PORTFOLIO MA INTERNATIONAL MUSIC MARKETING

THE YOUR ARMY GROUP

YOUR ARMY 2007 EST

Global Independent Promotions Agency with Offices in

LONDON. LOS ANGELES. SYDNEY AUSTRALIA



JULIUS GRIFFITHS

YOUR ARMY

Global Independent Promotions Agency

PUBLISHING COMPANY:

MINDS ON FIRE

A Publishing Company
Tailored to Electronic Music
And Connecting Artists To
Royalties



THE MANAGEMENT COMPANY:

STRATEGY. TOURING.
PROMOTION

WEAPON MUSIC:

DANCE LABEL

Committed to Appropriating
The Language Of War To
Spread Love & Release
Bangers

YOUR ARMY Group

The Your Army group was founded in 2007 by James Pitt and Christian Nockall both Directors of the company. (WE GET YOUR MUSIC HEARD)
The aim was to establish a music company,that media could trust to deliver the best in new music.They wanted to also to establish a company with a team who were not only professional but had a real passion for the music industry.
Their team now is comprised of Promoters,Pluggers, and Publicist.
The Your Army Group also has Three sub divisions
Services provided include Radio Plugging, TV Plugging, PR, Club Promotion and Digital Marketing

The Management, adding value to artist careers and creating marketing strategies Minds On fire,Publishing company and Weapon Music The Dance Label.

The Your Army Group grows in line with the needs of the Artist , Managers,Labels and distributors and the music publishers.

Each company shares the same core values and vision to be the best in their respective fields

YourArmy is a global independent promotions agency, with offices in London, Los Angeles and Sydney, focusing on breaking talent. The Radio Department works with and promote acts such as Disclosure, Tame Impala, CamelPhat.Christine & The Queens, Sam Smith, Major Lazer, Justice, London Grammar, Bicep, Jax Jones, Childish Gambino, Daft Punk, The Chemical Brothers, RÜFÜS DU SOL, Daniel Avery, Wretch 32, Depeche Mode, Rihanna, RL Grime, Duke Dumont, George Fitzgerald, Maya Jane Coles, Gorgon City, Riton, Odesza, Porter Robinson, Ghetts, Mount Kimbie, Avelino and The Black Madonna, amongst others. In addition to music promotions, Your Army Management represent Adelphi Music Factory, Bontan, Gallago, Jonas Rathsman, Tom Demac, and Yousef.

THE YOUR ARMY GROUP

YOUR Army London



Text

Text

Sdyney AUSTRALIA



Los Angeles USA



STRATEGY

The Marketing

Strategy will focus on creating awareness of the Your Army brand the past successful campaigns and

moving forward with the new innovative campaigns, using the web page as the main hub of the your army group and creating mainly Organic content to share with other social media platforms.

whether it’s a reality behind the scenes clip of

a innovative music campaign or live podcasts on music marketing, Music publishing , or a Weapon music producers series,

that also could be sold online or to educational music institutions courses

or new releases from the label or Your Army Management ,all companies must be interacted . There is no page to sell merchandise or other online Assets of the brand or remixes,or special reissues, and no soundcloud link or page









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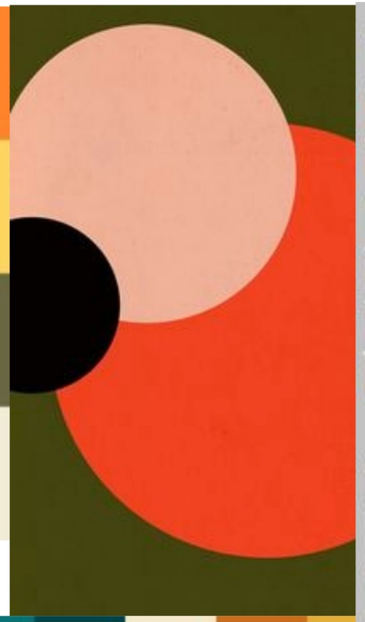






