

INTERNATIONAL MUSIC
MARKETING PORTFOLIO ELEMENT ONE

RØRY MARKETING CAMPAIGN

Anne Evans
Student ID: 2020301



RØRY BACKGROUND

RØRY is an electronic music artist and songwriter signed to Tileyard Music. She has released 12 singles and emerged as RØRY in 2018. She has written songs for many notable artists within the music industry including Post Malone and Alison Wonderland and through her songwriting has accumulated billions of streams.



VALUE PROPOSITIONS



- ➡ Her honesty and sincerity
- ➡ Sharing her story with her fans
- ➡ Isn't afraid to use her voice to bring awareness to topics related to...LGBTQA+ community 🏳️, Narcissistic and domestic abuse, Sobriety and Mental health.



PARENTAL
ADVISORY
EXPLICIT CONTENT

BEAN GIRLS

its_r_o_r_y

its_r_o_r_y guysssss..... so hyped to drop the art and tracklist for my first EP!!!!

it's called BEAN GIRLS. it's an ode to my vagina and anyone else who has a vagina - it's about time we put the vadge front and center of the music industry! WAP is obviously amazing but it doesn't tell the entire story. so that's what I'm here for.

who's pumped?!?! 🤪🤪🤪❤❤❤

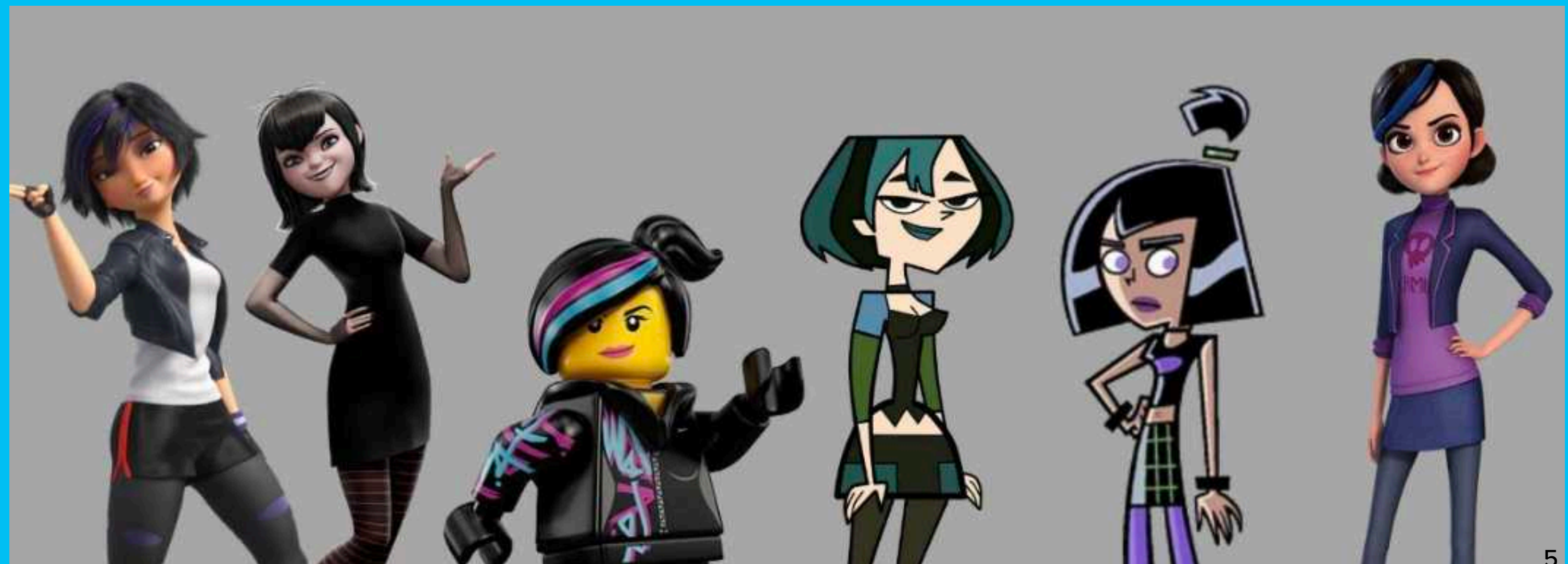
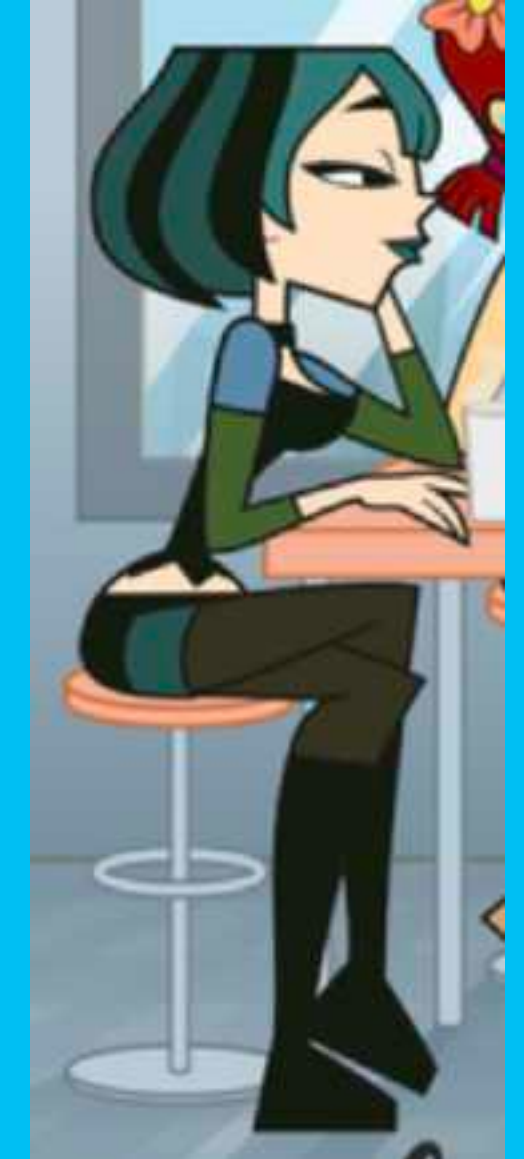
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AESTHETICS

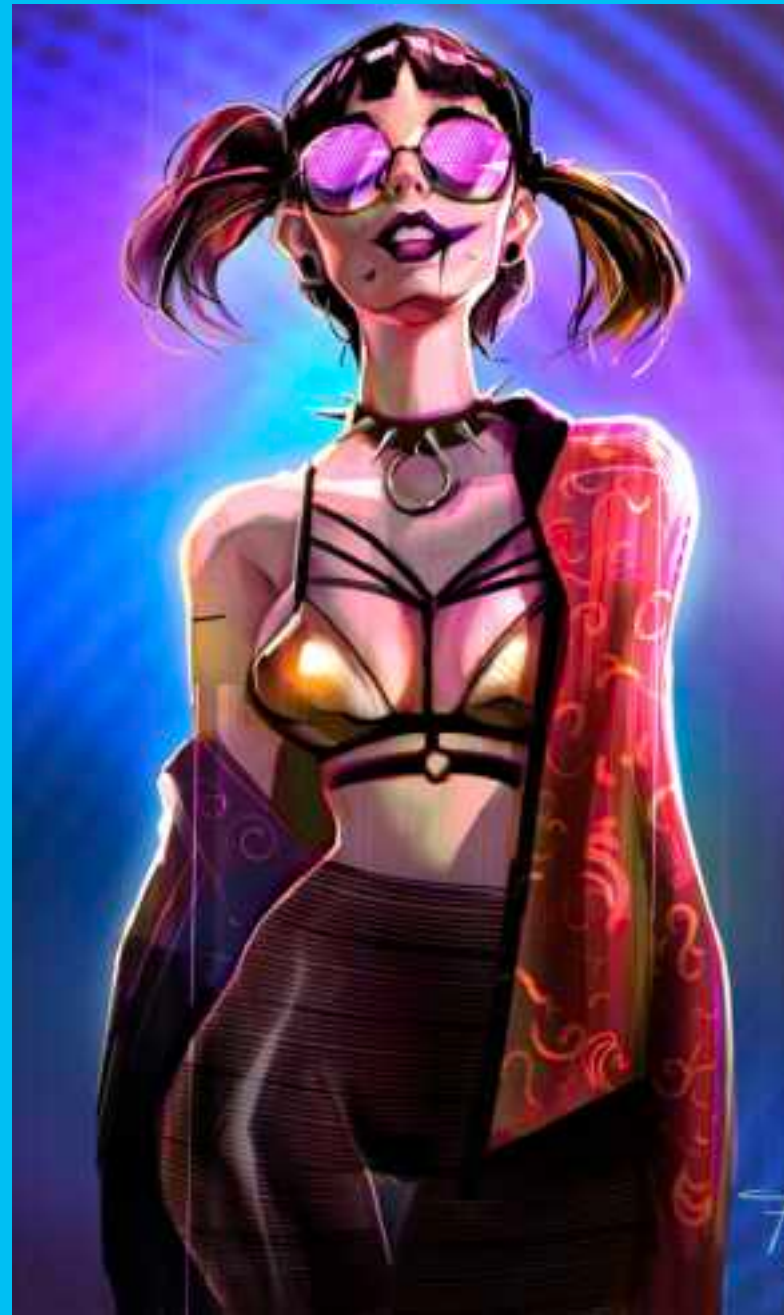
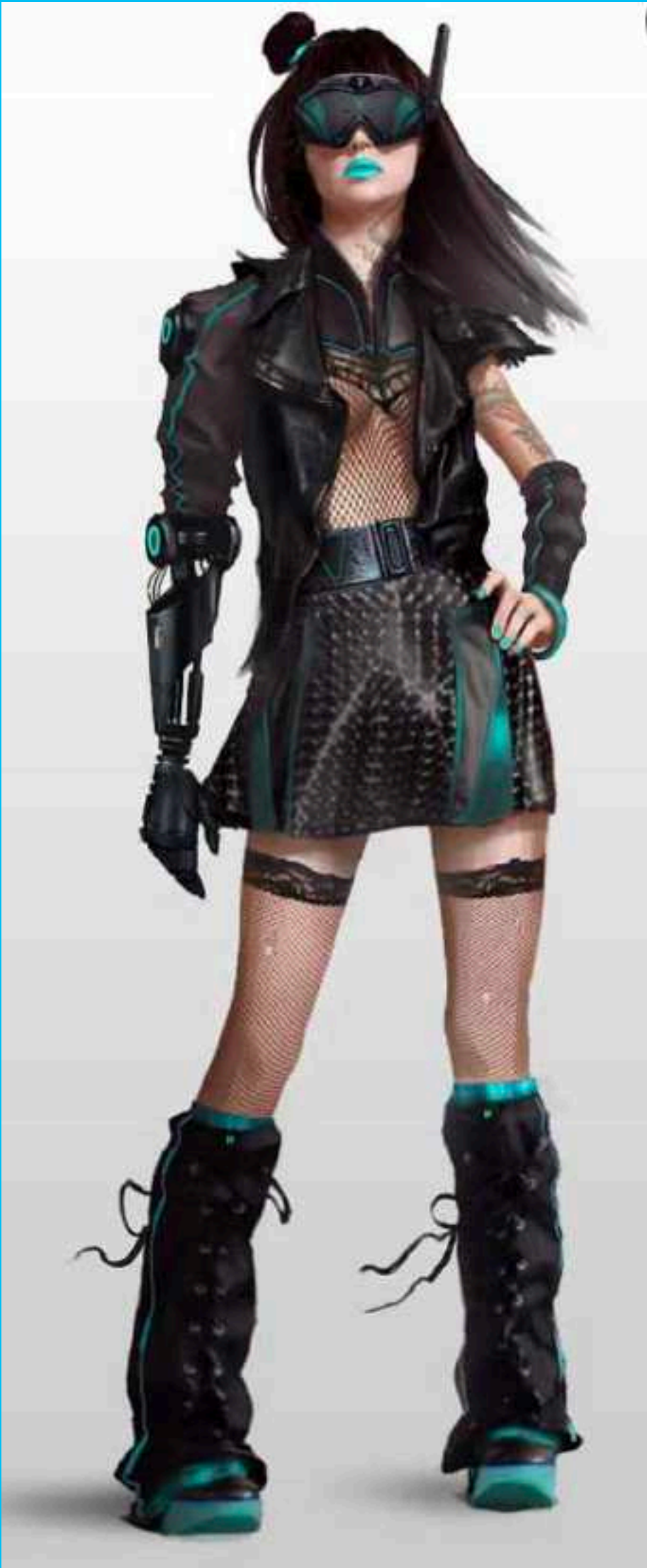


