

Entertainment Marketing

Module Code: SBTY7003

Lecturer: Tim Ferrone

Assessment Component 1 – Report
Album Release Marketing Strategy for JW Edwards

Student Number: 1801967

Hannah Edwards

Introduction

This report is based around JW Edwards' upcoming single release prior to a full album release following the single, which will be featured on the album as the most popular track. After the album release will follow a European tour promoting the album. The aim is to release the album on all streaming platforms and radio, that is played globally with the intention of another tour will take place outside Europe.

As marketing has differed and changed in the last ten years, the way music is now marketed is through platforms such as social media, music streaming and radio plays to create a fan base and a broader exposure for artists. As the artist I've chosen is fairly alternative and hippy oriented looks-wise, the marketing will be played around attracting an audience with similar interests including a specific demographic.

JW Edwards originally started performing music in a well-known metal band for 7 years, who generated a huge following in the metal-scene. His band had a large following who still follows his music now and engages with his releases on social media.

Although JW Edwards is an Indie/ Folk artist, like Laura Marling and other singer-songwriters, his music has caught the attention of mainstream playlists online. More singer-songwriters have been recognised through the music industry and have made more exposure through interests and noticed by Major Labels.

Main Marketing Strategies

One of the first things to consider when setting up a marketing plan are the four P's. These four guidelines are a key part of marketing an artist as they cover all the aspects of the project. The four P's are as follows:

- Product- In order to market an artist, you must know their selling points and how these will fit into certain demographics. There must be a clear plan of exactly who the artist is and why they stand out before any marketing can begin.
- Price- In order to execute a successful marketing campaign, there must be a consideration of a budget which fits the marketing plan. Once the artist has been established this is when costing will be planned. For example, are they a young artist with a younger following, therefore which social media and streaming sites are most fitted? The cost of supply and demand in order to reach the intention at the end of the strategy should also be factored into the plan.
- Promotion- Once the price and the product of the marketing campaign have been decided, then the promotion of the artist can begin. As mentioned in the pricing section, the artist will promote themselves to the suitable demographics. The promotion should include; Social Media marketing, Social Media interactive ad's, PR, search engines.
- Place- Once the promotion is in place, this is when the right timing of release will be decided. Many artists choose to release certain songs in the Summer period, as more people will be enjoying the sun or going on holiday and listening to more music, just like artists release Christmas Songs around the seasonal holiday. It has been proven that people tend to use social media more from the time of 5PM- 12AM. This is due to finishing work.



Branded, P., n.d. *The Four Ps Of Marketing*.

Some brands will involve the audience with various competitions and incentives to engage with them. This gives the audience a chance to have a relationship and updates from the artist. Some of the ways artists will get their audience involved is a website for the artist. This will have updates on tours and concerts, merchandise, CD sales and links to music streaming sites. The audience can also opt in for regular updates on the artist by receiving an email when they have updated something on their site, a notification on social media when the artist has made a post or even a subscription on their YouTube channel and receiving an update whenever they post a new video.

GDPR (EU) clearly states that any personal information given out by a customer may not be shared anywhere else outside those who have requested it. This resonates with personal marketing towards an audience where a member of the public may give the marketing team their email address and full name and home address. This cannot be shared anywhere outside of the professional team and protects the privacy of the customers.

Cookies are used all over the internet including social media and websites. If a customer were to search a band on Google and click on their website, there is a good chance this band will be advertised on Facebook or Instagram to this particular person. There are also ways of paying for pages to be prioritised on Google and Social Media through other websites. These websites may also control when posts

are posted and who they are posted to, also making it possible to show 'fake likes and followers' to make an Instagram page look more appealing.

