

EARLY DAYS



Daniel Miller

INTRODUCTION



Collaboration with artist Ronnie Maurice

Hip-Hop, Lo-Fi & DIY

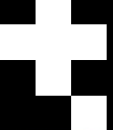
Target demographic

8 Week Marketing process

Virtual budget of £500

“Release isn’t a single moment, it’s a cadence”

(Fan Study By Spotify, 2021)



OUR



COMMUNITY

RECORDING

- Instrumental recorded by myself at home studio
- Brought Ronnie Maurice in to record vocals and adlibs in studio
 - Found lyric theme together, I trusted Maurice's judgement on vocal delivery
- Utilized home studio & university space, myself as mixing engineer retains royalties

Cost: £0
Total: £0

TARGET DEMOGRAPHIC

- 2018 study showed Hip-Hop most popular in ages **20-24**

Hip-Hop...had a younger bias, with preference peaking among those aged 16-34 before dropping off proportionately with age

(Music Consumption The Overall Landscape, 2018)

- Social media popularity in age groups:

Facebook : **25-34** (38 mins pd)

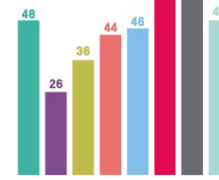
Instagram: **25-34** (29 mins pd)

TikTok: **18-24** (45+ mins pd)

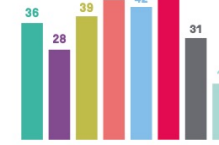
(Barnhart, 2021)

TOP GENRES BY AGE

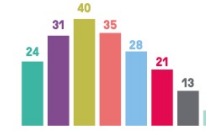
Legend:
 Total
 16-19
 20-24
 25-34
 35-44
 45-44
 55-64



Classic Rock



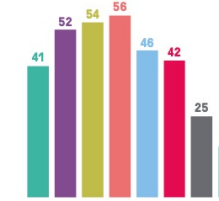
Rock Music



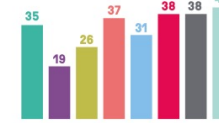
Indie/Alternative Rock



Singer/Songwriter



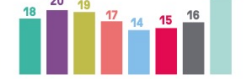
Pop Music



Country/Western



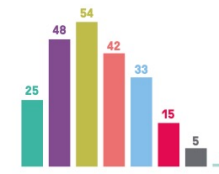
R'n'B (Rhythm & Blues)



Show Music/Musicals



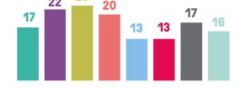
Rock 'n' Roll



Hip Hop/Rap



Soundtrack



Instrumental

Question: Which of the following types of music do you generally like?
 Base: 3,000

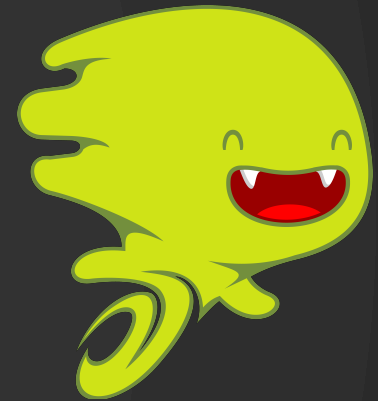
(AudienceNet, 2018)

DIGITAL RELEASE

WEEK 1: DISTRIBUTION

WEEK 5: RELEASE

- **CD Baby** (TY Based) (\$9.99 ps)
- **Distro Kid (\$19.99 pa)**
 - Intend on further releases with this artist so would be a good deal
 - Revenue splits
 - Add lyrics
 - Pre-save feature important



Cost: £15
Total: £15

PR CAMPAIGN

WEEKS 1-4

- 4 weeks between uploading to distributor & release
- For radio play, blogs & interviews
- Cold hard contact – Find journalists and DJs who play similar style – **DIY & Dummy Mag** at TY
- ‘Pay-as-you-go’ PR: 
 - £24 for 45-day campaign (offer price)
 - Submit music & bio – content creators listen, submit offers
 - Reports show how release being seen by audience – good tool so see who may be interested?
 - Promoted blog coverage = ~£30-£40. Significantly less than traditional PR (~£1000)
- A lot can be free!
 - Facebook ‘Sync Drinks’ group
 - BBC Introducing uploader (on release)



Cost: £84
Total: £99

MUSIC VIDEO

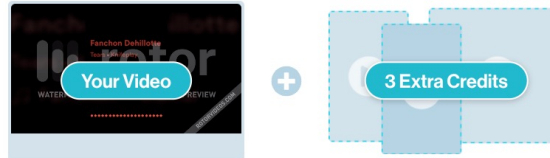
WEEK 2: CREATION

WEEK 5: RELEASE

- Hip hop = very visual genre
- Lo-fi sound lends itself to DIY aesthetic
- Can do it with friends with phone cameras
- <https://rotorvideos.com>
 - \$39 (~£29) inc. 1080p download, Canvas, All rights
- Will make video before release so can preview on social media and create aesthetic
- Easier now to engage audience with visuals because people are used to multi-sensory experience in social media

Download your video

ORDER SUMMARY



5 Credits Bundle

Use extra credits to make square, vertical and canvas versions of your videos

Expand your fanbase with video for every platform

Credits never expire

☐ This Video - 2 Credits \$18

SAVE WITH CREDIT BUNDLES

☒ 5 Credits **SAVE \$6** \$39

☐ 10 Credits **SAVE \$21** \$69

☐ 15 Credits **SAVE \$36** \$99

Choose Payment Method

(Rotor Videos, 2021)