- Goth Rebel Dream Girl
- Definition: popular in the world of animation, defined by her sass, unique sense of style that is usually in goth or punk styles. She has an extremely down to earth, deep, emotional and creative personality with a girl next door energy.
- Cyber punk
- Definition: 'a sub-genre of science fiction that features advanced science and technology in an urban, dystopian future. A culture with attitude and distinct style. Anti- authoritarian, brand- adverse. Can also refer to outcasts, visionaries and misfits.
- Scene kid
- Definition: associated with scene subculture in the mid - 2000's and is cohesive with emo subculture. Music taste ranges from emo bands to pop / punk. Fashion showcases bright colours, dyed hair, piercings, tattoos, neon colours. Usually very flashy.

GOTH REBEL DREAM GIRL MOOD BOARD

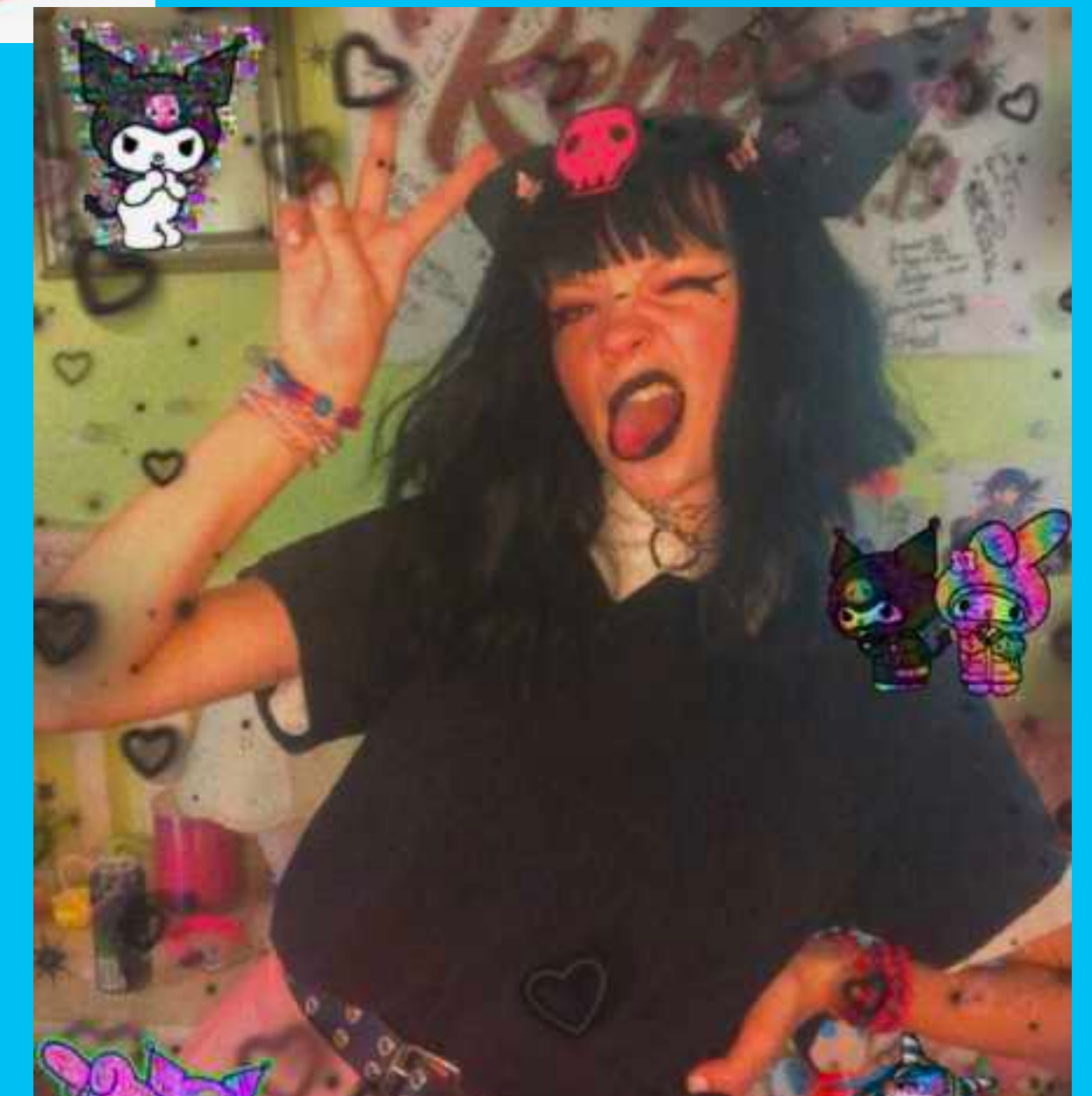


CYBER PUNK MOOD BOARD

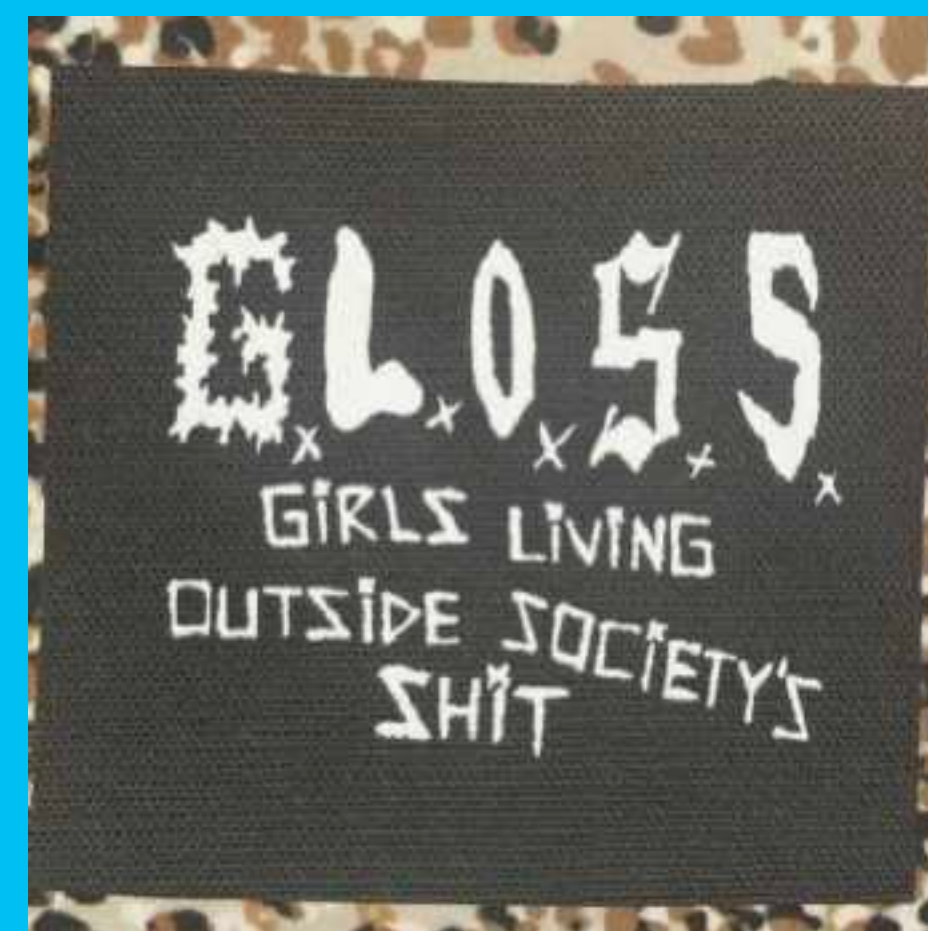
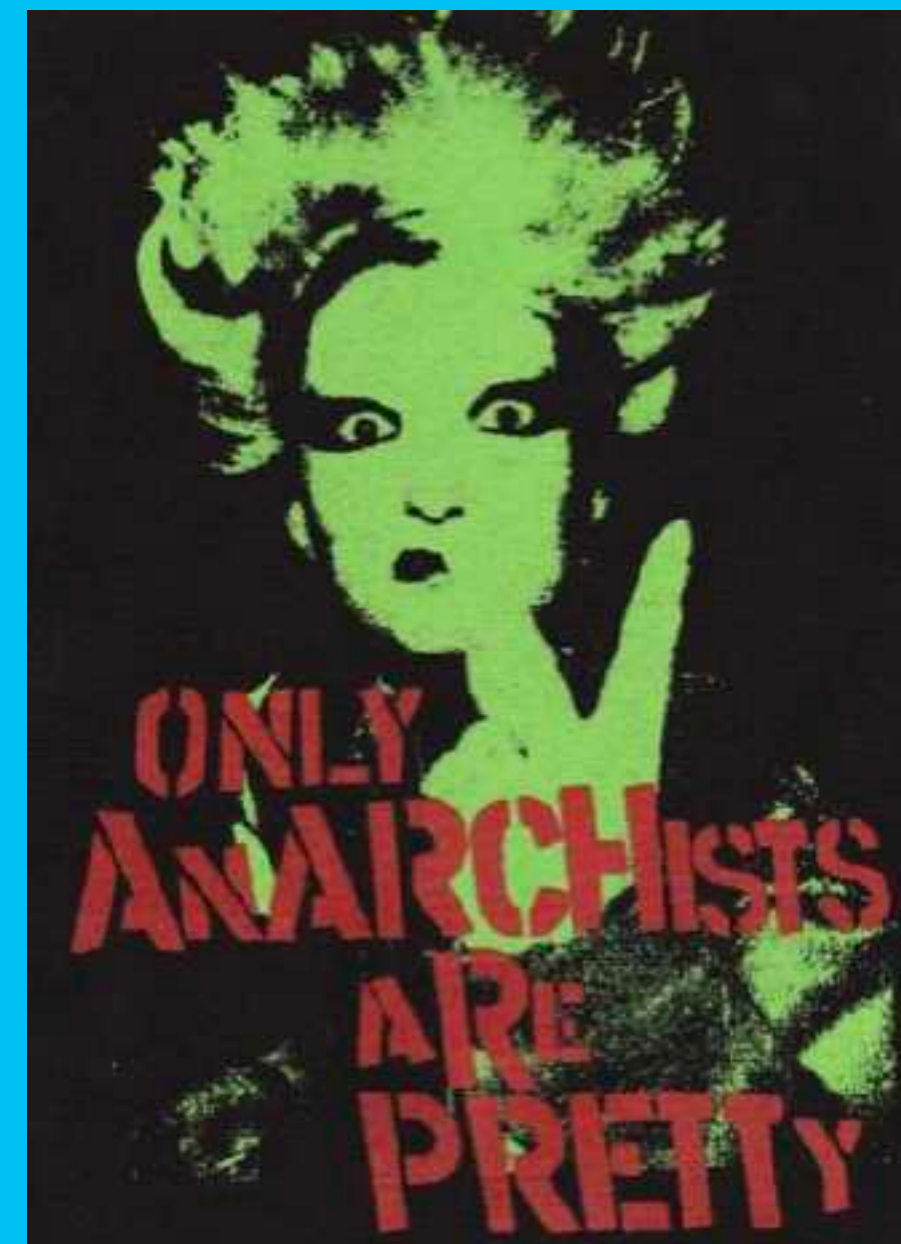


SCENE KID MOOD BOARD

- ‘scene kids feel that their style is not only a
- fashion statement but an all encompassing lifestyle’ What exactly is
- A “Scene Kid” anyway? n.d.)
-



BRAND MOODBOARD



FASHION MOODBOARD



MAKEUP MOOD BOARD



NEW LOGO DESIGN



TARGET AUDIENCE DEMOGRAPHICS

Genre: Electronic, Trance

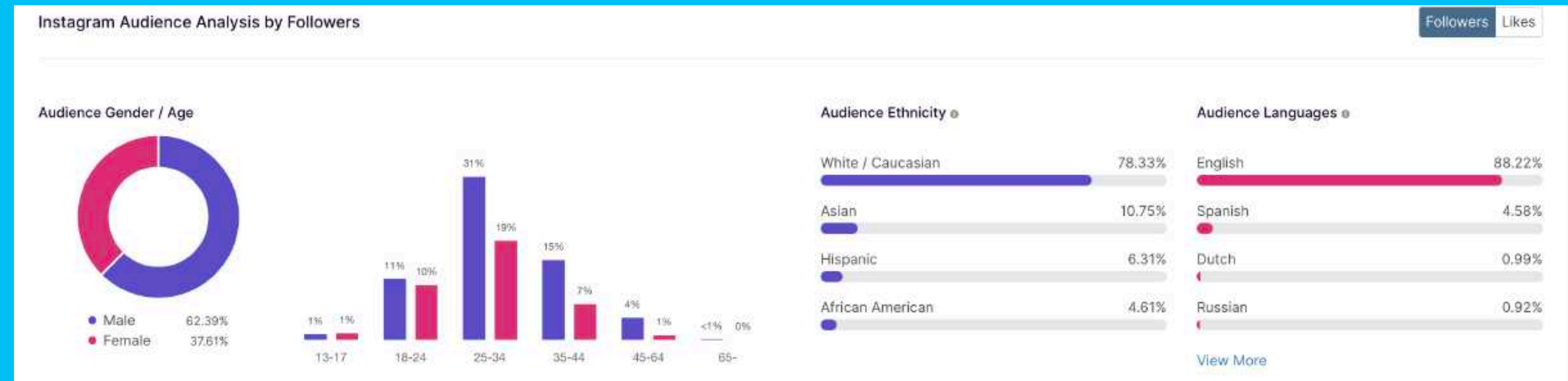
Age group: 25 - 34

Locations: Oslo, London and Los Angeles

Source:

Chartmetric: A Music Data Analytics

Tool with Insights Driven by Data Science,
2021).