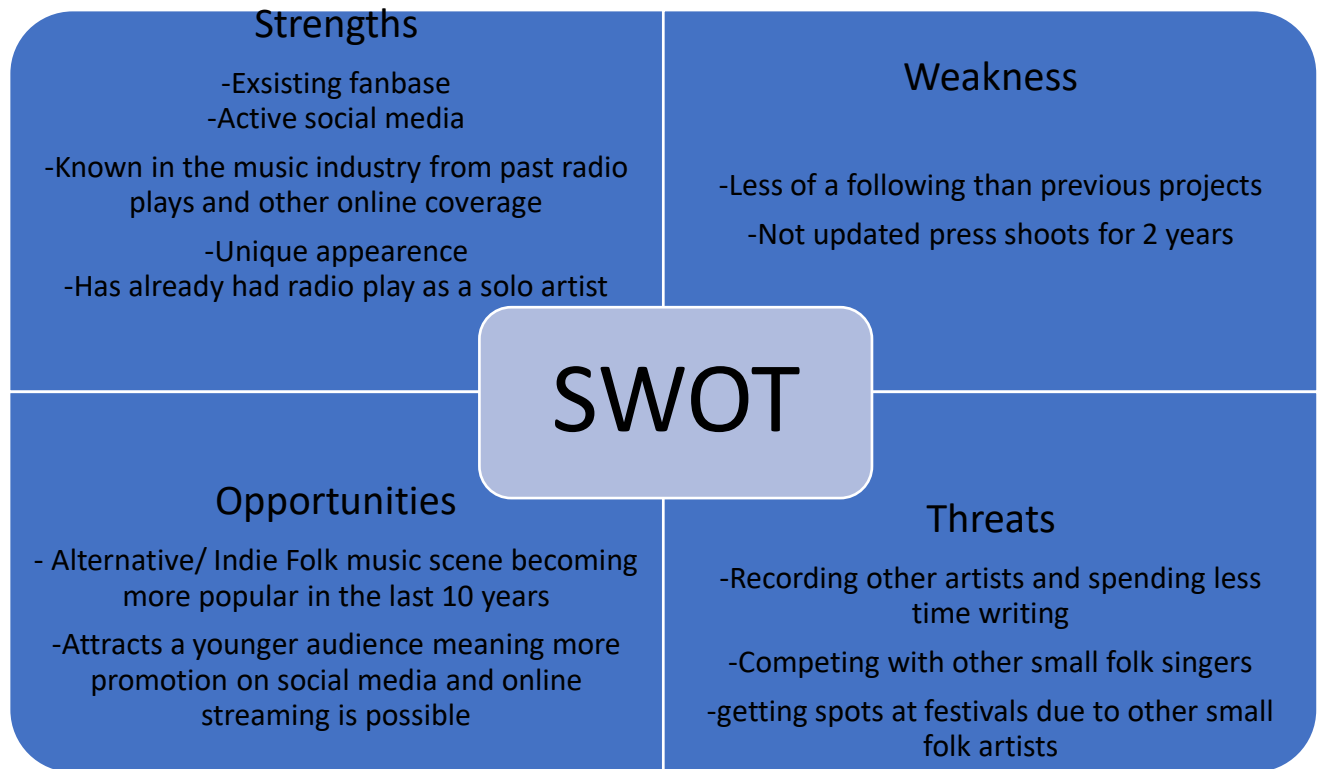
Marketing Strategy for JW Edwards

Biography

JW Edwards is a folk/ alternative singer-songwriter from London. JW Edwards records produces all his own music on his music software that he owns. He has done all of his recordings in his living room where he also writes his own music. He has moved from a well-known metal band to a more alternative, quieter scene where he writes and performs some covers. Although his music has been DIY, he has gathered a huge following globally due to his creativity. Before he formed his metal project, JW Edwards was also writing his own songs, however, he was very busy touring and playing with the band he didn't have a lot of time for his own solo projects. After the band broke up, JW Edwards came into his own again and began writing and performing old songs. He has performed in smaller venues such as Spiritual Bar in Camden Town, where he has gathered a following and is requested to perform there sometimes. This intimate venue whereas the larger concerts he has played have been a lot bigger and more audience. Through connecting with smaller communities, he has managed to make further connections where he has met others to collaborate and write with.

