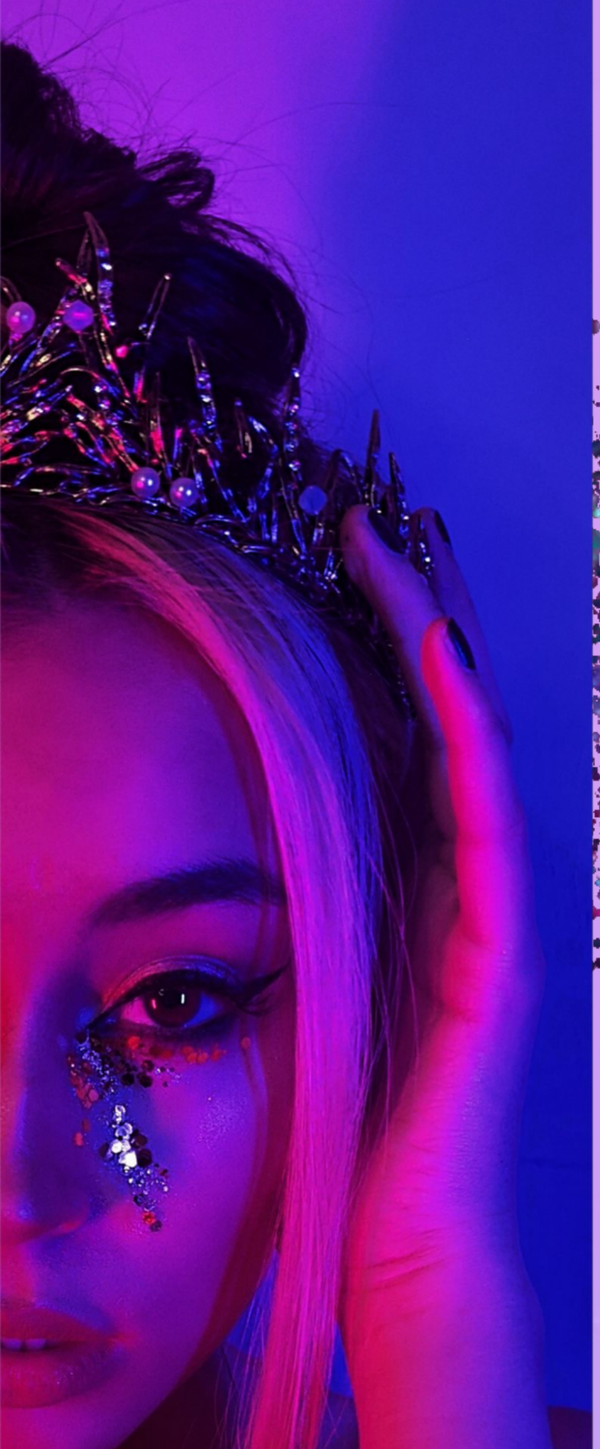
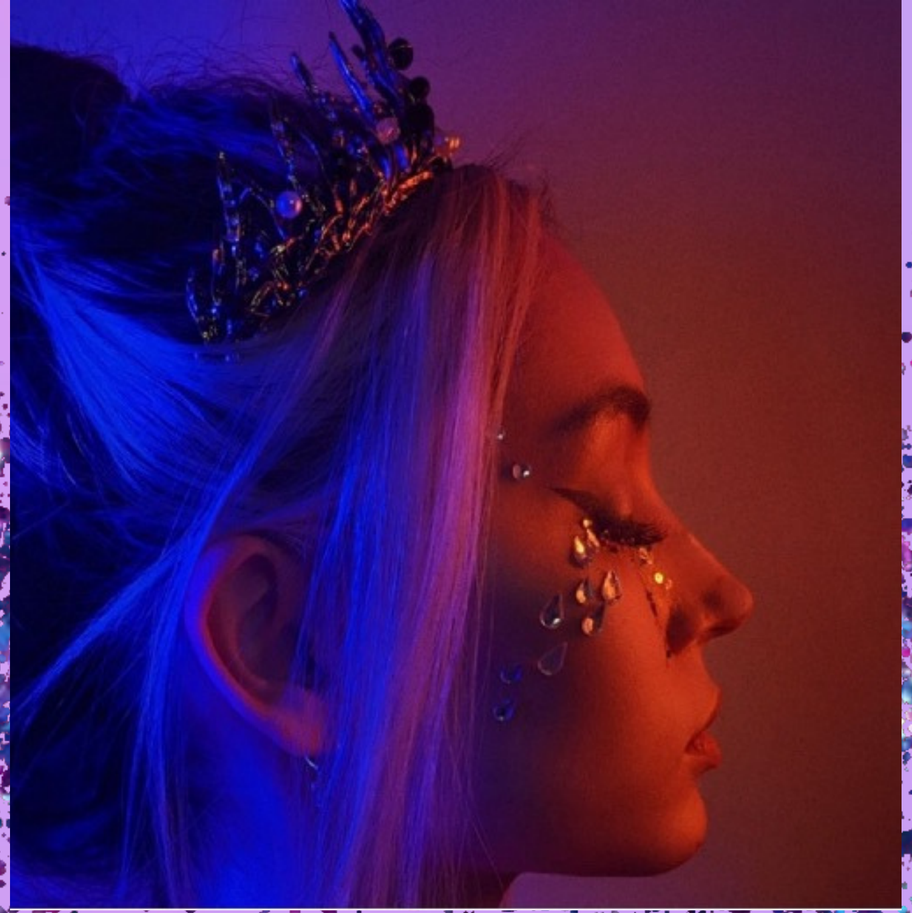
Róisín Doyle-Bakare
2105286
Entertainment Marketing: BMTY7003
Tim Ferrone



