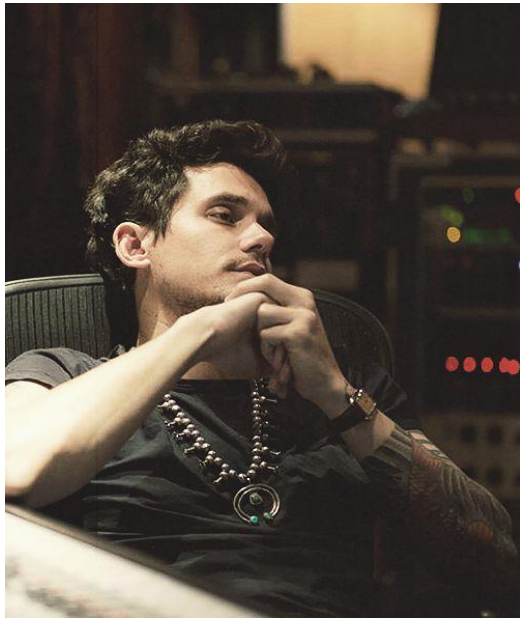




JOHN MAYER

Marketing Strategy

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International Music Marketing | Element 2 | TYE 2021

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Introduction

John Mayer is a renowned American singer, songwriter, artist, and producer whose music career historically beamed and flourished in the music and entertainment industry.

However, the artist's recognition currently has among the older generation is not as competitive in the existing music and entertainment environment. The strategies implemented were usually targeted at reaching the audience physically because the internet was not as effective. Traditionally, the audience that John Mayer received was acquired through performances, live shows, and interviews and provided an opportunity to supply his music. However, that audience currently exists in the age groups of between 28 years old to 45 years old, and Mayer's current digital marketing campaign is mainly on TikTok, where his 'previous' audience are not the end-users. His new audience is more internet exposed than any other generation before it; hence new tactics to reconnect with his previous audience must be drawn to lead to his primary listeners.

The Strategy

A Marketing Campaign is organised and assembles a collective number of efforts to promote specific goals. Frequently it aims to reach audiences in a variety of ways and involve a combination of media. It is essential to underline consistency through a campaign and define goals and how these are going to be measured.

Another essential part of a successful marketing campaign is to specify where the content and the messages will be distributed—generally prioritising growing channels where the strategy can be more relevant for the specific audience and omit those where it will be unlikely to grow.

Following Mayer's latest release, "Last Train Home", his digital marketing campaign on TikTok followed by the new album called "Sob Rock", the marketing campaign presented on the portfolio (Element 1) and the clarification presented on this essay (Element 2), joins new goals, and explains the purpose of the actions taken.

John Mayer's album in 2001, 2006 and 2009 ('Room for Squares', 'Continuum' and 'Battle Studies' respectively) earned him a few prizes together with positive reviews following his return to pop and his world tour.

These albums gave him the following needed to be recognised worldwide and, somehow, to put the blues back into the music industry. It allows him to connect with a new audience between the ages of 18-34 (between 2005 and 2010), appealing initially to pop/blues listeners and females in particular; It is also known that his target audience is very extensive since it can go from guitar players to pop listeners who appreciate his sound.

His target audience between 2005 and 2010 are no longer late teenagers or young adults. Therefore, John Mayer's latest release and his TikTok campaign do not target his previous audience. To reconnect with his previous audience, which is between the ages of 28 to 45 years old, his marketing campaign to achieve the goal mentioned above demands a different approach.

This rationale will compare his active marketing campaign and a potential marketing campaign that could be used to reconnect with his previous audience whilst capturing new ones. These strategies can be used simultaneously within different channels, but both will have the same end goal: connecting and reconnecting with his actual and previous audience, using different media channels to promote his new album.

Branding

John Mayer is vastly known for his utterly good live performance. John Mayer is considered a pop artist, but he also uses different genres such as blues, country and lo-fi. A mixture of these three genres can target and capture a considerable base of humans – ranging from age, ethnicity to any individual who likes any of the above kinds of music.

Therefore, this will build him a large fanbase and give him a competitive advantage over his pop culture music competitors.

The brand identity purposed for this marketing campaign is associated to an emotional and human concept rather than a visual one. The personality of the artist and lyrics through his music will give him an assertive position in the market, even after four years since his last album. This positioning came from a consistent music delivery and likable “personality”.

