

ENTERTAINMENT MARKETING REPORT

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BINO – GUCCI PRADA FENDI

Marketing Campaign



1. THE INTRODUCTION

For this assignment, I will be writing a detailed marketing plan for a talented emerging artist named B1N0. B1N0 is natively from Albania but was raised in the UK. He is signed to an independent record label called "Missing Link Entertainment" and has released a couple of solo songs as well as collaborated with various artists from the same label. I will be marketing his commercial RnB/Soul song called "Gucci Prada Fendi". The main aims for this marketing campaign will be getting closer to his fanbase by building meaningful connections, further increase engagement from existing fans, develop new audiences to boost reach and raise awareness of his brand. The detailed aims of this campaign will be to get over 100,000 views on YouTube, over 50,000 plays on Spotify, 2000 followers on Instagram, UK and International Tour and an 'Rnb/Chilled Music' and 'Shisha UK' Spotify playlist spot within one year. We also aim to stimulate demand through anticipation and reach as wide of a spectrum of audience as possible. I will start off by doing a digital health check which is a social media profile optimisation followed by a detailed marketing timeline. I will analyse both his online and offline target audience. The song is not necessarily attempting to solve a social issue however it is an inspirational love song for his younger audience and portrays the message of living the high expensive life by your own terms. His unique selling point is his authenticity and his music being real and written from B1N0, from scratch. The song will be distributed on all digital platforms that our target audience is currently at and we aim to have a worldwide reach however starting off by utilising our contacts locally. The marketing campaign will be pre-release, release date and post release. We will also have physical products such as flyers, modern vinyls, merchandise, on-going marketing mailouts and so on. He joined Missing Link Entertainment in March 2019 after he worked in a song with B.O.K which has now hit over a million views on YouTube. Although he is Albanian of nationality, he is trying to break down barriers and make it into the English market like most of the talented Albanian singers have done such as Dua Lipa, Rita Ora, Ava Max and so on.

2. ARTIST PROFILE (Target Audience, Branding, Competitor Analysis)

Target Audience:

Narrowing your focus to a core audience helps you to develop an effective marketing strategy, to craft a messaging strategy and appeal directly to the type of consumer who can potentially be your costumers. (Hallissey, 2017). B1N0's target audience is easily monetizable since the artist is very aspiring and sells a vision to people of where they should be and what they should be doing rather than who they are now. In his music videos he always includes expensive possessions that also make him look good.

Demographics:

Age Range: Between 13-34

Gender: Male 75% | Female 25%

Men's Age Range: | 13-17 - 6.2 % | 18-24 - 50.1% | 25-34 - 36.8% | 35-44 - 3.8% | 45-54 - 2% | 55-64 - 0.6 % | 65+ - 0.5% |

Women's Age Range: | 13-17 4.5% | 18-24 46% | 25-34 36.4% | 35-44 9% | 45-54 3.6% |

Location: Top locations: London 14.7% | Tirana 14.3% | Durres 3.3% | Shkoder 2.9% | New York 2.5% |

Ethnic Background: Albanian 50% | English 50% | Albanian Born in the UK

Income Level: Working students | Full time working adults | £22,000

Education Level: A Levels | Colleges and Degrees

Marital Status: Single 70% | Married 30%

Children: 70% No children | 30% Children

Occupation: Retails

Psychographics:

Personal Characteristics: Extroverted and introverted, Females like to look like Kylie Jenner, living with their parents, request money from their parents hence why his target audience is monetizable, no expenses going out.

Lifestyles: Young adults, money motivated, spend a lot of time with friends

Attitudes: Individuals that enjoy possessions over experiences

Hobbies: Enjoy clubbing and shisha places, gym, festival and concerts

Behaviours: Individuals still experiencing the dating process, they like to show off possessions on social media, like to dress up and highly maintain themselves, they like to buy concert tickets and subscribe to streaming platforms

Preferences: They discover the music via Spotify and through Social Media Instagram Story shares. To find out most of the information they would direct to Google or Spotify Bio. His target audience enjoys commercial and modern music. B1NO's fans also listen to singers and rappers such as MC Kresha, S4M, Unnikkatil, Fero, Stresi, Finem, Vinz, Stealth, EN Music and so on.

Ideal Costumer: The ideal costumer is a 22 year-old young lady, student, has a part time job in retail, heavy social media user, living in London with her parents, and discovers new artists through Spotify.

Most Active Times on Social Media: 12 PM | 3 PM | 6 PM

Branding:

Branding sets itself apart from the competition and sparks a connection with the audience. (Cantor 2020). B1NO's main branding ideas, rely on empowering the ladies and making them feel beautiful. Logos are an important part of it, because they grab attention, make a strong first impression, are the foundation of the brand's identity, memorable, separates the artist from competition, fosters brand loyalty, and is expected by the audience. (Tailor Brands, 2020). Logo was created by me on Canva and is found on APPENDIX 1. The fire sign on top of number '1' stands for the chilled vibe that B1NO portrays. We have also advised the artist to have his own tagline such as "It's Bino yeah" so people can recognise that one of his tunes is about to play.

Competitor Analysis:

Possessing a thorough knowledge of your competition is the key to staying ahead of your competitors, and a competitive analysis is exactly how you'll manage and maintain your competitive position. (Campaign Creators, 2021). The artist whom I would say sounds the same or that B1NO gets influenced by is the singer and rapper from Hackney, B Young. He is best known for his breakthrough single being Jumanji, released via Columbia Records, peaking at number 13 on the UK singles chart.