CHESKA MOORE


LIBERATING CHESKA MOORE
FROM THIS...







...TO THIS

CHESKA MOORE



UPGRADE

My Profile



PLAYLIST

Self-Loathing Narcissist

Cheska Moore • 3029 likes • 10 songs, 30 min 00 sec

#	TITLE	ALBUM	
1	**Obsessed** Cheska Moore	Self-Loathing Narcissist	3 : 00
2	**Don't Talk** Cheska Moore	Self-Loathing Narcissist	3 : 00
3	**Self-Loathing Narcissist** Cheska Moore	Self-Loathing Narcissist	3 : 00
4	**Psychos in Love** Cheska Moore	Self-Loathing Narcissist	3: 00
5	**Bad Thoughts** Cheska Moore	Self-Loathing Narcissist	3: 00
6	**Alone Not Lonely** Cheska Moore	Self-Loathing Narcissist	3: 00
7	**Pretty Privilege** Cheska Moore	Self-Loathing Narcissist	3: 00
8	**In My Head** Cheska Moore	Self-Loathing Narcissist	3: 00
9	**Main Character Moment** Cheska Moore	Self-Loathing Narcissist	3: 00
10	**Overreacting** Cheska Moore	Self-Loathing Narcissist	3: 00

INTRODUCING: SELF-LOATHING NARCISSIST



MOODBOARD

EUPHORIA

PRINCESS

SELF-OBSESSIONS

PROM

DANGEROUS

DARK

GOALS & KPI'S

Growing DSP stats

- 500k+ streams across all platforms
- 8K monthly listeners
- Pitch to 30+ playlists
- 10+ successful playlist additions, at least one of which with an audience of 15K+
- Curate 3+ playlists to build Spotify persona

Increasing social media engagement

- Reach 35k+ Instagram followers with at least 10% engagement rate
- Reach 150k+ followers on TikTok with 1M likes
- Upload daily Instagram posts/stories, with a maximum two-day absence from socials
- Upload 50+ TikToks consisting of a variety of content

Professional opportunities

- Find 3+ artists to collaborate with on either promotional material or upcoming projects
- Gain the attention of a label
- Send 35+ proactive emails to industry professionals

Maximise exposure

- 50+ mailing list sign-ups
- 10+ press mentions / features (incl. interviews, articles, influencer shoutouts)

