

F3: Presentation

“Late Nights”

-Sam J Green, Daniel Newcombe (Feat, James Reidy)

Sam Green
Commercial Music Production

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About this track?

The style of this track and the tracks that i release under my own artists project is house/dance music. Similar to that of Joel Corry, Sonny Fodera and Meduza.

This track was recorded in tileyard underground studio that is free to book as a tileyard student. I also mixed and mastered the track myself in the same studio.

There are four artists involved on the track, and by mutual agreement we all chose to accept 25% of the royalties each.

Timeline

The timeline that i have chosen to discuss, and what was discussed by Harry (2021) in the student video call is 8 weeks of promotion. That includes a 4 week pre release campaign and a 4 week post release campaign.

I will be focusing my marketing campaign for spotify and youtube. Iqbal (2021) conducted research that suggests spotify is the largest streaming platform for artists.

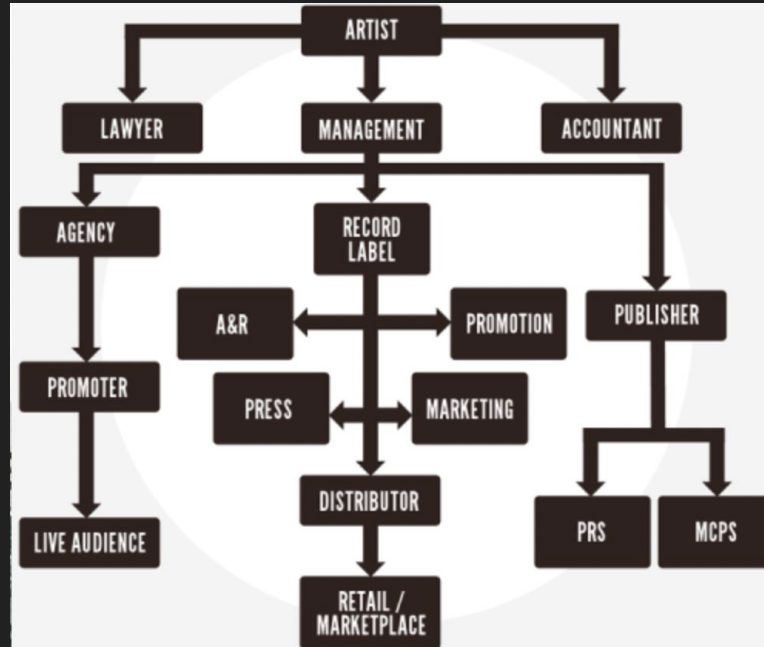
Whitfield (2020) suggests that uploading your track to the distributor 4 weeks in advance to the release date, ensures that your music will reach all platforms on time. It also gives you a chance to plan your campaign and get your pre save link so that you can begin marketing.

This plan also allows time to submit my track to spotify, through the spotify for artists website form.

Budget overview: The budget allocated to this project is £500

Diagram

I have chosen to make this into my own campaign taking out the role of manager and label.



Prs

Everyone involved with the project has already paid for and is signed up to Prs.

To sign the track to Prs i will:

CAE/IPI number of any other writers

Title of work

Name and writer of any existing work that's been sampled or remixed

Duration and instrumentation, if a classical or dramatic work

(Prs, 2021)

Pre release

Artwork: The person who has done my artwork before and i will use again charges me \$25, which currently works out at about £20 (See appendix 1)

Distributor distrokid: The chosen distributor that i am currently active with is Distrokid, they charge a year long fee of \$19.99, however i have already paid. They distribute the single to multiple platforms such Spotify, Apple music and Youtube. (See appendix 2)

Press release: Burstimo (2018) discusses the importance of attaching a press release to any email pitching that you might do to playlists. Discussing how it's a good strategy to inform the playlist curators about what kind of artist you are, Burstimo (2018) also suggests that key strategies when writing a press release are:

- Artist and track information
- Artists that have influenced the track
- Adding previous accolades like radio play
- Adding previous track data like streams and playlists added too.
- Characteristics about the track and what's unique
- Link to a private demo of the track
- Any shows in the future
- Release date
- Link to social media pages
- Artist picture

I have used this information on my own press release (See appendix 3)

Email pitching:

My style of music is similar to that of Joel Corry, Burstimo (2020) suggest to find the playlists big and small that feature his tracks and pitch to them individually in order to increase reach by finding their emails.