The intent of this marketing campaign through the colour psychology is to display the sense of nostalgia, increase the optimism and promote a sense of relaxation. The colour palette can be observed throughout the portfolio (element 1) and presentation (element 3).

Advertising.

Another strategy that should be employed is extensively advertising his music. This should be done in an easily understandable way and would take great interest of the target audiences. These components that would draw in its consumers involve using a single theme in advertising, and the adverts should be teasing and fun to the audiences.

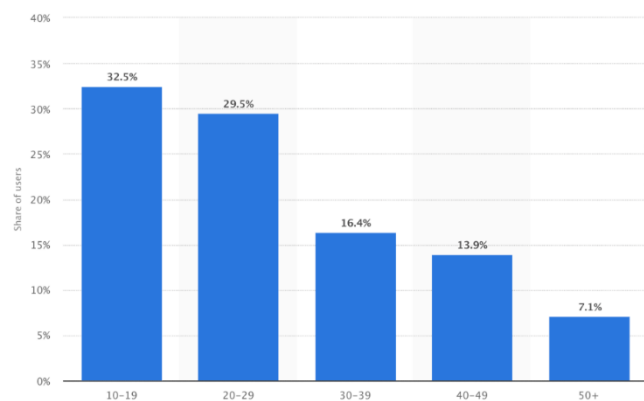
Since Mayer's has from his current marketing campaign the use of the 80's feeling, this should also be used throughout advertising and, at the same time, showing consistency in his digital marketing campaign.

There are several types and ways that advertisements can be effective. The first one can be in through newspapers and magazines. This will reach most of the population that like reading articles in newspapers, considering that a significant amount of this population watch television. Therefore, this will help John Myer and his teams cover a more substantial range in creating awareness for his albums. This also equally targets his previous audience – the older people – as it marks his current target audience. Another way is through radio. His teasers can be played on radios, and this will mostly reach his previous audience. This will nevertheless boost his reach and, therefore, potentially add on his music blast.

Additionally, television adverts squarely get to the younger target market. They are the most television consuming age set globally. Further selecting of global channels will increase the reach and hence capture more of the younger generation. Direct mail is yet another way that can intrigue the targeted audiences. This is because they will feel actively involved in John Mayer's journey; hence his enthusiasts will appreciate; as a result, his music consumption will increase.

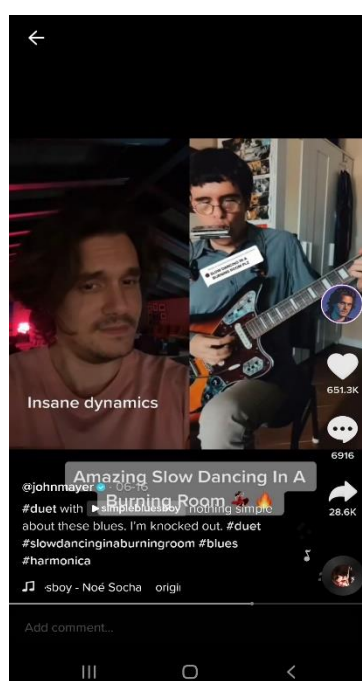
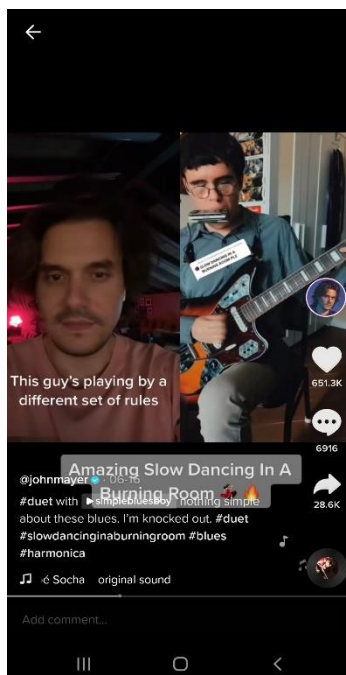
Tik Tok