18-24

DARK
BROODY
DAMAGED
HEARTBROKEN

FEMALE

FUN
ENERGETIC
EXTROVERT
'CRAZY'
FUNNY

STUDENT

RESPECT
LOVE
HUMOUR
INDEPENDENCE
ENTERTAINMENT

STRAIGHT

READING
MOVIES
GAMING
MUSIC
ANIME
FASHION

YUPPIES

NIGHT OWLS
DRINKER
GAMING
PART GOER
NIGHTS IN
FASHION

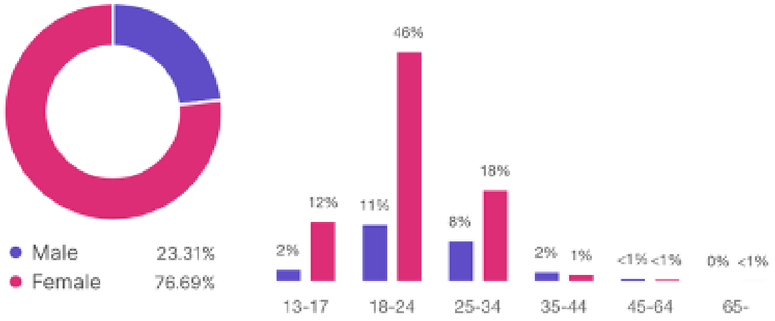
TEENS

MEMES
TIKTOK
DARK-
HUMOUR
SOCIAL MEDIA

Instagram Audience Analysis by Followers

Followers | Likes

Audience Gender / Age



Audience Ethnicity

White / Caucasian	67.73%
Asian	15.94%
Black / African American	8.76%
Hispanic	7.57%

Audience Languages

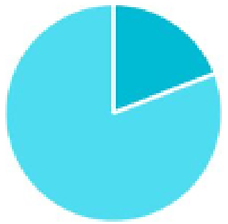
English	67.25%
Spanish	6.20%
French	5.48%
Portuguese	3.77%

