



ARC Marketing: Anna Aarons



What's the story so far?

Picture: (Ullathorne 2021)



the way so far

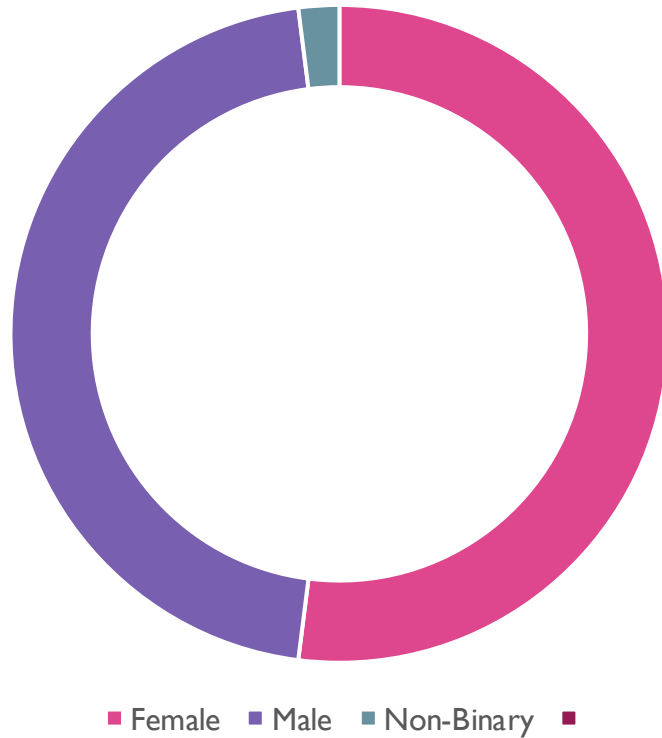


the story so far

