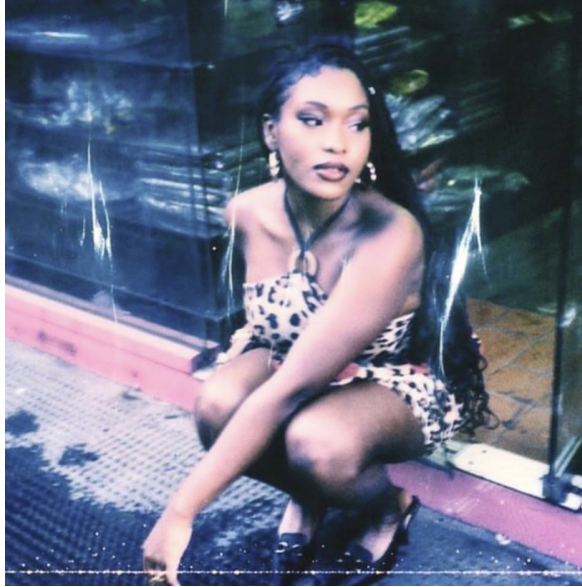




NATANYA EP RELEASE

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Assignment Title: Marketing Report

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1. Introduction

Natanya Popoola is 20 years old Music Artist, she has been an artist for the past 5 years where she started exploring her talent within a jungle collective in London but then launched a solo career as she discovered her passion for R&B, Jazz and funk music.

This report contains a marketing plan, timeline and budget to promote an EP project over a period of 6 months and 2 month plan for an international promotional tour.

2. Online profile

Natanya has not gained significant public recognition and this marketing strategy will establish her brand and artistry.

Spotify - 69.8K monthly listeners / 8K followers

<https://open.spotify.com/artist/4QIEFh3gBGqmb0PVc7AwUp>

Deezer - 51 fans bb etc

<https://www.deezer.com/en/artist/64425942>

Instagram: 8030 followers

<https://www.instagram.com/n4t4nya/?hl=en>

Tiktok :24.3K followers

<https://www.tiktok.com/@n4t4nya?lang=en>

Youtube: 516 subscribers

<https://www.youtube.com/channel/UCKxHLGYw0x0c2hgRr1rJ79A>

Soundcloud: 712 followers

<https://soundcloud.com/natanyap>

This marketing plan will focus on developing Natanya's audience on instagram and youtube while increasing her fan rate conversion on other platforms such as spotify and others.

2.1 Artist Discography

She has released 1 EP and 5 singles since 2019 and has featured on other 3 other artist projects.

	Title	Format	Release date	Streams
1	Foolish	Single	29 April 2022	1.5M
2	Angel	Single	12 May 2023	117K
3	Sunset Melody	Single	26 April 2019	1M
4	Like U	Single	28 May 2021	112K
5	Angel (Sped Up version)	Single	26 May 2023	5K
6	Blue Jay: Free	EP	28 September 2019	44.4K
7	Blue Jay: Home	EP	28 September 2019	22K
8	Blue Jay: Evidence	EP	28 September 2019	72.8K
9	Gil SM ft Natanya: open your eyes	Single	19 August 2022	179K
10	Osquello ft Natanya : Cusp	Single	2023	30K
11	Brian Nasty ft Natanya: Loso Na Madesu	Single/ EP	2023	220K

3. MARKET ANALYSIS

The UK R&B music market is experiencing a rise in the demand for diverse and authentic voices. Artists such as FLO, Ella Mai, Jorja Smith, Lost Girl, Jim Legxacy have played a significant role in introducing a fresh wave of R&B music that combines traditional elements with contemporary sounds. As a result, this change has provided opportunities for artists like Natanya to flourish and connect with their intended audience.

According to the The BPI annual Yearbook “All About The Music 2023” , the R&B UK Market share of album consumption thrived at 7.9% in 2022 (Cooke, 2023) Critics often argue that the UK is not the most flourishing place for R&B artists, suggesting that UK R&B musicians should consider leaving their homeland and traveling to the US, where the genre enjoys greater success (Andrea, 2022). However, recent trends indicate that the UK R&B market is evolving and becoming a promising platform for talented artists like Natanya to make her mark.

An article published on COMPLEX UK acknowledges that in spite of the lack of mainstream backing, UK R&B has successfully flourished and acquired a loyal online following. The genre's resilience is evident as it has established a tight-knit community that fosters its development despite any obstacles it faces. It is truly remarkable to see how UK R&B triumphs over these challenges and persists in thriving (Miller, 2023).

3.1 Audience Profile - Demographics and Psychographics

To effectively reach Natanya's target audience, it is crucial to understand and define its characteristics.

In this report, the analytics provided by the platform Chartmetrics will be utilized to do this.

The platform offers valuable insights into the demographics, listening habits, and preferences of music consumers. These insights can help artists identify their target audience and tailor their marketing strategies accordingly.

