ENTERTAINMENT MARKETING

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SEAN GRANT & THE WOLFGANG

'33' ENTERTAINMENT MARKETING PRESENTATION





Sean Grant began writing and recording what would eventually become the album "33" in late 2020.

Sean's musical influences for this record took inspiration from the Phoebe Bridges album Punisher. SG Wolfgang intentionally tried to create a movie soundtrack feel, likening it to the Drive soundtrack with its atmospheric landscape.

The album is being released in support of charity CALM, which is leading a movement against suicide.

“YOU CAN’T SELL ANYTHING IF YOU CAN’T TELL ANYTHING.”

(COMSTOCK, 2014).

TARGET AUDIENCE

SG WOLFGANG

To better understand the audience you are engaging; there is nothing better than meeting the professionals and enthusiasts who correspond to your musical universe. Concerts, fairs, forums or any other musical event aligned with your style helps. (Leighton, 2019).

With dynamic, nihilistic, Nick Cave inspired punkoid rock that cites perpetually bruised melodies whilst balancing the delivery of insightful and thoughtfully executed collections of heartfelt songs, we wanted to aim our target audience a similar market by researching the above.

3 Ways To Find Your Target Audience



- **Get clear on who you are. Know what your brand represents and what is the message you're trying to convey with your music.**
- **Take note of what other artists that are similar to you are doing. Study how they interact with their audience on social media and what they're offering (Ex. Merch). Look at the hashtags they use to find their audience.**



- **Target your audience by giving them value based off their passions and what they love. The value give should be based on your brand and message. As you build your community, make sure to interact with fans as well.**

@BRAIDENCHASEMUSIC

MARKETING STRATEGY

SINGLES AND ALBUM

I. Draft the ’33’ album key messages for target market - see opposite
II.Plot timeline for campaign
III.Gather campaign assets (inc music, artwork, and press releases).
IV. Arrange distribution
V.Begin digital marketing campaign
VI.SmartLinks
VII.Release
VIII.Post Release Promotion

Sean Grant & The Wolfgang

Release Album “33” on own label Shrink Your World Records

- The human spine is made of 33 individual bones or vertebrae
- In the Pythagorean system, 33 is the highest of the three master numbers which do not get reduced to a single number
- Jesus was 33 years old when he was crucified and resurrected
- In the sums of powers, the sum of three cubes (a3 + b3+ c3) is 33
- 33 is the largest number that is not a sum of distinct triangular numbers
- The second level of heaven in Buddhism is named Trāyastriṃśa from the numeral trayastriṃśat meaning "33" and can be translated in English as "belonging to the thirty-three devas/gods"
- Water boils at 33 degrees according to the temperature scale devised by Isaac Newton
- The word amen has a value of 33 in simple English gematria: (a=1)+(m=13)+(e=5)+(n=14) = 33
- Arsenic a.k.a. The Poison of Kings has an atomic number of 33. Its alchemical symbol looks like a partially formed Star of David
- Islamic prayer beads are generally arranged in 3 sets of 33 for a total of 99 beads corresponding to the 99 Attributes of Allah
- The divine name Elohim appears 33 times in the story of creation in the opening chapters of Genesis [11]
- There are 33 deities in the Vedic or ancient Hinduism religion
- The new Sean Grant & The Wolfgang Album is called “33”



(MMF, 2020).

MARKETING STRATEGY

Key Digital Strategies

Once the two singles and album had completed, I wanted to put together a strategy that encapsulated the message we had drafted for the target audience.

I.Social Media Advertising
II.Radio Plugging
III.BBC Introducing Interview
IV.SmartLinks
V.IG Takeover / Socials
VI.Release
VII.Post Promotion

PROJECT TIMELINE

SG WOLFGANG PROJECT

Just because the EP or album's nearing the finish line does not mean you can sit back and relax – after all, your music will not just sell itself.

Especially these days, when anyone and everyone can release new music – you need to get it out and hear some promotional efforts!

Whether you are pushing your material or looking to hire professional music publicists, timing is everything. Moreover, it starts sooner than you think (Yando, 2018).

Sean Grant & The Wolfgang
'33' Campaign Timeline

Release Timeframe:

First Single - 'Bodies Of Christ' - April 2nd 2021
Second Single - 'Murder Scene' - May 1st 2021
Album - '33' - May 22nd 2021

10 Weeks Prior

Commission both singles and '33' album artwork - £300
Commission artist promotional photographs - £250
Begin Social Media Campaign - £500
Total Expenses: £1050

8 Weeks Prior

Initiate PR - £1000
Engage Radio Plugger £550 (Hart Media, Tileyard)
Record Official Music Videos (BOC & MS) - £1,000
Create a lyric video - £75 (Fiverr)
Digital Promotions £200 (Instagram/Facebook)
Total Expenses: £2825

Release Press Release
Magazine and Blog Review Submissions (Rolling Stone, Clash, Uncut).

