

The book cover features a vibrant, abstract pattern of red, orange, and yellow circular and organic shapes, resembling marbled paper or a microscopic view of cells. The title 'NOTHING ON ME' is printed in large, bold, white capital letters across the center. The author's name 'CHESKA MOORE' is at the bottom in smaller white capital letters.

NOTHING ON ME

CHESKA MOORE

Marketing campaign plan for 'Nothing On Me'.

Tom Marlow

Introduction

- The track I chose for my artist campaign is a collaboration between Gemma Barnes and I which we named 'Nothing On Me'.
- We created the song together- Gemma wrote and performed the lyrics, whilst I produced and mixed the track.
- Gemma is based near London, and operates under her artist name 'Cheska Moore'.
- Gained close to 30K Instagram followers via her covers which she regularly posts.
- Interesting to build on this momentum with this single release.
- The target audience for this track is teenagers and young adults. Will focus advertisement in the London region with the hope to build a buzz around the release.
- Plan to use this track as the first of a run of singles to bring Cheska Moore further into the public eye.
- Given a £500 theoretical budget to execute a marketing campaign from the recording of the track to the promotion of the single.

The Marketing Mix

- PRODUCT- The song.
- PRICE- £0.99 digital downloads.
- PLACE- Available on all digital streaming and download stores, including Instagram stories and YouTube Music.
- PROMOTION- Through a mostly digital press campaign, involving unique ways to boost fan engagement and sales.

The Budget

- Make a decision about where money should be spent to receive maximum benefits.
- Weigh up investment risk and return.

The Product

BUDGET= £500
○ Mastering= -£50

REMAINING= £450

- Attended multiple writing sessions in Tileyard Education's writing rooms.
- The final vocals were recorded by Gemma in her home studio.
- Final production and mix completed in my home studio.
- Due to the facilities we had available, no expense was required in the creation of the track up to the mix stage.
- Mastering- Important regarding commercial competitiveness. Previously used a mastering engineer named John Braddock (Braddock, 2021). His standard rate is £50.



Asset Creation

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
- Tripod with phone mount= - £21.99
- Ring light= - £14.99

REMAINING= £365.31

1. Single artwork for digital release- Want it to be visually striking as people will 'see' the song before they hear it.
 - Very important to draw the listener in.
 - Possible to find a quality freelance graphic designer on Fiver (Fiver, 2021). Kishan Thakrar offers a premium package for £47.71 which includes the single artwork, a social media kit and an animated version.
2. Logo.
 - Not as essential in 2021 as it used to be. A sufficient design can be created in word. No cost involved.
3. Artist photos:
 - Profile picture for Instagram/Facebook/Twitter and all digital streaming sites such as Spotify and Apple Music. Claim access to artist dashboards.
 - Photo for BBC Introducing uploader- this will be used in their social banners they produce for the artist to share.
 - Landscape photo for social media cover photos.
 - Variety of shots to send to blogs, online magazines and local press.
 - Photos to be used for social media posts on the lead up to the release and in the following weeks.
 - Important to create a good first impression. The website Perfocal (Perfocal, 2021) offers a 1 hour shoot starting at £99. For this campaign, that is a lot of money to spend for one song.
 - Instead, I could purchase a ring light for £14.99 and a tripod with a phone mount for £21.99 from Amazon (Amazon, 2021).

Asset Creation

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- Tripod with phone mount= - £21.99
- Ring light= - £14.99

REMAINING= £365.31

4. Teaser videos:

- Pre-release: Snippets of the song with the artwork graphic and release date. Also create a version with 'Pre-save now'. Create both in a 4:5 ratio and a 9:16 to use for posts and stories.
- Post-release: 'Out Now' video with artwork and track audio. Also snippets of follow up promotional material including stripped down version, music video, lyric video and podcast. Create both in a 4:5 ratio and a 9:16 to use for posts and stories.
- Use free 'In Shot' app (In Shot, 2021). Very easy to edit clips, add audio, text and animations. No cost involved.

5. Spotify canvas video.

- Use 'In Shot' app and create a clip from the music video. No cost involved.

