

**VALERIE ETIENNE 2117325
MA MUSIC BUSINESS
ENTERTAINMENT MARKETING
BMTY7003
TIM FERRONE**

MARKETING STRATEGY

Valerie Etienne will be releasing a solo EP late September early October 2022. The sound of the EP will be leaning towards Jazz ..incorporating Folk ,Funk and Soul

She will be writing, recording and Co-producing it in her home studio 'The Palette Shed'. She is very keen to have free reign to explore new found 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's excited to release new music and can't 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 introduce 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.

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<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>

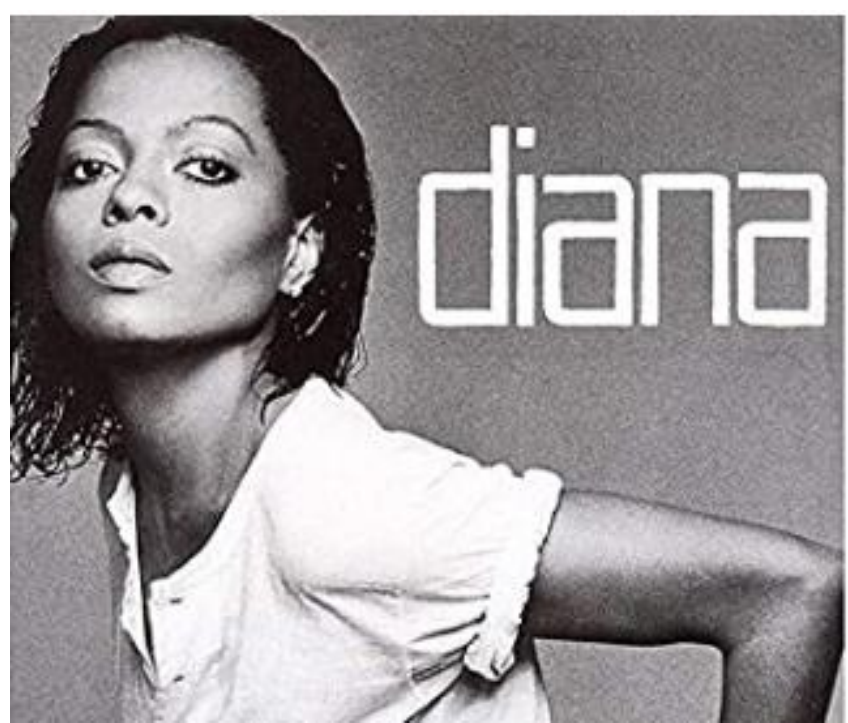
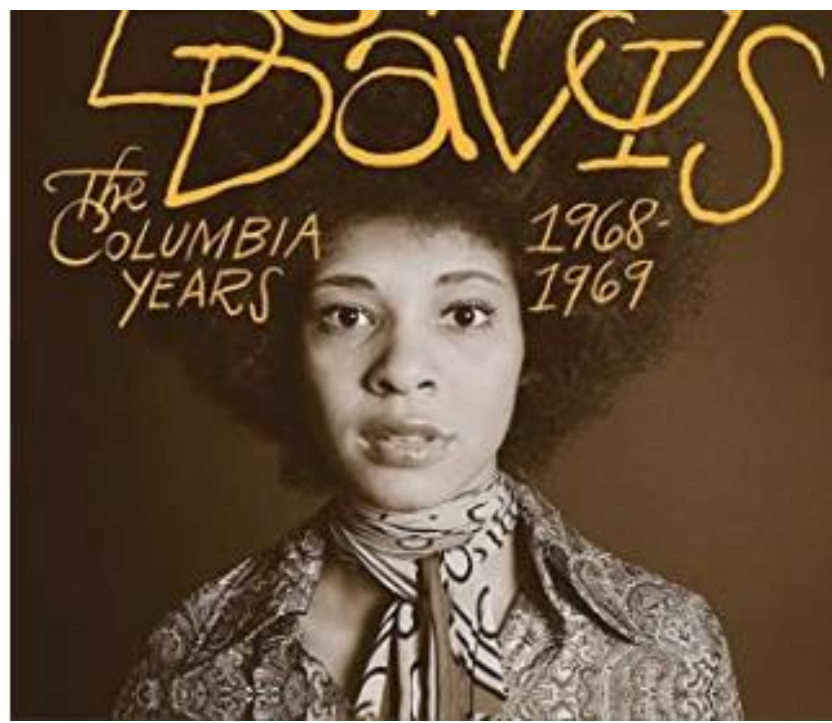
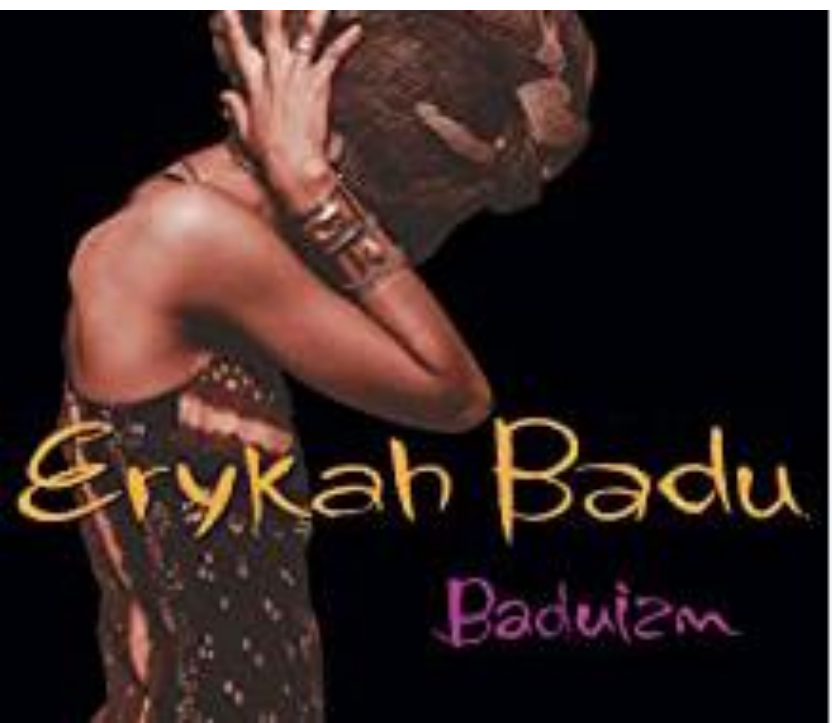
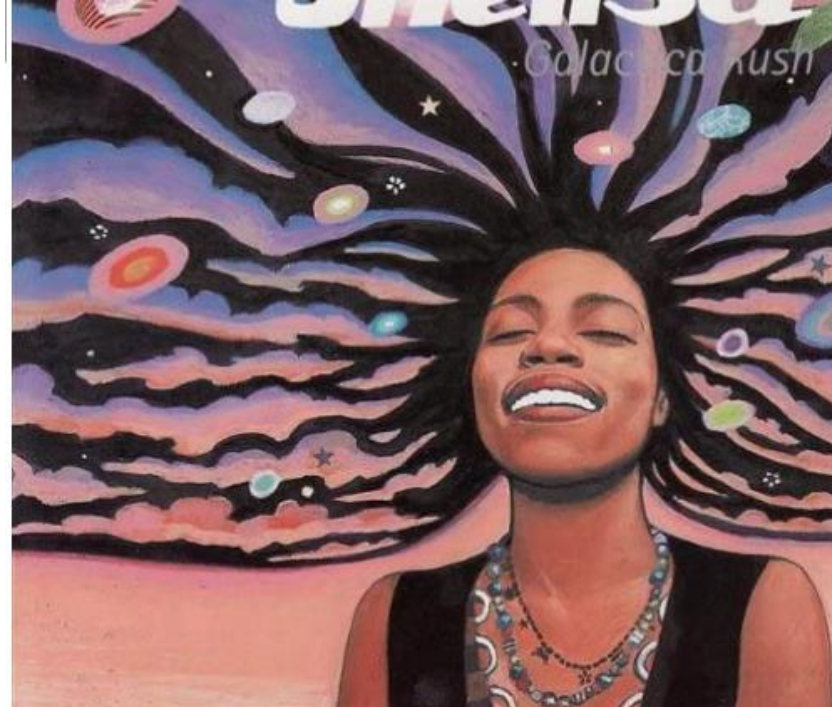
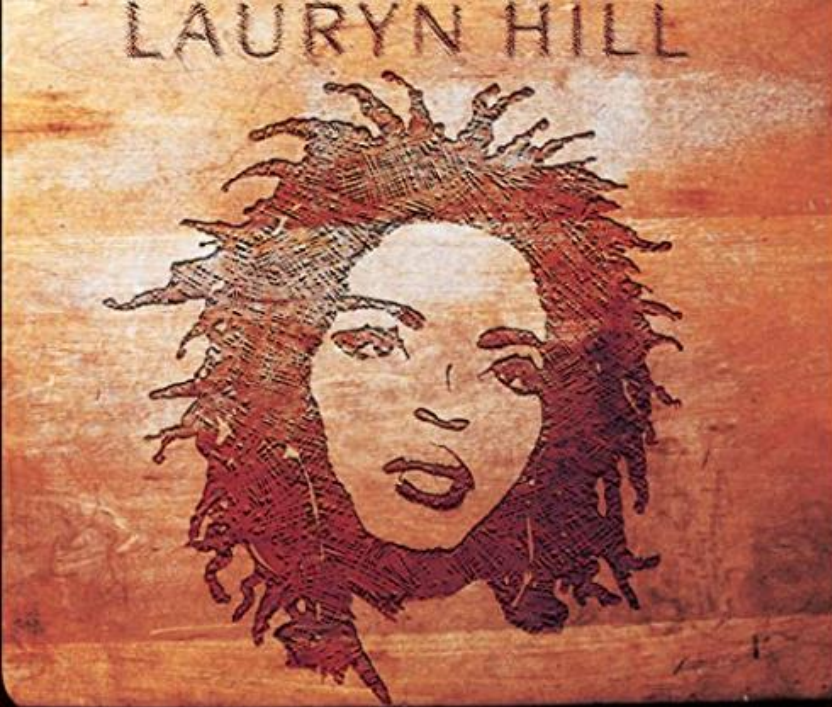
Utilising all contacts, colleagues , industry executives , broadcasters ,DJ's and musicians that she has worked with over the years .