Audience Summary Monthly Changes Displayed

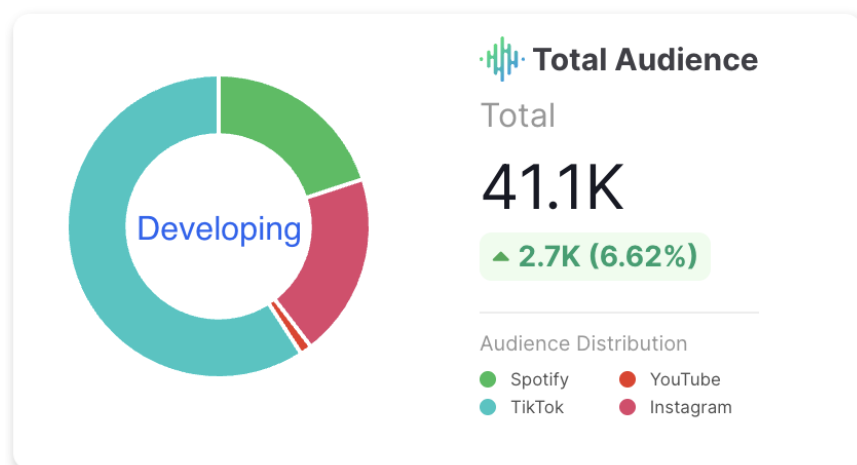


Fig 1. Audience insight (Chartmetrics 2023)

TikTok is the platform where she has the most followers, with a total of 24,300. The target audience for Natanya's is predominantly female, with 82% of her TikTok followers and 59% of her Instagram followers identifying as female. These females range in age from 18-34, with the majority falling into the 18-24 age bracket.

#	Country	Followers	Percent
1	 United Kingdom	10,076	41.47
2	 United States	8,198	33.74
3	 Canada	890	3.66
4	 South Africa	751	3.09
5	 France	680	2.80

TikTok Age/Gender:

Female : 82% including 53% aged 18-24 | 20% aged 25-34 | 8% aged 13-17

Male: 18% including 9% aged 18-24 | 6% aged 25-34 | 1% aged 13-17

Fig 2 - TikTok Audience location

Instagram:

#	Country	Followers	Percent
1	 United Kingdom	5,365	66.89
2	 United States	1,326	16.53
3	 France	136	1.69
4	 Spain	109	1.36

Age/Gender: Female : 59% including 26% aged 18-24 | 25% aged 25-34 | 6% aged 13-17

Male: 41% including 17% aged 18-24 | 18% aged 25-34 | 2% aged 13-17

Fig 3 - Instagram audience location

Natanya's presence on youtube is low; she counts 516 subscribers, the marketing plan will focus on increasing her youtube following.



Fig 4 Spotify public listener location data

Based on the DATA available on Chartmetric - Natalya audience can be described as follow:

Demographics	Psychographics
Age: 18 - 34	Personal characteristics: Introvert - Music lovers connect with music on a deep level - open minded - nostalgic of the 90's/2000's - socially conscious
Gender: Predominantly female audience as well as a significant number of males follow natanya on social media	Lifestyle: urban - nightlife seeker - fashion oriented - socialite - mobile phone user - new tech avid
Location: UK, US, EU ie:France	Attitudes: celebrate diversity in music and art - seeking music they can relate to on a personal level - self believer - empowered
Education Level: often in education -	Hobbies: enjoy new music, artists - singing -

University / college students	dancing - going to the gym - playing online games -interested in culture local events
Marital Status: often single or in early stage relationship	Behavior: actively participate in social trends Actively using streaming platforms - attend concerts, club night, festivals - staying informed by access online information
Occupation: work part time - entry level full time jobs - interns	

The psychographics of Natanya's target audience can be described as follows:

- They are highly active on social media platforms like TikTok and Instagram, where they enjoy sharing and engaging with music-related content.
- They exhibit a passion for attending music festivals, dancing, and exploring new artists and songs.
- They are open-minded and receptive to different musical styles within the R&B genre, including contemporary R&B, neo-soul, and alternative R&B.
- They value authenticity and reliability in music.
- They appreciate artists who can connect with them on a deep emotional level and tackle themes such as love, relationships, self-discovery, and empowerment.

They are drawn to Natanya's unique blend of soulful melodies, heartfelt lyrics, and captivating vocal delivery and her youthful lifestyle.

3.2 Competition

While the UK R&B market has faced criticism in the past, recent trends indicate a promising shift. The UK R&B market is thriving and as suggested above it has developed a niche cult-like following. Artists similar to Natanya are numerous however this report will focus on and compare Natanya with 3 artists that are making waves and flourishing within the UK R&B market: Ojerime, Emmavie, and Raye.

Ojerime: the south London R&B singer exhibits 90's influences in her music, bringing a nostalgic and soulful sound to her music. She has released several projects including her 2018 album 4U , which received critical acclaim for its introspective lyrics and smooth production. Her storytelling and vulnerability in her music resonates with listeners and has gained her a dedicated fan base (The Line of Best Fit, 2018)

Spotify: 600K monthly listeners / 60.5K followers/

Youtube: 10K subscribers

Instagram: 33K followers

SoundCloud: 5K fans

Twitter: 4K followers

Tiktok: 1.9K followers

Emmavie: This London-based singer, songwriter, and producer has made a name for herself in the UK R&B scene with her soulful vocals and unique production style. She has released several successful projects, including her 2021 album "Honeymoon" which attracted positive reviews for its smooth and catchy tracks. She is known for her collaborations with Soulection, Iamnobodi, Alchemist & Budgie, ROMderful and big public co-signs from the likes of DJ Jazzy Jeff, Knxwledge, Phonte and countless others. (Last.fm, 2023)

Spotify: 20K followers and over 112K monthly listeners on Spotify

Youtube: 4K subscribers.