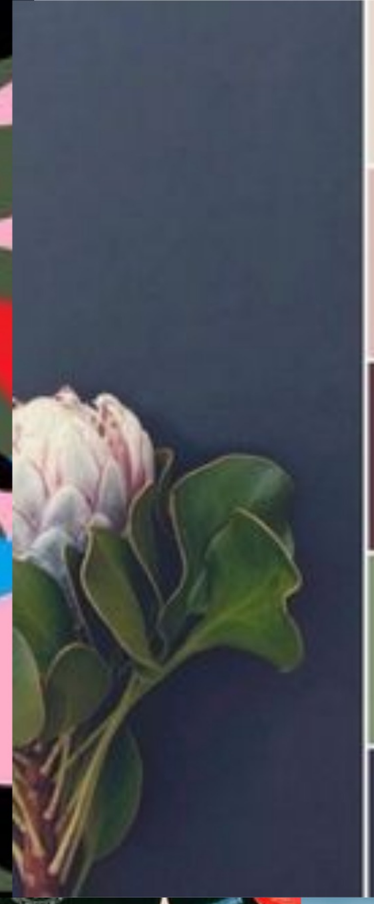

ARMY
ARMY
ARMY
MILITARY TEXTURES
U.S.ARMY
TROOP
RECORDS






Set A
Pegsie-art.tumblr.com
Set B
Pegsie-art.tumblr.com



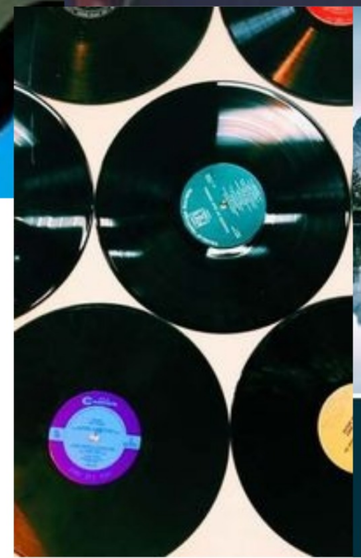



#E9DCCD
CREAM
#E3BAB3
PETAL
#613A43
BURGUNDY
#849974
FRESH
#36384C
CHARCOAL

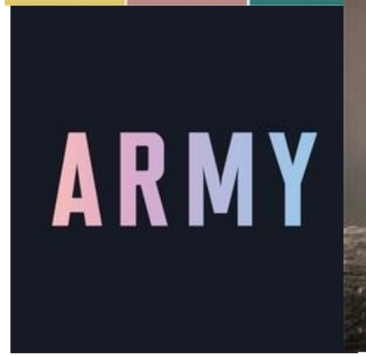

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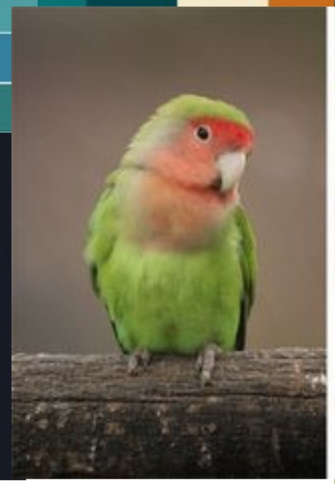




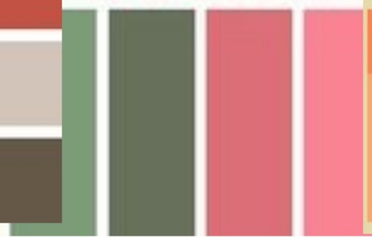





ARMY



Color
Palettes









YOUR ARMY Logos




YOUR ARMY
GLOBAL INDEPENDENT PROMOTIONS AGENCY


YOUR ARMY
GLOBAL INDEPENDENT
PROMOTIONS AGENCY


YOUR ARMY
GLOBAL INDEPENDENTPROMOTIONS AGENCY


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GLOBAL INDEPENDENT
YOUR
ARMY
PROMOTIONS AGENCY



YOUR ARMY PROMOTIONS

YOUR ARMY
WEAPON MUSIC

WE GET YOUR MUSIC HEARD

YOUR ARMY MANAGEMENT

FUELLING THE PASSION

MINDS ON FIRE PUBLISHING

WEAPONS MUSIC

WHEN THE MUSIC HITS YOU FEEL NO PAIN

WHEN THE MUSIC HITS YOU FEEL NO PAIN

WEAPONS MUSIC

FUELING THE PASSION

MINDS ON FIRE PUBLISHING

INCREASE AWARENESS AND VISIBILITY

Connect all Channels through WEBSITE: Tastemaker

ensuring that fans can easily and seamlessly navigate between each artist's touchpoints.

Upload content on Website:

Biography, music videos, interviews, add upcoming performances on website

Increase social media presence:

- Weekly upload of content that swirls around the message of the new campaigns hints, and creative teases).
- Engagement with audience: weekly IG live sessions
- Collaboration with brands (e.g.FOCUSRITE / Music equipment for producer series).

OCTOPUS MARKETING



MARKETING STRATERGY

INFLUENCER SOCIALS MEDIA LINKED

ONLINE PLAYLISTS

WEBSITE

RADIO

MERCHANDISE

LIVE@YOUR ARMY

YOUR ARMY TV

ALL SOCIAL MEDIA









Load More... Follow on Instagram

The Your Army Group

The Your Army Group grows in line with the needs of artists, managers, labels and distributors. Each company shares the same core values and vision to be the best in their respective field.

YOUR ARMY MANAGEMENT

A management company adding value to artists' careers. We work closely with every artist to complement and add to their vision.

MINDS ON FIRE PUBLISHING

A publishing company tailored to the electronic music artist. Minds On Fire connect artists to their royalties.

WEAPONS MUSIC

A dance music label committed to appropriating the language of war to spread love and release bangers!

Trusted by the world's leading music brands

Instagram

Search

yourarmy_ Message

303 posts **1,456** followers **556** following

Your Army
📍 London. Los Angeles. Sydney.
🎶 We Get Your Music Heard.
•
#YourArmyUK 🇬🇧
#YourArmyUSA 🇺🇸
#YourArmyAU 🇦🇺
bit.ly/2GPDaqO

Followed by **tileyarded** and **jaguarworldwide**

Radio Club TV

POSTS TAGGED







MERCHANDISE:

SPECIAL REMIXES PRE ORDER SALES

ITEMS:

- T-SHIRTS
- JACKETS
- BEANIES
- NOTEBOOKS









TIMELINE: 3 months with a review every 3 months

The Project Management Timeline Which Covers PreProduction/Production/Aftercare

The First Month

First 2 Weeks.
bring awareness to the brand through connecting all YOUR ARMY companies, bloggers, influencers or podcasters, producers, artist Radio Djs and also creating a corporate identity that can be shared and connected through all social media platforms, which could also be one logo for the different companies but with a single corporate identity,using the web site page as the centre.