🇬🇧 United Kingdom

CPP Rank: 4,042nd ⓘ

🎵 TikTok

Followers N/A
Likes N/A
Videos ⓘ 103.5K (4,313th)
Views of Top Videos ⓘ 31.1M (6,562nd)

🎵 Pandora

Monthly Listeners ⓘ 8.1K (17,361st)
Streams ⓘ 753K (33,148th)
Artist Stations ⓘ 2.9K (43,131st)

🎵 Spotify

Followers 258.1K (6,400th)
Monthly Listeners 2M (3,497th)
Popularity ⓘ 68/100 (2,895th)
Playlist Reach ⓘ 5.7M
Fan Conversion Rate ⓘ 12.68%
Playlist Reach / Followers Ratio ⓘ 22.3x

🎵 Deezer

Fans 12.8K (13,639th)

🎵 YouTube

Channel Subscribers 87K (14,093rd)
Channel Views 25.6M (13,933rd)
Daily Video Views 236.9K (3,860th)
Monthly Video Views 7.3M (3,431st)

📷 Instagram

Followers 289.3K (11,496th)

🎵 Boomplay

Rank 6,231st
Streams 125.5K (1,384th)
Favorites 111 (1,058th)
Shares 0
Comments 4

🎵 TikTok Sounds

		Top Trending Video (by likes) ⓘ		
Track	Videos ⓘ	User	Likes ⓘ	Commen
Jumanji ↗	80.7K (▼0.98%)	@iamandrewhenderson	91K	198
Ride for Me ↗	9.6K (▲24.12%)	@desiisbaee	380.8K	1.1K
Juice ↗	4.9K (▼1.01%)	@sunnywan5	57.8K	449
079ME ↗	4.7K (▼0.88%)	@harrietfreestyle	60.3K	294
Gucci Demon ↗	1K (▲2.54%)	@meroy30	72.1K	408
See All				

Data Sources

[Update Links](#) ↗

Streaming Platforms



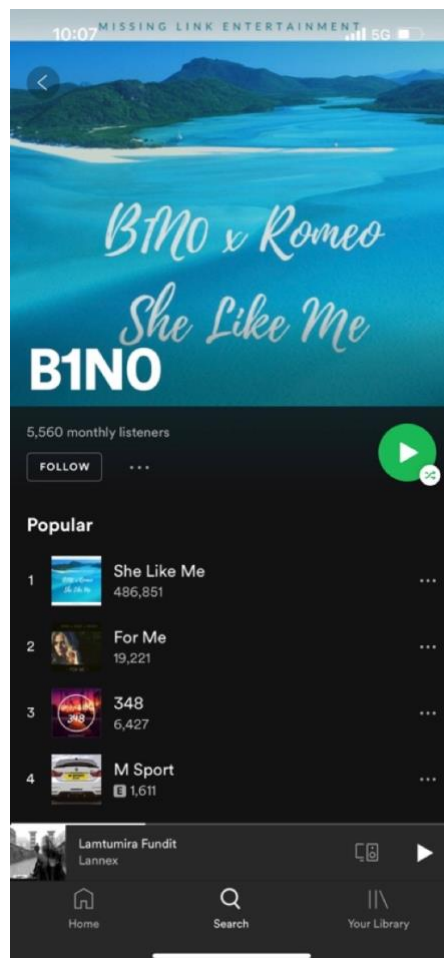
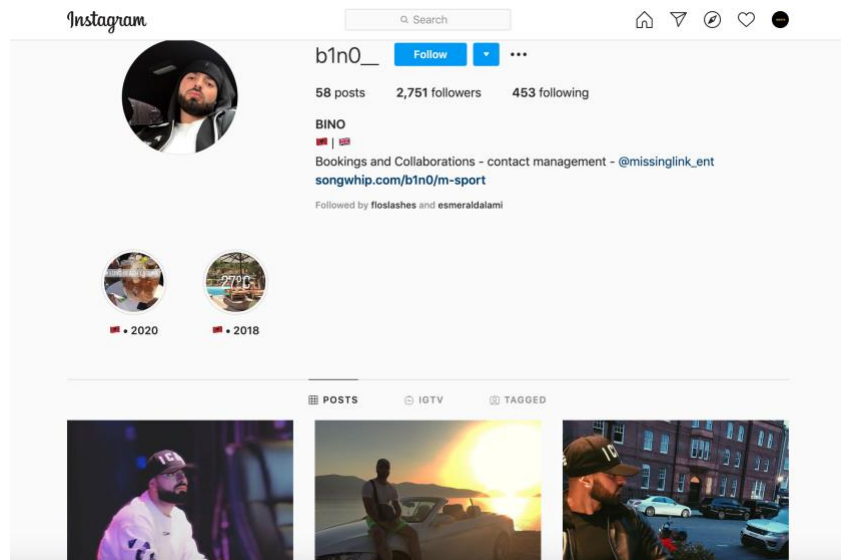
Social Media



Both B1N0 and B Young have a very unique voice and an approachable look. They dress the same and they are both successful on YouTube. Of course, B Young is an established artist and has been doing music for a very long time. They both are music engineers that are also able to produce. B Young, since he is signed to a major label, has more coverage in various big medias while B1N0 has only managed to get coverage from some Albanian blogs. Both artists are successful in the same places however due to B1N0's nationality he is also known in Albania. The target demographics are approximately the same and they both talk about treating women in the best way possible. Some Albanian artists that also sound the same and portray similar ethos are Sergio, Skerdi and Seven Saraqi. All three are established and B1N0 has managed to connect with all three.