Instagram: 18K followers

SoundCloud: 11K fans

Twitter: 7K followers

Tiktok: 1.1K followers

The singer Raye has reached superstar status within the UK R&B market (according to chartmetrics). Her ascendance to stardom was propelled by her record deal with Polydor records in 2016 and her subsequent collaborations with major artists such as Jonas Blue and Jax Jones as a performer and songwriter. Although incredibly talented Raye has benefitted from a network of industry connections that have helped elevate her career. Despite a fallout with The record label in recent years, she has continued to release successful music and maintain a loyal fan base. (AllMusic, 2022)

Spotify: 23.6 million monthly listeners and over 900K followers on Spotify

Youtube: 500K subscribers.

Instagram: 800K followers

SoundCloud: 43.4K fans

Twitter: 89.5K followers

Tiktok: 547K followers

Natanya is a rising star in the UK R&B music scene however she needs to engage and establish a larger online presence and fan base to fully capitalize on her talent. She needs to release strictly high-quality content including visuals and sound recordings like these 3 artists. Similarly to EmmaVie and Ojerime she needs to connect with her audience by releasing music that connects with them. Offering an immersive experience where the listeners can share their experiences and stories. Natanya has the potential to engage with her fans and promote her music by effectively utilizing popular social media platforms such as TikTok, NATanya can grow her Instagram, Twitter, and YouTube community.

She has a larger following on TikTok compared to Emmavie and Ojerime which should be used as an advantage. She is appealing to a slightly younger demographic and has developed a unique and engaging presence on the platform.

Natanya should focus on establishing a stronger presence on youtube by releasing content such as visualizers, lyric videos, live performances, and music videos. This content will help develop her brand as an artist and create a deeper connection with her audience which is an aspect that is important in today's competitive market.

Raye has achieved this well over the past 7 years, although her trail of collaborations has helped in securing her brand and gaining recognition, her success can also be attributed to her strong online presence and engagement with her fans. Natanya has the potential to achieve similar success.

3.3 SWOT Analysis



Fig 5 - Natanya Swot analysis

4. Artist Achievement

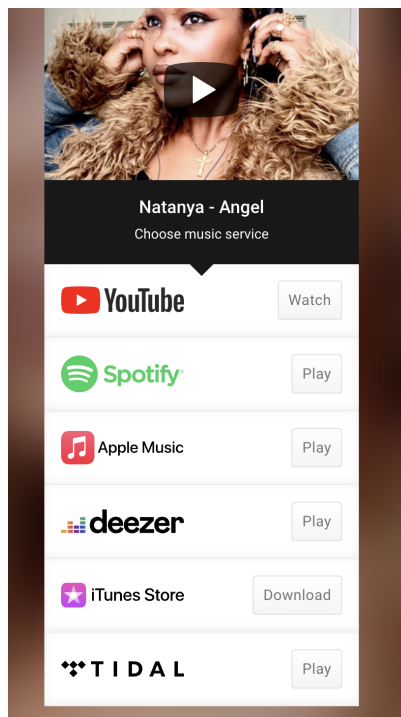
Natanya, an emerging artist who began her career in 2018, has made impressive strides despite having a limited online presence. In a notable achievement, she performed as the opening act at FLO's headline show in London on March 30th. FLO is a British girl group signed to Island Records and has gained significant recognition after winning BRIT Rising Star and BBC Sound of 2023 awards. Their debut project "The Lead" received great reviews and endorsements from artists such as Missy Elliott, SZA, Brandy, and the Sugababes.

This opportunity to perform for such a diverse audience had a profound impact on Natanya's streaming numbers with 2 of her tracks surpassing one million streams on Spotify alone. Additionally, she effectively engages her TikTok followers by consistently providing engaging content that resonates with them.

She has also performed at the Cross the Tracks festival in May 2023 (Cross the Tracks, 2023). She is booked to perform at the Great Escape in Brighton In may 2024. (The Great Escape Festival, 2023)

5. Recommendations

It is crucial for Natanya to actively interact with her supporters and establish a stronger online presence. The suggestions provided in this report consist of conventional marketing strategies, which are essential for any artist to lay down the fundamental structure needed to cultivate a dedicated fan base and broaden their influence. This entails implementing various measures that can contribute towards achieving these objectives:



- Release an EP project that would strengthen her branding and provide a cohesive body of work for her audience to connect with.
 - Launch a website to anchor her branding and serve as a central hub for her music, visuals, and updates
 - Update her Smartlink with the website link and maintain regularly
 - Prioritize building a strong presence on social media platforms such as Instagram, Twitter, and YouTube.
 - Use her TikTok following to build engagement and drive traffic to her other social media platforms.
 - Collaborate with a visual team that would deliver high-quality content for her online platform including music videos, visualizers, live performances, and behind-the-scenes footage.
- Focus on creating and releasing deep emotional music that resonates with her target audience.
 - Collaborate with tastemakers - such as bloggers, influencers, and DJs in the UK R&B scene to amplify her reach and gain exposure to new audiences.
 - Use data-driven targeting strategies to reach and engage with her desired audience.