The Second 2 Weeks:Identifying
industry targets for the various events campaigns of the various YOUR Army brands and connecting them through the website and then uploaded to all social media sites.The Project management Timeline.1 MONTH PRE CAMPAIGN/2MONTH CAMPAIGN/3 MONTH REVIEW.AFTERCARE

The Marketing plan will focus on the improvement of The Your Army group interaction with the fans, expansion on new social media platforms such as, Pinterest and TikTok and overall activity on all social medias.

ALL DJS RADIO INFLUENCERS PLAYLISTS:

*



JAGUAR

161K FOLLOWERS



JONAS RATHSMAN

187K FOLLOWERS



YOUSEF

213K FOLLOWERS



BONTAN

81.5K FOLLOWERS

ONLINE AND PRINT MEDIA:

















ARTIST/ INFLUENCERS

SOCIAL MEDIA FOLLOWERS OVER 1.3 MILLION



METRONOMY



BICEP



TOM GRENNAN



CHEMICAL BROTHERS



CHRISTINE & THE QUEENS



GHETTS



RONI SIZE



LONDON GRAMMAR

SOCIAL MEDIA: Web Page Central Hub



ASSETS: ORGANIC CONTENT AND SHARED CONTENT

- **SoundCloud link mixes. Tastemakers/Influencers/DJS/Artists**
- **DISTRIBUTION OF PRIZES THROUGH VOTING OF AUDIENCE/PROMOTIONS**

ONLINE INTERACTING WITH ALL PLATFORMS

Social Media Platforms and Demographics

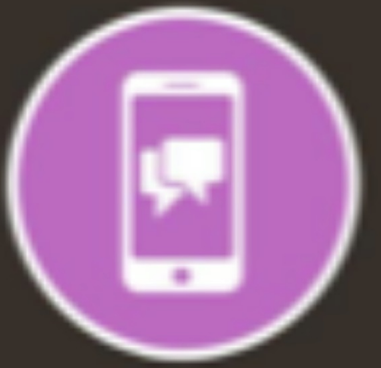
User demographic statistics for any social media network are an essential piece of data for any marketing strategy, knowing who’s on what platform aids you in researching, advertising and marketing decisions. As the social space is constantly changing, it is useful to know updated statistics and review decisions and tailor content to the way your audience uses different platforms.

ORGANIC CONTENT /PAID CONTENT

JUN 2017

GLOBAL DIGITAL SNAPSHOT

THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
				
7.511 BILLION	**3.811** BILLION	**2.895** BILLION	**5.007** BILLION	**2.692** BILLION
URBANISATION: **54%**	PENETRATION: **51%**	PENETRATION: **39%**	PENETRATION: **67%**	PENETRATION: **36%**

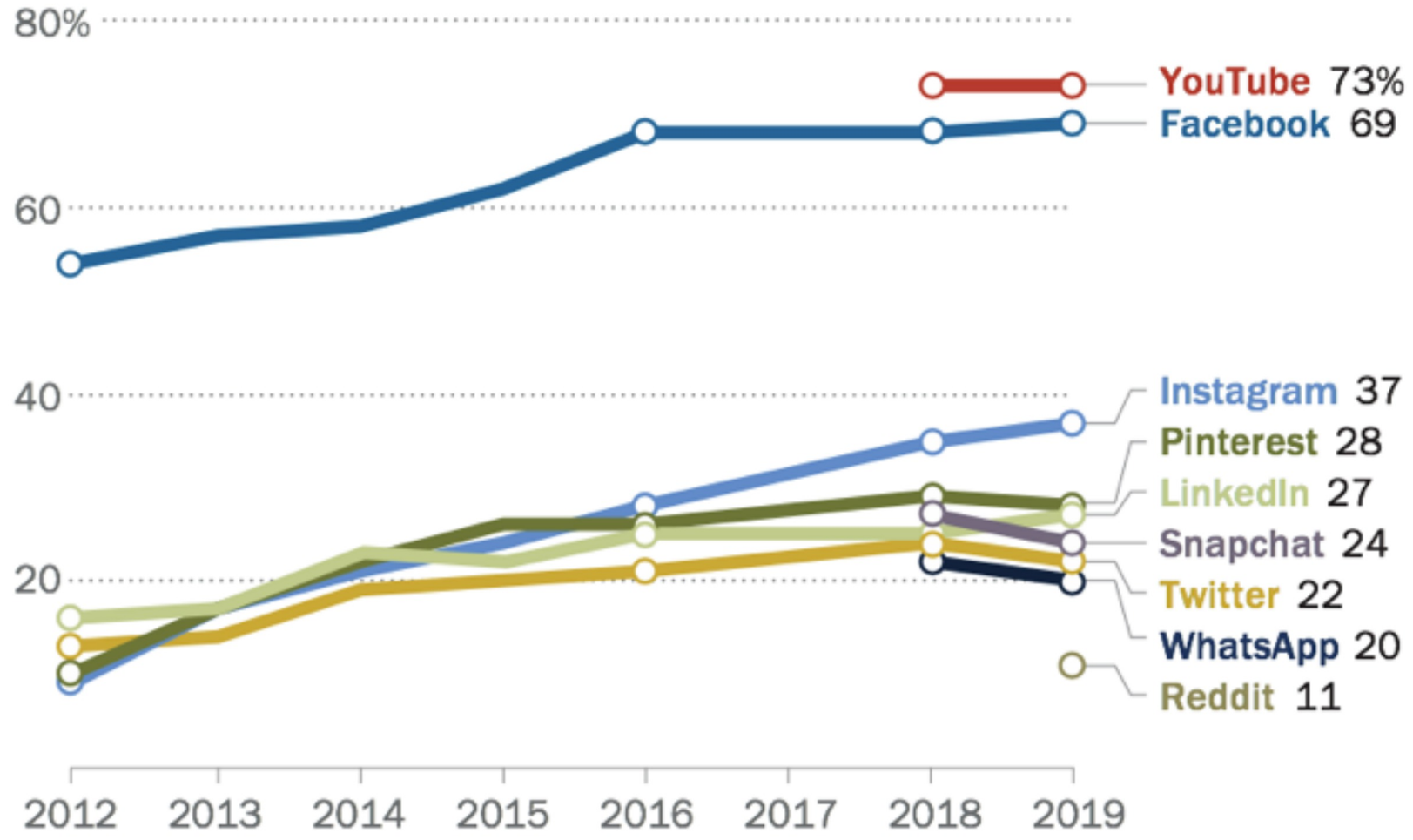
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; WORLDOMETERS.INFO. INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK. FACEBOOK; NATIONAL REGULATORY AUTHORITIES. SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; MIXI; ADHARI; CIPFIRMZAMIR; SIMILARWEB.ORG; EXTRAPOLATION OF THESE DATA. MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