JW Edwards is active on Social Media and music streaming services such as Spotify and YouTube. He is also actively posting and interacting on Facebook and Instagram.

SWOT Analysis



Long Term Goals

- Generate a larger following
- Increase merchandise sales
- Generate more media coverage
- European tour- global tour
- Expand fanbase and demographics
- Drive ticket sales
- Create a unique brand

Income

- Merchandise Sales
- Crowd Funding
- Free Giveaways/ Competition
- Ticket Sales

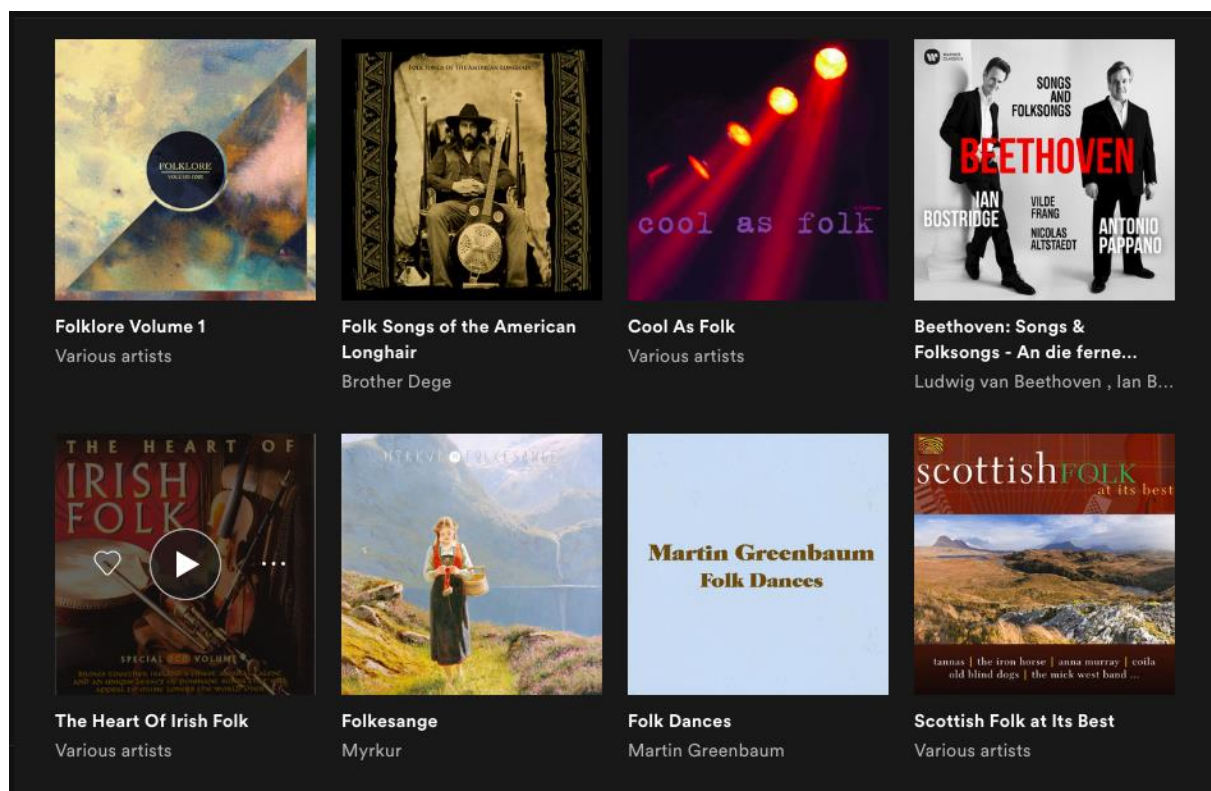
- Streaming Income
- Live performances

Streaming

Spotify-

Spotify often have playlists made for different genres, there is a high demand in Folk music on Spotify, especially old songs.