The larger playlists include Auro, Defected, Selected which you can find through YouTube channels, I have accumulated a lot of email (see appendix 4)

A strategy that Burstimo (2018) suggest using when pitching is to make the email personal to each playlist. Saying I recognised you featured this track, my track is similar, with some previous accolades you have, a private link to the track, and an attached press release.

Editorial algorithmic playlists are usually influenced by data, so the more playlists that you can reach, the more likely they are to listen to and feature your songs.

I also done the same with notable House/Dance DJs and EDM blogs. (See appendix 4)

This is all free of charge.

Pre save campaign:

Once the pre save link is given to me by distrokid (usually within a week) I will start an instagram targeted ad campaign for my pre save link. My artwork creator gives me a pre save link video with my music attached, and i also merge a video of me talking.

A personal strategy of mine is to look at my previous tracks analytics on spotify for artists. Through doing this i have noticed that my audience is a 53/45% men to female, and my most listened to age range is from 23-34 (See appendix 5). I desire to have success with all ages but have found instagram targeted ads for specific age range more effective in the past.

Burstimo (2019) talks through how you can specifically target a certain audience, set a time scale, and run it on feed or stories. I have chosen to run it through stories, for 3 weeks before release with a set budget of £50. This will help boost my pre saves, and push it more to editorial playlists whilst achieving more views.

PR campaign:

I always use a pr group that i pay to playlist pitch and extend my reach. They target genre specific playlists with a larger array of top contacts. They work out the potential reach of the track dependent on your budget and give you a rough play estimate over the course of 4 weeks post release. For this, i have been quoted 400 usd for a month of promotion with an estimate of 30-50k plays. This works out at £301 (See appendix 6).

Other website include submit hub where i will pay £30 for tokens and pitch through that, they have to listen and respond.

Post release

Pr campaign promises 4 weeks of playlisting post release.

I also plan to run instagram targeted ads, by analysing the previous ad campaigns analytics, to see who it was most successful with and then adjust the ad campaign specific to the data. I will invest another £80 into this over a 4 week period.

Lyric video: The artist that i use for my artwork also ads a lyric video for an extra £10. I will use this to push to youtube via my own channel post release.

Acoustic version: I will also book out tileyard underground studio to record an acoustic version of the track. I plan to release this on my artists youtube channel 2 weeks after the release date to continue momentum.

Live performance: With pitching to Dj's, some of them will play the track post release, however as a DJ, i will also play my track in the clubs and bars that i play back home.

I also plan on pitching to BBC introducing through their website. Burstimo (2018) also suggest using Linkdn as a useful resource for researching radio Dj's emails. This is something that i have also done and added to my email list.

Potential returns:

Calculating the overall amount spent being £491

Shennan (2021) research suggests a rate of \$0.0049 per play in the uk. With the PR campaign promising 30-50k plays over the course of the month, the very least on returns that will be accumulated is \$147 (£110). Then with all of the other added promotion that is accumulated, it could be anywhere upwards of that number. With returns being being calculated 3 months after the plays. This will also all be split 4 ways.

In conclusion i've kept slightly under budget. With my main focus points on pre save instagram campaign, pr campaign and instagram post release campaign. I could've spent more of the allocated budget towards a music video, however as my main target of promotion is spotify, i believe i have allocated my budget well. In the future with a larger budget i would look to spend money on music videos.

From my own experience and research i believe that i have put together a well rounded plan that focuses on discovering a larger reach and maximising the tracks potential within the allocated budget. From personal experience i have had great results from operating my budgets in this way.

Moving forward i hope to reach a larger outcome than personally projected through algorithmic editorial playlisting and larger playlist support. And receive some great stats that i can put together for future epk's. I would also look at reaching out to labels for support as well.

Questions

Bibliography

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Appendix

Appendices 1

You received 23,60 \$ USD from the user Sam Green	
	
Add Tracking	
MONEY RECEIVED	
Amount	25,00 \$ USD
Fee	1,40 \$ USD
Total	23,60 \$ USD

Appendices 2

Services

- | | | |
|--|---|--|
| ☒ Spotify | ☒ Apple Music | ☒ iTunes |
| ☒ Instagram & Facebook | ☒ TikTok & Resso | ☒ YouTube Music |
| ☒ Amazon | ☒ Soundtrack by Twitch | ☒ Pandora |
| ☒ Deezer | ☒ Tidal | ☒ iHeartRadio |
| ☒ ClaroMúsica | ☒ Saavn | ☒ Boomplay |
| ☒ Anghami | ☒ KKBox | ☒ NetEase |
| ☒ Tencent | ☒ Qobuz | ☒ Triller (beta) |
| ☒ Yandex Music (beta) | ☒ MediaNet & many smaller outlets | ☐ Snapchat (beta) |

Appendices 3

After receiving support from BBC radio and the All out collective team, Sam J Green returns with 'Odds'.