3. DIGITAL HEALTH CHECK

Initially, the artist was missing a professional biography, electronic press kit, and a press release. After asking questions to get to know his artist career in depth, I managed to write the professional biography, the press release and build his EPK.



Shared Google Drive Folder:

Initially, I created a shared google drive folder and I shared it with the artist and included the biography, the press release, the EPK, the press pics, the song as well as the lyrics transcribed. The advantages of the google drive is that is uncomplicated to interface, free of charge, you can share links with anyone, and you can access your documents from anywhere in the world. (Ciccarelli, 2020). APPENDIX 2.

Biography:

An artist biography is an essential part of the marketing kit, as it will enable him to tell the story and introduce him to potential new fans. It is the back story of what makes him stand out and hook people into his life to make them care about him. The artist was informed that the biography must be updated across releases and mentioned key milestones of the career such as performances at big festivals, features in acclaimed media outlets and key artists / producers he has worked with. He should have a long version of the biography for the website and PR and a short version for his socials and streaming platforms. See APPENDIX 3 for more details.

Press Release:

I prepared a press release for the big single release to send out to blogs and journalists in advance, to help in securing potential media coverage. I have included links to his website, socials and streaming platforms so that if a writer wants to learn more about him, it will be easy to find him and check out what he has been doing. I am presenting to them a story worth telling, list any upcoming live dates and plans and most importantly, previous quotes and reviews. Additionally, we have added his and his management's contact details. Available to read in APPENDIX 4.

Artist One Sheet/ EPK:

Since the artist is emerging, I restricted the EPK to an Artist One Sheet as the third parties do not want to read a lot. I tried to get the message across in an effective and concise manner by delivering the story in a positive light. I added the bio, info about his upcoming release, socials and streaming, website links, live, radio, press and his most important career events at one glance. Since the artist has not got major numbers, I tried to focus on what he is working with. APPENDIX 5.

Music Video:

Music videos play an essential part in visualising and promoting the music. (Musically, 2019). They establish a deeper connection with fans since the industry has turned into an audio-visual industry in the past years. For this marketing campaign we will be shooting a Music Video and the lyrics video will be created by Rotor Videos that uses artificial intelligence for a small fraction of cost. We will also be doing an animated version of it from a freelancer on Fiverr. Behind the scenes content will be crucial to keep the momentum going. We will be using Fiverr for the graphic designer as well as Canva. We will be using Giphy to create a Gif from music video footage so we can use it for social media content. We will be organising our notes on Evernote and managing our projects in Trello.

Website:

A website is still an essential tool that every artist should use. It is a place that you can fully control and serves as the main hub for your fans to get to know you and obtain all the information they might seek. You can have creative control over it as well as collect your fans data such as their email addresses. I will buy a domain and then build the website on Go Daddy and I will be including rich content with loads of information such as the biography, photos, video, songs and so on. The pictures must be all Hi-res and there will be links to streaming platforms and socials, touring info, mailing list, D2C shop. To improve our SEO, we will verify our website with Google Search Console as well as having multiple pages on our website referring to the main keywords. We will make sure that we follow the SEO checklist and gather the information for a future Wikipedia page. We will strongly stick by the guidelines outlined by Google's Markup Guidelines and will install a Google Tag Manager to capture our website visitors.

Mailing list:

Nurturing your own fan database and developing an email marketing strategy is still one of the most important elements for artist marketing. Doing the mailing list for B1NO will enable us to send direct and personalised marketing messages to his fans, identifying who his superfans are and making sure to keep communicating with them. As a marketing strategy, we will do occasional competitions so more fans could sign-up for the mailing list. The platform that we wanted to run our email marketing was initially Mailchimp however after researching the new email marketing platform Vizu.al, we decided to use that since it allows readers to integrate and play video directly within the email so that you do not need to send them outside of the email.

Data Capture:

Capturing data is an incredibly powerful tool as it can help us understand B1NO's audience, who and where they are so we can reach out to them in appropriate ways. We will be setting up remarketing pixels from Google Ads remarketing tag, Facebook Pixel, Twitter conversation tracking, Snap Pixel and TikTok Pixel so we can track our fans behaviours and we can market to our most engaging fans. We will have a Google Ads account connected to his YouTube channel so we can release information to people who have previously engaged with the content. We will also be providing our fans with one single link directing them to the page where they can choose the streaming service is important. The smart link that we will be using is Linkfire.

Social Media Profile Optimisation:

Facebook: Although there is a decline in Facebook's user base amongst younger people, B1NO was made aware that he must create a Facebook page so we could run the ads. We will create a Business Manager page and to optimise the profile, we will integrate a tour tab and add links to the social media. We will improve branding with current messaging, change the header with an engaging visual promoting his latest release "Gucci Prada Fendi" and including a Call-to-Action button. On all of his social media accounts we will be using the same consistent profile picture and header. To reinforce the branding, we will be adding a story to the pages with the latest biography and some press shots. As a pinned post, we will promote our latest release. After setting up the Business Manager we will set up the Facebook Pixel so we can use the social media ads in the most effective way. We will be using the Ads Manager that is found within the Business Manager because I believe that the

'promoting event' on Instagram should be avoided. During his campaign B1NO will be posting on his stories, going live to interact with fans, answering Q&As to establish authentic relationships and marketing his pre-recorded video through Facebook Premiere.