However, the genre JW Edwards would come under is 'Singer- Songwriter' as there is a bigger market for solo singers than solo folk artists.



Spotify, 2019)

Whilst releasing onto a music streaming service an artist is effectively trying to reach their demographics and target audience. This would apply to uploading singles and albums onto the appropriate service.

“Nearly two thirds of the 3,000 young people polled by Nielsen said they use YouTube, Google’s video streaming site, to listen to songs. Although the service does not specialise in music, its vast library of user-uploaded tracks – for which YouTube has several licensing deals – makes it a popular alternative to music services such as Spotify and Radio.

Whereas 64% of teenagers said they listen to music on YouTube, only 56% said they use the radio. Fifty-three per cent said they play songs purchased on iTunes, and just 50% still listen to CDs. Nielsen did not poll the use of dedicated music streaming sites” – Michaels, S., 2012. Youtube Is Teens’ First Choice For Music.

Although this article was released in 2012, streaming was currently the most popular way of listening to music within young people, young people being Millennials. Because young people have grown up with more of an evolution of ways of accessing music and teenagers do not, both generations only know what they are provided with.

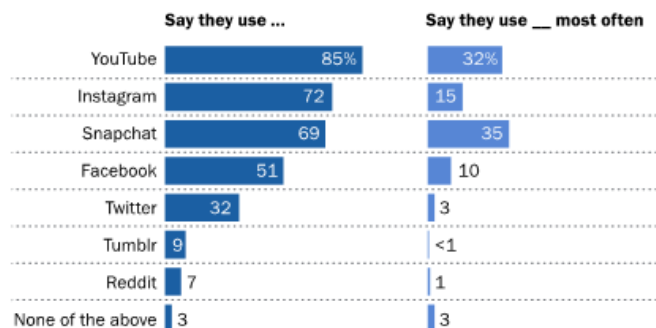
This all being said, when releasing JW Edwards’ music on streaming sites, it makes a lot of sense to target the ones with the best demographic. Spotify will be the most beneficial as JW Edwards’ target audience are Millennials. Teenagers and children have a shorter attention span than adults/ young people. This is because teenagers tend to engage in smart phones, millennials also do however, this has been a revolution for millennials but a way of life for teenagers. A lot of younger adults, for example those who have integrated with people from other backgrounds, are generally more open to different styles of music. People use streaming services on the way to work, university, on the tube heading to social events, parties and gatherings and so on. This is why JW Edwards will be mainly streamed on Spotify as this is where his target audience most engage with music. JW Edwards’ demographic audience are more mature listeners. Other sites such as Apple Music, Spotify’s main competitor is also something to consider. Teenagers tend to use Facebook a lot less than Instagram, TikTok and Twitter. Below are the statistics of music accessibility that Teenagers choose to use. As shown, Instagram, YouTube, Snapchat and (very few) Facebook. Where we will market are the sites less used by teenagers to begin with, however, gradually branching out onto other demographics such as teenagers, as this would work if JW Edwards’ is featured in popular

YouTube video's either in the background of a bloggers etc. or even in a movie/ TV show streaming App, such as Netflix and Amazon. If he is featured in frequently watched entertainment there is a bigger chance the younger generation will follow through with an interest in his music.