6 Weeks Prior

Tracks Mixed and Master Complete - £500
Digital Promotions (Facebook & Instagram Ads) - £250
Upload to digital distribution (Spinnup) - £45.97
Total Expenses: £795.97

Press Release shared
Release show booked at The Roadmender, Northampton for Friday May 21st 2021
Single and album promotional assets are presented to BBC Introducing press release and live launch gig date announcement.
Radio Campaign Starts (BBC)
Arrange BBC Introducing performance for Friday April 2nd 2021.
Digital store SmartLinks are created

4 Weeks Prior

Radio playlist consideration
Ongoing Radio Plugger (Hart Media, Tileyard) - £550
Digital Store promotions set up
Upload video to Vimeo and YouTube
Enter music videos and tracks for blog opportunities (SubmitHub)
Total Expenses: £550

2 Weeks Prior

Secure a social media takeover with a current brand (Dr Martins, Marshall Amps)
Create live IG video exclusives with popular music sites (Paper Planes)
Fan engagement and prizes; exclusive tracks, merchandise (Instagram & Twitter)

Live Release Week

Paid advertising (Facebook/Instagram) - £500
Digital Store promotion (Daily Playlists)
Media coverage. (Blogs/Magazines)
Radio sessions and interviews (BBC Introducing)
Release show and date release of ’33’ 7 date UK Tour
Total Expenses: £500

After Track / Album Release

Follow up press campaign to generate further press coverage.
Social Media Plugs
Album and live show promotion ongoing

“IF THERE’S ONE THING THAT IS ESSENTIAL TO YOUR CAREER AS AN INDEPENDENT MUSICIAN, IT’S YOUR ABILITY TO FOLLOW A BUDGET”.

(JACKSON, 2018).

MARKETING BUDGET

'33' CAMPAIGN

Not long ago, the IFPI researched what record labels invest in a newly signed artist, and roughly 60% of the total release budget went on marketing, including video production and tour support. The rest went on making the record and the artist's advance. Based on that, we suggest a 'rule of thumb' - spend the same on marketing as you did on making the music (Jacobson, 2020).

Cost of music-making = Cost of music marketing

This could add up to a substantial number, but you do not need to have the entire budget available on day 1 - especially if you avoid things with a substantial upfront cost (like press and radio).

So what should you spend a marketing budget on?

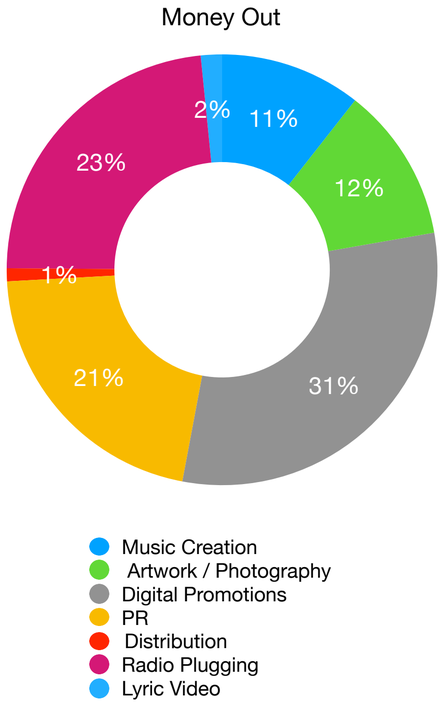
I. Video
II. Photos
III. Digital advertising

’33’ Marketing Budget

Campaign Budget	
Self Funding	£3,500
PRS Foundation	£2,000
Help Musicians	£500
Total income	**£6,000**

Campaign Expenses	
Music Creation	£500
Artwork / Photography	£550
Digital Promotions	£1,450
PR	£1,000
Distribution	£46
Radio Plugging	£1,100
Lyric Video	£75
Music Videos	£1,000
Total expenses	**£5,721**

Money Left Over	
Income minus expenses	£279



'33'

ENTERTAINMENT MARKETING

Releasing new music is always a unique and exciting moment. You worked hard to create something personal for you, and now it is time to share it with the world.

You do not want to put in all that time and not have anyone hear what you have worked so hard on.

It would help if you had an effective music marketing plan to ensure growth in your audience and capture new listeners' hearts (Lavoie, 2020).



’33’ EPK

CAMPAIGN ASSETS

Use the link below to access the full electronic press kit for the ’33’ entertainment marketing campaign at your convenience:

https://app.box.com/s/z3hq9x7qk50vrhss828ds2o7l2ml4oxg

You can also stream an exclusive preview of the album & videos using the links below:

’33’ Album: **https://soundcloud.com/seangrantandthewolfgang/sets/sean-grant-the-wolfgang-33/s-mSP0uCshG0E**

Videos:

“Bodies Of Christ” : **https://www.youtube.com/watch?v=0dpruaCWsCo&feature=youtu.be**

“Murder Scene” : **https://www.youtube.com/watch?v=hpdjek6hmUo**


Blackstar

QUESTIONS?

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