Hootsuite

we are social

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

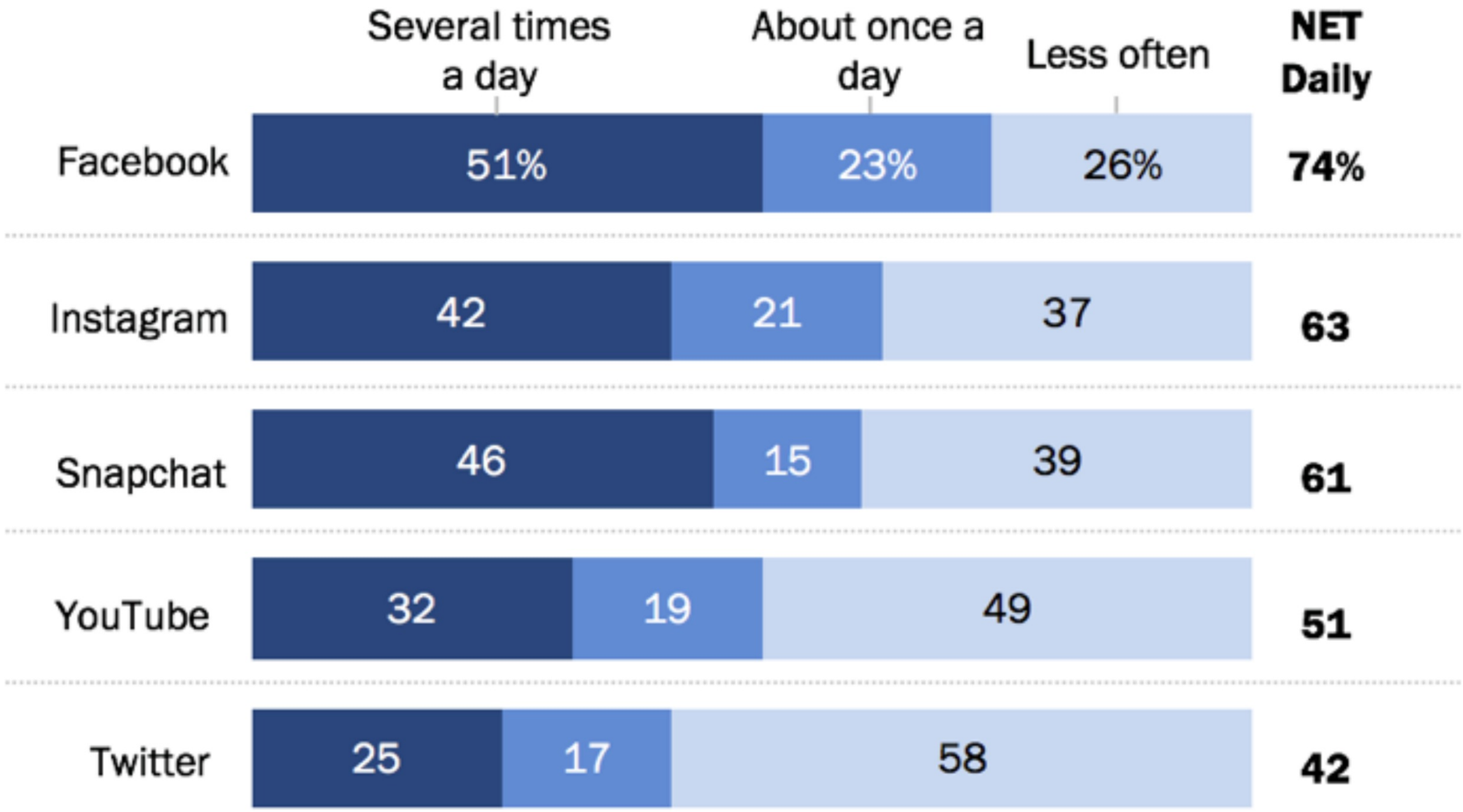


Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019

Roughly three-quarters of Facebook users visit the site on a daily basis

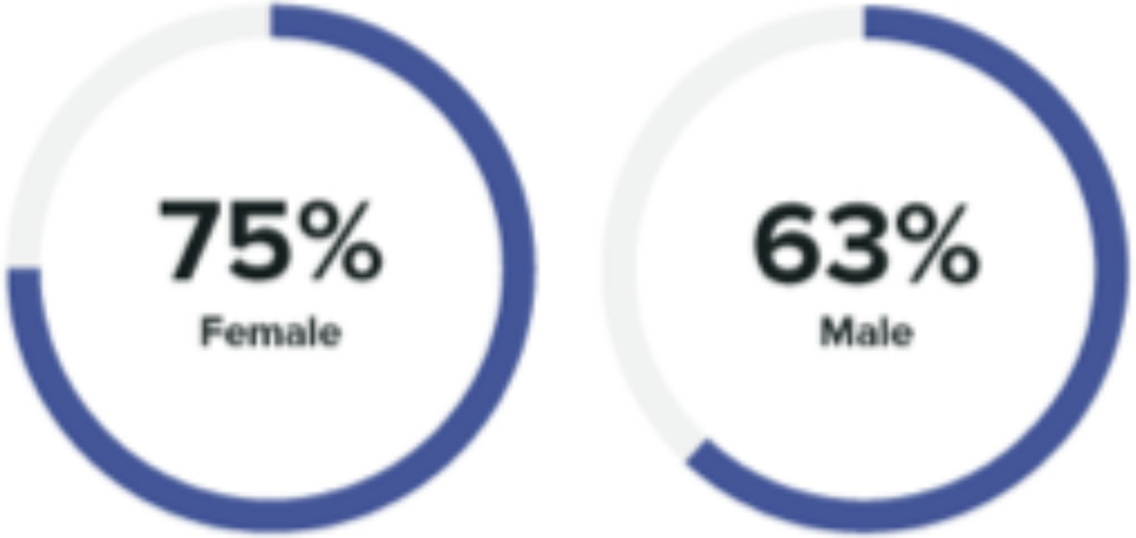
Among U.S. adults who say they use ___, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 8-Feb. 7, 2019

Facebook usage among key demographics

Gender

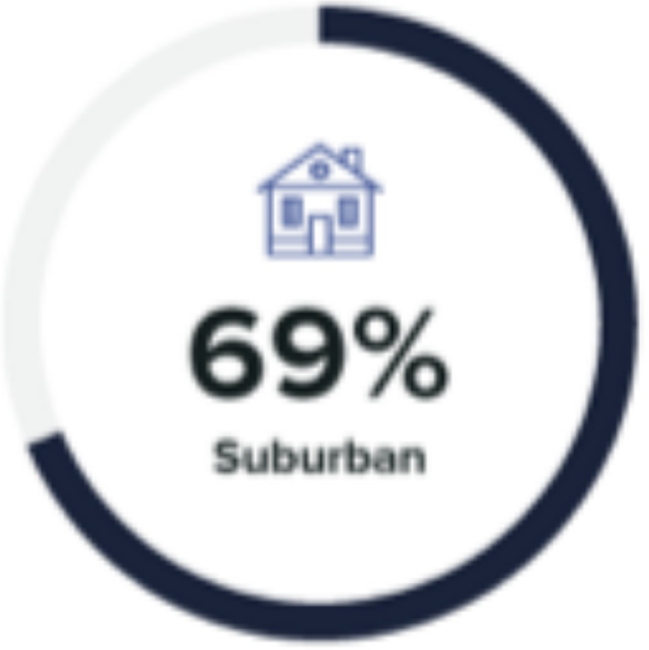


This study doesn't currently include data on non-binary people.