TARGET AUDIENCE PSYCHOGRAPHICS



LGBTQA+ COMMUNITY 🏳️‍🌈

FEMINISTS

SCENE KIDS

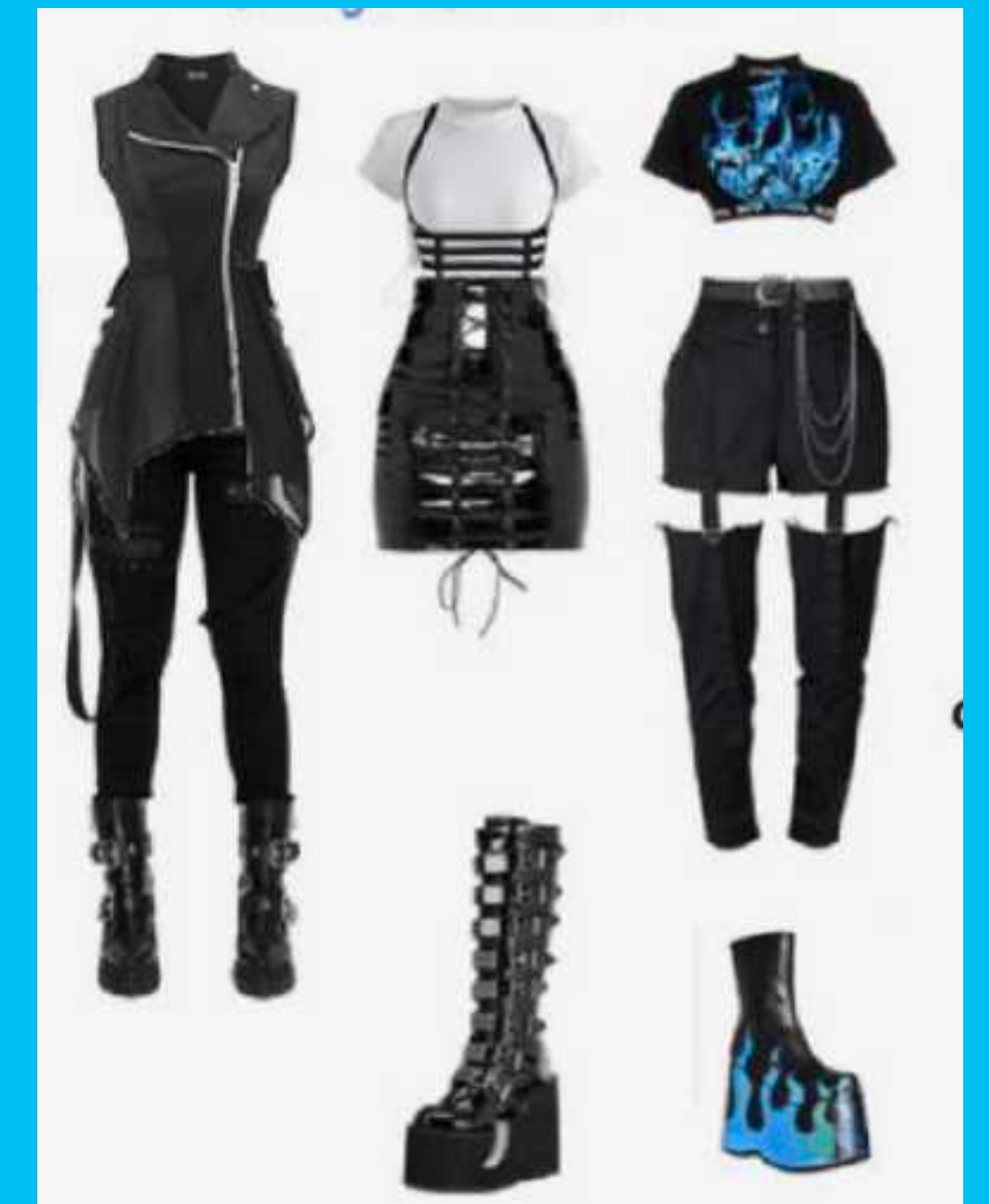
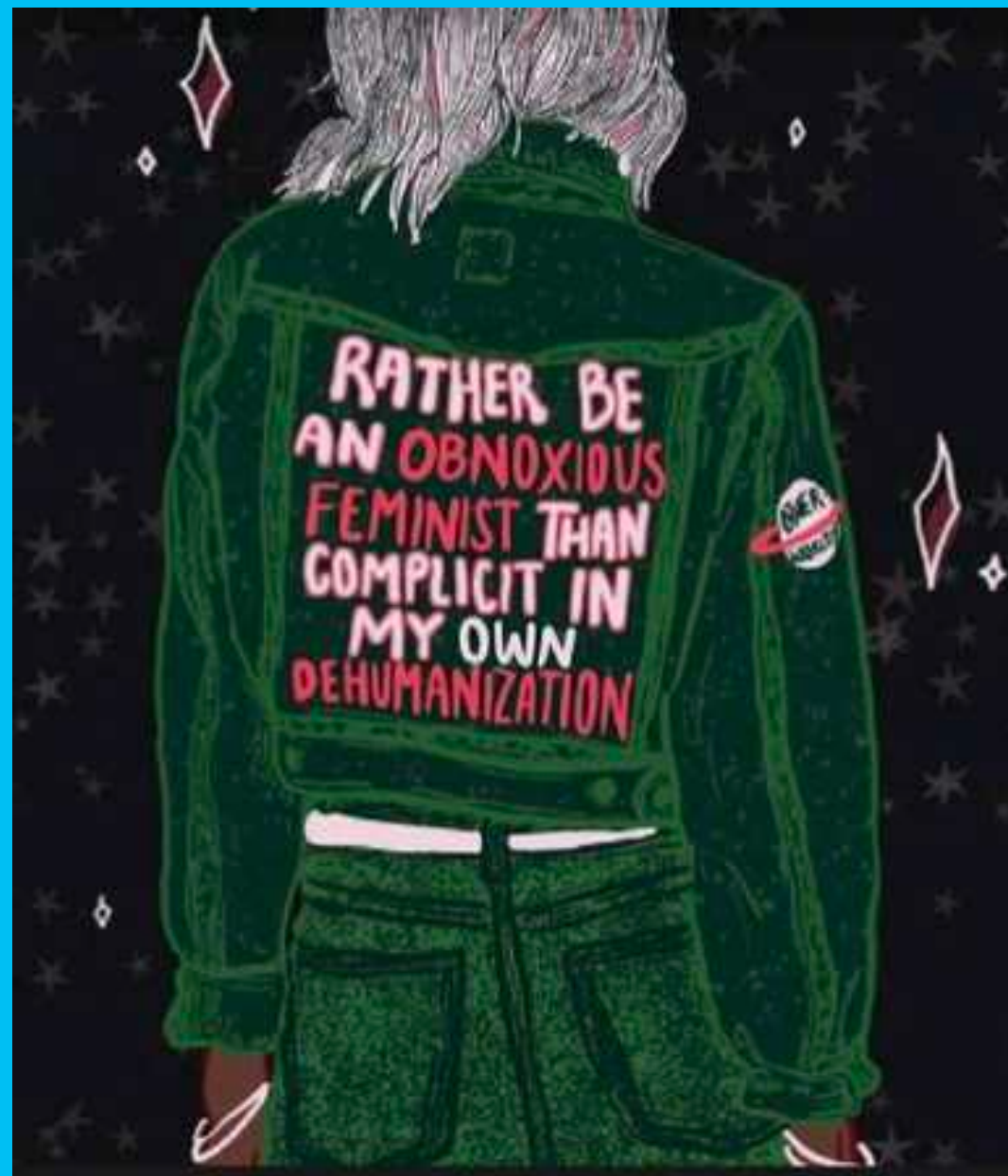
MENTAL HEALTH ADVOCATES

E - GIRLS

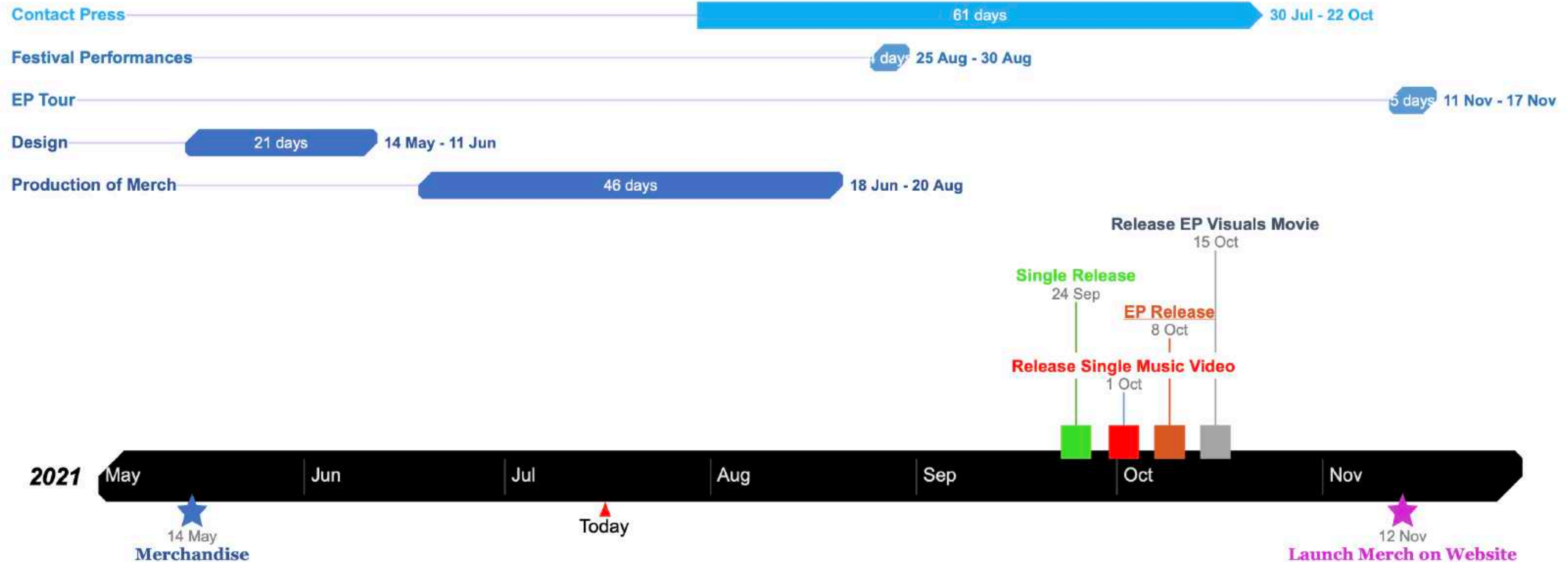
CYBER PUNK ENTHUSIASTS

TRANCE MUSIC LOVERS

TATTOO LOVERS



RØRY Marketing Timeline



RELEASE STRATEGY OVERVIEW

- ▶ A single followed by an EP
- ▶ Social media strategies with a focus on Tik Tok, Instagram and Pinterest
- ▶ Promotional Videos
- ▶ Press: Blogs, Radio and Podcasts
- ▶ Playlists
- ▶ Merchandise
- ▶ Live Sector: Festivals and EP Co - Headline Tour

‘The first level of music marketing is the interpersonal level. When a musician and a listener connect due to music, marketing is occurring at the interpersonal level’ (Ogden, Ogden and Long, 2011).

