



KAJA'S MARKETING PLAN

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STUDENT NUMBER: 1803383
MODULE TITLE: ENTERTAINMENT MARKETING
ASSIGNMENT TITLE: PRESENTATION
MODULE TUTOR: RICHARD SMALL



WHO IS KAJA?

- Background story
- Influences
- Genres

HER MUSIC

NEW EP: "TO YOU"

First single:

- Pieces: https://soundcloud.com/kaja_ka-ya/kaja-track-new/s-XPo1K

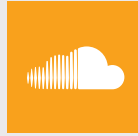




BRANDING
FOR FIRST EP

COMMUNICATION AND PROMOTION

ONLINE



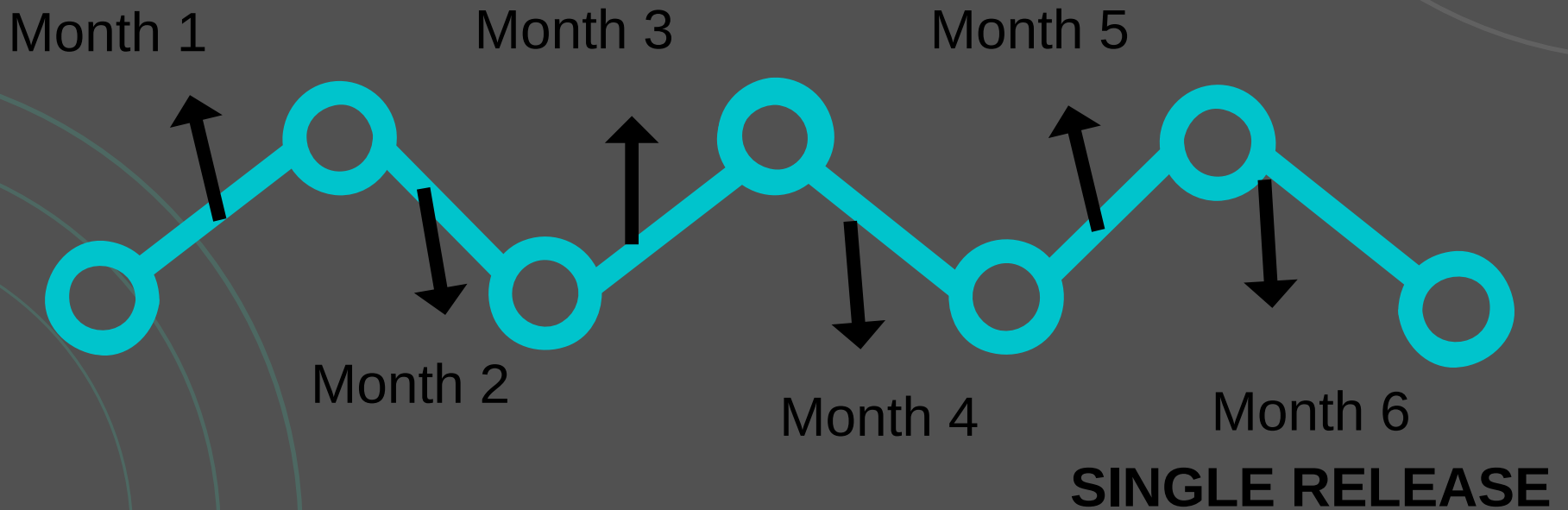
@musicbykaja

OFFLINE



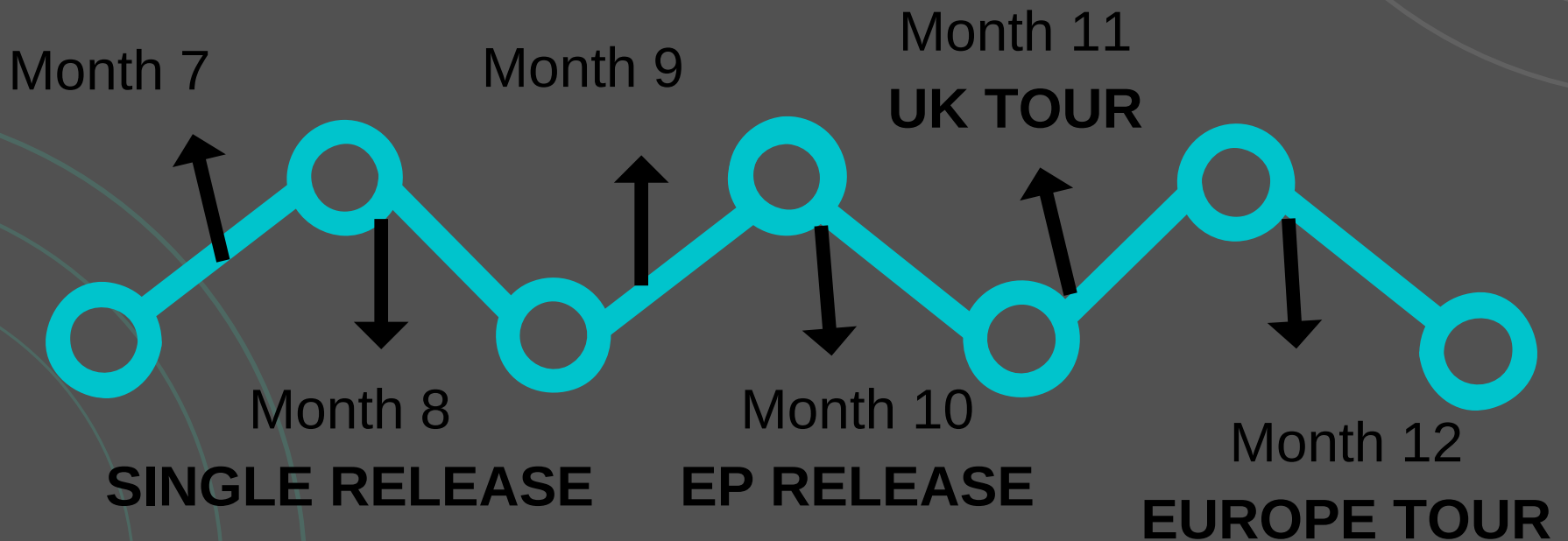
TIMELINE

