

F3: Presentation

Kaspian - *"Back 2 Me"*

Presented by Liam Norfolk - Music Producer / DJ



Content

- Artist Bio
- Track Information
- Release Timeline
- Weekly Breakdown



Who is Kaspian?

Having cut his teeth playing club nights on the South Coast as well as curating the earliest releases for *YosH Pit*. London based producer Kaspian is taking the old school styles of the Fantazia rave scene and combining them with his influences of artists like Armand Van Helden, Fatboy Slim and MK and creating something familiar yet new.

With some of his previous collaborations being played at EDC and his first solo effort "*Get Wicked*" sitting at 17'000+ streams it seems Kaspian is gearing up to captivate the hearts of fans everywhere.



The Track - “*Back 2 Me*”

Truly a love letter to the Fantazia raves of old. “*Back 2 Me*” is a 90’s influenced breakbeat track that features grabbing vocal hooks, soulful chords & sampled breaks which switches between melodic and dirty drops in an attempt to showcase all of what the rave scene has to offer.



Promotion Timeline

Promotional Budget - £500



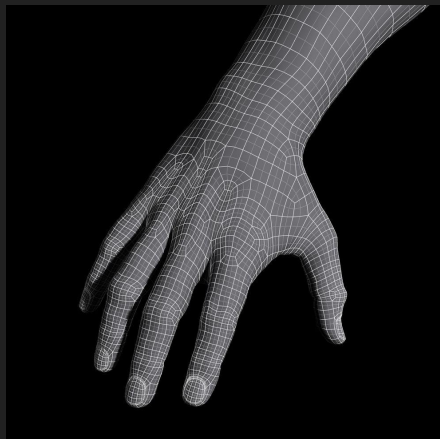
Pre Release

Week 1 - Asset Creation

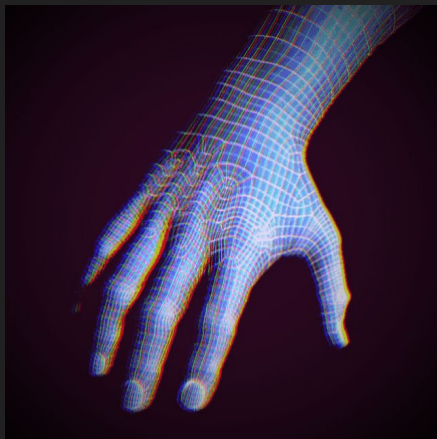
Week 1 Costs: £150

Remaining Budget: £350

- The artwork created for the release has costed nothing towards the overall budget.
 - Open source and free for commercial use.
 - Edited using a free online photo editing tool called [Photomosh](#). This free online website also has also allowed me to create animated gifs which can be used for a teaser post and a music visualiser for the Kaspian Youtube channel.
- The EPK was created with a pre existing owned version of photoshop.
 - This helps cut costs and save money which can be strategically invested elsewhere in the promotion cycle for the track.
- Send the stems to Stylus for a Jungle remix.
 - Cost: £150



Original Art



Teaser Gif



Final Artwork



Music Visualiser

Pre Release

Week 2 - Distribution

Week 2 Costs: £0

Remaining Budget: £330

- For digital distribution I have decided to go with Distrokid.
 - The reason for this choice is due to myself having paid the yearly fee for the service previously.
- I will also look at sending my EPK to radio stations.
 - Stations include Rinse FM and Flex FM.
- Another possibility for promotion could be submitting to Youtube music promotion channels.
 - These channels include the likes of UKF, Subsoul and Selected.
- I will send the track to various DJs who play consistent live sets of the same genre.
 - Word of mouth promotion is extremely valuable in the underground music scene.

Pre Release

Week 3 Costs: £20

Week 3 - Pre Reviews & Artwork

Remaining Budget: £330

- Music Blogs.
 - Send the track to music blogs like Dancing Astronaut and MixMag who specialise in electronic music for pre reviews.
- Announce track title.
 - Announce track title and artwork on social media alongside the pre reviews of the track, helps build up the tension to release collectively with third party support.
- Send the track to various Spotify playlists.
 - Cost: £2 per submission.

Release

Week 4 - Release



Week 4 Costs: £0

Remaining Budget: £330

- Use the week to build pre saves.
 - Potentially get the support DJs to drop a post if the track ID has been successful.
- Drop on the friday.
 - Promote on socials. Get fan interaction, share the track etc.
- Flex FM & Rinse FM Radio debut.
 - Friday night plays.
- Subsoul Youtube channel debut.
- Playlist support.
 - Third party playlisting.

Release

Week 5 + 6 Costs: £69.98

Weeks 5 + 6 - Continued Playlist & Radio Support

Remaining Budget: £260.02

- Continue pushing for playlists and radio support.
 - Spend money on new playlists.
- Open market for other DJ's to have the track in their sets.
 - Juno Download, Beatport, Bandcamp.
- Send the stylus jungle remix to UKF.
 - Pre review on the remix and promotion on their Youtube channel.
- Send the stylus jungle remix off to DJs for their sets.
 - As well as the DJs I know there is also the possibility to obtain support from any DJs Stylus himself would want to send the track to.

Release

Week 7 - Official Remix Release

Week 7 Costs: £50

Remaining Budget: £210.02

- Use the week to build pre saves.
 - Potentially get the support DJs to drop a post if the track ID has been successful.
- Drop on friday.
 - Promote on socials. Get fan interaction, share the track etc.
- Flex FM & Rinse FM Radio debut.
 - Friday night plays.
- UKF debut.
 - UKF blog pre review at the beginning of the week.
 - UKF Youtube channel debut on friday.
- Playlist support.
 - Third party playlisting.

Release

Week 8 - VIP Edit

Week 8 Costs: £0

Remaining Budget: £210.02

- Create a VIP edit.
 - Costs no money to make, only my time.
- Send VIP edit out to various DJs.
 - Creates new buzz around the track the original.
 - Encourages ravers to go see Kaspian sets to hear exclusives.
 - Gets people talking about the track again.
- Gives me the option to re-release the vip edit as a bonus on my next release or as an exclusive vinyl / bandcamp release. Or offer it up as a free download if I hit a certain milestone on Insta / Spotify etc.

Budget Summary

- Week 1 (£150)
 - Stylus Jungle Remix.
- Week 2 (£0)
- Week 3 (£20)
 - Playlisting.
- Week 4 (£0)
- Week 5 + 6 (£69.98)
 - £50 on playlisting.
 - £19.98 on Spot On Track analytics .
- Week 7 (£50)
 - Playlisting for Remix.
- Week 8 (£0)

Budget remaining (£210.02)

This leaves me with a fair bit of budget left over for marketing. The remaining budget can be spent on ads on instagram, FB, even TikTok and Soundcloud. I can yet again use Spot On Track to figure out where my efforts and money can be best spent.

Any Questions?

KASPIAN