- Create a marketing plan that includes targeted advertising campaigns on social media platforms to reach a wider audience and increase visibility.
- Continuously analyze and monitor the effectiveness of her online strategies, making adjustments as needed to optimize engagement and growth

6. Marketing strategy



Fig 7 the AARRR Framework

With the Datafication of music streaming and social media platforms, It is imperative for music artists to understand their digital audiences to generate interest in their work and generate a sustainable income from their music.

Dave McClure's Pirate funnel metrics framework also referred to as the AARRR Metrics (McClure & Pedicini, 2007) will be utilized to guide the various stages of the campaign.

The AARRR framework consists of: Acquisition, Activation, Retention, Revenue, and Referral.

- **Acquisition stage:** efforts will be made to understand how to attract new fans and listeners (organic growth - Paid ad campaigns on social media)
- **Activation stage:** focus on converting followers engaging with the new content into potential fans and active supporters. (interactive content, such as polls and quizzes, that encourages fans to participate and share their experiences with Natanya Popoola's music)
- **Retention stage:** foster a sense of loyalty and community with fans (regular communication and engagement on social media platforms, exclusive content for fans, and personalized interactions at live events)
- **Revenue stage:** How to generate sales and income from the product physical distribution, merchandise, and ticket sales)

- **Referral stage:** encourage fans to share Natanya's music with their friends and networks in order to leverage the power of word-of-mouth marketing and increase brand loyalty.

The music industry has been facing numerous challenges as a result of oversaturation, a huge amount of music is being released and made available daily. The year 2022 marks a significant milestone in the world of streaming, as an astounding number of over 100,000 songs are being uploaded to popular platforms such as Spotify and other digital service providers daily (Amos, 2022). This oversaturation has led to difficulties, particularly for artists, in getting their music discovered by audiences. This is why marketing strategies must be re-evaluated in order to effectively promote music and ensure its discovery by consumers.

6.1 New Music Discovery

New music discovery: How consumers find new tunes

How do you discover new music? Please select all that apply. (% of consumers in 17 markets)

	ALL ▼	18- 24	25- 34	35- 44	45- 54	55+
Music apps	36	57	47	39	33	20
Radio/satellite radio	33	19	25	34	39	40
Social media	32	50	43	37	30	17
Recommendations from friends and family	27	35	29	28	26	23
Movies/TV	27	34	32	29	26	21
Commercials	13	17	16	14	12	9
Websites/blogs	13	17	17	15	13	8
Video games	9	20	15	9	4	1
Podcasts	8	11	12	10	7	3

YouGov

November 2021

YouGov conducted research among consumers in 17 markets published in 2022, where they found that music apps such as Spotify are the most popular way to discover new music (36%) as more consumers migrate to streaming apps. This research indicates that while a significant portion of global consumers, particularly those

over the age of 35, still discover new music through terrestrial or satellite radio (33%), social media platforms have emerged as a powerful tool for artists. In fact, approximately one-third of consumers rely on social media to find fresh music content. It is worth noting that younger demographic groups, specifically individuals aged 18-24 (50%) and 25-34 (43%), are more inclined to use popular platforms such as TikTok, Instagram, and Facebook to discover musicians they resonate with (YouGov, 2022).

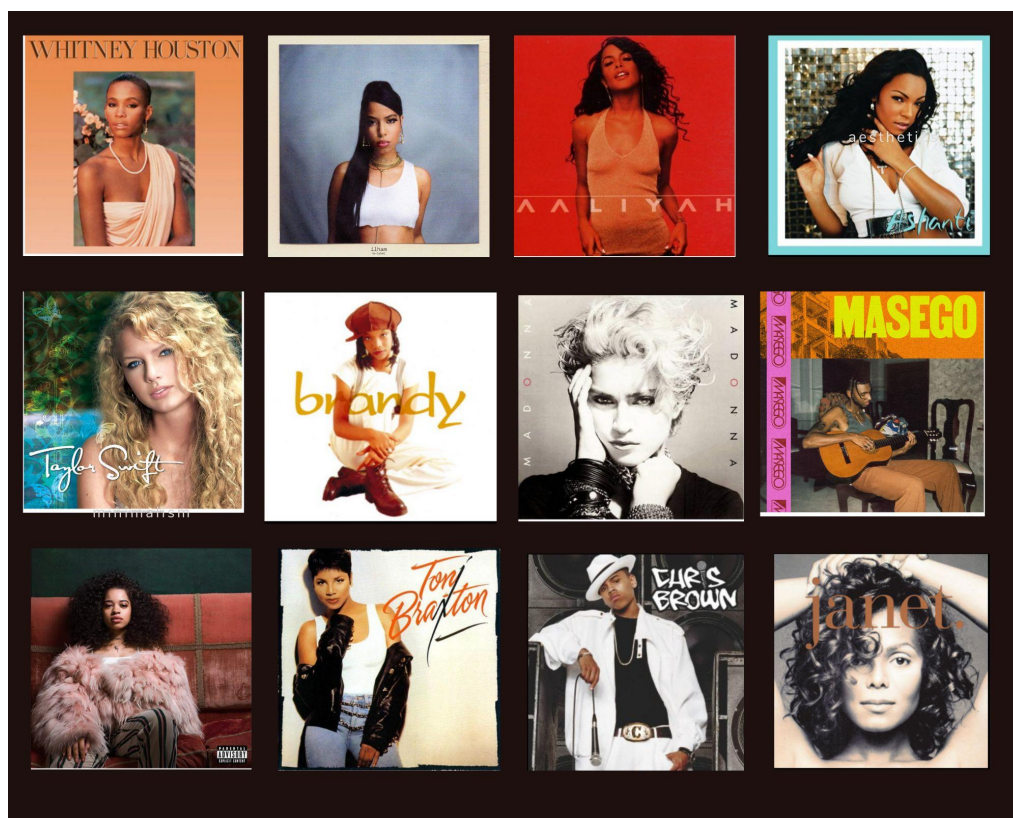
Natanya's growing presence on the Tiktok platform should be cultivated and utilized as a valuable tool to expand her network.