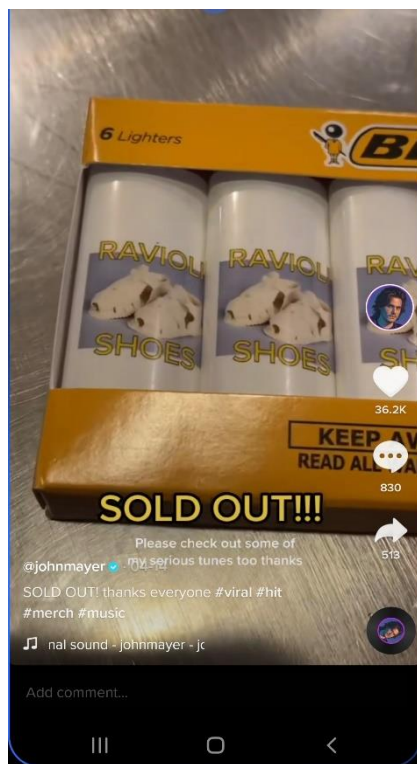
His current marketing digital campaign on TikTok points out too late teens, as it can be seen below:



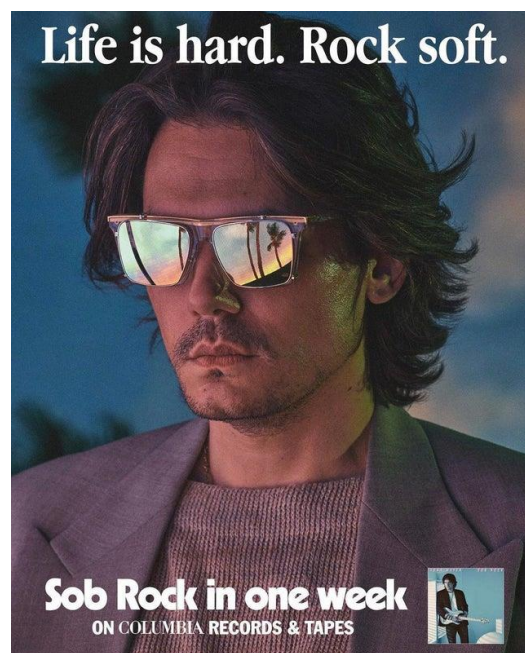
(Doyle, 2021)

His TikTok videos look very primary, which does not seem label oriented or mentored. As it can be seen on the link below, Mayer does guitar tutorials of his songs to the new audience, focusing on guitar players whilst giving feedback to connect, engage and promoting merchandise and his music videos:





To reconnect with his previous audience, this marketing campaign will use the 80's inspired look of "Last Train Home", the 2021's album 'Sob Rock' designs combining with his live album called "Where the Light Is: John Mayer Live in Los Angeles" released in 2008. The track list of this live album includes hit songs from his previous ones, and it will be used on this marketing campaign to reconnect with his audience and introduce them to the new audience, as mentioned previously.

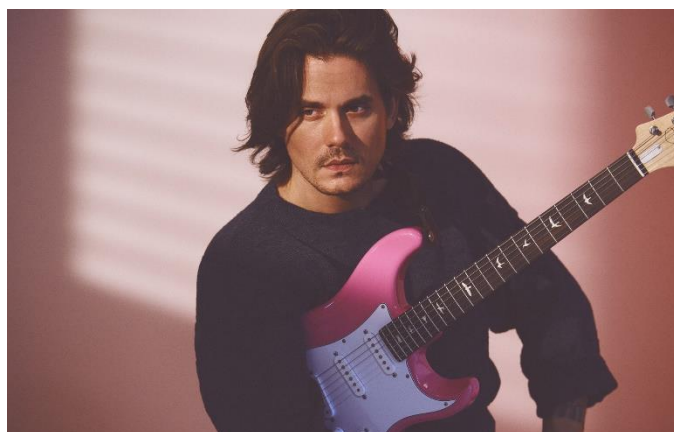


Partnership

For this new marketing campaign, as can be seen on the portfolio (Element 1), a partnership with PRS Guitars was built.

A contest will be put in place through TikTok, where his youngest audience will show their guitar skills through the platform while playing one song out of the ten of his new album “Sob Rock”.

Ten PRS guitars, like John Mayer’s one, will be given away to the ten best guitarists chosen by the artist.



Live Event – ‘Where the Rock is” Tour

New Mayer's album has ten tracks equivalent to 40 minutes of music. For a live concert, the total time might be short. The goal of this marketing campaign will be achieved through Mayer's tour. It will be made with some of his premium tracks from previous albums.

