotion - £510

Artwork - £50

Mix & Master - £50

Total = £1000



SLIDESMANIA.COM

Marketing Strategies

Camden Punks

- Interact with the camden punks (Take Photos & videos for social media content)

Busking in Camden

- Perform the track live on Camden bridge with portable live speaker & mic

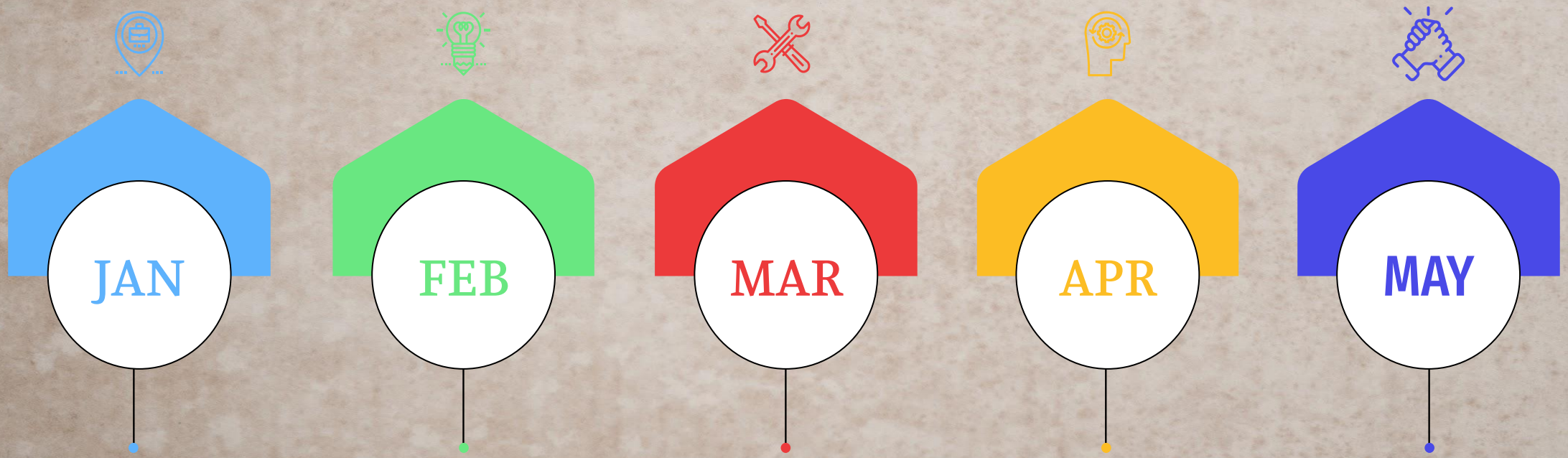
Camden Interview

- Zanotti interview with Camden Xperience Rock radio station about the new single

CDNX
CAMDEN XPERIENCE RADIO

SLIDESMANIA.COM

Timeline



Record

Produce the track in the Tileyard Studios

Publicity

Photo Shoots

Promotion

Film music videos, radio interviews and make trailers

Distribute

Release song onto music platforms & sell merchandise

Follow up

Release remix and live performances

SLIDESMANIA.COM

Strengths

- The style of drill and rock hasn't really been explored before so its new
- The beat has drill drums that are the modern sound that is for 2022

Weaknesses

- Not having much knowledge within the punk scene
- The song hasn't been recorded professionally so it may not have the best quality

Opportunities

- Increase Spotify streams with the release
- Remix the song with other artist in the same genre

Threats

- Artists copying the lyrics
- The track being downloaded illegally and used on videos without permission
- Punk rock fans not liking the song and put on lots of hate online

SLIDESMANIA.COM

Music Tools

Spotify For Artists

- Spotify playlist editorial teams, view stats & spotify artists pick.

(SoundChart team, 2022)

Submithub

- UK influential Blogs, Spotify & Apple Music Playlist pitch & Youtube channels.

(Reiling, 2019)

Reverbnation

- Email newsletters, targeted ads on social media posts & reviews.

(Reiling, 2019)

SLIDESMANIA.COM

National Promotion

Instagram/Tik Tok Ads

- 30 Second clip of music video posted on profile
- 15 second clip of music video posted on stories

Flyers & Posters

- 100 Posters up in the Camden
- 100 flyers of th new single on a friday in Camden

Live rock session

- Zanotti performs a live rock session next to the canal in Camden with live band

SLIDESMANIA.COM

Thank you for watching

SLIDESMANIA.COM

References

(Soundcharts Team, 2022)

Soundcharts Team, 2022. *Soundcharts | Market Intelligence for the Music Industry*. [online] Soundcharts.com. Available at: <https://soundcharts.com/blog/music-marketing-tools> [Accessed 2 April 2022].

(Reiling, 2019)

Reiling, T., 2019. *SubmitHub: How It Works | Spinnup*. [online] Spinnup. Available at: <https://spinnup.com/blog/submithub-how-does-it-work/#:~:text=In%20short%2C%20SubmitHub%20is%20a,in%20just%20a%20few%20steps.> [Accessed 2 April 2022].

SLIDESMANIA.COM