SMART GOALS

Specific:

Gain new 1,000 followers on social media platforms specifically Tik Tok and Instagram. Sell 75 percent of tour tickets.

Measurable:

measured through numbers and KPI's

Achievable:

the tour is a small scale tour with only 300 cap, gaining traction on Tik Tok and Instagram should be achievable through paid advertisements and targeted marketing.

Relevant:

These goals correlate with RØRY building her career as an artist with longevity in the industry with a trusted fan base.

Time Bound: These goals will be measured at the end of her tour, post both the release of her single and EP. The total time scale is from September to November 2021.

KEY PERFORMANCE INDICATOR (KPI'S)

- ➡ Social Media Growth in Numbers specifically on Tik Tok, Instagram and Pinterest.
- ➡ Engagement on the platforms should escalate by at least 2 percent
- ➡ Sell out at least 75% capacity at all venues for the EP Tour

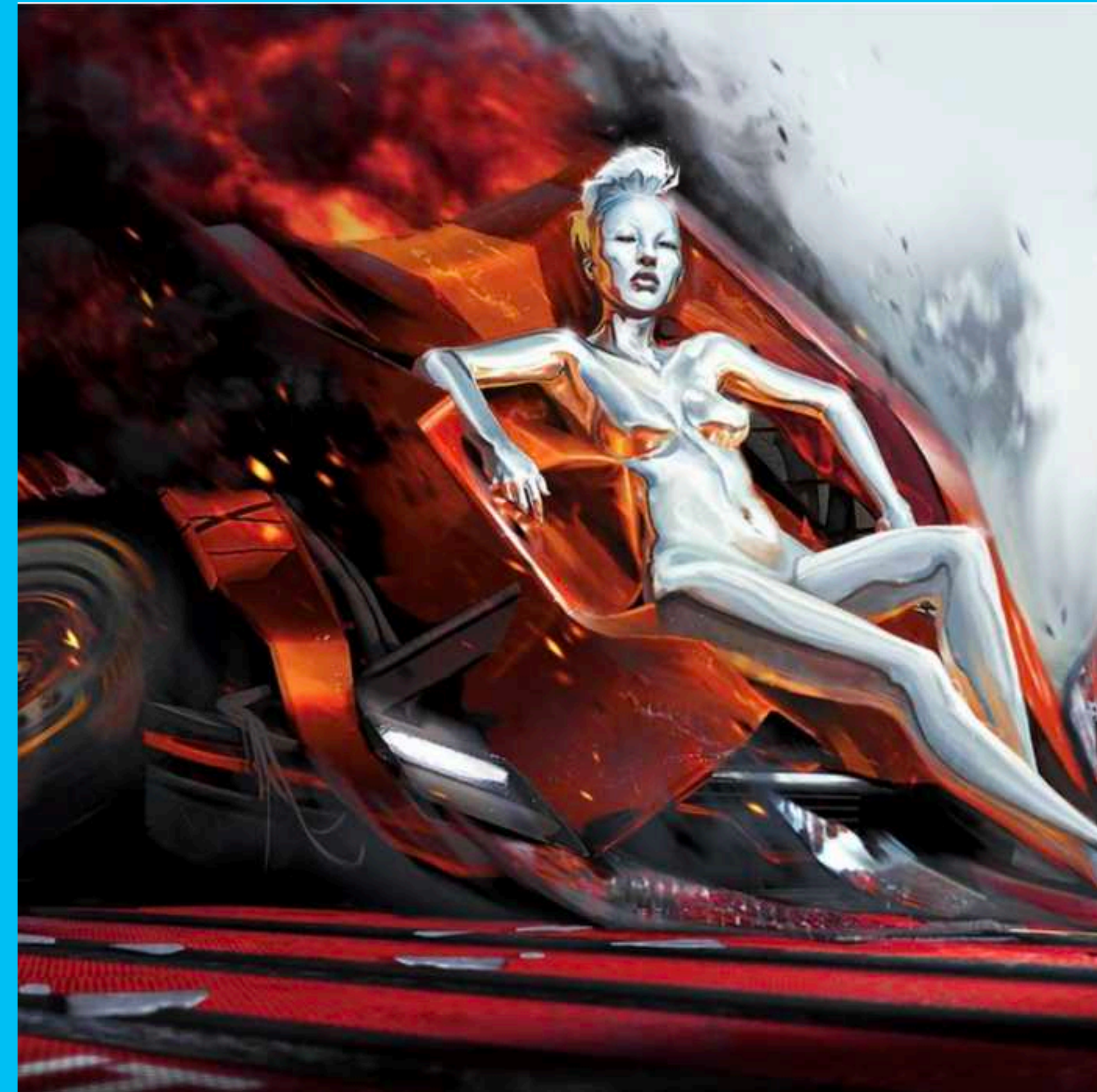
‘Business KPIs could come in hundreds of different forms such as customer numbers, customer satisfaction, profit, sales, retention and share price – the more top level metrics that determine the success of a business in a given period’ (Karlson, n.d.).

SINGLE RELEASE ARTWORK



ARTWORK INSPIRATION FOR EP

- Grimes artwork for her
- CyberPunk 2077 character album
- Water colour made digital



EP ARTWORK



CURRENT SOCIAL MEDIA STATISTICS



RØRY ❤️
@its_R_O_R_Y

"fuck fame" OUT NOW ❤️💀❤️

📍 @its_R_O_R_Y 🔗 ada.lnk.to/fuck-fame

106 Following 1,730 Followers



its_r_o_r_y Message

186 posts 7,817 followers 1,198 following

RØRY
Artist

"fuck fame" OUT NOW 💀❤️💀

linktr.ee/its_rory



@its_r_o_r_y

41 Following 34.6K Followers 113.4K Likes

Message



RØRY
@its.R.O.R.Y · Musician/Band

Home Shop Reviews **About** More ▾



GENERAL

👍 1,294 people like this

📁 1,400 people follow this

SOCIAL MEDIA PLATFORMS



✓ Tik Tok

✓ Instagram

✓ Twitter

✓ Pinterest

✓ Facebook



INSTAGRAM STRATEGY

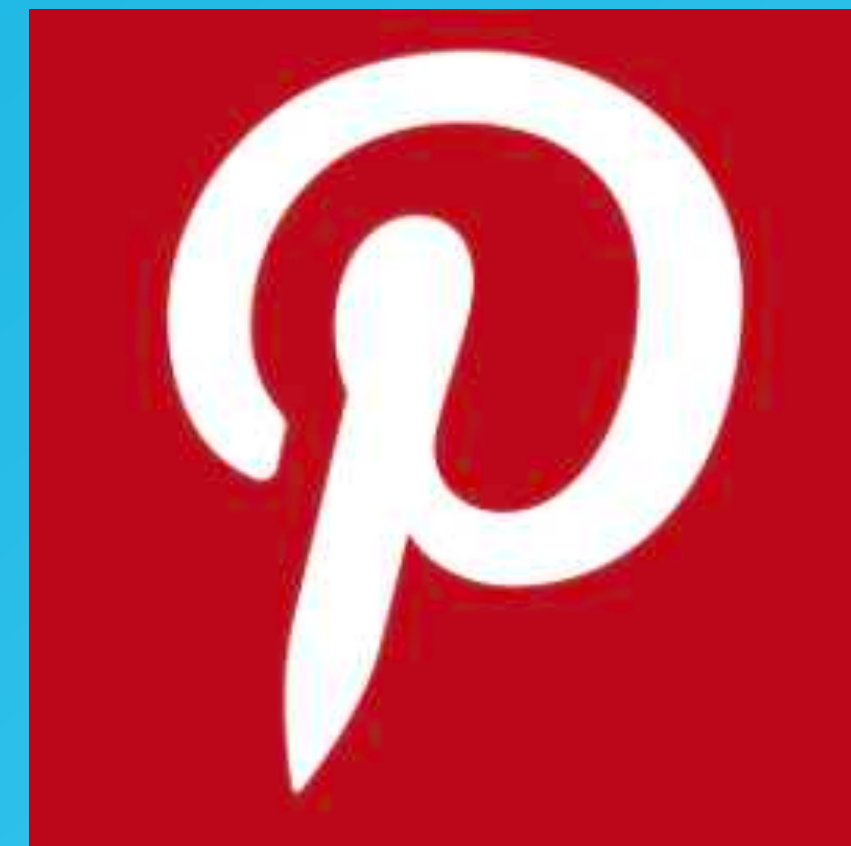
- Cyber Punk Edits in the style of mood boards
- Each edit and post will be different to each other yet still cohesive
- This is to draw attention to RØRY's sense of style and draw emphasis on her archetype
- Edits will also be in the form of GIFS
- A competition will be held for the best animated design of RØRY to engage fans
- Promotional videos for her single, EP and after EP release as well as her tour(Appendix 1, Appendix 2, Appendix 3, Appendix 4). All inspired by Appendix 5.