6.2 Campaign Goals & Objectives

The release of Natanya Popoola's second EP project , self titled NATANYA, aims to show the full transition of the artist from a teenage girl stepping into womanhood with confidence while showing vulnerability.

Natanya's EP project will embody a sense of artistic authenticity that allows listeners to connect with her on a deeper level. This EP, "**NATANYA**" is referred to as "self-titled" because one of the main objectives is to create a narrative that will embark her audience on a journey of exploration into her identity and experiences as a young adult in her early twenties. With this EP project, Natanya should aim at showcasing her artistic growth and transformation, as well as demonstrating her ability to connect with listeners through her music.

A self-titled EP will strengthen her branding and reaffirm her artist identity on the Uk and international music market. This strategy has been used for years by artists across various genres, as it allows them to showcase their individuality and capture the attention of audiences.



(Figure 9 1. Whitney Houston (Arista Records - 1994) - 2. Ilham (Def Jam Records - 2022) 3. Aaliyah (Jive records - 1994) 4. Ashanti (The Inc records 2002) 5. Taylor swift (Big Machine records - 2006) 6. Brandy (Atlantic Records - 1993) 7. Madonna (Sire records - 1982) 8 Masego (Capitol records - 2023) 9. Ella Mai (Village Live records - 2018) 10. Toni Braxton (Laface/Arista Records - 1993) 11. Chris Brown (Jive records - 2005) 12. Janet Jackson (Virgin records - 1993)

At an early stage of an artist's career it is important to establish a strong and distinct image. The aesthetics of the visual art for the EP project should be consistent with Natanya's personal style and artistic vision.



Fig 10 cover art examples

6.2a Marketing Timeline

Please refer to appendix A for more details

August 2023 - March 2024 (8 months)

This report will also demonstrate what the artist can achieve over a period of 8 months and how (Marketing timeline Attached appendix A)

Streaming & Social Media

- + 50k Spotify Monthly listener / + 4000 followers
- +1K Deezer fans Radio play
- + 4K instagram followers
- + 6K TikTok Followers
- +1K Youtube subscribers

Press

- 15 music specialist blogs articles (Premiere and interviews)
- Radio plays (UK, France, US)
- 3 Radio Interviews (UK)
- BBC Music Introducing (last song of the EP)

- Magazine interview
- Influencers marketing
 - Submit music to online influencers for use in their content

6.2b Marketing assets/ deliverables

For the Campaign release 1 EP **NATANYA** including 4 tracks the deliverables will include:

- 2 x remixes (track 2 & track 1 from established producer and rapper)
- 3 x music videos (track 1 remix , track 2 & track 3)
- 2 x lyric video
- **1 line of tee shirts merchandise**

6.2 c Release strategy

In recent years, many artists have been adopting a popular approach to releasing their music known as the waterfall release strategy. This method is designed to maximize an artist's exposure by gradually unveiling their work through a series of singles that eventually culminate in an EP or album. The tactic involves strategically releasing each single one after another usually with 4/6 weeks intervals, with the intention of creating anticipation and generating excitement for the final project (DITTO Music, 2022). By employing the waterfall release strategy, Natanya can effectively build momentum and generate significant buzz surrounding her upcoming EP project. Using the services of Ditto will also be an advantage when submitting the songs to the editorial playlists. The artist should establish a relationship with the label and subscribe to extra features that are offered in their package to enhance her promotional activities on streaming platforms. Tracks should be submitted 4/6 weeks prior to release date through the Ditto portal on their website. (www.dittomusic.com)

NATANYA EP RELEASE PLAN Full EP release:12.01.2024 DSP: DITTO		
Release date	Single title	Youtube Assets - (this can be utilised as promo content on all social media platforms using different formats)

Fri 18 august 2023	Track 1 Raining tomorrow	Lyric video
29 sept 2023	Track 2 - My life	Teaser of music video / music video
17 Nov	My Life Remix - Lofi remix of track 2	Visualizer
22 Dec	Track 3 - Raining tomorrow Remix of Track 1 featuring female rapper Enny	Music video
12 Jan	Full EP release: Track 1 : Raining tomorrow Track 2: My life Track 3: Welcome to ... Bonus track My life remix (Lofi remix) Raining tomorrow ft Enny (Uk Rap remix)	Lyric video Music video

The release of this project will allow the artist to launch a new website, start an email list, and grow her presence on social media.