Pre-release Strategy

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
- Tripod with phone mount= - £21.99
- Ring light= - £14.99
- Unsigned Guide subscription= -£ 5.99

REMAINING= £359.32

1. PR company.
 - Previously had correspondence with Liberty Music (Liberty, 2021) about a previous release. They offered a deal at £600.
 - Clearly this is out of budget, and in my opinion unless the artist is highly established, they won't be able return what they promise. In this case, better to do the work myself.
2. Radio plugger.
 - The company Radio Pluggers (World's No1 Radio Plugger and Music Promotion Company, 2021) offer a 2 week awareness campaign for £750. Out of budget, and could do a lot of the work myself.
3. Upload track to BBC Introducing uploader.
 - Free to do, and my acquaintance with Dean Jackson from BBC Introducing East Midlands (BBC, 2021) means very likely to be played.
4. Send to local radio stations, university radios, internet radio stations, web tv and local press.
 - The Unsigned Guide website (Unsigned Guide, 2021) provides a massive directory of UK music industry contacts. Sign up for 1 month for £5.99 (cancel anytime). Could also contact Demon FM (Listen To DemonFM, 2021) which I have connections with.

Pre-release Strategy

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REMAINING= £359.32

5. Spotify playlist plugging.
 - Very important to get your music heard by a wider audience. Radio Pluggers offer a £300 service which will gain 3-14 playlist placements, and 1,000-10,000 plays.
 - Unfortunately out of budget, but could run a competition to get fans to add it to their playlists and screenshot it in return to win merch.
6. Send to online blogs and magazines for features and reviews.
 - Useful to spread the artists name and music to new audiences. RGM online magazine (We want to hear your music today, Submit now | RGM, 2021) allow you to submit your song for free and it will be considered for their 'recommends series' which goes out to 10,000 readers.
7. Heavily promote pre-save links.
 - As soon as pre-save links become available, message friends and family to help. Very important with regards to algorithms and how they position new tracks in playlists.

EPK

'Nothing On Me' - Cheska Moore- EPK

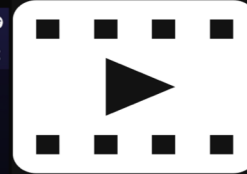
Nothing On Me- Track



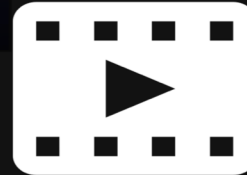
Press Release

This is Cheska Moore. From South London, Cheska combines her own brand of alternative pop with unique, mystifying vocals and raw, genuine song-writing with unlikely instrument combinations. Inspired by the likes of Halsey, Sia, Jessie Reyez, and Lana Del Rey, Cheska's music is the result of a girl growing up to realise the flaws in the Utopian world that she, and many others, have been led to believe in. This up and coming artist began gaining the admiration of hundreds of thousands of music fans after posting a series of popular cover songs on Youtube. A stand-out example is her cover of Alec Benjamin's 'Let Me Down Slowly' which boasts over six million views over various social media platforms. Her signature style of re-inventing existing songs into her own sad 'minor' version has certainly had her noticed by many. Cheska's rare breed of dark, alt-pop is mainly inspired by her own experiences of life. Growing up, she felt like a misfit, often finding solace in the darker side of music. It wasn't until hearing Sia's '1000s Forms of Fear' album that Cheska realised there was a huge market for the melancholic side of her creative output.

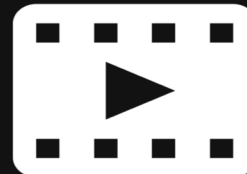
Music Video



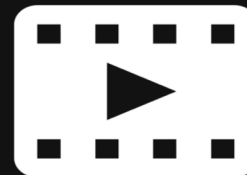
Stripped Down Version (Video)



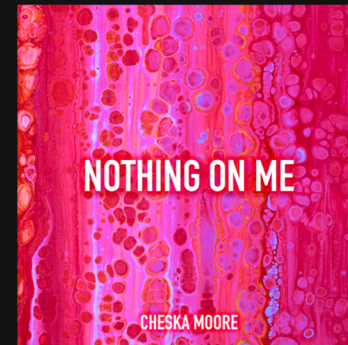
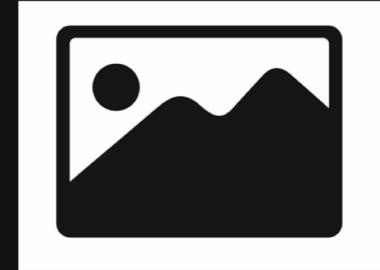
Podcast



Lyric Video



Artist Photos



Contact Information and links

<https://www.cheskamoore.com>

music.cheska@gmail.com

<https://www.instagram.com/cheskamoore/>

Distribution

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
- Tripod with phone mount= - £21.99
- Ring light= - £14.99
- Unsigned Guide subscription= -£ 5.99
- Digital distribution= - £7.52

REMAINING= £351.80

1. Ditto- Unlimited releases for £19 per year.
 2. CD Baby- £7.52 per release.
 3. TuneCore- £7.52 per release.
 4. DistroKid- Unlimited releases for £15.11 per year.
- Decided to use CD Baby.
 - Used them in the past and had success.
 - Risky paying for a whole year in case you don't like the company.