EXPANDING
UTILISING
MONETISING

Analytics

Overview | Content | Followers | LIVE

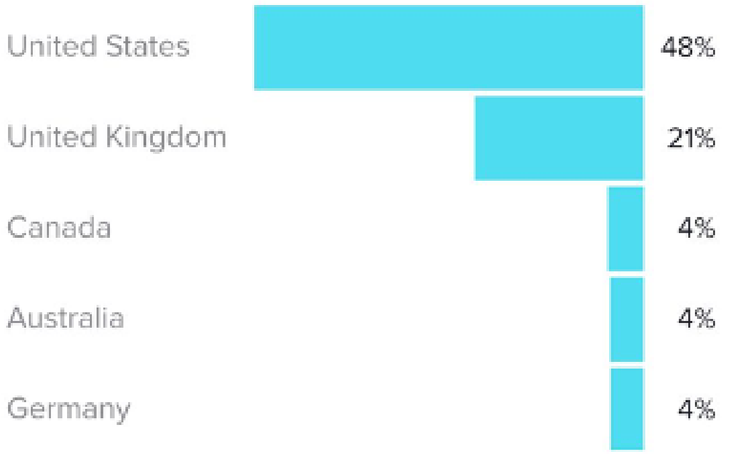
Gender



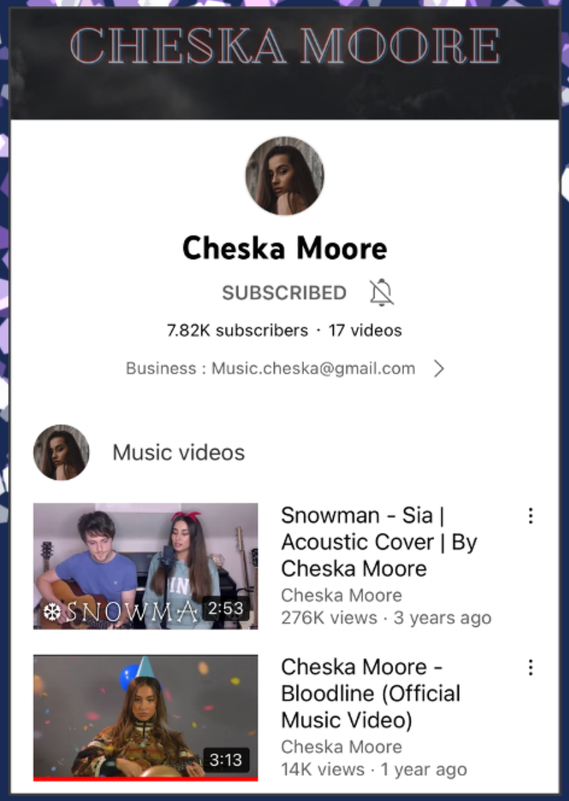
80.9% Female

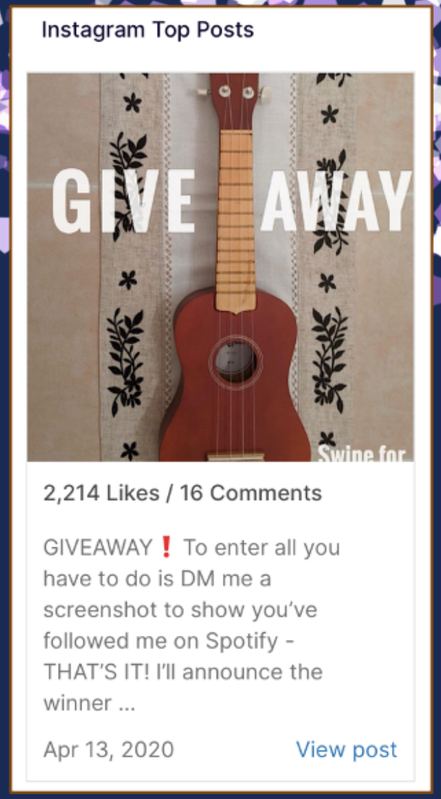
19.1% Male

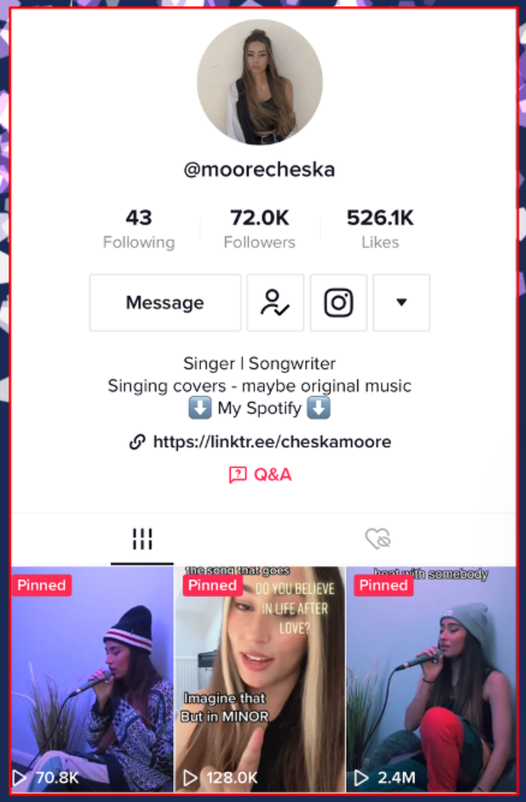
Top territories



SOCIAL MEDIA STATS







Total fans 109,946

Follower and subscriber evolution over the last 28 days

Edit sources



DEEZER FANS
4
0% --

FACEBOOK FOLLOWERS
105
↓-0.9% (-1)

INSTAGRAM FOLLOWERS
28,506
↓-1% (-295)

SOUNDCLOUD FOLLOWERS
29
0% --

SPOTIFY FOLLOWERS
1,296
↑0.4% (+5)

TIKTOK FOLLOWERS
72,000
0% --

TWITTER FOLLOWERS
186
↑0.5% (+1)

YOUTUBE SUBSCRIBERS
7,820
↑0.5% (+40)

ADD NEW DATA SOURCE
+

Spotify

Followers	5K (116,175th)
Monthly Listeners	9K (247,558th)
Popularity	27/100 (206,988th)
Playlist Reach	1.5K
Fan Conversion Rate	54.79%
Reach / Followers Ratio	0.3x



HAZY

ASHNIKKO

Spotify

Followers	1.6M (1,419th)
Monthly Listeners	7.2M (868th)
Popularity	76/100 (763rd)
Playlist Reach	41.3M
Fan Conversion Rate	22.73%
Reach / Followers Ratio	25.14x