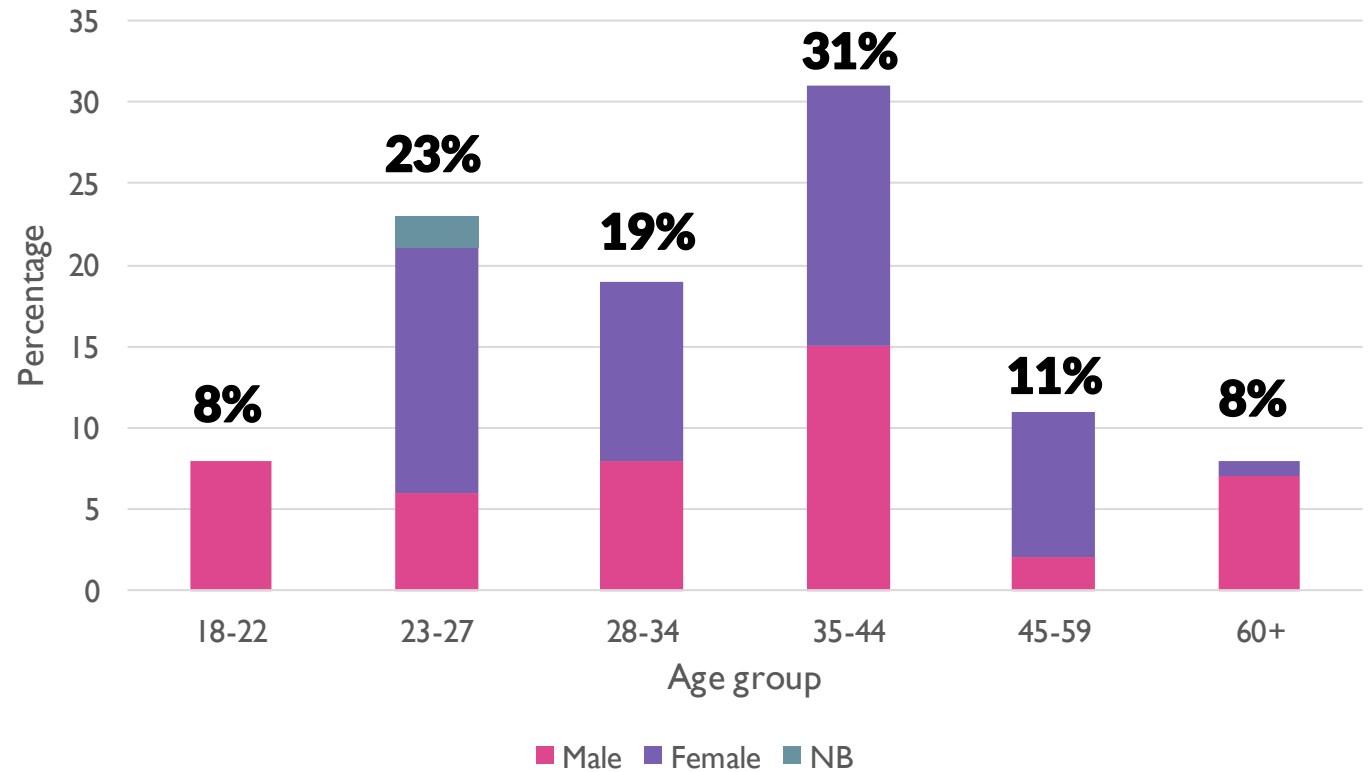


the story so far

Gender Demographic

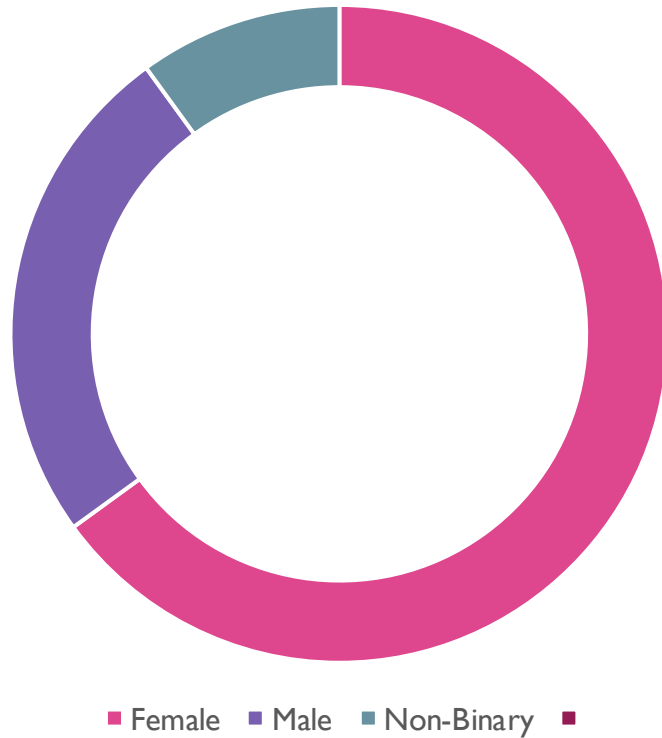


Age Demographic

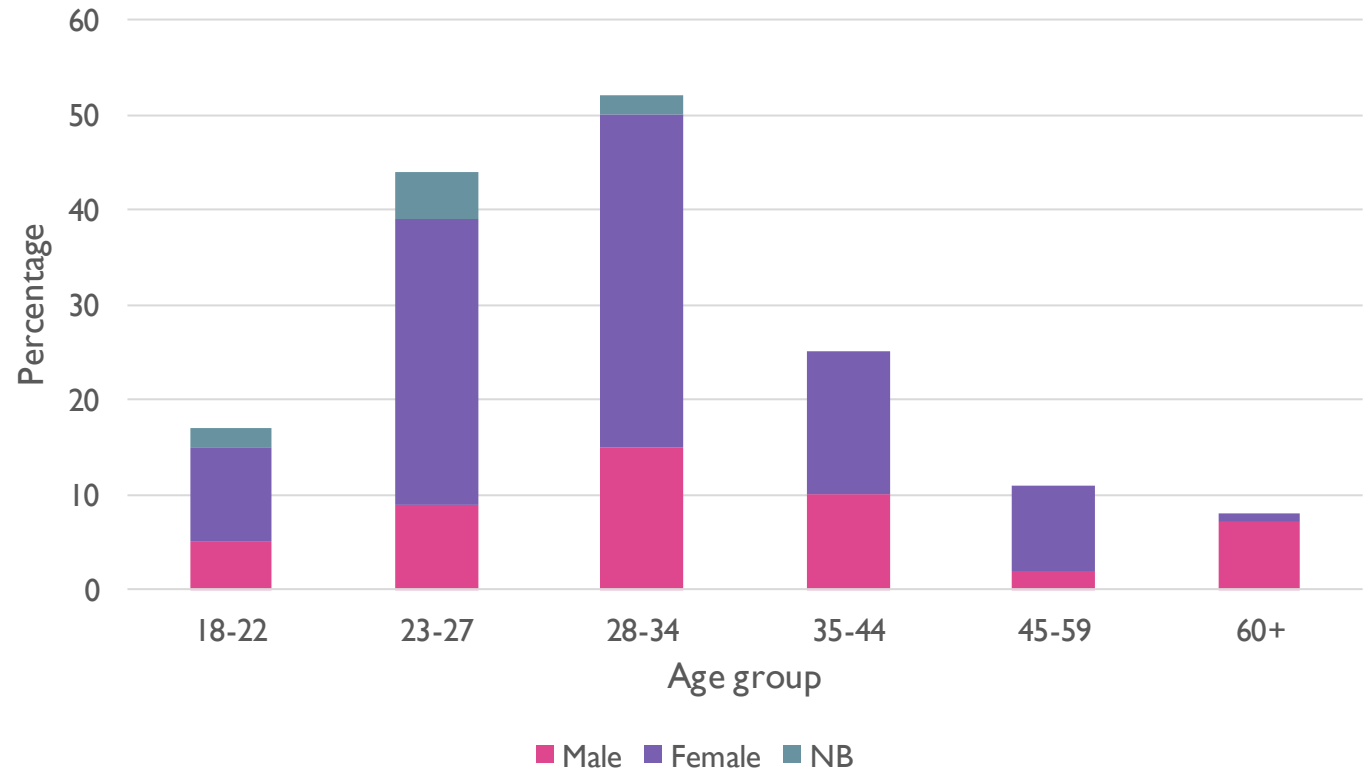


Target Audience

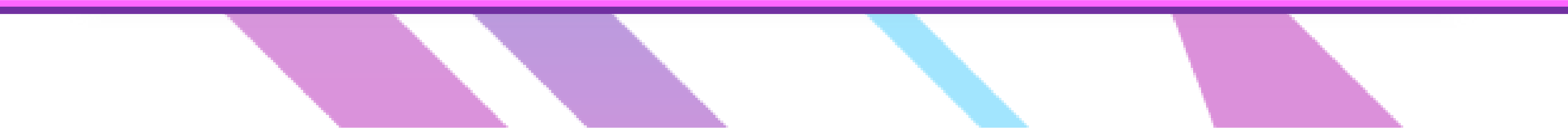
Gender Demographic



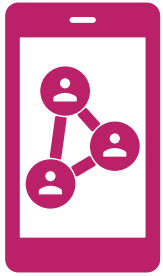
Age Demographic



Answer
What's the next chapter?