Post-release material

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
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- Unsigned Guide subscription= -£ 5.99
- Digital distribution= - £7.52

REMAINING= £351.80

1. Podcast between artist and producer.
 - Engaging content for fans. If popular, could go on to create a series and release on Spotify. Free to do.
2. Production and mix breakdown video.
 - Twitch livestream similar to what Ian Kirkpatrick does (cloudology- Twitch, 2021) Helps to engage fans and free. Also post to YouTube.
3. Music video.
 - Aim is to create something new and exciting which makes people want to share it.
 - I have been recommended a videographer via a respected musician named Joey Gzus. His rate for a 4 hour shoot is £300. Good price, but not suitable for this campaign.
 - Use already purchased tripod and ring light to create a unique stop motion animation video.
 - Something I have done in a previous release and was successful.
 - Use the free software qStopMotion (Lange, 2021) to create the video.

Post-release material

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
- Tripod with phone mount= - £21.99
- Ring light= - £14.99
- Unsigned Guide subscription= -£ 5.99
- Digital distribution= - £7.52

REMAINING= £351.80

4. Remix.

- Previously worked with the producer 'Graymattr' who remixed a song of mine. No upfront cost, but took 50% of royalties of the remix. The remaining 50% would be split equally between Gemma and I.

5. Stripped down version.

- I would play electric guitar whilst Gemma sings.
- Hire out Tileyard Underground studio and set up in the live room.
- By using a Fender guitar and an Aston microphone, this raises an opportunity for those brands to get involved with the video and share it across their social platforms.

6. Lyric video.

- Not overly important, but CD Baby DIY Musician article (Robley, 2021) explains how to create your own lyric video for free.

Advertising

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
- Tripod with phone mount= - £21.99
- Ring light= - £14.99
- Unsigned Guide subscription= -£ 5.99
- Digital distribution= - £7.52
- Instagram pre-save story boost= - £45
- Instagram post boost= - £140
- Instagram story out now advert= - £140
- YouTube music video advert= - £45.50

REMAINING= - £18.70

1. Instagram story 'Pre-save' boost.
 - Post an Instagram story to boost to promote the pre-save link for Spotify. Target market is London, aimed at males and females who enjoy pop and dance music between the age of 13-35. *£45 over 3 days will reach 5,900-16,000 people.*
2. Instagram post boost.
 - On the day of release, put a post on Instagram with the 'Out Now' teaser video. Same demographic as previous boost. *£140 over 7 days will reach 17,000-45,000 people.*
3. Instagram story 'Out Now' boost.
 - Post an Instagram story to boost to promote the Spotify link. Same demographic as previous boost. *£140 over 7 days will reach 17,000-45,000 people.*
4. YouTube advert for music video.
 - Useful to drive traffic towards the video. Choose to have it shown as a thumbnail next to related videos or on the YouTube home page.
 - Google Ads (Google Ads - Get More Customers With Easy Online Advertising, 2021) target market is London, aged 18-24 and 25-34, 'music lovers' spending £6.50 per day for 7 days= £45.50. estimated 130,000 impressions and 2,100 views.

Physical Promotion

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
- Tripod with phone mount= - £21.99
- Ring light= - £14.99
- Unsigned Guide subscription= -£ 5.99
- Digital distribution= - £7.52
- Instagram pre-save story boost= - £45
- Instagram post boost= - £140
- Instagram story out now advert= - £140
- YouTube music video advert= - £45.50
- Cap printing = - £92
- Cap sales= + £150
- Flyers= - £22

REMAINING= £17.30

1. Physical release.

- Though vinyl's are very popular, people are less likely to buy a single on vinyl compared with an album. The risk of getting them printed and then not being able to sell them is too high.

2. Merch

- A random and unique idea I had was to create colourful socks printed with 'Nothing On Me'.
- Socks Factory (Polish manufacturer of socks, socks wholesaler, socks made to order and with your own print, socks wholesale | socksfactory.uk, 2021) charge £200 for 100 pairs. Unfortunately out of budget.
- Another idea is to print pink caps with 'Nothing On Me' printed on the front.
- Vista (VistaPrint UK Online Printing Services: Business Cards, Signage & More, 2021) charge £92 for 10 caps. Could sell them at £15 each to make a profit of £58.