The initial phase of the marketing campaign commenced in July 2023 when he started to promote the first single “Raining tomorrow” on Tiktok. Natanya has been posting snippets of her composing the song playing keys, dancing, with captions explaining that the song she wrote is about moving out to go to university and reflecting on her relationship with her mother. This narrative is ideal in setting the tone for the rest of the EP and to connect with her target audience.

August

The first single for the EP will be dropped in the 3rd week of August. A lyric video posted on youtube. An interview on a specialist blog where hints about an upcoming project will be given asking readers to follow Natanya on social media for details about what is coming.

September

During the initial two weeks, it is crucial to captivate the audience by utilizing promotional materials that encourage them to share track 1 and relate their experiences of embarking on university life and leaving home. This strategic approach should take into consideration the timing, as it aligns with the beginning of a new academic year and aims at attracting both Gen Z and millennial audiences.

Furthermore, Natanya should plan to enhance engagement by using content on set of the shooting for track 2 music video while giving subtle hints about her forthcoming project's release in early 2024 through social media.

She should also Start using popular fashion related hashtags such as #GetReadyWithMe **#GRWM** to engage her female audience. This trend consists of posting about the clothes and make up you wear for specific occasions or on a casual day. For instance, Her first #GRWM post could be about what Nantanya wears on her first day back at University.

In week 3 she will launch her website asking her existing fan base to visit it to Pre-save track 2 (Release Date: 30.09.23) and join her new mailing list to receive regular updates through a monthly newsletter, providing exclusive sneak peeks and insider information about the EP. The Press campaign will involve securing a music video premiere / interview with the music specialist blog the Line of best fit (Instagram: 35K followers). When visiting the landing page (website) fans will be prompted to follow the artist on Spotify(call of action)

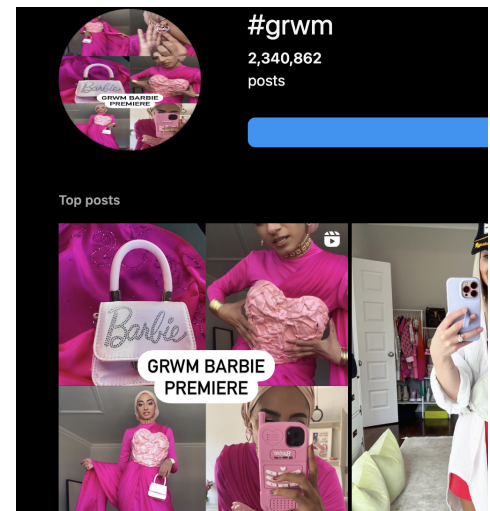


Fig 11 Instagram popular hashtag 2023

October

The week of the release a teaser of the music video (30 sec clip announcing release date) and flyers will be posted on social media throughout the week until the 30th of September where the song and the music video will be made available on the relevant platforms. A google ads campaign will be activated on the day of release to boost the music video visibility and reach a wider audience. The location the ad will be visible will be tailored based on the metrics available on the streaming and social media platform. The campaign will target existing fans who are unaware of the artist's channel.

The website will be updated with exclusive content from the video as well as the newsletter which will be sent out on every 1st Friday of the month.

Secure a live performance with a R&B london promoter such Levels3 - MOBO unsung in Leicester square (Levels, 2023) which is a great event to discover talented R&B singers.

The full live performance will be posted to youtube not later than a week after.

November

The promotion of track 1 and 2 and the release of the Track 2 Lofi remix will boost the algorithm of Spotify and other platforms. The Spotify algorithm uses machine learning to analyze the DATA from users and creators so I can recommend and create a playlist. It favors artists that are active, (iSpyTunes, 2022)

December

The press campaign aims to secure another interview in Wonderland magazine (Instagram: 1.3M followers) to promote The EP "NAtanya" release date and discover Who Natanya is.

A pre-save and pre-order campaign will be launched so fans can save the Ful EP project.

The collaboration with the rapper ENNY for the Remix of Track 1 will expand the reach of Natanya's music. Enny has 117K followers on Instagram and 85.9K followers on Tiktok. Enny collaborated with Jorja smith on the hit song "Peng black girls" after the latter took an interest in the rapper self released her single "He is not into you". (Alemoru, 2021).

January 2024

In the first week, the pre-order / pre-save campaign will be boosted with a social media ad campaign (instagram - TikTok) to promote the release date 12.01.24. A lyric video will be first posted a week later by the music video for the last and final track of the EP before announcing the dates of the tour. The growing fanbase will be informed of the tour dates. A review will be published in the Guardian Music Blog.

