

Marketing Plan

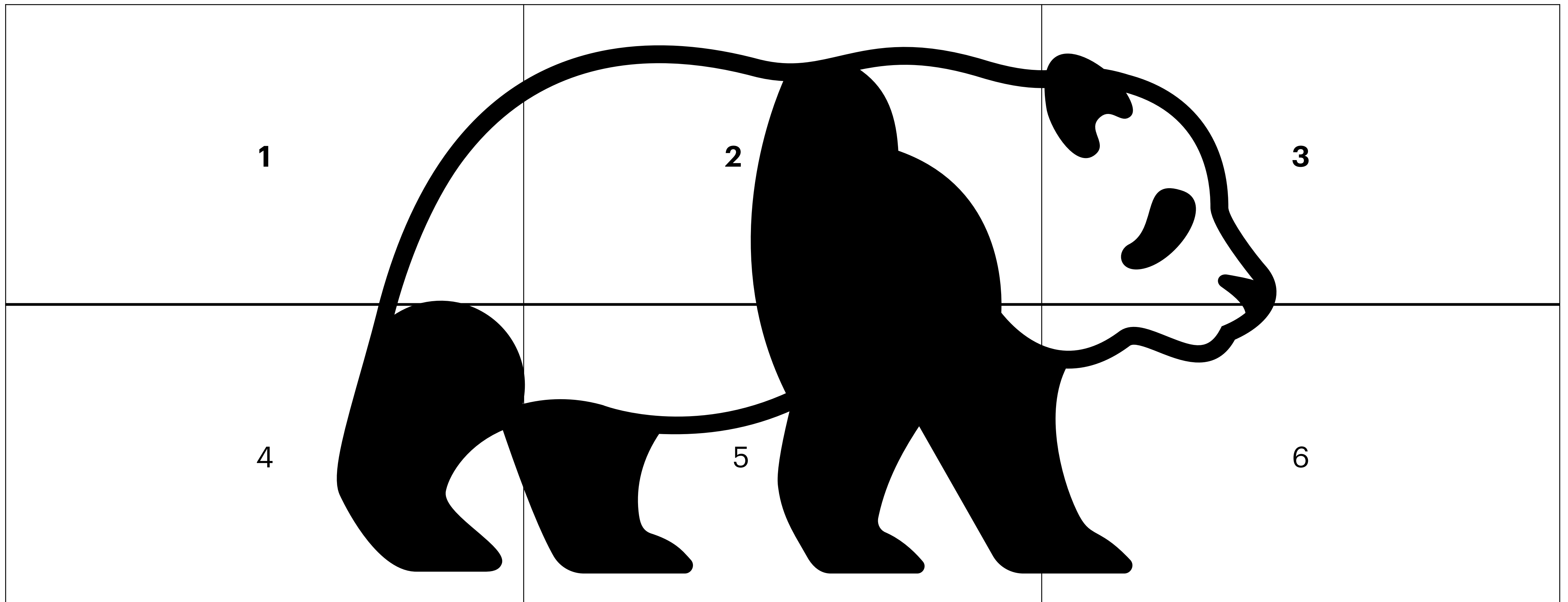
Commercial Track

Michal Gibki 07/11/2020

First strategy

Grid layout

Tailwind
Schedule



Michal Gibki 07/11/2020

- The content of 6 posts will be divided and posted in a timeline over a month
- This strategy is mainly for Instagram because of the layout. For Facebook will be just story posted.
- The paid post will be at the end of the campaign with the actual release. but some extras will be in use between the final release.

: short videos from the studio, or some behind the scene videos

The posts will target a specific market and audience, based on interest, age and geographical location.

Post VI

December 8th

- post no. 6 is starting a campaign in 8th of December with a short title of 'date premier' and 'name of the song'
- additional story with whole picture of the artwork will be posted too

Post
December 10th

- post to the Instagram and Facebook story with the content from the studio, titled as finishing the track

Post
December 17th

- post to the story of Instagram and Facebook with video of the artwork and fragment of the song

Post V

December 24th

- post no 5 titled as
"premiere in 14 days"

In bio link for youtube where will be
snipped cool video

Post December 27th

- New post to the story with the content of finishing the song.
Clip from the studio.
- the link in bio to pre-save the track

Post December 30th

- post to story with the covert art and the date when is premier and with snipped music.
- the link in bio to pre-save the track

Post IV

January 6th

- post no 4 will be informing that in 2 days will be premier
- there will be link to save the reminder on you tube and the clock which counts off to the premier day

Post

January 7th

- post to the story, with the album cover art and snipped music

Tomorrow is the premier
and links to pre save and set up the clock
for a reminder.