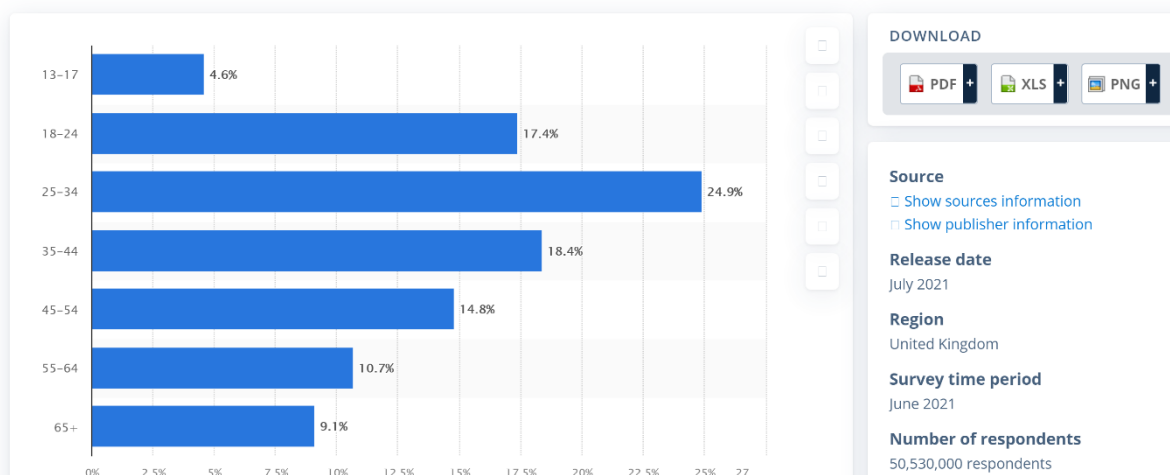
Presenting the same concert format as "Where the Light is" live.

Moreover, his excellent live performances that are mentioned above can also be another way of branding. These good performances can be identified as one of his many distinctive capabilities, giving him the upper hand.

These premium tracks will be chosen through Facebook and Instagram, allowing the fans to participate and engage in their next live adventure.

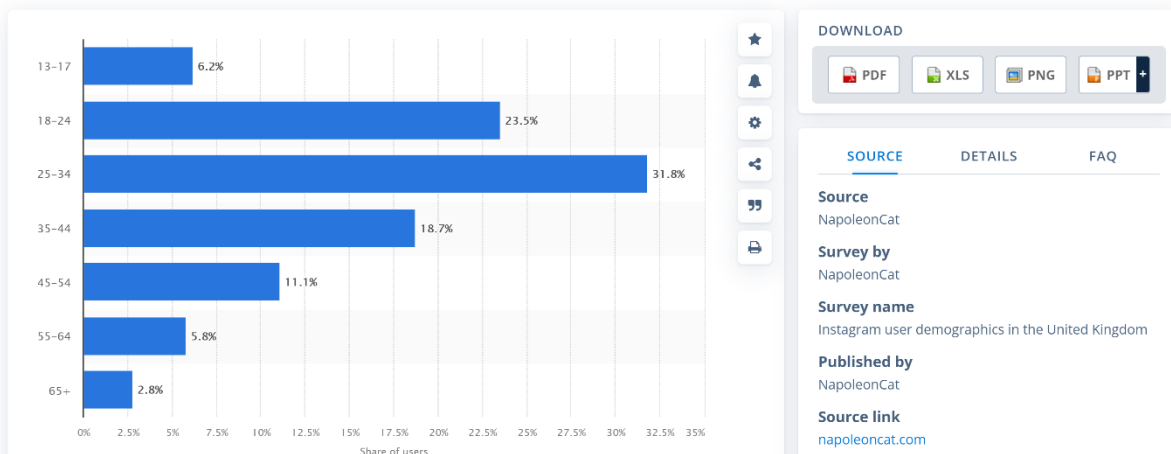
Instagram and Facebook primary users are males and females between 25 and 34, which pair what was mentioned previously with his past albums and the audience age at that time.

Distribution of Facebook users in the United Kingdom as of June 2021, by age group



(Statista, 2021)

Distribution of Instagram users in the United Kingdom (UK) as of June 2021, by age group



(Statista, 2021)

Social Media

Facebook

A call to action will also be implemented to increase the ticket sales for his world tour and merchandise and a promotional discount code to be used on the PRS Guitars website through their partnership.