Instagram: Instagram is a rapidly growing platform with more than 1bn users. B1NO has already turned his Instagram account into a Business profile which we will then link it to the Business Manager. He is learning how to master his account and currently, he has very engaging content. During this campaign, on Instagram we will mention the release on his bio and organise his highlights into more professional ones. Highlights will help fans revisit his best moments and new fans can get to know more about him, releases, private moments, hobbies and so on. Although, we don't believe in the paid promotion we will still use some of our budget to expand our reach. We will do a professional studio shoot at Crystal Vibe Records in Canary Wharf and run the Instagram campaign for about 8 weeks. B1NO needs to engage with his audience by replying to comments and messages. Some of the cool features of Instagram that we will be using are Mentions which allows us to mention different accounts for a chance to be reposted or shouted out. We will be active on our stories so the fans can get the intimate and authentic look into B1NO's life. Hashtags will be generated from Hashtag Generator and will be very specific and detailed so they can help us reach out to a larger audience in both posts and stories. To help spread the content we will be using the Location Tag, for a chance to be picked up by a location-specific-story. Countdown stickers are also helpful if fans want to turn on the notifications or to countdown for when the release and video drops. We will also use Instagram's Music Stickers which will help us promote our own music and also show fans the music that B1NO is into. Polls and Question Stickers will be the main opportunity for B1NO to gather fans information that matters to him. To connect with fans in an immediate and raw manner B1NO will be going live and do different games and Q&As. We will also use IGTV which is Instagram's long-form video hub, introduced in 2018. Most of the behind-the-scenes content will be uploaded as an IGTV video with a custom artwork so it can look good on our feed. We will be collaborating with established channels such as OTG.uk, LinkUpTv by doing IGTV interviews regarding his new release.

Twitter: B1NO's latest release will be promoted on his biography and we will make sure that the same logo as other platforms is uploaded on here as well. We must ensure that everything that gets reposted fits and suits his branding and that the page is kept clean. We will be signing up for Twitter Ads as well as the Twitter Pixel that enables us to track conversation from when someone has seen clicked or retweeted his tweet. This will help us know where these individuals are coming from which will help us refine our future marketing campaigns based on these insights. We will be having a mixed content of short tweets, with media attachments, long tweets, visual retweets and quote retweets. We will also ensure that the hashtag Gucci Prada Fendi, is clearly visible during the campaign.

Spotify: On Spotify we will create a playlist with B1NO'S influences. We will pitch the song for free to different editorial and independent playlists and we aim to get in at least two.

4. MARKETING BUDGET

Expenditure:

ITEM	EXPENDITURE	NOTES/DETAILS
Beat License, Exclusive rights	£550	Beat leased from Beat Stars
Music Video	£1500	Including videographer, editor and models
Artwork	£120	Freelancer from Fiverr
Music Video Clothing	£1000	Branded jacket and shoes
Professional Video Shoot	£500	Crystal Vibe Records Studios
3 Studio Sessions	£350	Audio Rehab Studios
Mixing of the song	£200	Audio Rehab Studios
Mastering	£500	eMastered Online Mastering platform
Distribution	£12	Ditto Music
Merchandise	£645	T-shirts, Mugs, Hats
Social Media Promotion	£500	Facebook ads and Instagram Paid Promotion
Posters, Flyers	£30	Subscription with Canva
Website	£250	Go Daddy Website + Domain
Radio Plugger	£800	JOAT Label
Playlist Plugger	£1000	3 Spotify Playlists guaranteed
Plane Tickets	£543	Ryanair flight to Albania
Hotel Fairs	£233	3 day-stay
Food and Drink	£300	-
Petrol	£100	
Venue Hire London	£599	Fundjava
Venue Hire Albania	£700	La Folie
Stage Equipment Hire	£749	Event Equipment Hire Company

Income:

ITEM	MONEY IN	NOTES/DETAILS
MARKETING BUDGET	£15,000	LABEL DEAL

Money Left Over:

Income	Expenses	Money Left Over
£15,000	£11,181	£3,819

5. MARKETING STRATEGY AND TIMELINE

The main marketing strategy that we will be using is buying a temporary phone number where people could ring it before the song is out so they can hear a preview of the song. It will also say a message such as “Hi, this is B1N0 and you are listening to 15 seconds of my new song”. To create a closer connection with his fans, B1N0 will also respond to any texts that would get sent. There is no solid proof that this marketing campaign will work, however, a marketing plan similar to this, has been done by the Grime artist Figure Flows, where he recorded over 1000 phone calls that ringed to listen to the song. We strongly believe that if it is done in the right way, it will be highly effective. We will be selling the product for £0.79 instead of £0.99 to use this as a marketing strategy so more people can buy it. To start the marketing campaign, we divided it into three main stages which are the Pre-release, Release date and Post release.

PRE-RELEASE:

Our voice plays a vital role in our everyday life, but it is so easy to take it for granted says ear, nose and throat specialist Michael Benniger. Therefore, part of the marketing plan I also included on the shared folder on drive, 143 professional Vocal Warm Up exercises that the artist must do before a show or a studio session. APPENDIX 6. Initially we started defining the tastemakers that would suit the song and would fit our marketing aims. Although the song is heavily promoted online, we will market it offline and locally. Luckily, every time the artist releases a song, he gets massive support from Albanian and English local artists. We also gathered a detailed list and reached out to a couple of DJ's whom I thought would be interested to work with the song. APPENDIX 7. The main tastemakers will be Instagram influencer pages and we already reached out to them to ask for prices. APPENDIX 8. We will ask our fans to pre-save and we will reveal some artwork with the release date. Adding on, the artist and his team have expressed how they would like to work with different marketers and managers therefore I made a list that we can reach out and send the song to pre-release to also possibly get some feedback. I narrowed the list down as I thought that with an emerging artist mostly the emerging artist managers are interested to work with. Therefore, I have added the MMF mailing list as the individuals from MMF are passionate about the industry. Synchronisation in TV has also become an increasingly popular sector of the music business in recent years, with artists more willing, even eager, to see their music placed against adverts, TV shows and films. We have decided to reach out to a few different Albanian TV shows such as: Shiko Kush Luan, Zone e Lire and Ftese Ne Pese. We have also researched some English shows such as: Jools Holland, Jonathan Ross Show, Graham Norton, BBC Breakfast.