Natanya's Tour

February & March

Coverage of the release of the EP and tour date in a specialist music blog such as Complex UK (Instagram: 125K followers) will help establish Natanya as uprising R&B UK artist. She could also make the Artist to watch list on the Complex blog.

The tour will kick off in March, and will stop in:

1. Saturday 9th of March: London - Venue: EARTH Hackney - capacity: 300
2. Friday 15th of March: Manchester Iconic Venue: Soup Kitchen venue - capacity: 175/ 200 max
3. Thursday 21st of March: New York Pete's candy store avenue that supports independent artist - Capacity: 75/125 max) (Groover Blog, 2022)
4. Sunday 24th of March: Los Angeles The moroccan lounge - intimate venue: capacity: 200)

7. Conclusion

In conclusion, a comprehensive marketing strategy was developed in this report to promote Natanya's upcoming project. The emphasis was put on the importance of captivating her target audience during the initial weeks by utilizing promotional materials that encourage sharing and engagement.

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Appendix A



NATANYA EP RELEASE | Aug 23 - Jan 24 - Tour Feb - Mar 24

Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar																									
																																
WEEK 1 - 31st Jul - 6th Aug 1. Mon-Thurs - Post snippets of song on TikTok - this can include BTS content when creating the song 2. Tue/Wed/Fri - repeat tiktok to insta stories engaging the audience 3. Update Soundlink on all profile	WEEK 2 - 7th - 13th Aug 1. Mon-Thu Aug - Post snippets of song on TikTok announcing release date 11-13 2. Tue 8th Aug - repeat the same TikTok to insta stories engaging the audience 3. Wed 9th Aug Announce live Q&A event on Twitch/Fri 10 Aug 4. On live on Insta for a Q&A about song and performing the song live with a backing track 5. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 3 - 14th - 20th Aug 1. Fri 14th-20th Track 1 followed by Best Q&A video content on social media 2. Announce the release of track on youtube channel at 9pm 3. Encourage followers to watch video on social media 4. On live on Insta for a Q&A about song and performing the song live with a backing track	WEEK 4 - 21st - 27th Aug 1. 23th - 25th Aug Post about interview published specialist blog and more snippets of the song on social media 2. Keep posting link video content featuring the song 3. Share playlist / Q&A or user reaction and all other content featuring the song	WEEK 1 - 28 Aug - 3 Sept 1. Keep posting about Track 1 on social media encouraging fans to share their experience about set or onstage - 2 separate content area featured 2. Drop links of the upcoming EP posted to generate interest	WEEK 2 - 4 Sept - 10 Sept 1. Exclusive preview of new song (Track 2) on Insta stories direct thank followers to insta stories to discover longer snippets 2. Announce the release of track 2 (post a few pic of video set) 3. Start using IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 3 - 11 Sept - 17 Sept 1. Announce the release of Track 2 on social media 2. Announce the release of Track 2 on social media 3. Start using IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 4 - 18th - 24th Sept 1. 18th sept Post about release of second track (Track 2) on social media 2. Announce the release of Track 2 on social media 3. Start using IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 1 - 25 Sept - 01 oct 1. 25th - 27th - 29th Post about release of Track 2 on social media 2. Announce the release of Track 2 on social media 3. Start using IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 2 - 02 Oct - 08 oct 1. 2nd week post on TikTok and Instagram engaging followers to watch the music video 2. Share pictures and BTS videos of music video shooting to increase fans in the experience, fan - high quality content only	WEEK 3 - 09 Oct - 15 oct 1. 9th Sept post about EP/Photo Video (fanart - insta stories) 2. Use IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 3. Start using IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 4 - 16 Oct - 22 Oct 1. Live performance at one promoted event in London (MORO among every last Friday of the month - Live! Showcase in Shoreditch etc.) 2. Post about the live performance (2 weeks prior to the date) - pictures of the event announcing the full live performance to be posted on youtube channel next week	WEEK 1 - 30 Oct - 05 Nov 1. Announce last 3 songs of Track 2 - 2 separate content area featured 2. Post video for last 3 songs separately using Spotify for artist and platforms such as SoundCloud or SoundCloud 3. Post about the live performance (2 weeks prior to the date) - pictures of the event announcing the full live performance to be posted on youtube channel next week	WEEK 2 - 06 Nov - 12 Nov 1. Use IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 2. Post snippets of the music on TikTok and Instagram 3. Encourage followers to discover exclusive content on website	WEEK 3 - 13 Nov - 19 Nov 1. 13th Nov post about release of Track 2 on social media 2. Use IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 3. Start using IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 4 - 20 Nov - 26 Nov 1. 20th Nov post about release of Track 2 on social media 2. Use IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 3. Start using IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 1 - 27 Nov - 03 Dec 1. Blog interview with wonderful magazine promoting the EP release (11-13) and EP release 2. Announce the release of music of track 1 3. Encourage fans to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 2 - 04 Dec - 10 Dec 1. Launch Pre-sale and Pre-sale campaign on social media for EP release (11-13) 2. Announce the release of music of track 1 3. Encourage fans to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 3 - 11 Dec - 17 Dec 1. Keep on promoting the release of the music video for the movie promoting on the 22nd 2. Hachway and DWP to create content together or separate on a 20th Instagram live session where they discuss their collaboration and the track 3. Secure editorial playlist placement and artist bios	WEEK 4 - 18 Dec - 24 Dec 1. Post seasonal content (pictures, videos, covers) 2. Release music video (11-13) and EP release (11-13) 3. Encourage fans to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 1 - 1st-7th Jan 1. Post seasonal content (pictures, videos, covers) 2. Start a campaign until the day of the release post every 2 days 3. Share pre-release and pre-sale campaign with Instagram of campaign content (11-13) and EP release (11-13) 4. Keep promoting the music by getting BTS content with DWP	WEEK 2 - 8th - 14th Jan 1. Mon-Thu - Post Pre-sale campaign content on social media 2. RELEASE DAY! Lyrics video for track 1 (11-13) - posted on youtube channel - run a 1 week google ad campaign to boost views (13K views) 3. Promote music video on all social media platforms using pictures and snippets of music video	WEEK 3 - 15 Jan - 21 Jan 1. Post seasonal content (pictures, videos, covers) 2. Start a campaign until the day of the release post every 2 days 3. Share pre-release and pre-sale campaign with Instagram of campaign content (11-13) and EP release (11-13) 4. Keep promoting the music by getting BTS content with DWP	WEEK 4 - 22nd - 28th Jan 1. Post about video to promote tour with visual from the EP (11-13) and EP release (11-13) 2. Release live tour video with Instagram of campaign content (11-13) and EP release (11-13) 3. Encourage fans to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 1 - 29 Jan - 04 Feb 1. Interview - specialist blog Complex UK discussing EP and tour 2. Ask followers to sign up to newsletter on website to receive preorder link to the tour dates 3. Post about the tour dates (11-13) and EP release (11-13) 4. Keep promoting the music by getting BTS content with DWP	WEEK 2 - 05 Feb - 11 Feb 1. 5th - Launch ticket sales officially on website 2. Post video on TikTok and Instagram discussing tour and the choice of song for the setlist 3. Post cover song from an artist that inspires Natanya 4. Engage followers by asking if they think the cover song should be added to the setlist for the tour	WEEK 3 - 12 Feb - 18 Feb 1. Boost ticket sales for tour with Instagram and tiktok ad 2. Share tour rehearsal snippets - BTS - Exclusive content posted on the website (Pictures - Videos of Artist/performing) 3. Post about the tour dates (11-13) and EP release (11-13) 4. Engage followers by asking if they think the cover song should be added to the setlist for the tour	WEEK 4 - 19 Feb - 25 Feb 1. Boost ticket sales for tour with Instagram ad 2. Take give away to Instagram followers (competition on Insta stories - this strategy will take effect if the tickets are not sold out) 3. Use IGTV/M and more feature related to join trends on social media (posting what she is wearing for a day or live on right eye to live video using her music as background music) 4. Contact blogs / online magazine / online radio station with EPK for the song secure an interview	WEEK 1 - 26 Feb - 04 Mar 1. Promote first show in London by doing radio interview and social media post all week 2. Social media ad campaign (11-13) and EP release (11-13) - March show which will be for featuring meaningful and empowering lyrics of the album's songs 3. Post about the tour dates (11-13) and EP release (11-13) 4. Engage followers by asking if they think the cover song should be added to the setlist for the tour	WEEK 2 - 04 Mar - 10 Mar 1. If the London show at Earth Hachway is not sold out a social media ad campaign and a fan competition to win tickets will be activated	WEEK 3 - 11 Mar - 17 Mar 1. If the Manchester show is not sold out a social media ad campaign and a fan competition to win tickets will be activated	WEEK 4 - 18 Mar - 24 Mar 1. Promote the shows in the US 2. Conduct press promotion at local radio station in the US	WEEK 1 - 25 Mar - 31 Mar 1. Post content to thank fans and supporters 2. Post milestones related to the EP and Tour