Having already received support from major independent playlists such as 'Summer Mix 2021 Deep House, Tropical, Chillout', 'Shuffled', 'The Spot' and 'Electronica 2020', Uk music producer Sam J Green returns bigger and better than ever with 'Late Nights' which releases onto all streaming platforms on the 11th of February 2022.

Stream the private link [here-https://soundcloud.com/sam-j-green/tack-3/s-1mRtpZzPST?si=95b136b351fa488fbb7406f71f824da](https://soundcloud.com/sam-j-green/tack-3/s-1mRtpZzPST?si=95b136b351fa488fbb7406f71f824da)

Sam J Green is an independent artist from the uk, taking a wide range of influence from the likes of Meduza, Shift Key, Jax Jones and Becky Hill. Through dance energy, soaring melodies and emotive and genuinely raw music Sam J Green has made a name for himself, making him impossible to ignore. The high tempo feel good dance tracks have led him to receive support from the likes of Bbc radio, Manuel Hanley, YLY, Arion Haze, Shanesa and Bella Hutton to name a few.

Constant dedication to making and releasing music has seen Sam J Green grow a loyal fan base, receiving over 100 thousand views in the past 6 months. Since as his previous 2 releases were picked up by over 600 independent playlists worldwide.

The new Song will be released on Friday the 11th of February.

Instagram- <https://www.instagram.com/sam.j.green/>

Facebook- <https://www.facebook.com/Sam-Green-Music-148025829240091/>

Appendices 4

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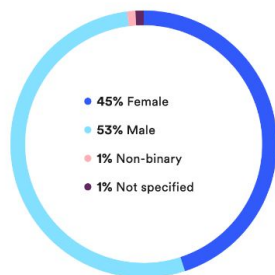
fraserman@psnmusic.com
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Appendices 5

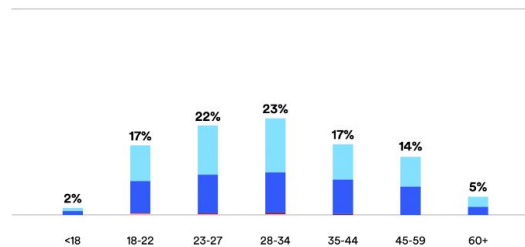
Listeners' gender

LISTENERS • LAST 28 DAYS • WORLDWIDE



Listeners' age

LISTENERS • LAST 28 DAYS • WORLDWIDE



Appendices 6

Any Marketing Campaign on Spotify over \$400.00 will receive top affiliate support. Some examples of affiliate placements range from artist like Marshmello, Martin Garrix, Slushii, Ghastly, Barong Family, Monstercat, Armada, Brooks, Showtek, Kygo, Dim Mak, Disciple, Deadbeats, Trap Nation. Plus many more. Support always starts with our own network depending on where it fits best and availability of where we seek our audiences will convert best for your song and will determine which playlist it goes into.

Our objective for your budget is to help coordinate the best possible marketing campaign around your release on Spotify and continue to build it until the target or past target is met. You are not only paying for a campaign, but are also paying for All Out Collective's Time, Resources, Strategic Advice, as well as any Phone Calls & Support throughout the duration of your campaign.

All business is handled through paypal, so an invoice will be sent to you that has the state tax on it included.

\$400.00	30 Days	30-50k
\$500.00	30 Days	40-50k
\$600.00	30-45 Days	50-60k
\$700.00	30-50 Days	60-75k
\$800.00	30-50 Days	75-100k
\$1,000.00	30-60 Days	100k+
\$3,500.00	30-90 Days	400-500k
\$7,000.00	30-90 Days	750k-1M

Hours of Business: EST. Time Zone

Monday	10:30 - 19:30
Tuesday	09:30 - 20:30
Wednesday	09:30 - 20:30
Thursday	09:30 - 20:30
Friday	09:30 - 20:30
Saturday	12:30 - 17:00
Sunday	Closed