Post III

January 8th

sponsored post The Release day with picture no 3

story from Spotify, links in bio

Post

January 9th

story from Spotify to socials
links in bio

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Post

January 11th

another story from day to day artist
with some various edits

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Post II

January 12th

Post no 2 with the question to the audience. Did you listen to our latest song? links in bio

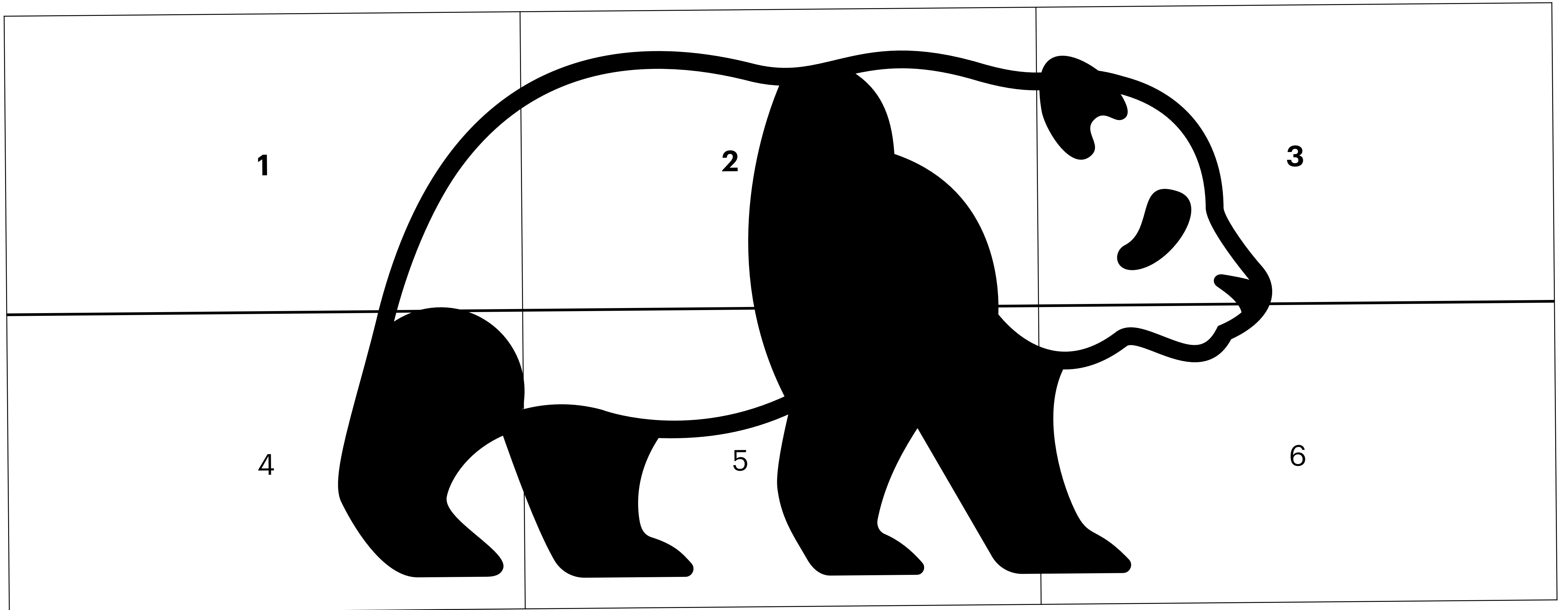
Post I

January 15th

sponsored post Post no 1 with the question to the audience. Are you sure that you listen to our latest song? link to video clip

Final product of campaign in Instagram

The layout on the profile
with scheduled posts



Budget £500

two sponsored post

2 weeks - cost £50

target audience

**age 23-29
interest similar to my -
house music**

£450

Playlist Curators
- Playlist Placements

three campaigns

cost £100

£350

Gorilla Marketing

I will create the title of the track cut on the cardboard and
will let my friends do graffiti in neutral spots.
Promotional stickers will be printed too.

cost £35

£315

Merchandise

I will produce 5 beanies with something linked to the track,
could be the title or logo.
The rules are to follow us, like and add a story with our track.
5 people will be picked randomly

cost £150

£165

Frequency with the releases

Prepare music for at least 3 releases in advance and 1 remix

cost £120 - of remix

£45

Additional sponsored posts

For last £45 I will sponsor post about the contest and the actual release.

cost £45

£0

Hashtags

I will use the top 10 hashtags of favorites artist songs

BBC Introducing

Submitting music to BBC

Press Kit

<https://spark.adobe.com/page/Y9opPcdYCdQpR/>