Annotations

- Natanya should undertake all live event activities around London

Sources: bit.ly/3EkuszR

Appendix B

Budget : EP release		
Expenditure	Description	Amount
Remix for track raining tomorrow	remix studio time producer + artis fee Enny	1200
remix for track 2	Studio time producer	100
music video	shooting + editing 2 music video	1000
social media ad	Instagram ad campaign over 8 months	400
social media	tiktok ad campaign	300
Press campaign	Musosoup / Groover	200
youtube ad campaign	google ads campaign over 6 months	350
merch promo campaign	instagram and tiktok ad	250
Total:		£3800
Income	Description	Amount
Streaming	Considering that all the tracks will achieve 500K on spotify according to music gateway royalty calculator	£5000
Merch	considering that the artist sells 100 tshirts at £15 with Printify - merch can be created for free online and sold https://printify.com/custom-band-merch/	£800
Total:		£5800
Tour budget		
Expenditure	Description	Amount
venue	Earth: £350 - Soup kitchen manchester: £ 200 - Petes candy store: £200 - LA the morrocan lounge: £200	950
transport	Train and plane ticket to travel in london, Manchester and the us	1500
live band		1000
Press campaign		400
social kedia ad campaign		300
Total:		£4150
income		
Ticket sales	considering that all tickets are sold at £10 - an all the show are sold out	£8250