

A M E T H Y S T – Marketing Plan



Initial Stages

- 1) Analyse the market.
- 2) Define the audience.
- 3) Establish long-term and short-term goals.
- 4) Determine marketing strategies.
- 5) Create a budget for music promotion.

Market Analysis

- TBC

Define your Audience

- TBC – Look at similar artists within the R&B/Soul/Neo-Soul Genre and find out their fan demographic.

Short-term Goals

- Create a Logo.
- Define Branding and Image.
- Decide on which social media platforms to use.
- Brand and correlate all social media according to which assets are due for promotion.
- Brainstorm on-brand content .
- Undertake multiple photo-shoots for press shots and ensure they are on-brand. (35mm)
- Make a mood board for similar artists and compare their branding and image.
- Create an EPK (Electronic Press Kit).
- Create a website

Long-term Goals

- Amass an online presence.
- Increase social media following and activity.
- Release multiple singles and/or an E.P.

- Build an extensive list of e-mail addresses for email marketing

Create a Marketing Budget

- Dependant on available funds, duration of campaign and what type of assets (i.e. single, album, merch) you want to promote.

Determine Marketing Strategies

Potential

- 1) Create a Music Website
 - Initial stages only need to be a landing page with a Logo, Image, and 'Coming Soon....', 'Register interest' / Call to Action, to start building a database of e-mails to target marketing e-mails to.
- 2) Share your Music on Digital Platforms (research most applicable)
 - SoundCloud (Electronic & Remixes)
 - Spotify
 - Tidal
 - Apple Music
 - Deezer
 - Amazon Music
- 3) Use Social Media for Music Promotion
 - People love inspiring and fun content, which they eagerly share.
 - Make videos (Most interacted medium at the moment – algorithm prioritises videos over pictures at the moment).
 - **Engage with your audience**
 - Consider which platform your audience is most active in.
 - Create playlists, on streaming services and share to fans, engage with their thoughts and opinions.
- 4) E-mail newsletter to your Contact list, notifying about upcoming releases, single, album, live dates, new merch, also share images and videos through email marketing.
- 5) Promote your music via Paid Advertising.
 - Research budgets in terms of what you will get back in sales.
- 6) Sign up to live stream music platforms – *GO LIVE!* Interact with them in real-time. Discuss with them what they want to hear from you, or what they want to talk about.
- 7) Record Music Podcasts or Get featured on someone else's.
- 8) Get a YouTube channel - Share your videos: Covers, Lyric Videos. Creative video intro too.

9) Create a logo & or merch design and get it out there – work out what kind of merch your fans want to buy – Showcase products with compelling designs and mock-ups and see how your following reacts to it (T-shirts, Tote Bags, Lyric Books, Notebooks)

10) Reach out to music bloggers

- Will help generate buzz.
- Many people discover new music from blogs.
- Contact and try to get featured.
- First – Find all relevant music blogs and bloggers
- Second – Try to build relationships with them
- Prepare a stellar pitch for your music. (Basic info, the genre, what makes it unique, *music video*, Impress with branding and story)

11) Collab with other musicians – Musicians in a similar genre, similar level in career (ideally further on – utilise those contacts!)

12) List shows and tours on different platforms.