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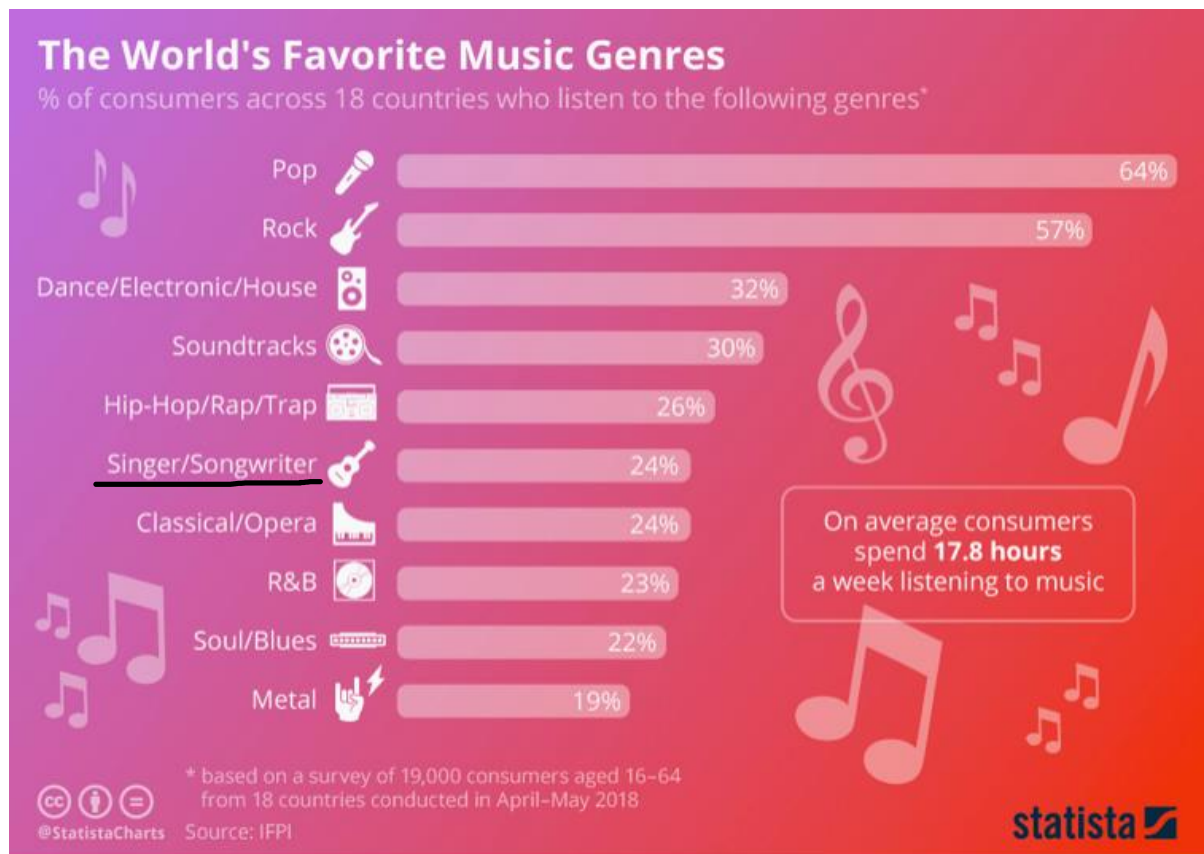
% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were

Pew Research Center: Internet, Science & Tech. 2018. *Youtube, Instagram And Snapchat Are The Most Popular Online Platforms Among Teens.*

Adding to the popularity of certain genre's, singer- songwriters, like JW Edwards' are on the rise and featuring in more mainstream playlists and exposure.



Statista.com (2018)

Campaign Release Plan

The release plan for JW Edwards' will be a 12- week timeline of events in order to create buzz for the album and live performances following the album release. The timeline is as follows in chronological order of weeks;

1. Announce album release but giving little information on the music
2. Start to create hype on social media, still giving little away, but advertising on social media
3. Sponsored adverts on Instagram and Facebook popping up onto users' profiles using cookies and search engines
4. Create short videos of JW Edwards talking about his album release and revealing the date it will be released
5. Announce tour dates for the upcoming album
6. Start live videos on Instagram and Facebook also with him hyping up the upcoming music

7. Release a crowd funding page that allows fans to donate a small amount of money to win the album and some merchandise 24 hours prior to the release. The audience will have not heard the album yet therefore this creates an excitement for listeners
8. Release one single off the new album- this song will be assumed to be the most popular and streamed song off the album. The song is released on all streaming services.
9. Release music video for Single
10. Radio appearances also talking about the album
11. Winner of the crowd funding competition revealed & pre-sale tickets date announced
12. Releases full album on all streaming services including Social Media and announce tour dates/ venues. Ticket sales will also be released to purchase.