TIK TOK STRATEGY

- ✓ Educational
- ✓ Inspirational
- ✓ Fun and Funny / Light Hearted
- ▶ Goals: collaborate with fellow scene kids, cyberpunk fanatics, alternative inspired makeup artists, professional dancers to create enticing content and to combine fan bases
- ▶ A 'behind the scenes' video post EP
- ▶ Songwriting tips and tricks
- ▶ Clips of her singing songs from her EP

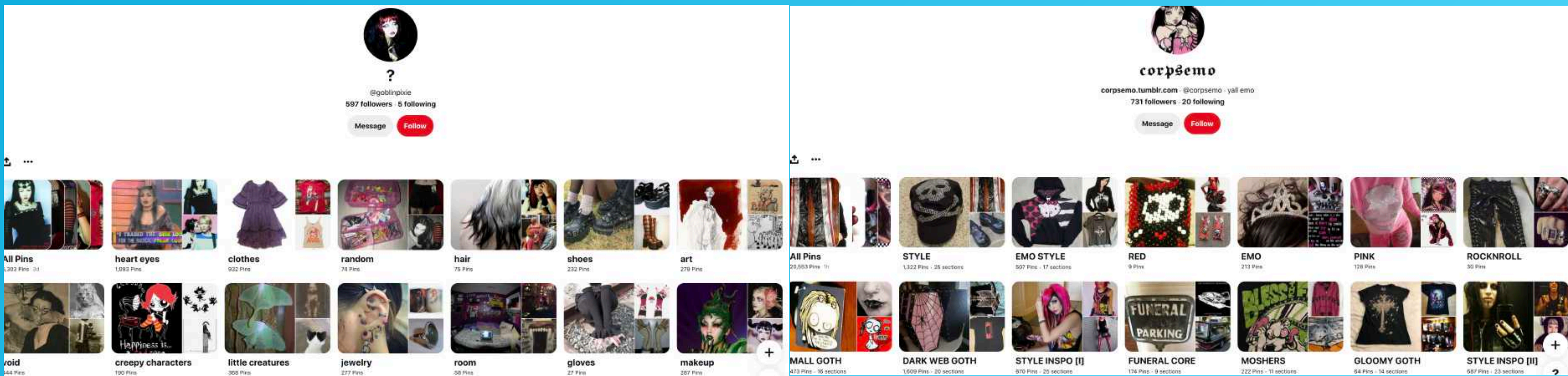
'Viral marketing encompasses the strategic placement of an already – completed marketing message online in order to encourage or 'recruit' consumers to pass on to their like – minded Peers' (Gamble and Gilmore, 2013).

PINTEREST STRATEGY



- * Goals: To funnel followers to other platforms like Tik Tok, Instagram as well as DSPs (Spotify, Amazon Music, Apple Music etc.)
- * Content will include: boards created by RØRY herself of other peoples pins
- * RØRY's outfits for style inspiration with specific hashtags
- * RØRY's Makeup Looks
- * RØRY's tattoos
- * Songwriting Tips
- * Artwork from her releases
- * Paid advertisements on Artwork to targeted audience

PINTEREST PROFILE INSPIRATION



TWITTER STRATEGY

- ➡ Goal: connect with industry professionals and bring attention to her other social media platforms
- ➡ Repost all Instagram, Tik Tok and Pinterest posts

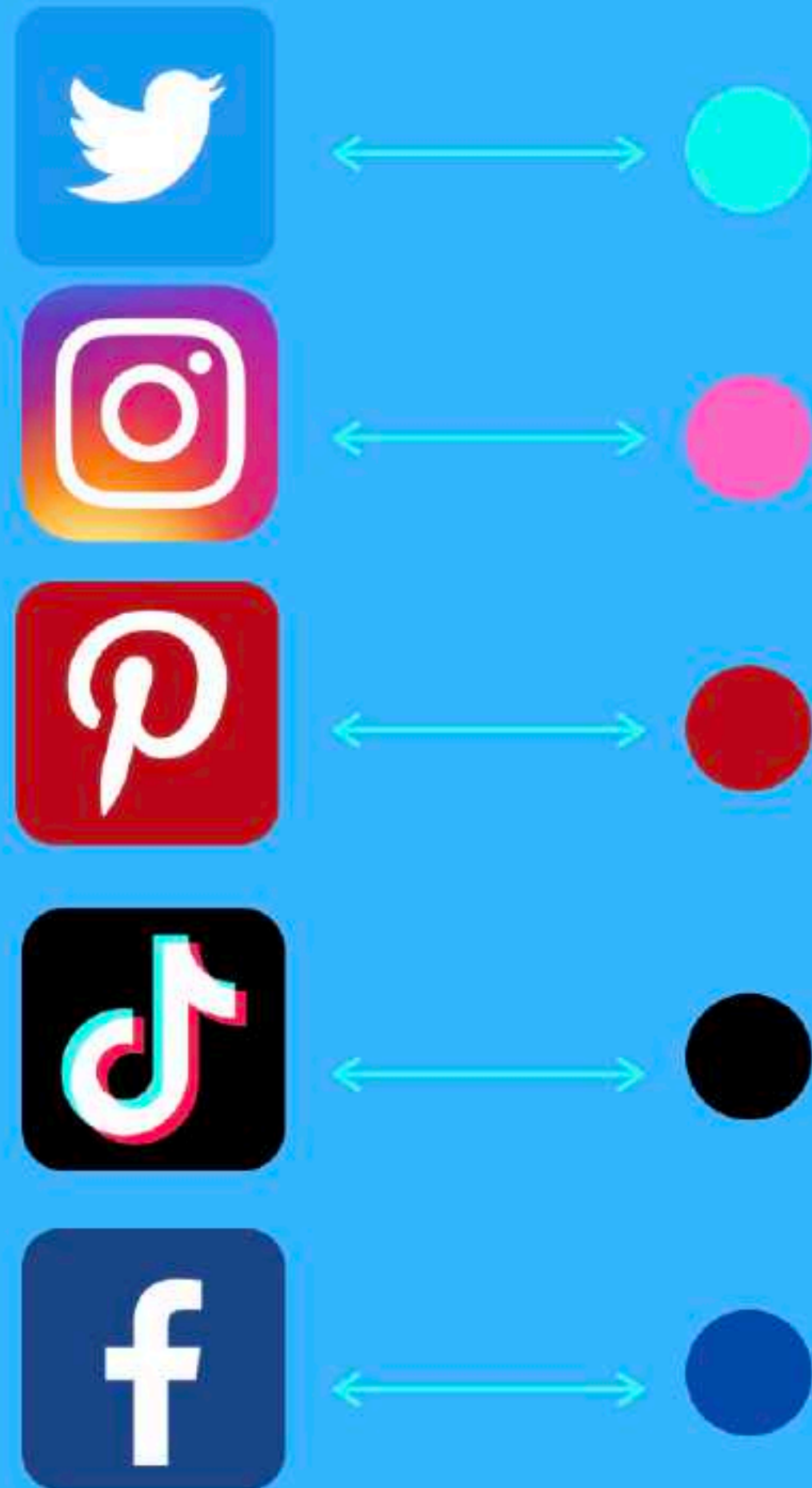
FACEBOOK STRATEGY

- ➡ Main purpose will be to sell Tour tickets with paid advertising.
- ➡ Paid advertisements of the promotional videos.
- ➡ Announcements for releases before, the day of release and afterwards.
- ➡ Target demographic will be towards: 30 + Millennial plus.
- ➡ Merchandise will be advertised with a link to her website.

According to Facebook, the average user has 130 friends on the social network, and when people hear about a product or service from a friend, they become a customer at a 15 percent higher rate than when they find out about it through other means' Yost, Zhang and Qi, 2021).

SOCIAL MEDIA CALENDAR

AUGUST 2021



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20 Single Release Announcement ●●●●	21
22	23	24	25	26	27 Tour Announcement ●●●●	28
29 share pinterest boards	30	31 pix and vlog from festival performances ●●●●				

SOCIAL MEDIA CALENDAR

SEPTEMBER 2021



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7 style Inso 	8 big announcement pending post    	9	10 post artwork pre-save link    	11
12	13 promo video    	14 makeup Inspo 	15	16 throwback festival    	17 release 1 week away post    	18
19	20	21 songwriting tips 	22	23	24 single release    	25
26	27 competition announcement    	28	29	30 Tik Tok Collab dance 		

SOCIAL MEDIA CALENDAR

OCTOBER 2021



SUN	MON	TUE	WED	THU	FRI	SAT
					1 EP Promo Video 	2
3	4 EP Artwork post 	5	6 countdown 2 days EP 	7	8 EP Release 	9 Ep Out Now video
10 paid adverts & boosts 	11 Tik Tok vid about EP 	12 EP Look 	13	14 announce competition winner 	15 Tour promo post 	16
17	18	19 behind scenes EP in studio 	20	21 Tik Tok Collab 	22 keep streaming / thank u post 	23
24	25 sneak peak merch 	26	27	28	29 end of paid adverts for EP 	30
31 halloween 'rebel goth dream girl' outfit 						

PRESS

- Goal: To create a buzz across the music industry, gain traction to impress editorial playlists on digital streaming platforms
- Blogs specific to Trance and Electronic music
- Appearance on GIRLI podcast



PLAYLISTS



Playlist	Country
Pop Deluxe	France
New in Pop	United Kingdom
Pop Rocks new rock + hyperpop	United States
Monstercat Discography	China
Cardio Workout Essentials	United States
Pop Deluxe	Spain
Dance For Days	United States
Friday Feeling	Germany
Future & Melodic Bass	China
Electrónica 2021 & Dance Music	United States
Future Bass	United States
Future Bass	United States
Eletrônicas 2021 Eletrônicas Mais Tocadas	Israel
EDM 2020	United States
Discover: Emerging Electronic	United States
Party Bangers	Australia
Pop Workout	Thailand
Treningsmusikk	United States
Electrónica y Dance	United States
Palestra Motivation	United States
Adamo's Vida Loca Summer	United States
Future & Melodic Bass	United States
Future & Melodic Bass	United States