RELEASE DATE:

The release date has been planned for 15th of April at midnight which is a Thursday night going to Friday. This was my idea as releasing a song near the weekend is the right time to catch people when they are in the good mood and most likely to click on it. The audio drops both on all digital stores and YouTube, and we release the date for the music video which is going to be a week after. This is because we want to keep on building momentum and give fans something to look forward to. 5 weeks Social Media Calendar is found on APPENDIX 10.

POST RELEASE:

Although that marketing post release is not as efficient as pre-release it is still very important so we can keep the momentum going and build on our digital footprint. Another important marketing strategy that I will be using is contacting content creators on YouTube that do reaction videos. Please see APPENDIX 10 for the niche list. We will then drop the music video and stick to our plan added in the social media calendar. The artist will then shoot a swipe-up video thanking his fans and including a swipe-up link to the music video. To stand out we will also be putting subtitles on the music video and provide fans with behind-the-scenes content. The idea behind the music video will be to transition from when he was writing the music at home, to recording it at the studio, the actual music video and him on shows. The week-by-week PR Promotion and handbook can be found on APPENDIX 12.

6. UK / EUROPEAN LIVE PROMOTIONAL TOUR

For a booking Agency we will be using the company called "ITB" that stands for International Talent Booking. They have a team of eight highly experienced live music agents plus a dedicated in-house promoter working side by side with Barry and Rod. For this single, we will be having a launch party to start off because for the artist it is also very important to celebrate the little steps while working towards the bigger dream. The launch party will be hosted in London with around 50 people where are all going to be his close friends and family however, we will use a marketing strategy such as 10 fans would be able to come if they join to the mailing list and they will be picked on random. We are then aiming that during the campaign we get 5 open mics, and cover three countries such as England, America and Albania.

7. CONCLUSION

This marketing report has analysed the emerging artist B1N0 and has demonstrated several strategies of the marketing timeline, the budget, the deliverables and the tour strategy.

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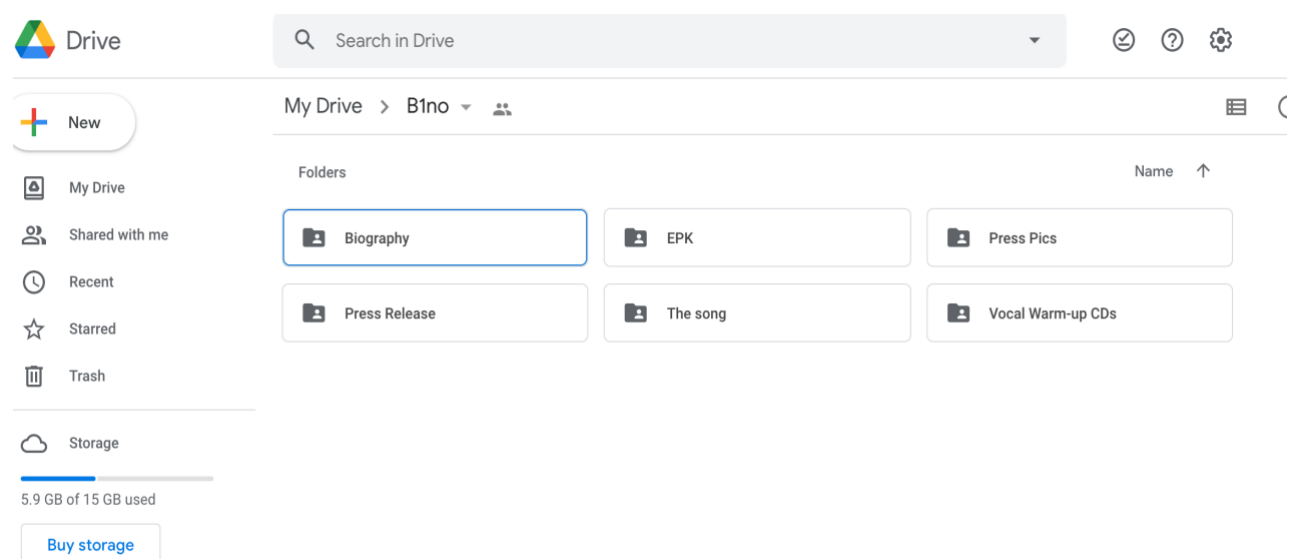
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APPENDIX 1 (Logo created by me on CANVA)



APPENDIX 2 (Shared Google Drive Folder to add the marketing deliverables assets)



APPENDIX 3 (Biography written by me)

B1NO Biography

B1NO was born in Shkoder, Albania, and grew up in the UK. For as long as he can remember, music has been an integral part of B1NO's life. He put an unabashedly sultry-smooth spin on the RnB/Soul and has its root in the Albanian wave. He is a renaissance artist that vacillates effortlessly and a trifecta of talent — singing, dancing, and songwriting — which he skillfully demonstrates while performing.