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'FOR WHAT IT IS'

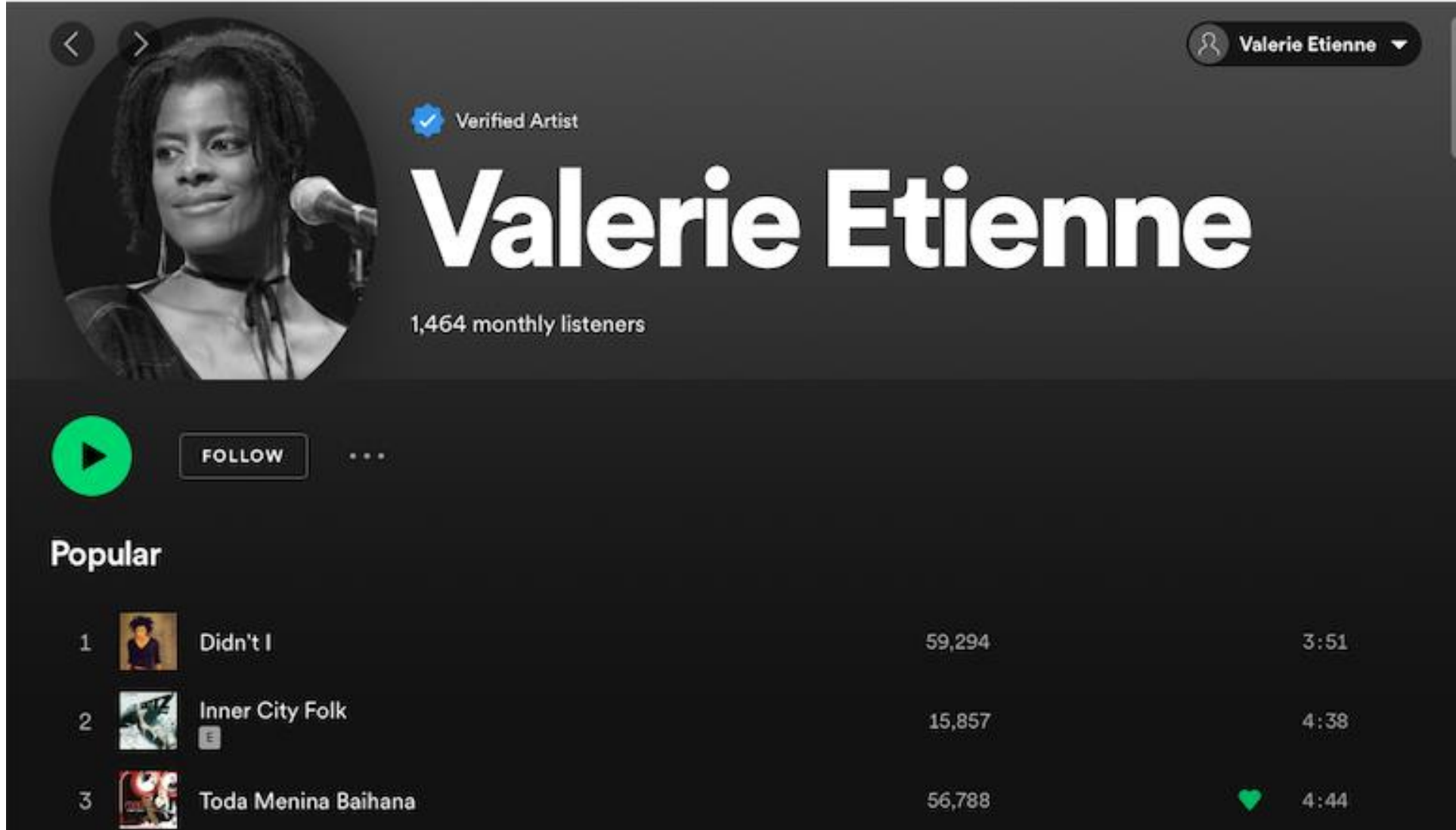
Original Album Artwork c. 2002



MARKETING PLAN

SPOTIFY

ACTION New content uploaded, curate more playlists, follow or tag onto other playlists, re branding, Distribution.



The image shows the Spotify profile of Valerie Etienne, a verified artist. The profile includes a circular profile picture of her, a 'Verified Artist' badge, and her name in large white text. Below the name, it says '1,464 monthly listeners'. There are navigation arrows at the top left and a user menu at the top right. Below the profile picture, there is a green play button icon, a 'FOLLOW' button, and a three-dot menu. The 'Popular' section lists three tracks with their respective album covers, titles, listener counts, and durations.

Rank	Track Name	Album Cover	Listeners	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 Profile	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	Misuderstanding - 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

Audience

Stats Engagement BETA

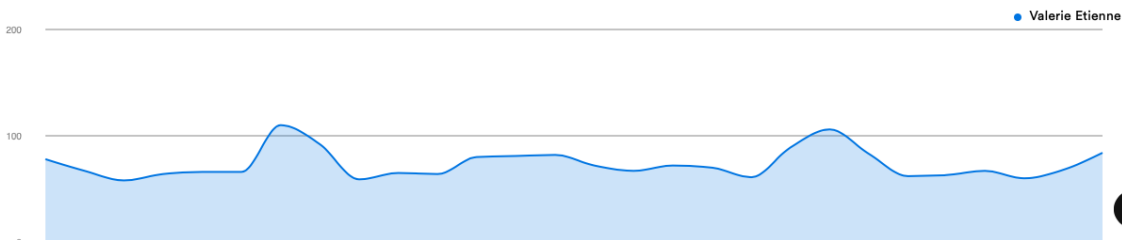
1,464 listeners ▲ 9% change since last month

