

Release Strategy & Tactics

Artist Background Overview:

TROI is a passionate singer/songwriter whose career is in its early days and blossoming. TROI currently plays regular live shows and is now working towards releasing a catalogue of new music in order to grow her audience, raise awareness, improve: engagement and algorithms and create revenue.

Artist Vision:

To spread open mindedness, mindfulness and loving kindness back into a world that feels caught up in money, work and stress. TROI wishes to use music to reflect on everyday life and find positive outlooks, encouraging others to be more grateful and compassionate, to make mistakes and learn from them, to stick together, let time heal and find ways to bring fun and laughter into our everyday lives.

Overview:

Overall aims: Grow Audience, Release Singles/Album and Mini Tour EU.

Year 1

Release 6 singles.

Use seasons as a way of promoting and engaging people.

Year 2

Release 6 singles.

Continue to use seasons as a way of promoting and engaging people.

Year 3

Small EU tour.

Year 1: Quarter 1:

[Mindfulness](#) / [French Rain](#)

The Plan:

- ❑ Release 2 great singles within close timings of each other in order to drive algorithm and engagement.
- ❑ Solidify branding:
 - ❑ Visuals, creative content, colours, fonts
 - ❑ Starting a YouTube/Podcast explaining meaning behind songs.
- ❑ Create digital campaign structure and collect audience data:
 - ❑ Planned content calendar.
 - ❑ Start/promote mailing list.

Storyline:

- ❑ Mindfulness:
 - ❑ Becoming self-aware of our own thoughts and habits and using the start of the year to set ourselves mindful goals of self care.
- ❑ French Rain:
 - ❑ Noticing the beauty within the small things in life that we often look past and take for granted - like rain.

Creative Content:

- ❑ Use creative and innovative images/short movies to gain attention and awareness of song/artist.
- ❑ Use pre-save links, teaser videos/single artwork, IG movies.
- ❑ Create shareable content (stars in puddle TikTok) .

Building Engagement:

- ❑ Use the seasons of January and March to relate the meanings and themes of the songs to the challenges people may face around this time of year (seasonal affective disorder etc)and provide music as an escape or relatable, comfort.

- ❑ Eye catching and innovative content will help to engage viewers, stop and look/listen to the song.
- ❑ Use pre-save links, pitch to Spotify playlists, reach out to blogs and radio with press releases in order to reach a wider audience.
- ❑ Start a YouTube/Podcast explaining meaning behind songs which can be cut down into smaller clips for other social media in order to build on brand (lyric/music awareness) and turn fans into true fans.
- ❑ Use simple shareable content such as ‘finding stars in puddles’ around the month of March (spring rain) to spread a little joy and magic back into the world. Hopefully this may be something people can re-create online and continue the joy.

Promo Ideas:

- ❑ Mindfulness:
 - ❑ Spread awareness of meditation, yoga, mindful living, gratitude through social media.
 - ❑ Start a mailing list.
 - ❑ Pre-save links, teaser videos, lyric clips, IG movies, use of instagram stories.
 - ❑ Drive traffic from social media (Instagram, Facebook) to Spotify.
 - ❑ Devise a content calendar.
- ❑ French Rain:
 - ❑ Live Streams, captivating artist photography, moving images, song teasers/ lyrics teasers
 - ❑ YouTube/podcast explaining lyrics/meaning behind songs - educate, share smaller video clips on other social media platforms.
 - ❑ Start a ‘stars in a puddle’ TikTok chain.

Year 1: Quarter 2:

Maybe May

The Plan:

- ❑ Use the third release as a way to express the artist TROI's background story, a more meaningful song with moving childhood videos to help the audience move from being aware to an invested fan.
- ❑ Behind the scenes raw content.
- ❑ Spring festivals.

Storyline:

- ❑ Maybe May:
 - ❑ About TROI's unhappy relationship with her brother and her wish to fix it.

Creative Content:

- ❑ Use home video of TROI and her brother when they were little. Show a storyline within a music video. Show TROI's folk roots and her upbringing within folk festivals. Include video of her dancing with her brother now as a heartwarming and happy ending.
- ❑ Use pre-save links, teaser videos/single artwork, YouTube music video (shortened clips on Instagram/Facebook).
- ❑ Vintage photos of TROI and her brother as children with lyrics and promo.

Building Engagement:

- ❑ Use the season of May to relate to the meaning of the song and to the month of release in order to capture attention and intrigue.
- ❑ Use pre-save links, pitch to Spotify playlists, reach out to blogs and radio with press releases in order to reach a wider audience.
- ❑ Use a music video to capture feelings, storyline and audience attention through visuals.