Youtube

Channel Subscribers	2.3M (1,884th)
Channel Views	748.9M (2,008th)

Tiktok

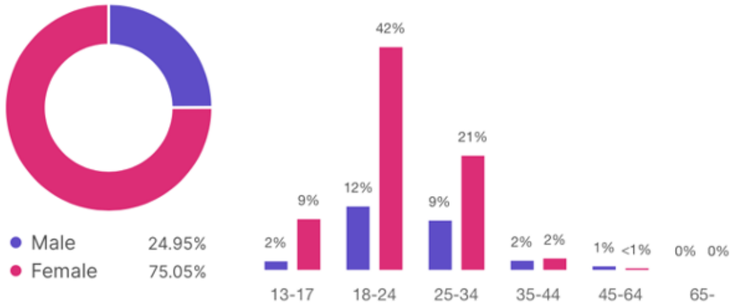
Followers	3.8M (606th)
Likes	47.7M (668th)

Instagram

Followers	1.6M (4,399th)



Audience Gender / Age



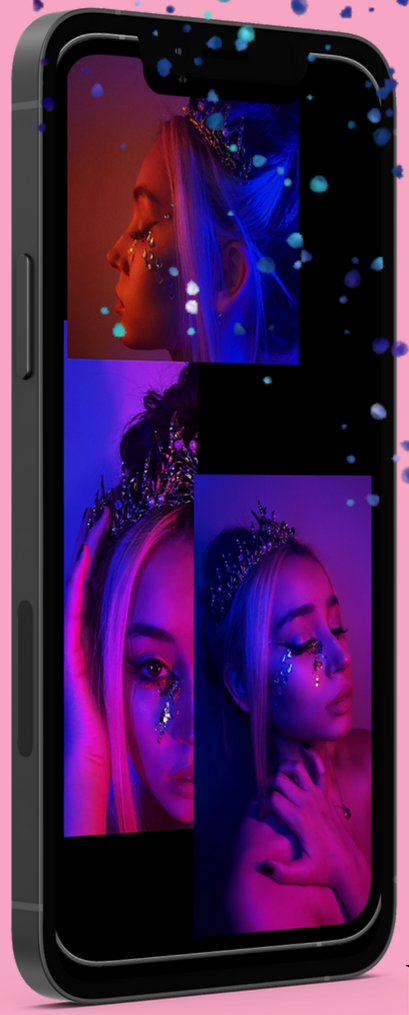
Audience Ethnicity

White / Caucasian	68.22%
Black / African American	10.87%
Hispanic	10.65%
Asian	10.26%

Audience Languages

English	69.14%
Spanish	9.44%
Portuguese	8.77%
Russian	2.56%

MUSIC VIDEOS







BOLD

ORIGINAL

SEXY

FUN

RISKY

ENTERTAINING

MERCHANDISE



LIVE TOUR

JULY 30TH-AUGUST 6TH











DUBLIN CORK BRIGHTON GUILDFORD LONDON

ROADMAP

-11

Record music videos

-9

Single Release

-8

Tour Announcement

-6

Meet & Greet's

Music Vid Release

-4

Second Single Release

0

Album Release

+1

Merch Launch

+2

Second Music Video

+6

Live Tour

∞

Repeat!

FINANCES

Album Release - Marketing Costs

Date:	Mar 2022
Artist:	Cheska Moore
Duration:	13 weeks

Item	Amount	Total Costs
Promotion		£5,990.00
Digital Marketer	£1,000.00	
Google Ads (YT)	£430.00	
Instagram	£1,850.00	
TikTok	£750.00	
MusoSoup	£80.00	
SubmitHub	£80.00	
Zebr Official	£250.00	
Fan experiences	£1,000.00	
MailChimp	£450.00	
Flyers / Posters	£100.00	
Post-Production		£450.00
Music Videos	£400.00	
Videographer	£50.00	
Merchandise		£215.97
Mirrors	£80.00	
Adobe Lightroom Software	£19.97	
Tiaras	£50.00	
Shopify	£66.00	
Total Costs		£6,589.97

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