Playlist	Followers	Curator
Wake Up Happy	1293462	Spotify
Electrónica 2021 & Dance Music : La Mejor Música Electrónica HITS 2021	971970	Filtr Éxitos
Workout Beats	963697	Spotify
Trance Mission	617880	Spotify
Zoedic - Dance Music Updated Weekly House Music Progessive House EDM playlist 2021 New Music	460931	Elaine Lin
DANCE MUSIC 2021 🏆 'Best Dance 2021 & EDM Hits 2021'	230368	Filtr Éxitos
Dance For Days	118883	Filtr US
Treningsmusikk	93890	Digster Norge
Greesha Love ❤️	77010	Greeshamusic
Future Bass	74159	Filtr Germany
EDC Las Vegas 2021 - Top EDM Hits	65298	Houman Motevaselolhagh
EDC Las Vegas 2021 - Top EDM Hits	65298	Houman Motevaselolhagh
Itunes US Top 100 Charts (Updated Continuously)	61013	Onur Baykal
CHILL EDM 🌟	59408	Akhil Sagar
Remix Deck	53687	Spotify
Bass Motivation 🎧	51904	Electronic Dance Music
NCS Release	40295	黃鞠
Palestra Motivation	35989	Filtr Italy
Pixel Garden	35863	Spotify
EDM 2021	33032	Whoisvaliant
La mejor musica dance 2021 - a melho música de danca de 2021	29869	Espacio Workout
Brooklyn Beat	27888	Filtr US
Best Remixes Mashups Bootleg Remix 2021 Remakes Dance Covers	24918	Ashley Berg
Pop Rocks 🎧🔥 hyperpop + new rock	21437	Topsify UK
Pop Rocks 🎧🔥 hyperpop + new rock	21437	Topsify UK
Creamy Dreamy Vibes	21148	Playlist guy
Lowly. Palace	17259	Lowly Palace
Lowly. Palace	17259	Lowly Palace
Arctic Empire Melodic Electronic Music	17128	arcticempireee
Buzzworthy	15235	Best Playlists Ever
Crossfit Games Reebok Music 2021 🏋️ Treino, Entrenar, Gym, Crossfit, Academia, Cardio, Hawai	14511	Enroute Rec
Gosu's Playlist	14248	thedemiigod
Gosu's Playlist	14248	thedemiigod
Gosu's Playlist	14248	thedemiigod
EDM Forever	13555	Israel Torres
This Is K-391	12927	Spotify



Playlist	Followers	Country
Rock 2.0	3159	us
100% Möwe	17	fr
Rocket League Classics	2907	ca
Future Bass	1159	us
Future Bass	1159	us
Future Bass	1159	us
Discover: Emerging Electronic	20	us
#Goodtimes	23	fi
DANCE MUSIC 2020 'Best Dance & EDM Hits 2020	5506	es
ELECTRÓNICA 2021	8060	es
Rock 2.0	3159	us
Dance For Days	41	us
Electrónica 2020 & Dance Music	23649	es

FESTIVALS

- Main Support for GIRLI in Brighton on the 25th of August
- Field Day on the 29th of August
- The Kave Stage ALT + LDN on the 30th of August



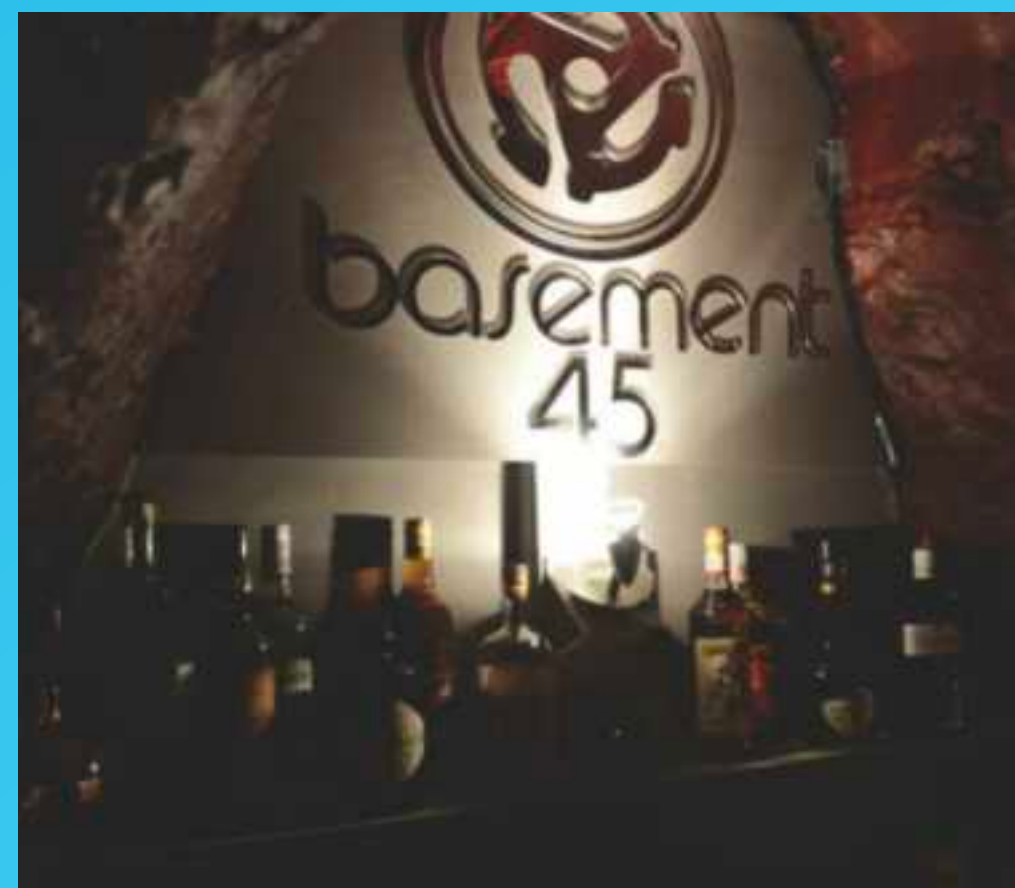
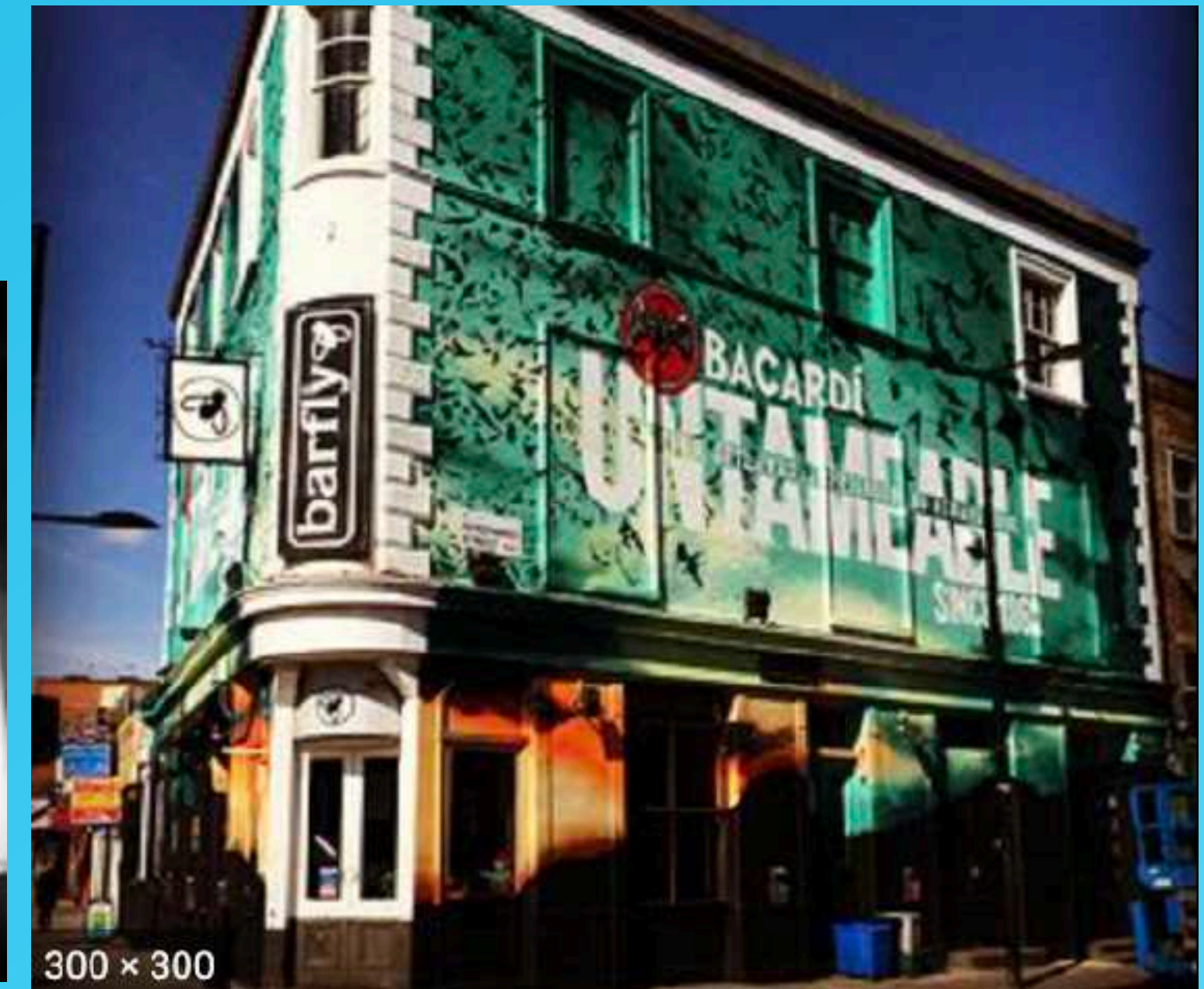
TOUR