Mar 5, 2022 – Apr 1, 2022 • Worldwide

Worldwide

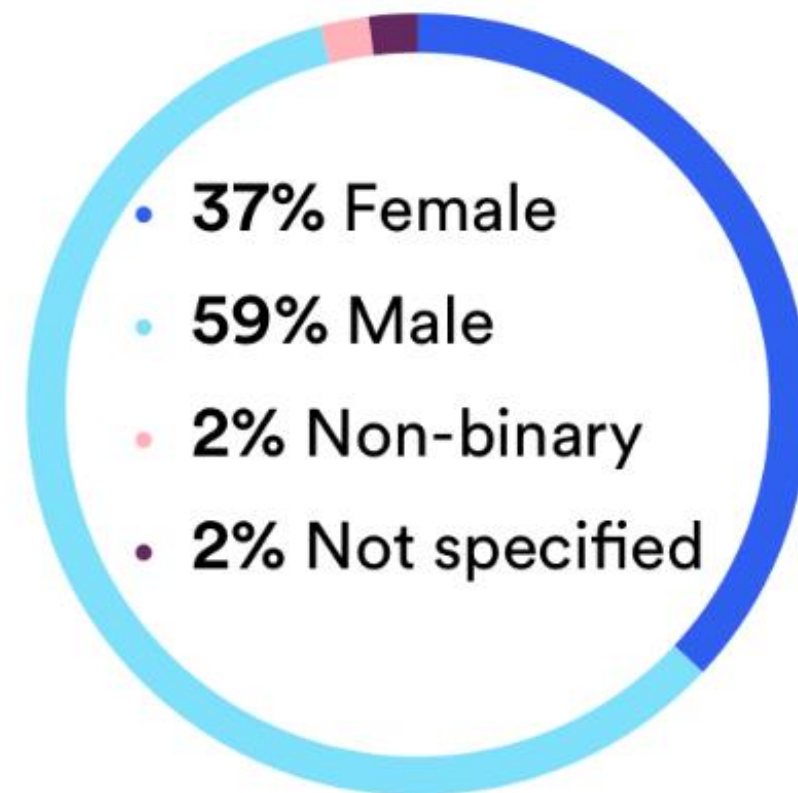
Last 28 days

LISTENERS STREAMS FOLLOWERS



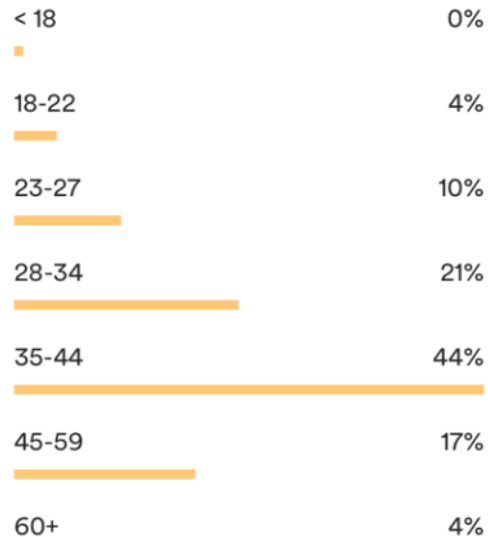
Their gender

LAST 28 DAYS



Their age

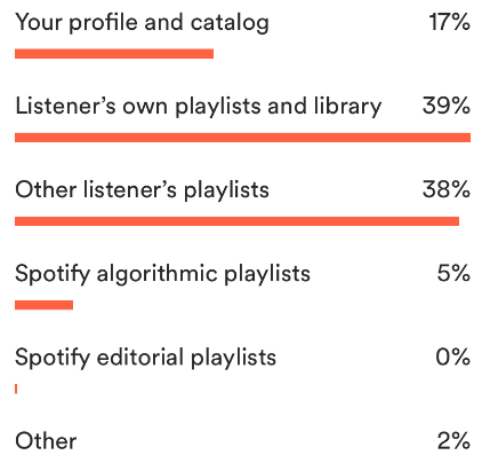
LAST 28 DAYS



Audience

Sources of streams

LAST 28 DAYS



Streams • Last 28 days

LAST 28 DAYS

STREAMS

	Didn't I	983 >
	Inner City Folk	427 >
	Toda Menina Baihana	239 >
	Misunderstanding - MJ C...	170 >
	Misunderstanding - Roger'...	140 >
	Misunderstanding - Roger'...	64 >
	Just A Little Lovin	35 >
	Didn't I Tell You	31 >
	The Birds Sing - Live @ Cro...	29 >
	Misunderstanding - MJ Col...	29 >

Go for the younger female market (28-34) and gain a bigger male audience in Europe. Up interest generally in the UK & Europe .Sustain the Filipino audience.