Age









Income

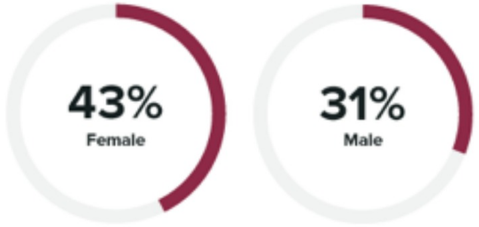
< $30K	69%
$30K–$74,999	72%
$75K +	74%

Education

High school degree or less	61%
Some college	75%
College+	74%

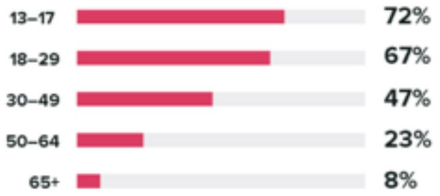
Instagram usage among key demographics

Gender

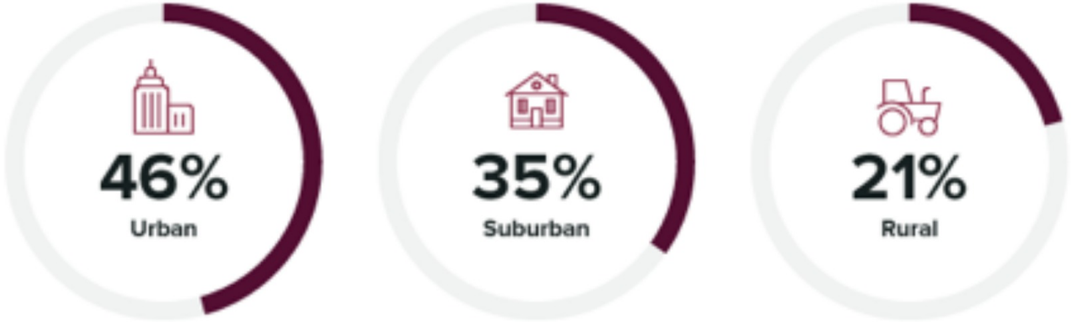


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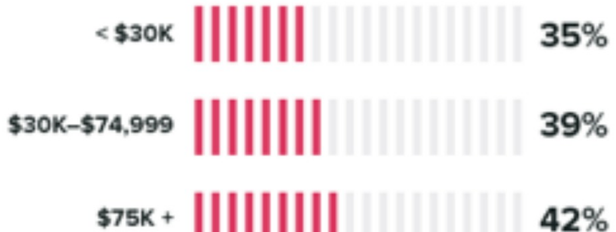
Age