Goals



Increase social media following

annaaa_sings



532
Posts

10K+
Followers

646
Following

Anna Aarons her

Singer of songs, thinker of thoughts and cat mom of cat



Frontwoman of @inmemoryofamyband 🎵



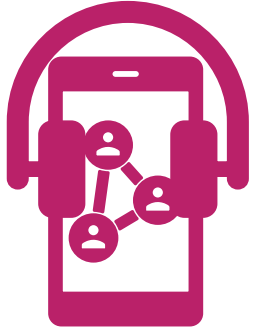
Music Business @tileyarded



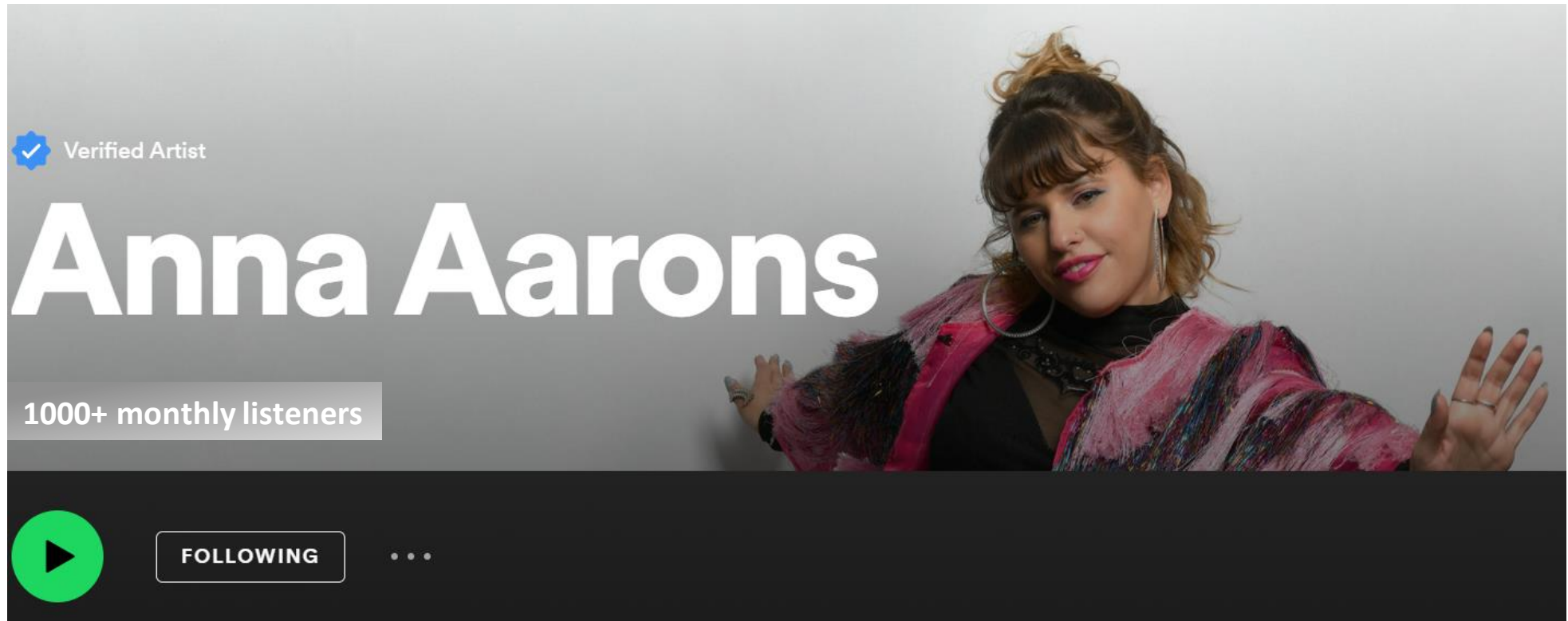
@annaaa_dances

www.linktr.ee/annaaarons

Goals



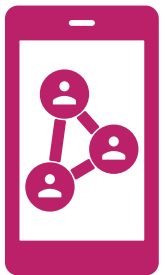
Raise Spotify Listenership



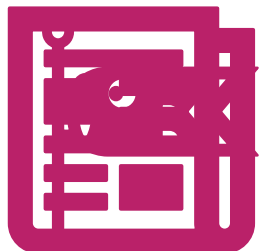
Goals



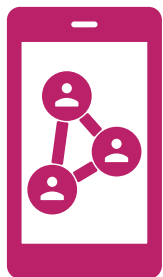
Receive more widely
recognised media
attention



Goals



Play at small festivals or smaller stages of larger festivals



Goals



Anna Aarons
@Anna_Aarons

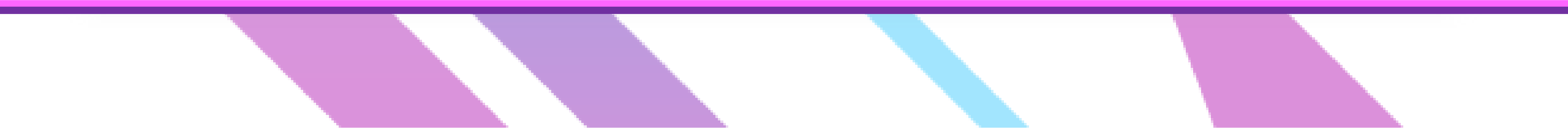
...

I know I'm still very much small-fry in the music world but I'll know I've made it once I get on to Jools Holland's NYE Hootenanny [#dreambig](#) [#goals](#) [#joolsholland](#) [@BBCLater](#) ✨🎤 (artwork, a vintage piece by [@_SarahBeth_](#), drawing my epiphany for me a while ago💜)



AnnaLearns

Why work with me?



- 10k+ followers
- 1000+ monthly listeners
- Noteworthy media coverage
- Noteworthy music festival stages

Why work with me?



- 860 followers
- 46 monthly listeners
- Small music blog coverage
- Played at very small, local festivals

Why work with me?