Top countries

LAST 28 DAYS

LISTENERS

1	Philippines	469
2	United Kingdom	316
3	United States	93
4	Germany	50
5	Australia	45
6	Netherlands	44
7	Spain	34
8	Italy	31
9	Canada	31
10	France	30

Top cities

LAST 28 DAYS

LISTENERS

1	Quezon City Philippines	105
2	London United Kingdom	76
3	Cebu City Philippines	31
4	Pasig Philippines	28
5	Manila Philippines	23
6	Bacoor Philippines	21
7	Davao City Philippines	21
8	Paranaque City Philippines	18
9	Sydney Australia	18
10	Makati City Philippines	17



Valerie Etienne

670 Tweets



Edit profile

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

Top mention earned 27 engagements



Grant Fuller

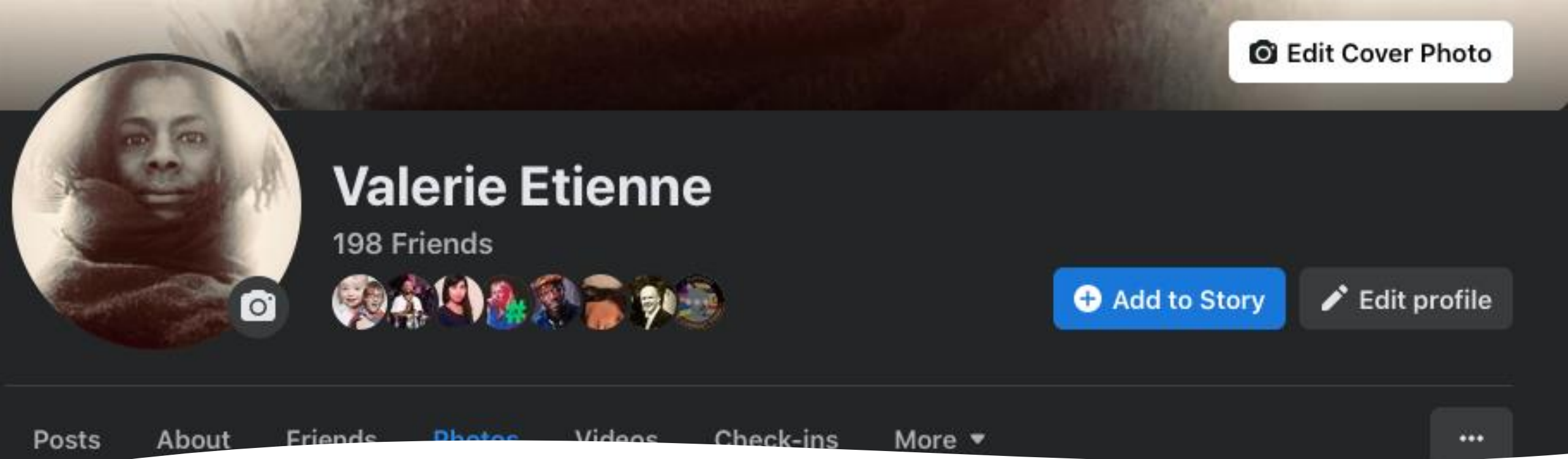
@GFullerTweets · Mar 4

@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



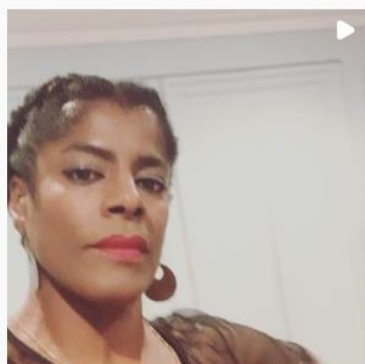
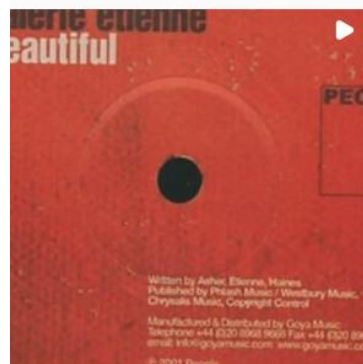
🔄 2 ❤️ 5

[View Tweet](#)



MARKETING PLAN – FACEBOOK

ACTION A complete re- boot. Add , photos,video, D2C all associated with New EP release.



Instagram

Search



valerietienne

Edit Profile



388 posts

2,257 followers

522 following

Valerie Etienne OFFICIAL

singer ,who writes songs! Disco & Duet Lover,Part time piano/guitar player check out @allenrdquartet



@jgsirus



A teensy d...



Jmrq Live ...

Welcome Valerie Etienne! This is your dashboard.

valerieetienne.bandcamp.com

The first step towards Bandcamp prosperity...

... is of course to add some music:

[Add an album](#)

[or add a track](#)



Activity

Once word gets out that you're here, this is where you'll see notifications of sales and followers. To make that happen, go read our **Artist Guide**.



Followers



No followers, but just you wait!

This is where you'll see your followers. We notify them when you release new music or merch, so the more followers you have, the more sales you can expect.

Plays



The site of your future plays

Add your music and we'll start showing your plays here.

VALERIE ETIENNE –MARKETING TIMELINE
FOR EP ; WORKING TITLE

LOTUS =self regeneration/rebirth

11th April – 22nd April Recording at 'The Palette ' Studio. -- Valerie will be there with her co producer

<https://www.skioakenfull.com>

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

<http://www.mcvirnetienne.com>

25 th 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' Art work