Demographics

As mentioned in the last section, the demographic target audience for JW Edwards are millennials and those who are more mature. A breakdown of the demographic specification is as follows:

- 18-25 year olds:
 - University Students currently or recently studying.
 - Listen to a lot of streaming services and open to exploring wider genres of - music and attend concerts.
 - Possibly hipsters and quite alternative crowd.
 - Shop at vintage stores and are quite individual.
 - Works in alternative clothing stores.
- 25-35 year olds:
 - Adults working or studying who have matured to different styles of music. Possibly engaged or married.
 - Also shop at charity shops/ vintage stores.
 - Alternative.

- Fans of Gillian welch and American folk music.
- Musicians.
- Producers.

- 40+
 - Possibly has a family either married or not.
 - Still shops at second hand stores.
 - Cares about the environment.
 - Eclectic music taste.
 - Still a fan of Folk music from their youngers years.
 - Also fans of Folklore music such as songs related to 'Shady Grove' and 'Cruel Sister'.
 - Possible Pentangle fan- older generation will remember them from the 70's and 80's who covered a few old folk songs.

Budget

The budget for the overall marketing campaign is £27,000. Below are the budget and outgoing expenses broken down.

Promo -Social Media Ad's -Streaming -Social Media Managers -Promotion Video/Pictures £2000	Publicity, PR, Press £5000	Physical singles/ albums CD's and Vinyl - 2000 CD's + Records pressed and distributed to shops -£5000	Advertising -Social Media, Radio, TV, Magazines -£2500
Merch Manufacturing -Clothes -Hats -Posters/ Badges £1000		Album Release Party -Venue Hire -Photographer -Goody Bags -Catering Company -Press -Catering	

		-Sound and Lighting £10,000 for Natural History Museum £1500 for Bush Hall	
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Album Release Shows

On the 12th week of the 12-week marketing campaign an album release party will take place. This is prior to the following tour. There will be two release parties, one for media, press and staff (everyone included in the marketing campaign) and another for fans. The fan album launch concert will be based around a competition where fans can enter via JW Edwards' website and only 200 can win. It is an intimate venue where JW Edwards will perform his new album to the small audience and meet & greet them after the show.

The launch party for crew and publicity/ press only will be held at The Natural History Museum one day before the release of the album and the fan album performance will be held one day after the release.

The fan concert will be held at Bush Hall in Shepherds Bush. This is a private event and will only allow ticket holders to attend.

We also know that this venue has an old setting and décor that relates to the old and influenced sound JW Edwards writes.

Natural History Museum Venue Expenses

The Launch Party is held in the 'Images of nature' venue in the Museum.

There are many parts of the museum that can be hired out however, this particular room features nature and natural plants. This is the best venue for JW Edwards as his folk/ indie folk is influenced by old folklore that dates back hundreds of years, this being appropriate as his music is very natural and calm.

Images of Nature



The venue provided their own bar, which be commissioned to the venue with all profits made by drinks owned by the museum. They do offer catering staff which we will use however, we will provide our own food from our choice of catering company. The staff serving food and offering drinks on the events floor will be hired from a separate catering company as well.

History Museum expenses:

- Private catering company
- Food
- Venue Hire
- Brochures and schedules of evening

Negotiation for the room hire is still in process- our marketing team have been given an invoice which is within budget.

Bush Hall venue hire expenses

The Bush Hall event for 200 people will be held in the main room. This will consist of hiring out the venue and giving ticket commission towards the venue. The venue provides their own drinks and have their own bar in which they will receive all profits

from drink sales. We will not be hiring a catering company as food is not provided.