3. Print flyers with Spotify song code.

- Leave around Tileyard at Campfire, Vinyl Café and in the A3 building. Hand out on London streets too.
- Vista charge £22 for 1000 A6 170 gsm flyers.

Post-release promotion ideas

BUDGET= £500

- Mastering= -£50
- Single artwork/Social media kit = - £47.71
- Tripod with phone mount= - £21.99
- Ring light= - £14.99
- Unsigned Guide subscription= -£ 5.99
- Digital distribution= - £7.52
- Instagram pre-save story boost= - £45
- Instagram post boost= - £140
- Instagram story out now advert= - £140
- YouTube music video advert= - £45.50
- Cap printing = - £92
- Cap sales= + £150
- Flyers= - £22
- Cap for competition= - £15

REMAINING= £2.30

1. Tileyard Education Instagram story takeover.
 - Gemma and I could takeover on the day of release to boost engagement and do a live stream of us performing the track. No cost involved.
2. Single launch party.
 - Since neither of us perform live, we could arrange a one off live performance in one of our houses, and organize a competition to invite 15 fans. Could get fans to like the post, tag 3 friends and share the post to their story tagging Cheska Moore. Also an opportunity to sell the caps. No cost involved.
3. Run a TikTok dance competition for fans.
 - Invite fans on TikTok to create a dance using 'Nothing On Me', and to tag Cheska Moore. We will then pick our favourite and publicly share it on our social platforms. Win-win for all parties involved. No cost involved.
4. Run a competition to get fans to add the song to their playlists.
 - Ask fans to add 'Nothing On Me' to their playlists, then screenshot it and DM to enter to win a free cap. Cost of one cap (£15).

Timeline

- I have chosen to run an 8 week campaign.
- Before beginning the 8 week campaign, I must ensure that all assets and post-release materials have been produced, and merch has arrived. Also need to have created the EPK.

Timeline

- Week 1

- Connect with local radio stations, university radios, internet radio stations, web tv, local press, online blogs and magazines. Get in touch with Dean Jackson from BBC Introducing East Midlands. Send out EPK. Submit track to CD Baby, and register the track with PRS and PPL. Contact Tileyard Education social team to arrange Instagram takeover.

- Week 2:

- Announce song on social media platforms with teaser video. Upload track to BBC Introducing uploader. Push pre-save link and run advert. Connect with family and friends asking them to pre-save.

- Week 3:

- Release day (Friday). Run competition to win cap. Release lyric video on YouTube. Run Instagram post boost and story advert. Tileyard Education Instagram takeover and live performance. Run single launch party competition on Friday evening and announce it will take place on Saturday evening, with the winners announced Saturday morning. Later in the week release the podcast.

- Week 4

- Release music video. Run YouTube advert.

- Week 5

- Release Remix.

- Week 6

- Run TikTok dance competition.

- Week 7

- Release stripped back version.

- Week 8

- Execute live stream of production and mix breakdown.

Conclusion

- Left with £2.30 from the £500 budget.
- Very pleased with my campaign. Should be successful in building on the fan base for Cheska Moore, and creating a slight buzz in London between teenagers and young adults.
- All caps must be sold in order to stay within budget.
- Hope to have built a stronger following for Cheska Moore in the London area, with the view to expanding this with the next release.
- Hope to have built strong connections with radio stations and blogs which will stand in good stead for the next release.

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'Nothing On Me' - 8 week marketing schedule

- **Week 1**
 - Connect with local radio stations, university radios, internet radio stations, web tv, local press, online blogs and magazines.
 - Get in touch with Dean Jackson from BBC Introducing East Midlands.
 - Send out EPK.
 - Submit track to CD Baby.
 - Register the track with PRS and PPL.
 - Contact Tileyard Education social team to arrange Instagram takeover.
- **Week 2:**
 - Announce song on social media platforms with teaser video.
 - Upload track to BBC Introducing uploader.
 - Push pre-save link and run advert.
 - Connect with family and friends asking them to pre-save.
- **Week 3:**
 - Release day (Friday).
 - Run competition to win cap.
 - Release lyric video on YouTube.
 - Run Instagram post boost and story advert.
 - Tileyard Education Instagram takeover and live performance.
 - Run single launch party competition on Friday evening and announce it will take place on Saturday evening, with the winners announced Saturday morning.
 - Later in the week release the podcast.
- **Week 4**
 - Release music video. Run YouTube advert.
- **Week 5**
 - Release Remix.
- **Week 6**
 - Run TikTok dance competition.
- **Week 7**
 - Release stripped back version.
- **Week 8**
 - Execute live stream of production and mix breakdown.