

Marketing Plan

Entertainment Marketing

SBTY7003

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Marketing Plan

Key information

The Artist



Market Analysis



Strategy



Schedule



Budget





THE ARTIST

OLIVER FRANCIS

American Rapper/Producer

WHAT MAKES HIM DIFFERENT?

- **Records and produces all songs himself, in his own bedroom**
- **Has a dedicated fan base, 'Cloudboy's', also engages with his fans well**
- **Clear narrative from lyrics, music and videos. (Relatable)**



THE ALBUM

In the Life

1. Gene Simmons

2. Polo Socks

3. Ozzy

4. Anti-Grav

5. Chernobyl

6. Sonic

7. Tru\$T

8. Fu2



MARKET ANALYSIS

16-24s four times more likely to pick Rap as favourite genre

Hip-hop artists claimed six of the Top 10 biggest streaming tracks of the year – 52% of the Top 100.

New Sub Genres of Hip-Hop/Rap being created every year

Consumption Breakdown

By Genre

Genre	Album Sales	Digital Album Sales	Physical Album Sales	CD Sales	Vinyl Sales	Song Sales	Total On-Demand Streams	Audio Streams	Video Streams
Children's	1.1%	0.7%	1.3%	1.5%	0.1%	0.3%	0.6%	0.6%	0.6%
Classical	2.5%	2.1%	2.7%	3.0%	0.6%	0.7%	0.7%	0.8%	0.5%
Country	12.9%	10.6%	14.3%	16.3%	2.9%	14.6%	7.4%	8.7%	4.9%
EDM	1.5%	2.1%	1.2%	1.0%	2.5%	4.0%	4.4%	4.7%	3.8%
Jazz	2.7%	2.4%	2.9%	2.6%	4.3%	1.0%	0.8%	1.0%	0.4%
Latin	1.5%	1.5%	1.4%	1.6%	0.4%	3.8%	11.4%	5.8%	21.8%
New Age	0.7%	0.9%	0.6%	0.7%	0.1%	0.3%	0.5%	0.6%	0.3%
Pop	26.3%	24.9%	27.2%	27.5%	25.6%	25.6%	18.5%	19.4%	16.6%
R&B	7.3%	7.2%	7.3%	7.3%	7.9%	10.3%	11.3%	11.0%	11.9%
Hip-Hop/Rap	5.2%	7.6%	3.7%	3.2%	6.6%	14.7%	25.4%	26.9%	22.8%
Reggae	0.6%	0.8%	0.5%	0.4%	1.1%	0.9%	1.1%	0.9%	1.6%
Religious	4.6%	4.8%	4.5%	5.2%	0.2%	5.0%	2.7%	2.7%	2.7%
Rock	26.5%	25.7%	27.1%	24.5%	41.7%	15.1%	11.4%	13.7%	7.1%
Stage & Screen	5.8%	7.8%	4.6%	4.3%	5.7%	2.3%	2.2%	1.9%	2.7%
World	0.8%	1.0%	0.7%	0.8%	0.4%	1.4%	1.6%	1.3%	2.1%

Marketing Strategy

Key Elements

AUDIO



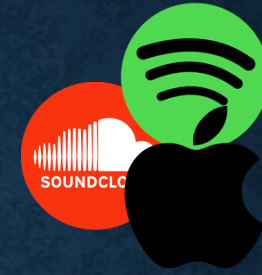
VIDEO



SOCIALS



AUDIO



Spotify, Apple Music and Soundcloud

Radio Shows

Pre-order Opportunity (Discounted)

VIDEO



Music Video Uploaded on YouTube and Vimeo

Spotify Canvas

Short Promo Videos for Social Media

SOCIALS



Paid Ads (Facebook and Google)

Updates/Announcements

Links to Merchandise Website

SCHEDULE

Week 1

15 Second Teaser Video Released on Social Platforms

Week 2

Officially Announce New Album Release at Next Gig

Week 3

Create Targeted Facebook and Google Ads

Week 4

Release 2 More sections of music video in build up

BUDGET



Total Budget – £18,500



Video (Music Video, Edited Social Release Videos) - £5,000



Marketing (Ads, Printing Posters, etc.) - £2,000



Tour - £10,000



Merchandise (Hoodies, T-Shirts, Hats) - £1,500

CONCLUSIONS

Successfully break into the UK market



Increase Social Following – *Instagram Main*



Stick to and drive original narrative



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