He initially began working with an English label, then transitioned to the Albanian market. And while working on a song with the artist B.O.K (El Chapo), it caught the eye of a stylistically adventurous label (Missing Link Entertainment), so he joined in March 2019.

He then collaborated with Romeo (an artist who is part of the Albanian record label in the UK) in a song that went viral on Twitter (She like me) as a solo artist.

His music has hit over 1 million views on YouTube, and he is also getting recognized daily on Spotify. He gets influence from many artists like Justin Timberlake, Trey Songs, Chris Brown, Tank, August, and a few more. He enjoys listening to a lot of French, German, and Scandinavian music.

He's currently working on a new release (Gucci, Prada, Fendi) which will be out soon.

APPENDIX 4 (Press Release written by me)

Release Date: 16th of April 2021

B1NO – GUCCI PRADA FENDI

Gucci Prada Fendi: Song That Enriches Your Soul And Life

B1NO is an RnB/Soul singer who was born in Albania and raised in the U.K. Throughout his life, he has been attached to music and has had hit over 1 million views on his music video published on YouTube. B1NO has collaborated with various talented artists including the artist B.O.K (EL Chapo) and is signed under the Albanian UK record label Missing Link Entertainment that have appreciated his talent and hardwork he has always put-in, to get the best results.

This song has a chilled, mood-lifting vibe and targets the individuals that have always dreamt of living the rich life. The GPF 'Gucci Prada Fendi' song, is totally dedicated to you! It also describes the ambitious girls who have plans to live the good life with their loving partners and enjoy the riches of life. The song will be released on 16th of April and will be available on all digital stores for you to listen and enjoy.

If you are someone who loves living a life with high-standards and on self-defined terms, you must listen to this song to get a feel of what you have dreamt or planning to achieve in your life. Every girl wants to enjoy life with all kinds of riches and possessions that are necessary to have a standard life. This song covers all your life emotions.

Gucci Prada Fendi is not just a song. It's a wonderful combination of music, rhythm, words, feelings, and all kinds of emotions. The singer of this song has come up with lyrics that include designer jackets, cars, and all kinds of expensive stuff that he wants for his lady to enjoy. Hence, this song has a personal connection and that is what makes a piece of beauty.

You may follow Bino on Instagram to know more about him. His Instagram Id is b1no__

APPENDIX 5 (EPK/ARTIST ONE SHEET BUILD BY ME) Please note that the icons are clickable however I have screenshotted it.

B1N0

B1N0 was born in Shkoder, Albania, and grew up in the UK. For as long as he can remember, music has been an integral part of B1N0's life. He put an unabashedly sultry-smooth spin on the RnB/Soul and has its root in the Albanian wave. He is a renaissance artist that vacillates effortlessly and a trifecta of talent — singing, dancing, and song-writing — which he skillfully demonstrates while performing.

He initially began working with an English label, then transitioned to the Albanian market. And while working on a song with the artist B.O.K (El Chapo), it caught the eye of a stylistically adventurous label (Missing Link Entertainment), so he joined in March 2019.

He then collaborated with Romeo (an artist who is part of the Albanian record label in the UK) in a song that went viral on Twitter (She like me) as a solo artist.

His music has hit over 1 million views on YouTube, and he is also getting recognized daily on Spotify. He gets influence from many artists like Justin Timberlake, Trey Songs, Chris Brown, Tank, August, and a few more. He enjoys listening to a lot of French, German, and Scandinavian music.

He's currently working on a new release (Gucci, Prada, Fendi) which will be out soon.

SOCIAL MEDIA PLATFORMS :



@B1n0



raldi.mle@gmail.com



@B1n0



@B1n0



1MILLION + VIEWS

APPENDIX 6 (Vocal Warm Up Cds)

My Drive > B1no > Vocal Warm-up CDs

Folders

Funky n Fun 1

FunkynFun4

Funky n Fun 2

Funky n Fun 3

Files

.DS_Store

may be unavailable

APPENDIX 7 (DJ List)

- DJ Lists
- DJ Bailey DJBaileyOfficial@gmail.com

djwaker@outlook.com

djhlewis.management@gmail.com

djkiewilliams@outlook.com

djlaimwalker@hotmail.com

djyemibookings@gmail.com

djshortybless@hotmail.co.uk

djslumz1@gmail.com

djsabre85@icloud.com

djedott.bookings@gmail.com

djashlowe8@gmail.com

mgmt@arveeofficial.com

djtiiny@hotmail.co.uk

djcwarbsbookings@gmail.com

djceeb@gmail.com

djceegordon@gmail.com

djlaflareuk@gmail.com

djfirestarr@yahoo.co.uk

djfusion@hotmail.co.uk

Djharrisonball@hotmail.com

teddyrutherford@hotmail.co.uk

officialalkmy@gmail.com

officialdjtezney@outlook.com

official_deejaytee@hotmail.com

APPENDIX 8 (List of Social Media Influencers)