Since there is a promotion through the brand partnership, this CTA should focus on the buyer benefit. It should promote a benefit rather than a product. This action will capture their attention and a solution for their needs (Rogers, 2021).

Facebook offers a straightforward way to interact, either in B2B and B2C Marketing. To stimulate and capture interest, from a marketing point of view, is called lead generation. It allows the artist's development and the brand partnership with PRS guitars (Barker, 2021).

John Mayer and his team should post short videos that are substantially teasers whose primary objective would be to capture the users' attention. Facebook is a broadly diverse

platform; hence will draw in both sets of the targeted audience. Releasing teasers on Facebook is, therefore, ultimately the best way to intrigue the respective audiences.

Instagram

An Instagram call to action works differently than Facebook. It is a very visual platform; therefore, to drive the engagement needed, a picture and a hashtag are essential. Since the current digital marketing campaign on TikTok has some playful content, such as the ravioli shoes, this type of content could be boosted on Instagram stories to increase engagement. Video content is also very eye-catching, and the new 80's branding could be used as a filter by the artist and be available on the platform for his fans to use and post on their socials.

Using Instagram Live is as well a great way to capture people's attention. Therefore, tutorials on playing Mayer's songs on the guitar and doing some exclusive music content could also be beneficial for this marketing campaign.

Either song from his previous albums and the new one would create authenticity, and it will lead his following into nostalgia and intimate feeling (Hootsuite, 2021).

Here, John Mayer can make interactive posts that will intensively engage his followers and encourage further sharing. When his posts get many reactions, they will automatically be pushed to the search page among the most recommended posts, thus facilitating a quicker and more extensive grasp.

YouTube

Going live on YouTube and consistently keeping his subscribers posted on his journey will also keep his original fanbase invested in his music. John Mayer has been previously releasing some exclusive content on YouTube, keeping people coming back for more since that content is not available anywhere else.

Going on live stream should also include collaborations with other well-renowned artists to propel him further, or even his artists to make them feel included in all the steps he is taking. John Mayer is well-known for playing with other artists, producing, and playing for them, such as Travis Scott, Frank Ocean, Leon Bridges, Tame Impala, and many more. Frequently creating this kind of content will also give him a push to get to a lot more subscribers and, therefore, views that will earn him the 'fav' spot among his targeted audiences.

Traditional Marketing

Traditional marketing is a type of strategy based on interactions with the audience, which can bring them into contact with the music being marketed. Here, the goods and services are advertised using billboards, physically sold final products, concerts or performances, and poster advertisements.

This traditional marketing campaign and the digital one can also be used hand in hand to optimize the business process.

Other forms of marketing campaigns that can prove helpful to John Mayer's music involve traditional strategies. For instance, surprise appearances hugely paced functions. This will also create awareness for both his new and previous albums. Live performances where he does give away tickets and contests to win them is also another physical strategy. Once this is news, more potential fans will appear at his live performances for fun and engagement. It will promote his music as the crowds will simultaneously grow with his capacity to keep them engaged, hence more streaming of his music.

The message/USP

Following his animated videos on TikTok and combining it with his worldwide tour called “Where the Rock is”, a new digital and traditional marketing plan can be created using the old “Where is Wally?” books.

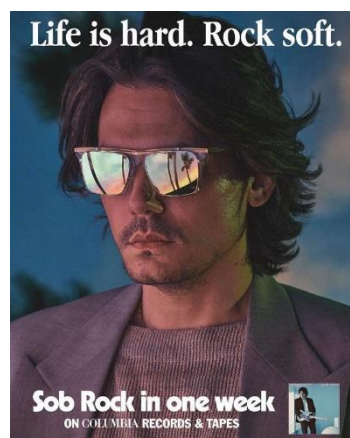
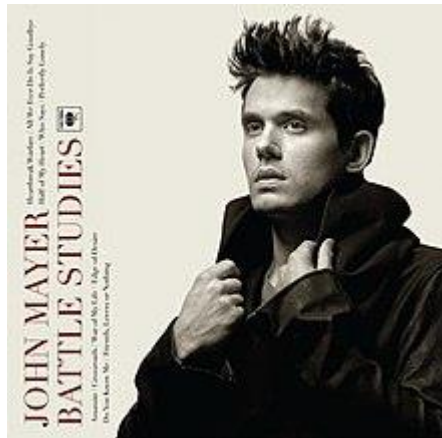
His connection with his previous audience will fit within the age frame, and since it could be used as content on the digital platforms, his new audience would play the game potentially.