Single One



Single Two



Album



Tour

Budgets



Single One



Single Two



Album



Tour

Phase One

her

k Reels

rs Exhibition



The Cohen Sisters

EXHIBITING ART AND MUSIC

Whitechapel Gallery

15/05/2023

Whitechapel Gallery, E1

ONE TIME EVENT

www.whitechapelgallery.org/events/the-cohen-sisters

Phase One

Different type of gig

Reputable gallery

Retain already established narrative
while reaching new audience

(Ferrone 2023)

Phase One



Show a pic of your
mum before she
was your mum
and then once she
was one x

Relatable lyrics

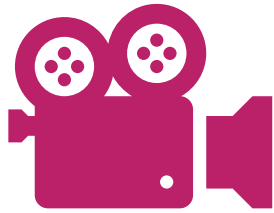
Easy to make a reel to

Potential for going viral

(Ditto Music 2021)

Assets

Phase One



Phase Two

lower

Video

ive

Phase Two

Eye-catching artwork

Using AI

Animated Video

Targeted Social Media Campaign

(Durante 2021)

Phase Two



Live Performance

Phase Two



TRUCK FESTIVAL
21-23 JULY 2023 - HILL FARM, OXFORDSHIRE

TWO DOOR CINEMA CLUB alt-J ROYAL BLOOD
THE WOMENATS
THURSDAY HEADLINER

DMA'S THE VACCINES SELF ESTEEM

MAISIE PETERS - THE LATHUMS - CIRCA WAVES - BEABADOOBEE
EVERYTHING EVERYTHING - PALE WAVES - KATE NASH
SQUID - WE ARE SCIENTISTS - THE BETHS - CRAWLERS

CIAN DUCROT - SWIM DEEP* - RED RUM CLUB - RACHEL CHINOURIRI - STONE
THE BUG CLUB* - CONNIE CONSTANCE - WUNDERHORSE - THE MARY WALLOPERS
SPRINTS - COURTING - HIGHSCHOOL - PRIMA QUEEN
SOMEBODY'S CHILD - PANIC SHACK

DEADLETTER - THE LAST DINNER PARTY - LIZZIE ESAU - MODERNLOVE - OVERPASS
DEAD PONY* - ANTHONY SZMIEREK - SHE'S IN PARTIES - HEAVY LUNGS
LAMBRINI GIRLS - GAFFA TAPE SANDY - OTHER HALF - SNAKE EYES
CHERYM - CARSICK

COMEDY

JONATHAN PIE - SEANN WALSH - EMMANUEL SONUBI
IVO GRAHAM - JOHN HASTINGS - MATT RICHARDSON - JARRED CHRISTMAS - JOJO SUTHERLAND
RICH WILSON - DAN TIERNAN - MYO KAPLAN - TAMER KATTAN - KYRAH GRAY
KUAN-WEN HUANG - HARRY STACHINI - KATE WILLIAMS - MATT BRAGG - MIKE NEWALL

OXFORD SYMPHONY ORCHESTRA
BARRIOKE FEAT SHAUN WILLIAMSON - MR MOTIVATOR

*THURSDAY ENTRY
SUNDAY WORKOUT
*MANY MORE TO BE ANNOUNCED! WWW.TRUCKFESTIVAL.COM

Big Scary Monsters Alcopop! SWITCH So Young

Please see slide 39 for picture references

Phase Three

um: My Love For You

ign

Phase Three

R PR PF

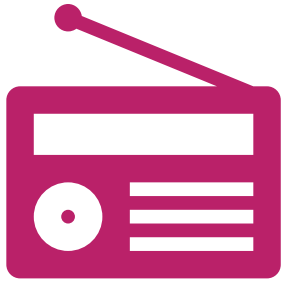
Widen the audience

Advance credibility

Prepare for tour

Pitching

Phase Three



- BBC Introducing + **Interview**
- Radio 6



New Music Friday UK, New Music Friday, New Music Now,
New Music Friday UK, New Music Friday, New Music Now,
Chill Singer, Songwriter, Today's Singer, Songwriters, **Easy**
Summer Songs, Heartbreak Hits, Breakup Anthems!
Spring, Made in London, Mother's Day, A Perfect Day, Kitchen
Hearts, Bar Sad Songs,
Swagger, **Dinner with Friends, Coffee + Chill**

Phase Four

Phase Four

“Social media will start to be replaced by community-building and direct fan connection”

(Bogucki in Music:Ally 2023)

Heyyy this is Anna Aarons 🤪🐥🍔
I have some exciting 🍭🍭🍭
EXCLUSIVE 🏆🏆 news just for you.
🌞🚶🚶 I'm going on tour! ✈️✈️🌍
Click here to hear if I'm coming to a
town near you 🎷 tinyurl.com/aaatour
•^^ copy and paste this message and
send to five friends to spread the
word!^^.
Don't cheat or you'll get bad luck for
576 years 🤪🤪🍕🍕
can't wait to see you there!! 👁️👄👁️

11:40 ✓✓

Phase Four



🎤❤️☀️📢 Anna Aarons 2023 My
Love For You Tour ❤️📍👋🖤

- 📅 6th Nov 📍 LONDON
- 📅 13th Nov 📍 BRISTOL
- 📅 20th Nov 📍 BIRMINGHAM
- 📅 27th Nov 📍 MANCHESTER
- 📅 11th Dec 📍 HAMBURG 🇩🇪
- 📅 14th Dec 📍 BERLIN 🇩🇪

Book Now: [www.annaaarons.co.uk/
tour](http://www.annaaarons.co.uk/tour)

16:02 ✓✓

Two Germany dates

Goals



Anna Aarons
@Anna_Aarons

...