- ❑ YouTube/podcast explaining the meaning behind the song and also making a video to give TROI the space to really open up about her past and show authenticity and vulnerability.

Year 1: Quarter 3:

Unknown Song / [Stephen Hawking](#)

The Plan:

- ❑ Create an upbeat summer song to push out for summer vibes.
- ❑ Unknown song - book gigs in venues around the UK to spread awareness of TROI.
- ❑ Use this release to really hone in on some important political/social/economic/environmental issues that TROI cares about to solidify her brand, stay authentic and educate and inspire her audience.
- ❑ Start/Sell Merchandise Store.
 - ❑ Creative, amazing artwork.
- ❑ Collab with artist
 - ❑ Use Artist Milly Wheeler to design single artwork for merchandise.

Storyline:

- ❑ Unknown song:
 - ❑ Summer song
- ❑ Stephen Hawking:
 - ❑ Philosophical thoughts based around a Stephen Hawking Book 'A Brief Answers to the Big Questions'. Analysing human relationships between the amount of physical space we have in the universe compared with how claustrophobic we can often feel in our own homes and minds. Also relating the western world's constant need for more space for industries that are killing wildlife etc.

Creative Content:

- ❑ Use creative eye catching visual artwork to show space and claustrophobia. Using moving images, teaser, lyric clips and pre-saves to draw attention.
- ❑ Create an animated YouTube video explaining clearly the meaning behind each lyric with moving graphics and animated artwork to reiterate importance of lyrics. To include an acapella version of me singing the lyrics.
- ❑ Use interesting clips from the video to post on other social media platforms to get them to funnel them over YouTube and watch the full video.
- ❑ Link song at the end of the video and let people know to go and check it out as well as to let them know they can now buy merchandise.

Building Engagement:

- ❑ Use the season of September to relate to the times in which people start to spend more time indoors as it gets colder and summer is coming to an end. This idea of less space will hopefully relate to listeners.
- ❑ Use pre-save links, pitch to Spotify playlists, reach out to blogs and radio with press releases in order to reach a wider audience.
- ❑ Start and promote merchandise stores to drive audiences from fans to profitable fans. Start to earn money and collect data from those who are buying via traffic on TROI's website.
- ❑ Have people who buy it send in a picture of them wearing it to post on TROI's stories/social media and they could win another smaller merchandise. Refer to a friend (who buys) and get half price.
- ❑ Unknown song - book gigs in venues around UK to spread awareness of TROI

Year 1: Quarter 4:

[Share](#)

The Plan:

- ❑ To lead up to a live show. Outdoor bonfire, hot chocolate, support acts, fairy lights, sparklers, small fireworks (like stepping inside my music video).
- ❑ Music video.
- ❑ To invite support acts, sell gig tickets, take merchandise there to sell.
- ❑ Bring jars of fairy lights for people to pass and hold.

Storyline:

- ❑ The importance of having a support network and supporting each other in life, music and everyday situations.
- ❑ In the dark days (literally and metaphorically) is when we must shine light for others.

Creative Content:

- ❑ Invite photographers/videographers to capture the gig for socials.
- ❑ Invite the press to come and write a review.
- ❑ Promote and do a gig before the song comes out and give the audience a 'first to hear' preview of 'Share'.
 - ❑ Videos/instagram stories are welcome and encouraged to spread awareness of the song and to encourage people to listen on Spotify when it is out.
- ❑ Create a cool aesthetic music video with teasers/pre-save on social media for promo.

Building Engagement:

- ❑ Use the season with November fireworks night to get people excited about sparklers, fireworks, bonfires.
- ❑ Use pre-save links, pitch to Spotify playlists, reach out to blogs and radio with press releases in order to reach a wider audience.
- ❑ Bringing people together and sharing a special intimate live gig outdoors with a bonfire which represents the meaning behind the song as well as a way for TROI to really connect with her fans and talk to them personally.
- ❑ Get people's emails when selling tickets and ask if they would like to sign up to her mailing list (photos/videos of the night can be sent personally to them).
- ❑ Possibly add video clips taken from the gig into the music video and promote/share this idea to encourage people to come and buy tickets (chance to be in TROI's music video).
- ❑ Release the song on Spotify after the gig and funnel the audience there first. Then release the full music video a week later which audience will hopefully want to watch and share if they are in it.