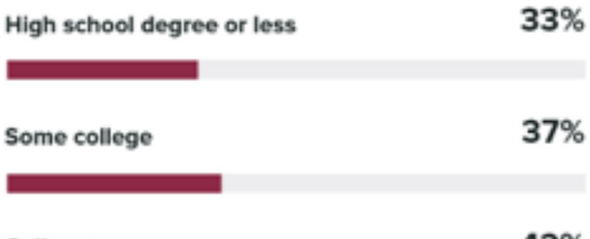
Location



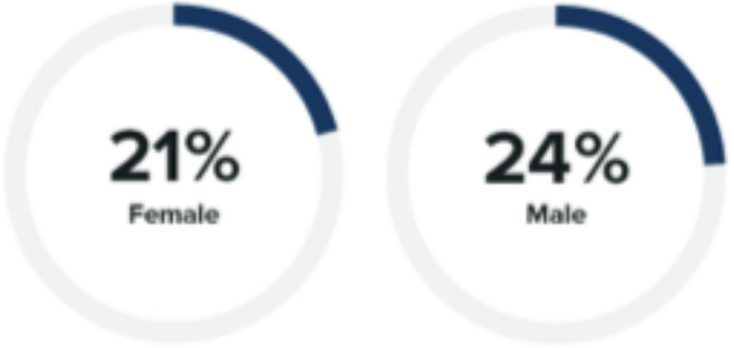
Income



Education

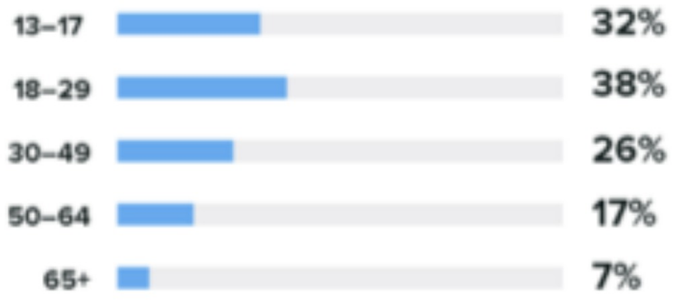


Gender

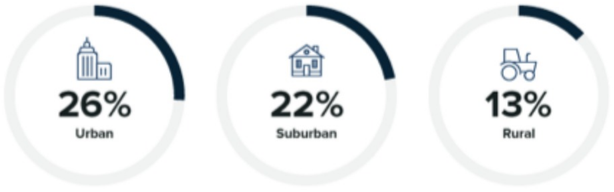


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Age



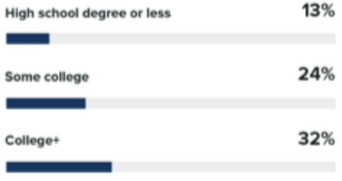
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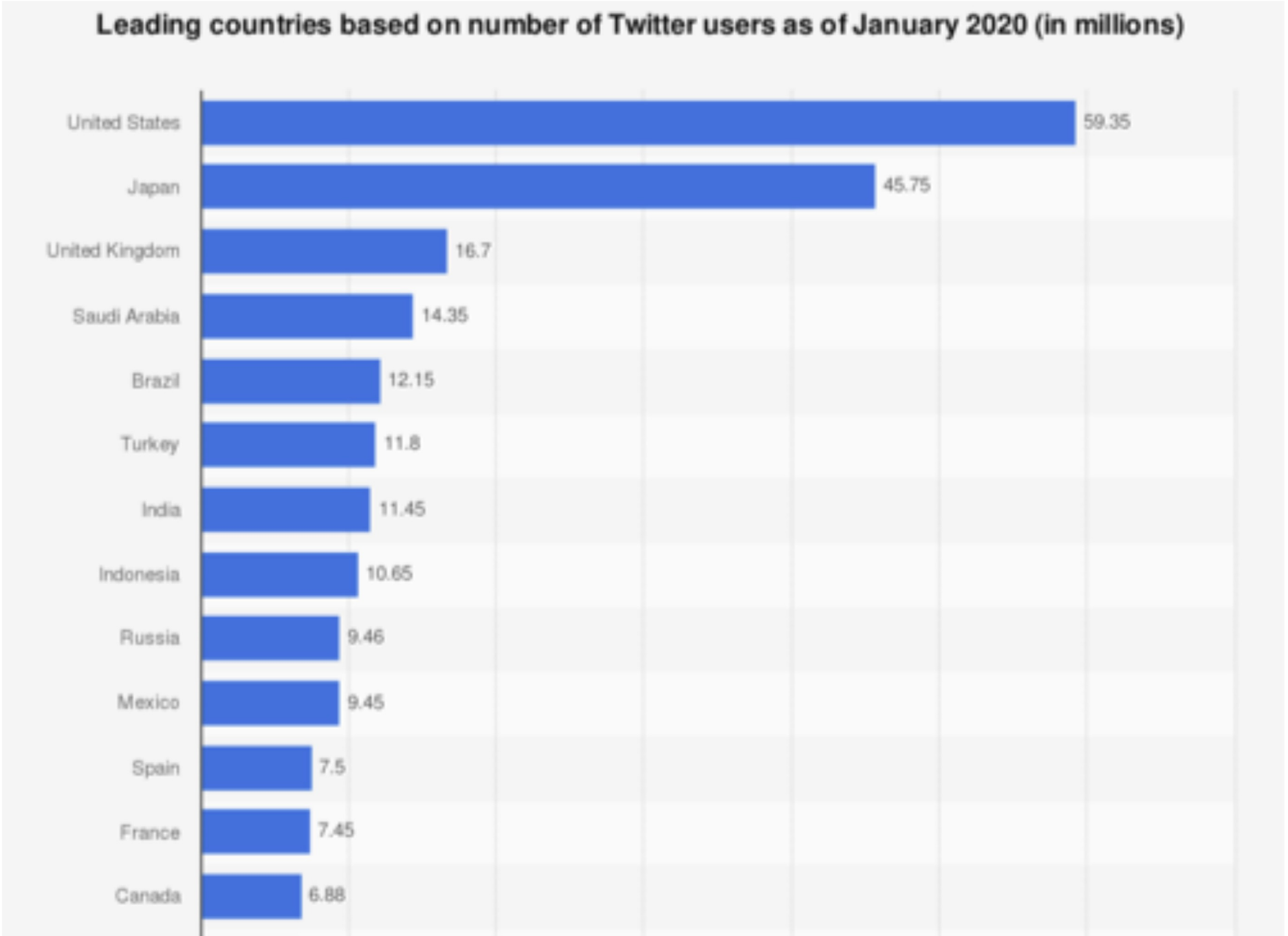