‘Where is Wally?’ consists of finding Wally (as can be seen on the image below), although, through this campaign, Mayer’s audience will try and find the ‘Rock’.

This concept was also created to contradict the debate that has been ongoing for a while regarding rock music ‘being dead’. Mayer is a great guitar and rock fan, so this approach would also make sense. Together with the game “Where is the Rock?” and the concept of rock music, it could be unravelled to his fans while in his concert throughout the worldwide tour.

Merchandise

During his live shows, a plastic cup would be created with two different designs:



These designs would give his audience the best of the two worlds, creating a sense of nostalgia and feeling that they took something with them since it can be counted as merchandise. The merchandise will be an extra way of revenue for the artist.

This plastic cup would be used throughout the whole concert, avoiding plastic and being environmentally friendly. Also, the opportunity of having merchandise after a concert is,

somehow, unique as millennials do not usually spend money on it (In Store Design Display, 2021).

Nostalgia Marketing

Marketing strategies aligned with emotions are successful, and they can be used as a tactic for millennials. Some brands, such as Coca-Cola, Lego, and Nintendo, are engaging this audience through retro styles, presented in various ways (social media, clothes, music).

Nostalgia marketing empowers millennials. It touches on positive cultural memories, and they are designated to drive modern campaigns.

Millennials are more open to brand messaging because they are more likely to act when they care for something. The action happens because the strategy reaches them to an emotional level.

Associating brand messaging from the '80s as John Mayer's campaign humanises brands and connects the past and the present (Friedman, 2016).

Release Strategy

John Mayer should release a live album together with his new and old songs from his previous albums. This ploy is highly recommended for it will make his present fans and all those watching from televisions and listening to radios aware of his new music. It is an accurate assurance of more streaming to his new music. This release should also be covered in a music tour to reach an enormous scope of demographic areas. This type of tour and release of new music will tremendously promote his brand and even attract new consumers. Face to face interaction with his fans and potential audience will make him more relatable hence essentially endorse his brand.

John Mayer would record his concert in London, and three months after the whole strategy and his worldwide tour, he would release it. At this point (check dates), fans would not have time to forget his new album and his four-joining album concert, but also it would not be fresh in their minds, since there is an era of 'fast-food music'. It is essential to create momentum as it is crucial for success and be more effective for the whole marketing campaign. It will help in any creative area and keeps the artist, and his team motivated as well.

The first date of the worldwide tour would be at the Gillian Lynne Theatre (London Theatre) in London, where PRS Guitars would be involved with the UK press and develop a strategy to build a comprehensive approach to amplify the event.

This part of the strategy would have exclusive content captured before and on the night of the event. These exclusives would be released together with the DVD of his live performance "Where the Rock is?".

Project Management and Timeline

The marketing campaigns should be organized and programmed before John Mayer release his new music. This strategy facilitates John Mayer's music reaching out to more potential streamers hence new access to his new music. Moreover, his music will get exposed to potential fans and better fans in the essence that they might end up being his most loyal and die-hard fans, hence adding onto his extras for his videos.

The timeline of this project should run for one year. An annual project provides better insights into the issues at hand. It also facilitates better budget planning as it captures the latest information and puts those trends to use in the management of the marketing campaign. Lastly, it is the most suitable to aid in cost minimization as anything extending further than that will dig deeper into John Mayer's expenses.

Budget

With a timeline done before the whole marketing strategy campaign, it is possible to create an organised budget and coordinate it. This implies that costs will be less, and it will be easier to market his music, especially on social media platforms, since it is almost free, or any charges incurred will be low.

The budget should be made as flexible as possible hence assuming risks as well; Not neglecting some extra advertisement and other costs regarding his worldwide tour.

Conclusion

John Mayer should therefore widely consider implementing this set of strategies in his ploy to achieve his music objectives. A mixed marketing strategy – both digital and traditional marketing campaigns – results in joint strength in the process. Both the online and ground markets are acutely targeted, covering the more significant ground and a more general set of age. It eventually results in more streaming as the artist gets more famous and gains more popularity.

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