Year 2: Quarter 1:

Angel

The Plan:

- ❑ Angel is a relatable love song which is perfect for Valentines Day. It will draw people's attention in the month people are most thinking about love. This could be their perfect valentine day song.
- ❑ To create valentine assets such as moving ecards with part of TROI's song overlaid for people to send to their loved ones on valentines day.
- ❑ Add limited edition valentine related merchandise gifts to TROI's store.

Storyline:

- ❑ A personal and intimate song about the realisation you are falling in love with someone for the first time.

Content Creation:

- ❑ Photos of roses, petals, candles laid as a trail on social media that count down the days to the new single.
- ❑ Pictures of new merchandise, heart gifts and valentines E-cards with reminders to buy now as they are limited edition.
- ❑ Promo of song with videos of what to expect from the e-card.
- ❑ Single artwork, moving images to remind people to listen to the full song 'here' when it is out.

Building Engagement:

- ❑ Use February, Valentine season to attract and draw attention to a love song that may be overlooked any other time of the year.
- ❑ Use pre-save links, pitch to Spotify playlists, reach out to blogs and radio with press releases in order to reach a wider audience.
- ❑ Encourage people to buy valentine gifts for their partners, make them available to all genders, relationship status etc.
- ❑ Leave link to *full* song at the end of each moving E-card.
- ❑ Show videos online of people 'shazaming' (Shazam, n.d) the song on the valentine card to open up to song Angel (this can be made into a TikTok).
- ❑ TROI will encourage her audience to spread love this valentine's day.
- ❑ Target blogs, radios, playlists that are supporting valentines day to support the new song.
- ❑ Reach out to shops (card, hairdressers, wedding, flower, chocolate, perfume) to play the song this month for valentines day . Give them merchandise to lay out in their stores and give them a small percentage of everything they sell.

Year 2: Quarter 2:

[Coral, Apricot & Burgundy](#) / Unknown Song

The Plan:

- ☐ Set up a sunrise/ sunset meditation/yoga live stream every Monday for the month of the song's release.
- ☐ Find a beautiful place in nature with a hill that TROI can film the sunrise/sunset.
- ☐ Do sunrise yoga mornings.
- ☐ Sunset, hot chocolate, watch the stars Q&A's.
- ☐ Unknown song - get gigs around the UK .

Storyline:

- ☐ Coral, Apricot & Burgundy is about finding a tranquil and peaceful place within your mind. Somewhere safe and calming which you can think of when stressed or upset. Coral, Apricot & Burgundy signify the colours of a sunset.

Content Creation:

- ☐ Capture beautiful blooming flowers in nature and gorgeous woodlands and streams to post on social media as promo (offer motivational quotes with these).
- ☐ Upload parts of the live stream on social media and the full on YouTube for people to catch up on if they missed it.
- ☐ Capture pictures of the sunrises, coffees, pictures of TROI meditating or doing yoga.
- ☐ Upload yoga sequences on social media for people to join and follow.
- ☐ Promote the song via live stream and let people know who are watching to pre-save and listen when it is out and that those who keep up with the live streams will get to hear the song first before its release.

Building Engagement:

- ❑ Season of spring - April where flowers and nature start to blossom and new things grow and develop. Starting fresh.
- ❑ Use pre-save links, pitch to Spotify playlists, reach out to blogs and radio with press releases in order to reach a wider audience.
- ❑ Encourage TROI's audience to feel good about themselves and come on this journey with artist TROI.
- ❑ Inspire people by a month of motivation.
- ❑ Offer exclusive content before the song is released by playing the song on live stream, Promote song, leading up to release and do a live stream version of the song with production but as a pre-view only for those who come to listen. Everyone else will have to wait until Friday to hear it.
- ❑ Release single artwork on the day of release with links to go and stream it.
- ❑ Unknown song - book gigs in venues around the UK to spread awareness of TROI.

Year 2: Quarter 3:

Unknown Song

The Plan:

- ❑ To write a happy summer song that can be played at festivals and gives people summer vibes. Possible remix (The Beat Bakery).

Year 2: Quarter 4:

Unknown Song / [Foresight](#)

The Plan:

- ❑ Release a song around autumnal colours and being open.
- ❑ Release an album of all the singles TROI has released over the past 2 years as a celebration of success.
- ❑ To have the song 'Foresight' as a bonus track on the album.
- ❑ Hold an album release party before its release.

Storyline:

- ❑ Unknown Song is about the idea of being open and laying yourself bare emotionally just as the trees do on these beautiful autumnal days.
- ❑ Foresight is about looking at where you are in life and wondering whether you'll be smiling in a year's time and whether your dreams will one day come true.