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 .

June --Prep all Social media sites (with help from intern) for simultaneous Pre save 'Drop' On Instagram, Spotify, Twitter & FaceBook

June 23rd – Worldwide FM – interview- informal Chat talk about EP concept ,play exclusives etc.. With Gilles Peterson

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

June 25th –June 30th Valerie Prior commitments; sessions. Engagement with social media is ongoing...

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

MARKETING -Budget

Mostly FREE ;Utilising Contacts Calling in Favours, .swapping skills as payment...

Budget will be about £1000

Distribution Distrokid = £20 a year

Photoshoot = Hair and makup = £300

Social media Intern= £300

Car Expenses = £100

Photography Brother & Sister = FREE

EP DROPS

OCTOBER 10TH 2022

Last week of July– 1st week of August ; Festivals.. Self Promotion at festivals ie 'WEOUTHERE' and SÈTE' in France. via Social Media ..Instagram stories, Facebook Stories ,plenty of D2C content. Funds are limited...

Last three weeks of August reach out to connections in the International Market; Contacts in , New York , Los Angeles, Japan, France , Brussels, Spain and Italy. Four major ones to begin with;

NYC –Harvey J Goldberg- Musical Producer/Engineer on 'Stephen Colbert'

JAPAN- Shuya Okino & Toshio Matsuura – DJ's J-WAVE

BRUSSELS – Guy Tresize – Manager of' Little Dragon'

L.A. - Al Clay – Producer/engineer for 'Hans Zimmer' (All these open up syncs , collaborations etc..)

Investigate 'Radio Garden' live radio around the world.

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

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

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

September 26th –first Pre save drop via distribution co. Distrokid at distrokid.com.To all social media Platforms

October 8th – Interview with Gilles Peterson on BBC6 Music (3pm – 6pm) Exclusive play of some tracks on the EP. It will be added To the shows playlist and will appear on Gilles Peterson's social media.

EP released on October 10th on all streaming websites .. Valerie will do an exclusive live Ep launch 'mini ' gig on Bandcamp Live and will do a live Q & A

She of course will be active on Social Media for most of that day.

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