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Timeline



2024

Timeline

MAY

Initiate Phase One

Single Release (Mother)

+ PR Single launch gig – The Cohen Sisters

SMA Social media campaign – 'Mother' reels

APRIL

Plan Phase One and Assets for Phase Two

Gather assets – photos, music videos

Research and employ social media agency

Connect with radio pluggers

JULY

Initiate Phase Two

Single Release (Sunflower)

SMA Music video release campaign (artistic)

Merch drive

More performances at festivals

JUNE

Plan Phase Two

Smaller festivals

Start looking for collaborations or features

SEPTEMBER

Initiate Phase Three

Single Release (My Love for You)

Album Release

Launch gigs

SMA Music video release

PR TV performance

AUGUST

Plan Phase Three

TV/Radio interviews

Support gigs for bigger names

NOVEMBER

Phase Four

Germany tour

OCTOBER

Phase Four

SMA Promo for tour

UK Tour

DECEMBER

Jools Holland Hootenanny

SMA = Social Media Agency

PRE-TIMELINE

Liaise with gallery around 6 months in advance of putting on gig so they can accept into their programme

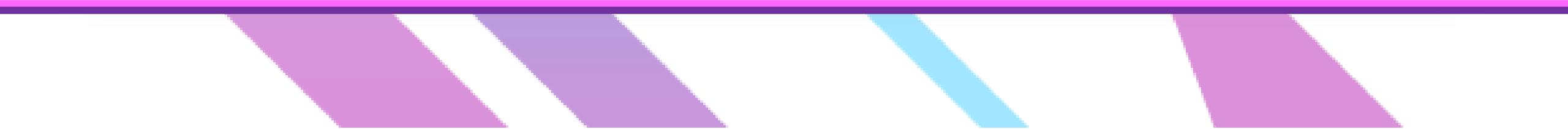
Ensure all audio assets are produced to standard and agreements with distributors confirmed

Connecting with Festival bookers early on to bring artist to their attention

Bring artist to attention of Jules Holland producers so they can be aware of her progress through the campaign



Any Questions?



Picture References

Slide 2: Picture – Ullathorne, S. (2021) [photograph]

Slide 3: Picture (Left) – Cohen, A. (2016) [photograph] , Picture (Centre) - Anastasiou, N. (2018) [photograph], Picture (Right) – Cohen, S. (2020) [picture collage]

Slide 4: All Pictures – Cohen, S. (2020) [picture collage]

Slide 8: Screenshot – Anna Aarons (2023a) *please see bibliography*

Slide 9: Screenshot – Anna Aarons (2023b) *please see bibliography*

Slide 10: Picture 1: NME (2011) *please see bibliography*, Picture 2: Made using Canva

Slide 11: Poster: Music Musings and Such (2022) *please see bibliography*

Slide 12: Screenshot – Anna Aarons (2020a) *please see bibliography*

Slide 14: Picture – Ullathorne, S. (2021) [photograph]

Slide 15: Picture (Left) – Anna Cohen (2022) *please see bibliography*, Picture (Centre Left) Dall-E, Picture (Centre Right) Ullathorne, S. (2021) + Canva (2023), Picture (Right) Screenshot – image purposefully created via WhatsApp

Slide 18: Canva (2023)

Slide 19: Video Collage – made by Anna Cohen (2023)

Slide 21: Video – Anna Aarons (2020b) *please see bibliography*

Slide 23: Pictures – Dall-E

Slide 24: Video (Left) Woodward (2010), Video (Right) Coldplay (2014) *please see bibliography*

Slide 25: Screenshots – Printful(2023)

Slide 27: Picture – Burns (2023) *please see bibliography*

Slide 29: Gif – Generated via Loading.io

Slide 30: Video – Adele (2015) *please see bibliography*

Slides 33 and 34: Picture – Screenshot – image purposefully created via WhatsApp

Slide 35: Picture – Anna Aarons (2020a)

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