Content Creation:

- ❑ Announcement video for new album and release party.
- ❑ Break down album art and release on social media section by section with a link to pre-save.
- ❑ Back cover art with titles of all songs on album.
- ❑ Photography promo/ moving pictures to let the audience know about the album release party gig and to buy tickets.
- ❑ Photos/content to show TROI's support acts.
- ❑ Hold competitions to win gig tickets.
- ❑ Create a mini IG movie/behind the scenes video from the gig to promote the album after it has come out.

Building Engagement:

- ❑ Unknown Song:
 - ❑ Season: Autumn to relate to birthdays (TROI's) and autumnal colours.
- ❑ Album:
 - ❑ December, Xmas/end of year celebrations. This album and song represent this idea of wrapping up memories/achievements/past and looking forward into the future together.
- ❑ Use pre-save links, pitch to Spotify playlists, reach out to blogs and radio with press releases in order to reach a wider audience
- ❑ Have support acts at the gig (Leona/Kelvin) to get their audience/fan base to come along too.
- ❑ Record/video gig to share on socials and help the audience feel part of the artists community.
 - ❑ Invite press.
 - ❑ Get blogs/radio to talk about this gig.
 - ❑ Have a set amount of gig tickets that can sell out to encourage people to get tickets quick.
 - ❑ Take emails for those buying gig tickets and ask if they want to be signed up to TROI's mailing list. This allows for collection of audience data for TROI.
 - ❑ Announce gig plans for EU tour.
 - ❑ Give out free stickers/business cards/promo bags to help people find and share TROI.
 - ❑ Include balloons, lights, free food, raffles at gig to win CD and poster to help audience become true fans and take home TROI's work in order to help spread the word of her as an artist.
 - ❑ Sell merchandise and CD's at gig.

Year 3: Quarter 1 to Quarter 4

The Plan:

- ❑ To travel around 9 countries in Europe and play music at small venues, busk and vlog the experience to take fans on journey and become/stay engaged.

Content Creation:

- ❑ To create a 'Travel Vlog' where the artist takes videos along her journey. There will be longer videos and exclusive content videos that will be offered only to those who opt to donate or become a 'patreon' (ArbourSeason (n.d). Short clips will be taken from these to post on social media to encourage people to sign up for full videos.
- ❑ Travel vlog videos with an overlay of the artists music as self promotion will be uploaded to YouTube and smaller clips for Instagram and Facebook
- ❑ Photos will be taken in each country at iconic tourist attractions with a mascot chosen by the artist (dreamcatcher?).
- ❑ The artist will video herself working on new songs as she travels and share the progress of the songs with her audience online. The final version of the song will also be nicely recorded with an aesthetic visual setting. This will allow for authentic, behind the scenes content for the audience to connect to the artist and be taken along the journey with her.

Building Engagement:

- ❑ To travel to 9 countries in Europe in order to widen the audience reach of the artist.
- ❑ To expand the merchandise store including EU options to incentivise consumers to support the artist and feel connected wherever she is in the world.

- ❑ Creating a Donations/Patreon page is a very big part of the 3rd year campaign. This will allow true fans to opt in for more exclusive travel content as well as help fund the artist's journey. This will also help the artist know who her most loyal fans are and think of ways to reward them further.
- ❑ The 'Pin Yourself on the Map' idea is about giving the audience a chance to be physically/digitally active with the artist and feel they are on the journey with her. This is also a way for the artist to know what fans she has and where might be a possible place to visit /reach out to those nearby on her travels and build stronger relationships.
- ❑ Dreamcatcher competition - QR code (hanging dreamcatchers in different countries with a barcode to win a free ticket to TROI's gig) is a way of experimenting with the artist's branding as well as raising awareness for the artist with people in that country or nearby.
- ❑ The mailing list will be continued, to offer exclusive and more personal content of TROI's travel photos and videos; sharing her experiences with those who are signed up. The artist will encourage those who come to any EU gig to sign up to the mailing list too.
- ❑ A list of festivals in the countries has been made with a view to approaching them for TROI to participate. This would enable TROI to widen her reach and audience.
- ❑ EPK/Press Release has been written to ensure the highest possible press involvement for the artist and to gain more acknowledgement, validation and reach to a wider audience. This will be tweaked nearer the time with more up-to-date information.
- ❑ The artist will busk and promote any upcoming gigs whilst she is in the different countries to try and encourage people to support her music, gigs and earn some money.
- ❑ While in the countries distribution networks (radio, playlists, blogs) will be contacted.