Cost: £29

Total: £128

USP / MERCHANDISE

WEEK 2

- Helps attract wide audience
- 'Mini cassette' MP3 player – LIMITED Run of 10 (**£60**) (Joom, 2021)
- Retail for **£10**
- AI generated artwork – Reach AI Artwork
- Influenced by LUX Exhibition
- ('Mixtape' CDs
- (**Everpress** – never loose money as stock only made to order)



(Nicolai, 2021)



Cost: £60
Total: £188

(twosleepyheadsmarket, 2021)



SOCIAL MEDIA ADVERTISING



Tik Tok



- About boosting awareness at this stage
- Would start low and potentially increase budget based on success
- Targeted ads on Facebook + Instagram

Weeks 2 + 3: Pre-save

Weeks 7 + 8: Promo



Facebook Ads:
Brand Awareness ad (FB & IG):
£5pd = £140

- Budget Optimization tool distributes budget across campaign cost effectively over timeframe
 - Often deals

Google Ads:
Single release: £25
Video release: £25

Cost: £190
Total: £378



SOCIAL MEDIA *FAN ENGAGEMENT*



Tik Tok



- Add posts/stories to keep connection with fanbase
 - Consistency is key for good algorithm
 - Daily updates, BTS studio clips
 - Fan interaction with Polls
 - Social media competition - remix



LIVE SESSION

WEEK 8

- **UG Studio / Campfire**
- Partner with **Arturia** for equipment
- Live streamed – **The Mono Grande** (TY based)
 - No price on website, set aside £100 for videographer for 1 hour)
- Use talent on course as supports to bring in bigger crowd



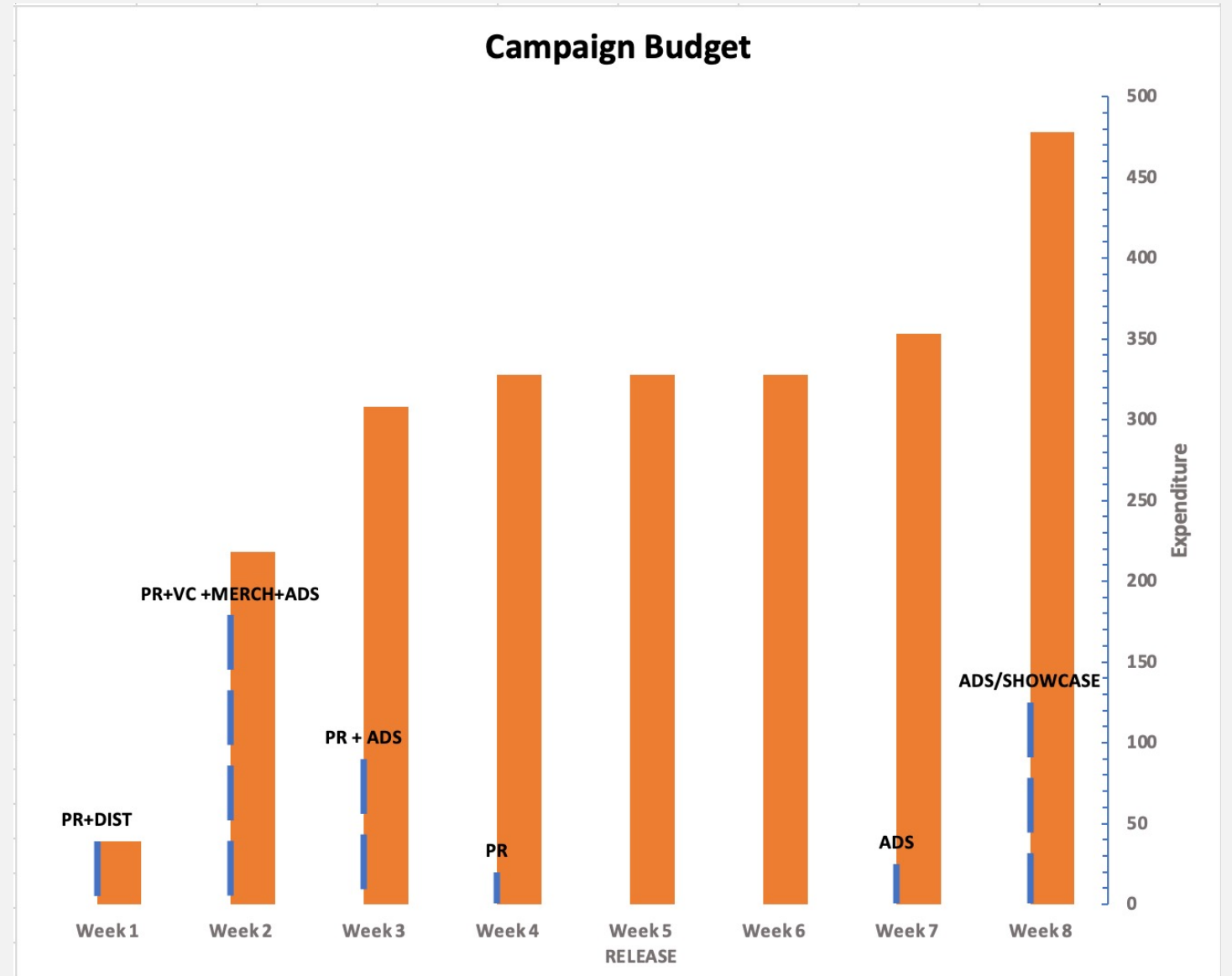
(Arturia, 2021)

Cost: £100
Total: £478

(Tileyard, 2021)

BUDGET TIMELINE

- £22 contingency budget left over



GOING FORWARD

- I feel like I have a good plan for the release
- Would see how campaign goes before injecting rest of budget into further advertisement
- Project relies on commitment from team
 - Regular posting
 - Video creation
 - Researching for PR
- As first release, may struggle to break into playlists, but will promote Ronnie and project him into public eye
- Thanks for listening!

REFERENCES

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