The expenses for the venue are:

- Venue hire
- Ticket commission
- PA hire/ lighting and soundcheck
- Promotion



Media Exposure and Reviews

TV	Radio	Print	Online
-This Morning	-BBC Radio One	-The Guardian	-NME Online
-BBC online and off	-BBC Radio Three	-NOW Magazine	-For Folks Sake blog
-The late night show	-BBC One's Live Lounge	-NME	-JW Edwards' Facebook page reviews
-Ellen	-Spotify Live Lounge	-Under the Radar	-Reddit
-The Tonight Show		-The Music Magazine	-YouTube
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European and Global tour

Tour Expenses

- Venue Hire
- Accommodation
- Travel
- Driver
- Plane Hire
- Food
- Crew
- Runners
- Sound tech
- Promoter

This is the tour broken down into each section and where expenses for commission and basic needs will be distributed.

All European venues are only for one night.

European Tour locations

- Bristol- UK
- Southampton-UK
- Paris-France
- Geneva- Switzerland
- Cologne- Germany

- Berlin- Germany

Global Tour locations

- British Columbia- Canada
- Ontario- Canada
- Washington- United States
- San Francisco- United States
- LA- United States
- New York- United States
- Mexico City- Mexico
- Tokyo- Japan
- Beijing- China
- Corke- Ireland
- Liverpool- United Kingdom
- Leeds- United Kingdom
- Oxford- United Kingdom
- Brighton- United Kingdom
- London- United Kingdom

European Venues

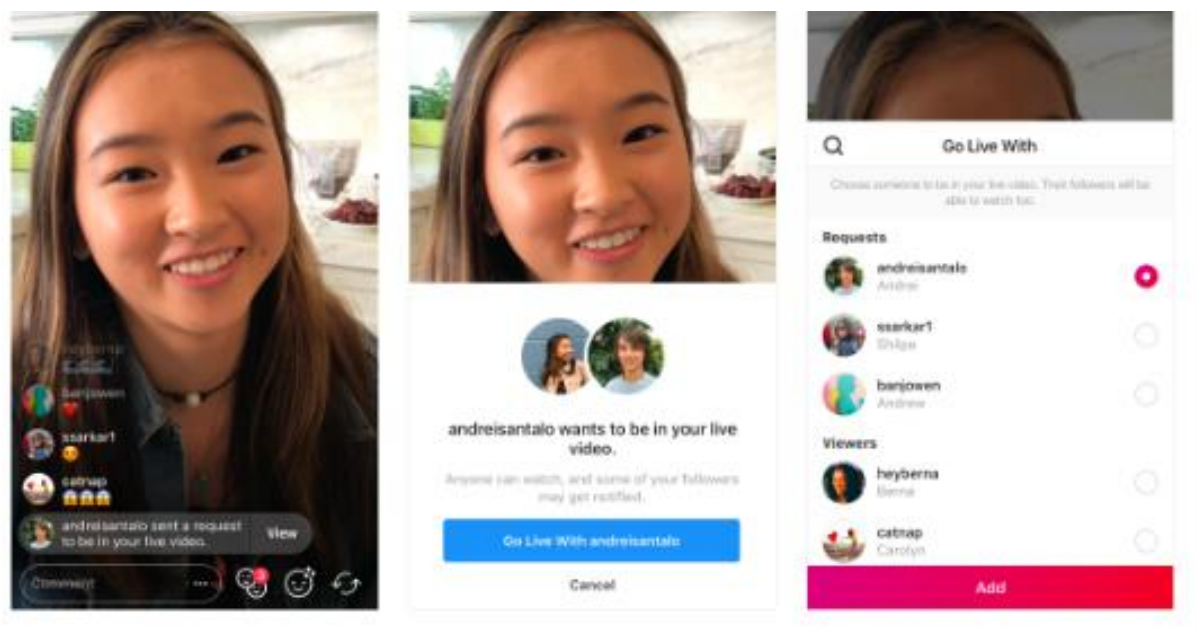
- Bristol- O2 Academy
- Southampton- The 1865
- Paris- The Dome of Paris
- Geneva- Kalvingrad Usine
- Cologne- Koelnmesse
- Berlin- Berliner Philharonie