FOR PROMOTION (1)



TIMELINE

FOR PROMOTION (2)



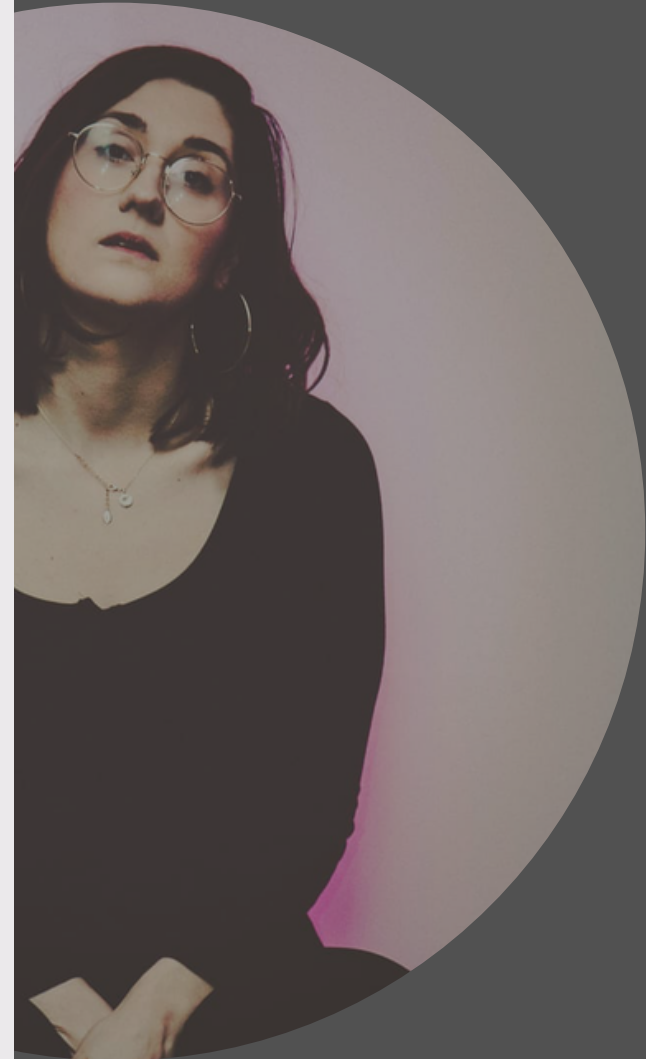
"THE SPEAKEASY SESSIONS TOUR"

UK tour

- Brighton
- Oxford
- Camdridge
- London

European tour

- Warsaw
- Paris
- Berlin
- Amsterdam



BUDGET

Costs		Revenue	
Facebook + IG ads	£ 50,00	PRS	£ -
Flyers + posters	£ 150,00	Download sales	£ 20,00
Studio sessions	£ -	Ticket sales	£ 2.400,00
Transportation UK	£ 216,00	Sponsorship	£ 500,00
Transp. Europe	£ 450,00	Crowdfunding	£ 250,00
Artwork	£ -	TOTAL	£ 3.170,00
TOTAL	£ 866,00		
Profit	£ 2.304,00		

REFERENCES

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