- ➡ Co - headline tour with Love Harder with support from electronic EDM duo Lucky Rose
- ➡ Love Harder and RØRY have previously worked together
- ➡ Both Love Harder and Lucky Rose are signed to Ultra Records
- ➡ Purpose of the tour will be to promote RØRY's EP 'Who am i?'
- ➡ Mini tour across England at London, Brighton, Manchester, Bristol Southampton and Cardiff



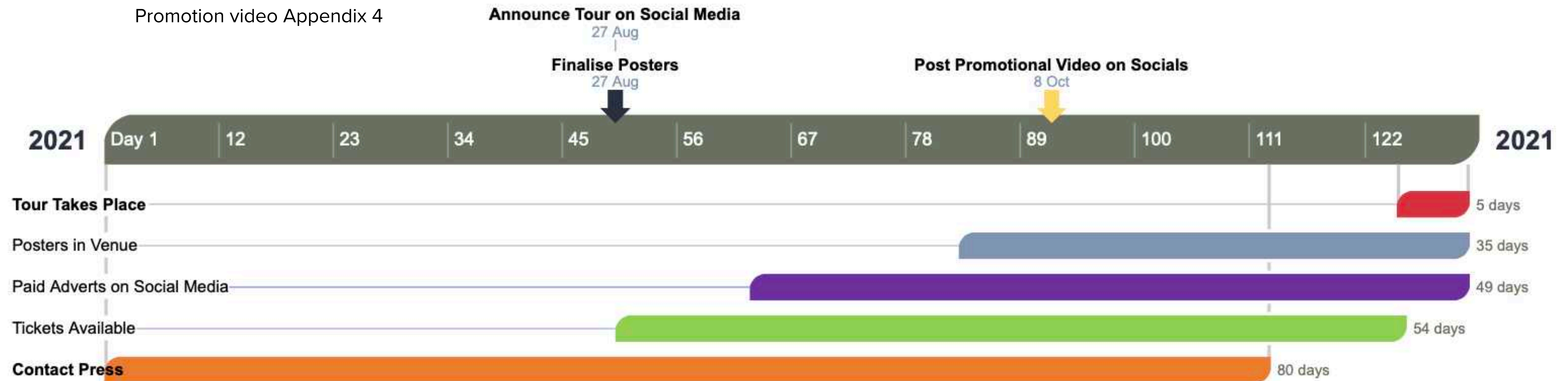
TOUR LOCATIONS

- ➡ Brighton - CHALK (350 cap)
- ➡ London - Camden Assembly (400 cap)
- ➡ Bristol - Basement 45 (300 cap)
- ➡ Southampton - The Loft (300 cap)
- ➡ Cardiff - Clwb Ifor Bach (380 cap)



TOUR MARKETING TIMELINE

RØRY / Love Harder / Lucky Rose Tour Marketing Timeline

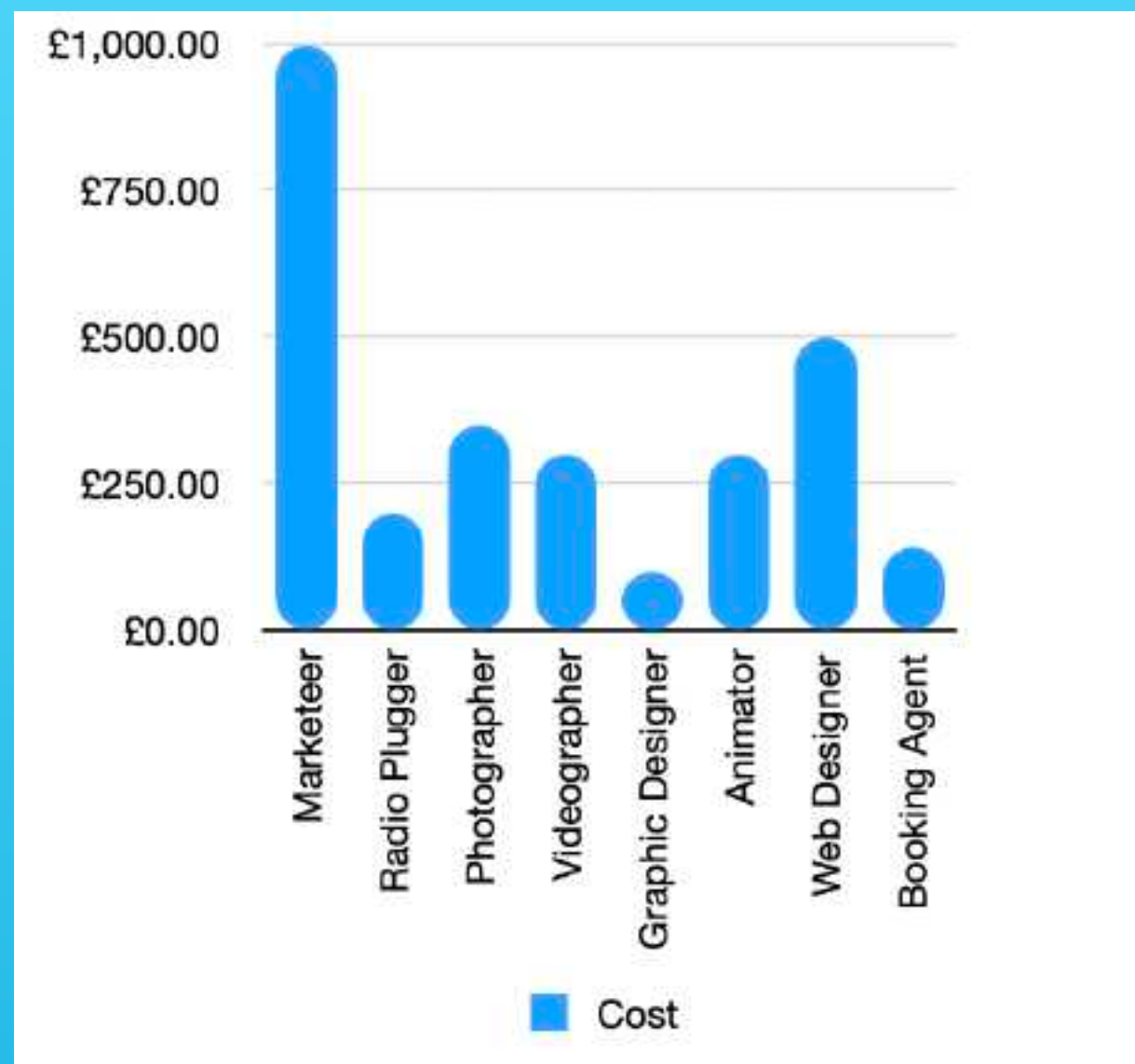


MERCHANDISE

- ➡ Badges and pins with RØRY's lyrics on them
- ➡ Stickers with her Logo
- ➡ T- shirts
- ➡ Temporary tattoos of her artwork for her EP
- ➡ Mini Posters of her EP artwork



BUDGET



SOCIAL MEDIA

PLATFORM	Cost
Facebook	£1,000.00
Instagram	£1,000.00
Pinterest	£500.00
Total	2,500.00

Team Budget

Team	Cost
Marketeer	£1,000.00
Radio Plugger	£200.00
Photographer	£350.00
Videographer	£300.00
Graphic Designer	£100.00
Animator	£300.00
Web Designer	£500.00
Booking Agent	£140.00
TOTAL	£2,890.00

TOUR BUDGET

Cash Flow Forecast			
RØRY / Love Harder / Lucky Rose			
2021 Fall Tour			
Dates Taking Place:			
Venues Taking Place: Brighton, London, Bristol, Southampton, Cardiff			
STANDING / DOORS 19.30PM-23.00PM (each night)		Venues (x 5)	
Capacity		1,730	
Performers			
TOTAL POTENTIAL SALES:		1,700	
TICKET OUTLETS	Income:	Price	Sold
	Eventbrite	£10.00	212.00
	DICE	£10.00	212
	Seetickets	£10.00	212
	Total advance sales		636
	Guest List	£0.00	
	Door Sales Regular	£15.00	639
	Total door sales		639
	Total sales		1275
	Gross		15,945.00
Outgoing Costs			
OUTGOING COSTS	Venue Hire/Sound Engineer		£ 350.00
	Poster Design		£ 50.00
	Poster Prints Physical		£ 150.00
	Advertising		£ 500.00
	Social Media Advertisements		£ 1,000.00
	PR: radio / blogs / journalists		£ 1,000.00
	Tour Van / Petrol / Parking		£ 400.00
	Hotels & Air BnB's		£ 900.00
	Artist Fees		£ 8,000.00
	Per Diem		£ 500.00
	Photographer / Videographer		£ 700.00
LEFTOVER			£1,395.00

BUDGET EXPLANATION

- Booking agents usually take 10 percent of income
- Photographers usually charge around £50 an hour, one seven hour shoot in a studio will create plenty of content for this campaign.
- Videographers will be needed to edit videos for content and freelance ones go around £100 per video for what we want.
- Graphic Designer will be freelance £100 for logo
- Animators range for the music video will cost £300
- Web designer will be around £500 for a simple site
- Myself as a marketer will do all the legwork and charge 15 per hour which is 66 hours of work to earn £1,000.

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