List of Social Media pages influencers for promotion

List of insta

1. [Umarssoundz](#)
2. [Madevouthink](#)
3. [Linkuptv \(Figures\)](#)
4. [GRM \(Figure\)](#)
5. [Ukgossip \(main page\)](#)
6. [Hackney Finest](#)
7. [Youngkingstv](#)
8. [Imjustbait \(](#)
9. [Thestreetblogs](#) (They also have a playlist)
10. [Ren Dmc](#)
11. [Mixtapemadness](#)
12. [European Comedy](#)
13. [Endstv](#)
14. [Itsallmad](#)
15. [Trollstation](#)
16. [Pubity](#)
17. [Imjustbrum](#)- 113k followers
Story Post £25 with swipe up link
Feed Post £45
18. [Warmz](#) -652k followers
Story Post with swipe up link £50
Normal posts
1 post- £100
3 posts- £200
19. [Urbantv](#)
20. [Imjustalbanian](#)
21. [Balplanet](#)
22. [Sickmadetv](#)

APPENDIX 9 (List of Marketing Managers from MMF)

MMF list of managers|



- mistastevens@gmail.com
- stuntgirlmanagement@gmail.com
- poppyajudhamgmt@gmail.com
- benjaminskerritt@gmail.com
- chris@staticartists.com
- andrewlynn94@gmail.com
- dave@northbankmanagement.com
- info@kmgmanagement.biz
- tamaraannbrooks@gmail.com
- earl.bailey@frontlinzz.com
- terry@frameartists.co.uk
- a.cantaromanagement@gmail.com
- henry@isntitodd.net
- jari.ojala@51den.com
- adrianakoulieri@gmail.com
- louis@ten12mgmt.com
- eoinsandford@gmail.com
- joan@ground-control.es
- lewis.holocene@gmail.com
- jo@decademgmt.com
- magdalena@chimes.pl
- james@thewildseeds.com
- management@bellechen.com
- sean@7amgmt.com
- phil.birch@rawpowermanagement.com
- lauraleoncollective@gmail.com
- sevenmillsentertainments@gmail.com
- nora.tamminen@soundcollective.co.uk
- mtwjstn@gmail.com
- evadushaj27@gmail.com
- pat042001@gmail.com
- andrew@munuo.com
- sj@sjn-agency.com
- earlbailey79@gmail.com

- kieronlawford1@gmail.com
 - lou@womeninjazz.co.uk
 - mhowes@theorchard.com
 - damlarisrecords@gmail.com
 - gfedyk@gmail.com
 - john@dootdootmusic.com
 - ianasante@outlook.com
 - lgabyleonlo@gmail.com
 - bowerbirdlondon@gmail.com
 - lauravandersanden92@gmail.com
 - justyna.mgmt@gmail.com
 - matt@paperhousemusic.co.uk
 - denise677mm@gmail.com
 - anthony@thewildseeds.com
 - corinne.chinnici@gmail.com
 - rebeccaboulton@me.com
 - napsugar@everybody-s.com
 - lauren@bandofwolves.co.uk
 - jim@7westmusic.com
 - diane@deluxe.co.uk
 - jasmine@unknownterritory.co.uk
 - info@rankandfilemusic.com
 - conor@narrativemgmt.co.uk
 - trina@electricpineapplemusic.co.uk
 - zac.bikhazi@rhythmic-records.co.uk
 - nicolewhite1@gmail.com
 - pyromusicmanagementi@gmail.com
 - s.fuller42@icloud.com
 - luke@labmgmt.co.uk
 - pccamaddo@hotmail.com
 - neil@kimwaves.org
 - will.blake@soundcollective.co.uk
 - gemmaetchells@outlook.com
 - jbk@honeytonerecordings.com
 - tirian@deluxe.co.uk
 - rebekah@iemusic.co.uk
 - tashbrooks@hotmail.co.uk
 - am@raygunmusic.com
 - verona@wild45.co.uk
-

APPENDIX 10 (5 weeks Social Media Calendar)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					Go IG Live! Host a IG live release party with your fans, debut your new song and celebrate your release with your fans! Get creative with a party setting. Invite guests to join your livestream.	Check your messages Check your messages for anyone who may have shared your music to their stories. Be sure to repost anything onto your own story, the fans will love to see themselves on yours!
Spotify Crossover Use a Spotify crossover photo to promote your release. This consists of a press shot/ release artwork and the Spotify logo. Make sure the link in your bio takes people to your album! We can make one of these images for you.	Post A Snippet Post a video snippet of your new release to your story, letting everyone know 'Letter to the Home Office' is out now at the Smartlink in bio. Let your fans know when you'll next be going IG Live! Encourage your fans to like/comment/ share!	Press Shot Post a simple press shot of yourself. You can let your fans know you'll be performing your new track on IGTV Live tomorrow night! If you've received more followers since your release now is the time to shout about it!		Live Performance Post an IGTV live performance of your new track! Your fans will enjoy a live performance from you, especially during these times! So, think big, maybe even include some more performers for a collab and create an impressive show for your fans!	Video Response Take a short video thanking your fans for their support of your new music release. Direct them to the link in bio to listen now. Keep up the replies; fans love comments/interaction from their favourite artists!	
	Playlisting Direct your fans to the playlists you've been added to on Spotify/Apple Music. Post an image if you've been featured on the playlist artwork. It's important to promote the playlists you've been added to as it attaches your name to other artists and relates you to independent curators.	IG Reels! Post a creative IG Reel of yourself featuring your new track from the IG music library. You can even include/tag a guest with many followers in your Reel so their followers may visit your page after they re-share! Ask your fans to tag you in their Reels featuring your music and re-post your favourites!	AMA Post a selfie on your story, telling your fans you'll be doing an 'Ask Me Anything' tonight on your story. Once you've posted the Ask Me Anything, reply to every question with a short video reply. Your audience will appreciate a reply from an artist they love.		Apple Music Crossover Use an Apple Music crossover photo to promote your release. This consists of a press shot/release artwork and the Apple Music logo. Make sure the Smartlink in your bio takes people to your track! We can make one of these images for you!	Check your messages Check your messages for anyone who may have shared your music to their stories. Be sure to repost anything onto your own story, the fans will love to see themselves on yours!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Live Photo Post a photo of yourself performing in a live setting, letting your audience know how excited you are to get on stage to perform your new music. Ask them where you should play next, this could identify some great venues for the future!		Create a playlist Create a Spotify playlist that includes your own music and tracks from some of your favourite artists (new and old). Let your audience know you've just created a playlist and send them to check it out! Keeping your audience engaged with content is important for building a fanbase.	Throwback Thursday Post a throwback to studio sessions for your new release. Let your fans know what the whole process was like and thank everyone involved for their hard work! Behind-the-scenes content is a great way to get your engagement rate up.		Song Challenge Post to your stories and use the 'Song Challenge' tool to ask your fans to tag you in covers of your new song! Announce the winner in a few days when you've received enough submissions and post your favourites in a carousel post! Remember to tag/ thank everyone who participated!	
Go IG Live! Go IG live with your fans, playing tracks from your playlist, a good way to keep the vibe exciting following your release. Get creative with your setting to keep the fans entertained. Remind your fans of the 'Song Challenge', to check out your new release and keep the Q&A going!	The Journey... Post a carousel of photos that document your journey, from the beginning to where you are now. It's always good to reflect on how far you've come and your audience will appreciate this insight, too!			Tease something new Post a short snippet of something new you've been working on in the studio. Ask your audience what they think of it and when you should release the full track! This will prompt comments on your post, as well as help you to gauge the audiences opinion.		Campaign ends This is the end of you campaign! Remember to continue posting regular, engaging content for your audience.