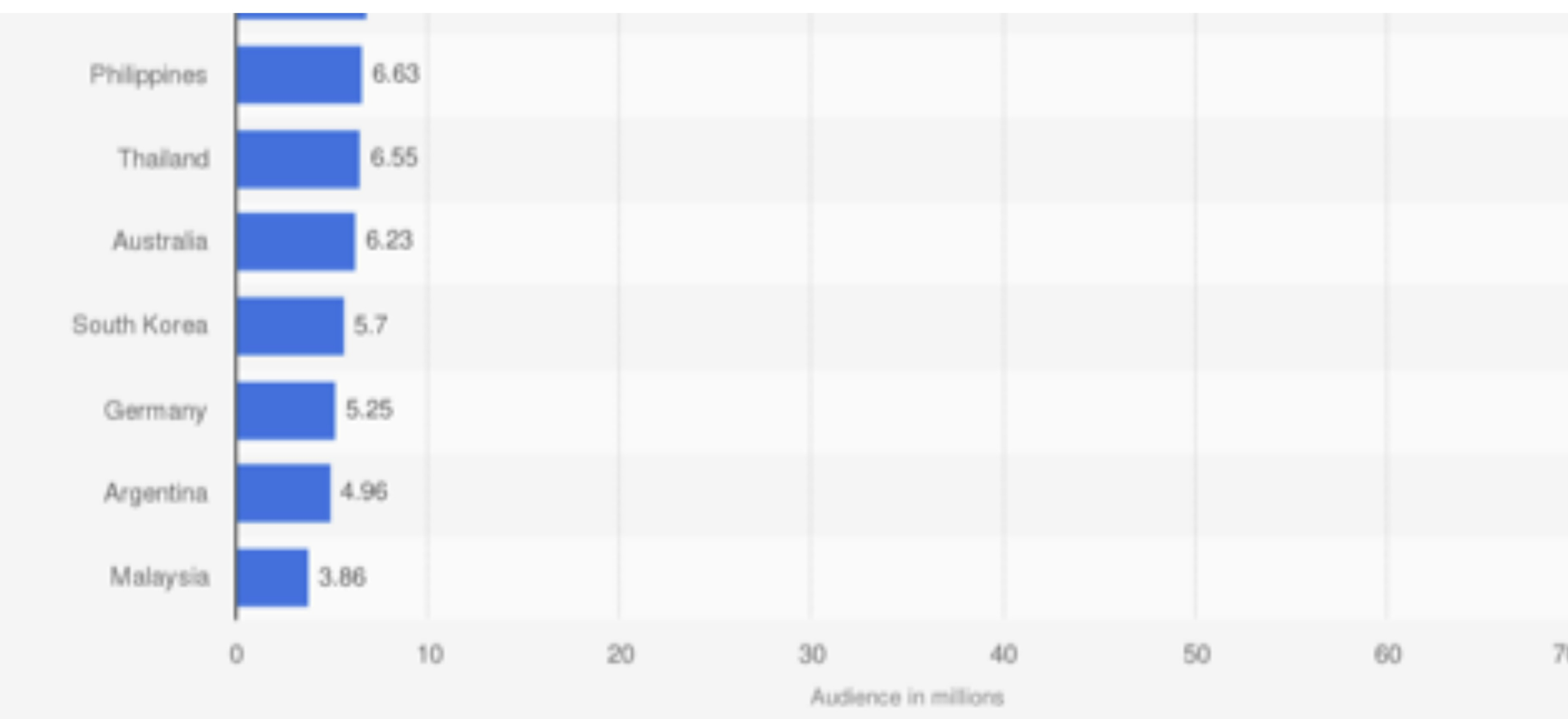
Income



Education




Leading countries based on number of Twitter users as of January 2020 (in millions)
United States
59.35
Japan
45.75
United Kingdom
16.7
Saudi Arabia
14.35
Brazil
12.15
Turkey
11.8
India
11.45
Indonesia
10.65
Russia
9.46
Mexico
9.45
Spain
7.5
France
7.45
Canada
6.88

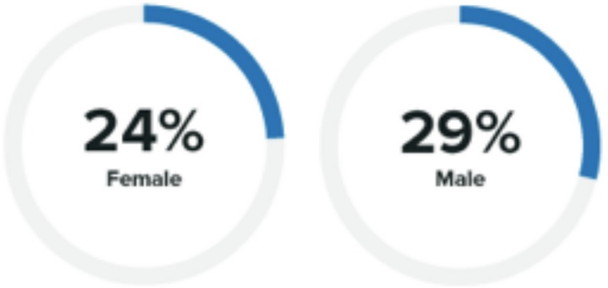


Sources
We Are Social; Hootsuite; Twitter; DataReportal
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Additional Information:
Worldwide; Twitter; DataReportal; January 2020; based on adressable ad audiences

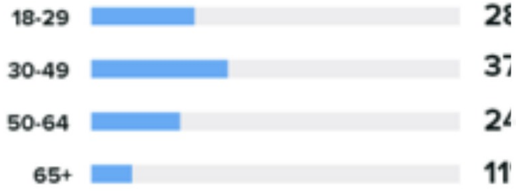
LinkedIn usage among key demographics

Gender



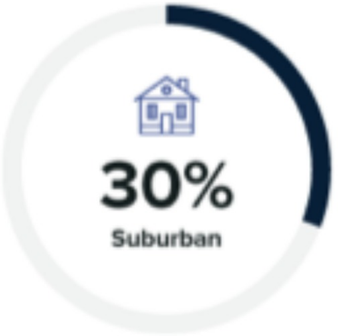
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Age



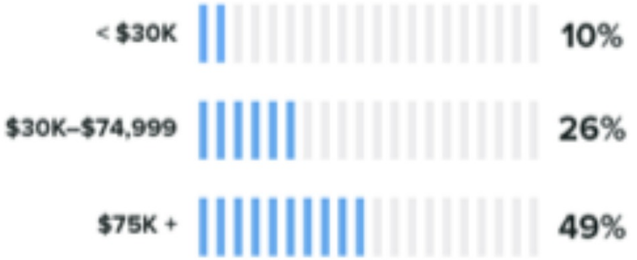
Location



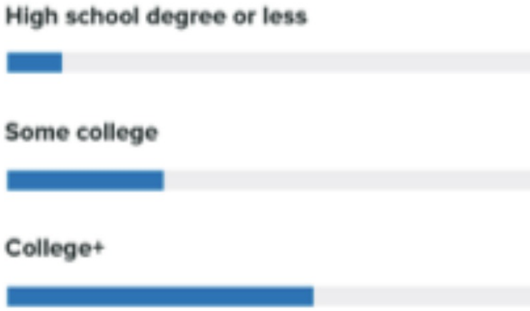




Income



Education



YouTube usage among key demographics

Gender



This study doesn't currently include data on non-binary people.

Age



The Your Army Group has
many assets, as a successful global promotional agency,their
tastemakers,Influencers,artists,radio
and TV, clients and Record Labels.
Other assets can be the
vision , direction taken and the
concepts used, and the style.
The promotions team and the
Your army group with record label,Publishers and Management.
The environement, is the group or demographic that the the marketing campaign is for fans , clients
in London.Los Angeles and Sydney.
Through updating social
media, adding some other music platforms, reverbnation,
sonicbids,,soundcloud,pledgemusic.
Multiple bloggs,fanzines,
internet radio,webtv platforms and update all that exist and integrate, all
socials with the website.

BUDGET:

assets creation: £300

new logo £ 100

social media campaign: UK 200 / Australia £400/USA.

PAID CONTENT

Web And Social Space concepts design aftercare £300 plus £50 month