Student Name: Colin Crook
Student No: 1705826
Module Title: Creative Music Management
Module Code: BMTY7000
Assessment Component: 1/2
Assignment Title: Portfolio
Assessment Type: PORTFOLIO
Module Tutor: Steve Meluish

Introduction
A task was presented to the MA Music Industry Entrepreneurship Students to form in small groups and work in teams to develop an original artist campaign, including the recording and planning of a digital release and promotion of a single and it's associated media.

A group was formed between Colin Crook, Temuulen Khorloo and Erzsebet Hehn. They began working on a campaign for a Trip-Hop/Pop band called Cherryshoes. A Group Portfolio containing media assets that have been created collectively as a group is stored in a Group Google Drive folder:
https://drive.google.com/drive/folders/1fda8PQsTj_t-6B0nUe4gSUnjjnBv5Wmz

An initial meeting was set up between the group and the band to discuss the project. As a group, we wanted to identify potential songs for the single release, the background of the band members and milestones of the band and their ideas for image representation.

A song was selected entitled "Being", chosen for its quirkiness, originality and commercial appeal. It compliments the band's image and is a good representation for a first release.

Within the group, Temuulen Khorloo decided that she would undertake the responsibility of creating the remix of the single. Erzsebet Hehn took on the responsibility of organising the completion of the promotional video and photography. Colin Crook was elected as the person responsible for marketing and promotion. The band was taking on the responsibility of delivering the audio master files and video production footage.

Colin Crook suggested that before the campaign starts, the band should video some rehearsal performances and short videos to share on their Facebook Artist Page. This would ensure interactivity with the band's fans, preparing them for the forthcoming Single Campaign.

Erzsebet Hehn arranged a professional photo shoot and make-up for the lead singer of the band, with an outcome of at least ten usable photos. Some of these photos have been used within the Single Cover designs. Erzsebet also arranged for a band logo to be designed.

Colin Crook used Facebook Business Manager to research Audience Insights to find a relevant target audience for the band to advertise to. This was used alongside a PDF document entitled "Facebook Cheatsheet Cherryshoes" to create a plan to advertise the new single to a targeted audience. He also used Adobe Photoshop design software to create a Landing Sales Page and two Digital Download cover designs. For the Landing Page and social media, he produced a short music preview video using a software program called HitFilm to edit the video and add effects.

The documents contained within this Individual Portfolio contain assets created by Colin Crook.

Artwork: CherryShoes “Believe” Single Cover Draft 1 Designed By Colin Crook



Artwork: CherryShoes “Believe” Single Cover Draft 2 Designed By Colin Crook



Artwork: CherryShoes Opt-In Advertising Landing Page Designed By Colin Crook



Marketing Plan Developed By Colin Crook

Artist/Band: CherryShoes
Single: Believe

Aim: To develop the core fan base of the band using targeted social media advertising with a purpose to formulating one thousand purchasing customers.

Timeline:

Month 1: Use Facebook Post of Live Version to gain fan feedback and interaction. Paid promotion of Facebook post for further reach.
Complete Mixes and Masters.
Set up a Landing Page and Sales Funnel.
Group shares on Facebook and Snapchat.

Month 1 - 3: Bandcamp Pro upload.
Advertise on Facebook and Instagram.

Month 4 – 7: Release on iTunes and other digital download stores.
Advertise on Facebook and Instagram.

Month 7 – 9: Release on Spotify and other streaming websites.
Advertise on Facebook and Instagram.

Strategy

5 Step Funnel System
Step 1: Draw audience to Bandcamp page using Press Release and Social Network Posts.
Step 2: Gain the fans email address via free song or a bonus (something of value). Build a loyal and engaging email list.
Step 3: True Fan Test. Ask the fan to purchase (around £10), provide a good bonus or discount for future purchase. Provide value to the fans.
Step 4: Customer Value Optimization. Upsell. Sell additional products or packages. One package can be offered for £30 -£60 (a bundle, single and T-Shirt) or a second package offer (autograph or live skype performance) for £300.00.
Step 5: Follow up. Emotionally connect with fans using interview video, etc. Then, remind of product for sale.

Use an Auto responder to send emails out. Use automation software to ensure the funnel works on autopilot. Write emails that connect with the fans. Each email should provide a clear call to action. Make it very clear what the next steps are that the fan needs to take.

Focus all marketing efforts on getting new fans into the funnel.
Get it live and adapt as the campaign develops.

Preview Video For Youtube Promotion And Facebook Advertising Developed By Colin Crook

Available from:
https://drive.google.com/file/d/1QBO3JOD2dHGBWmspXmwHpHWjWkKQuqfd/view?usp=sharing

Fourteen Targeted Audience Groups Developed By Colin Crook

Available from:

https://drive.google.com/file/d/1flHjX4Jor2oojyp663eM5JS93CP_JI1-/view?usp=sharing