APPENDIX 11 (Niche Reaction Videos Content Creators)

YouTube reaction people

ALBANIAN MARKET

1. ALBChat (All socials @albchat)

ENGLISH MARKET

1. TBrandistry (t.brandistry@gmail.com)
2. REN DMC (ren_dmc@hotmail.co.uk)
3. MissYaniboo (Bookings.missyaniboo@gmail.com) DM (@missyaniboo)
4. Bonitarebel Channel (Bonitarebel2014@gmail.com)
5. Bjfrombruv (IG @Bjfrombruv, Snapchat @Bjfrombruv, Twitter @Bjfrombruv)
6. Zias (All socials @JUSTZIK).

APPENDIX 12 (Pr Promotion and Handbook).

How will a PR Campaign benefit me?

A PR campaign is a great way to start drawing some real attention to your music whilst also amassing a list of contacts.

If you start to build close relationships with new magazines and blogs online, you'll be accessing a demographic & readership that didn't previously know about you. The more press you are featured in, the easier it will be for you to start securing placements in larger blogs and so forth.

Whenever we consider artists for our pro campaigns, one of the pivotal things we look at is how much previous press they have had and how regularly you've been featured. Previous coverage, no matter how small, can make approaching the bigger, better-connected blogs/magazines a lot easier, and if there's already a buzz about you the likelihood is you will have been noticed by the contacts we'll be reaching out to.

RnB/Rap Bloggers:

Targets include **Complex**, **Trench**, **Clash Magazine**, **Dummy**, **Notion**, **Noctis Magazine**, **London In Stereo**, **Noisey**, **Noisey Raps**, **RWD**, **GUAP** etc. Pitching to YouTube reaction channels **Denz & Renz**, **ProdByWalkz**, **The Bogeres**, **LeeToTheVI**, **No Life Shaq** etc

WEEK 1 + 2/3

Premiere - begin pitching to all relevant targets for new music posts.

Pitching to: **Redbull**, **Earmilk**, **Respect Mag**, **Elevator**, **Lyrical Lemonade**, **Acid Stag**, **Notion Magazine**, **Noctis Magazine**, **RWD Mag**, **Dummy**, **Wonderland**, **Highsnobiety**, **Hypebeast**, **Okayplayer**, **Viper Mag**, **The Line Of Best Fit**, **The Guardian**, **The 405**, **Revolt**, **Neon Music**, **Asbo Magazine**, **New Wave Magazine**, **14hq**, **9Bills**, **Osmvision**, **FGUK Magazine**, **Rap On Demand**, **Urban Vault** etc.

WEEK 3

Pitching for: **Nuprint** (Interview, freestyle and shoot), **London In Stereo** (In Five), **Rap In Paper** (freestyle and Shoot), **Between Borders** (Interview), **Neon Music** (interview), **Dummy** (10 Tracks), **Guap** (Interview), **Spindle Magazine** (introducing), **Mixtape Madness** (interview), **Offlicence Magazine** (interview), **New Wave Magazine** (Photoshoot & Interview), **14HQ** (Shoot and interview), **Plugsville** (Interview), **Repeat Mag** (interview),

WEEK 4

Pushing into larger scale publications, new music posts, top track playlists and introducing features.

Pitching for: **Earmilk** (Interview), **Notion Magazine** (Internet Crush), **Clash Magazine** (Next Wave), **Wonderland** (New Noise), **NME** (One To Watch), **Hunger Magazine** (Internet Guide), **The Guardian** (One To Watch), **Redbull** (Interview), **Viper Mag** (Interview), **Tmrw Magazine** (Interview), **Asbo Magazine** (Interview), **Tmrw Magazine** (Interview), **Wave Magazine** (Interview And Photoshoot), **Complex** (Interview).