Global Venues

Canada 1- Vogue Theatre
Canada 2- The Cameron House
United States 1- The Anthem
United States 2- The Filmore
United States 3-The Troubadour
United States 4- The Bowery Room
Mexico-Foro Sol
Japan-Niko Budokan
China- Dusk Dawn Club
Ireland - Dolan's
Liverpool- Arts Club
Leeds- Stylus
Oxford-O2 Academy Oxford
Brighton- Brighton Music Hall
London- KOKO

Social Media pre- performances to grow brand awareness

Facebook and Instagram both offer a fairly new feature where users can live-stream and make longer videos by using Instagram TV. Many musicians use these features to expand their brand as artists and engage with the audience to make their relationship with the viewers more personal. As well as streaming a live video, users can also comment and ask questions which the artist can answer. The format of the Instagram live video shows the amounts of users engaging by watching, reactions and comments. Users can add other users from different accounts to do group videos with other artists etc. including interviews and live performances.



Facebook also offers the same feature, users can also comment and react to the videos including adding other users to join the video to make it a chat, interview or live concert.

A fixture of our new livestreamed era since his first set on March 13, the producer is now streaming themed sets five nights per week: A Very Lazer Sunday (inspired by his group Major Lazer) at 4 p.m., Ronatronix (for his early Hollertronix parties) on Tuesdays at 10 p.m., The Thomas Wesley Show (country) Thursdays at 10, Corona Sabbath (ambient) Fridays at 11 p.m., and Coronight Fever (“a good, old-fashioned ... rave) Saturdays at 11. A press release confirmed that all the musicians he spins will be paid: “In an unprecedented coordinated effort, major publishers and record labels will allow the archived streams to live on YouTube and to be monetized by respective rights holders, with royalties being paid to all those whose music is played in the shows,” it said.’ - Curto, J., 2020. Watch These Livestreamed Concerts During Your Social Distancing.

During the Coronavirus outbreak most musicians have taken to perform on their Instagram stories as if they were doing a live concert. A lot of artists’ concerts have been postponed leaving fans without the chance to see them when they had planned. Bands such as Coldplay have done the same set they would do live, on

Instagram. Not only can their fans who missed their concert see them, but also fans who did not get tickets get to see them live for free.

In case of any emergencies and any reasons one of JW Edwards' concerts would have to be postponed, the live option on social media is the first and closest option to stills give fans and opportunity to see him play live, including a Q & A where they can have a personal conversation.

A good way of promoting the brand is also holding a competition for the fans where they can personally have a live chat with the artist on Instagram or Facebook. This assures listeners will still have a relationship with JW Edwards and stay interested in the progress of his music.

Some artists have been getting in touch with each other by challenging them to do certain things for example, write a song in ten minutes.

Conclusion

To conclude this report, there is a lot of competition making it onto mainstream playlists and charts however, many alternative artists have like Laura Marling, who has a very similar sound to JW Edwards. This does pose a threat on festival performances and constant radio play. But with a USP that stands out artists will be remembered and noticed for their unique sound and image. Not only are the artists musicians, but also brands and it is the brand itself that attracts people's interest and attention.

The budget has been set high, which is unusual for an artist who hasn't reached the top charts yet however, similar to other artists such as Ed Sheeran, advances were high, and faith was put into his recognition. However, JW Edwards has been performing and posting music long enough to generate a big fanbase around the world but hasn't toured yet, meaning it is a risk.

There are risk factors that are considered as well, the Coronavirus was a huge hit to all artists and it was not expected as some have had to cancel their concerts very last minute. Although this was not a risk factor that was predicted as a possibility, the industry has worked around and some have made it work.

The launch party and concert for JW Edwards' album launch have had a lot of money splashed into them, this also creates importance in which will make press

more interested. The Natura History Museum was a good idea as it resonates to the past, just like JW Edwards' music influence from old songs and style.

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