

F3-ASSIGNMENT PRESENTATION

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The Task & Objectives

- ☐ The Track - 'Forever'
- ☐ Virtual Budget of £500
- ☐ Market & Sell
- ☐ Track Budget
- ☐ Gain Fans & Engagement
- ☐ Make Profit

Record Label

- ☐ **Contracts and splits**
- ☐ **Create Product**
- ☐ **Artist Profiles**
- ☐ **Marketing & Promotion**
- ☐ **Distribute**
- ☐ **Collect Royalties**

Timeline

☐ Week 1 Asset Creation

☐ Contract/Master

☐ Assets

☐ Social Media

☐ Week 2 Distributino

☐ Distribution

☐ Upload & Submit

☐ Set release date for streaming

☐ Promotion

☐ A/B Social Media Ads

☐ Email direct with EPK

☐ Upload to Bandcamp

☐ Upload to Distrokid

☐ Further asset creation

☐ Plug release date and build hype (Ads)

☐ Week 3 - 4

☐ Build Hype

☐ Radio Tour

☐ Competitinos

☐ Plug Bandcamp & Hyoedit

☐ Stream release

☐ Week 5

☐ Lyric Video +Social Media mid

☐ Plug & build hype for stream

☐ EPK 2

☐ Week 6 -7

☐ More Ads & final push

☐ Social Media

☐ Week 8

☐ Review hype and final push

☐ Week 9

☐ Reflection

☐ Consider additional marketing

☐ Week 10?

Week 1

Contracts

- ☐ **50/50 split**
- ☐ **Equal responsibility of Social Media**
- ☐ **Shout4 - (free for year)**

Week 1

Recording

- ☐ **Home or Tileyard**
- ☐ **Keep cost to zero**

Week 1

Mastering

☐ LUF levels & Normalisation

☐ Audioanimals or Free

☐ 5 stem

☐ LUF levels

☐ 5 day turn around

Week 1

A Remix?

- ☐ **Outside of budget for effective reach**
- ☐ **Adds to timescale**

Week 1

Primary Asset Creation

- ☐ **Shout4 contracts**
- ☐ **Home Recording**
- ☐ **Audio Animals**

Budget £500	
Contracts	£0
Recording	£0
Mastering	£0
Balance £440	

Week 2

Distribution

- ☐ Online & Streaming services
 - ☐ Bandcamp free
 - ☐ Spotify/Youtubemusic/itunes via Distrokid
 - ☐ Potential for Beatport
 - ☐ Hyperedit free, Submit Hub
- ☐ Physical product
 - ☐ CD's
 - ☐ Vinyl
 - ☐ USB

	CD Baby	Distrokid	Tunecore
Potential reach			
Subscription			 Increases
Commission	9%	0%	0%

Distribution Decision

- ☐ Bandcamp & Hypedit 1st,
- ☐ Submit to BBC introducing, RinseFm, Pulse etc
- ☐ SubmitHub 2015, Spotify Playlists
- ☐ Distrokid set Release date 3 weeks following friday.
- ☐ £19.99 for unlimited uploads 1 year.
- ☐ 14 day upload time
- ☐ Ease
- ☐ Youtube Lyric Video with Stream Release

Distribution

- ☐ Online & Streaming services
 - ☐ Bandcamp free
 - ☐ Spotify/Youtubemusic/itunes via Distrokid £20
 - ☐ Potential for Beatport
 - ☐ Hyperedit free
- ☐ Physical product
 - ☐ CD's
 - ☐ Vinyl
 - ☐ USB

Budget £500	
Contracts	£0
Recording	£0
Mastering	£60
Distribution	£20
Balance £500	

Promotion Timeline

Bandcamp
Radio

Streaming
Release

End of Campaign

Week1

Double Spend

Week 9

Utilise Denning Cycle



Week 2

Supporting Assets for “Forever by Mya”

- ☐ **PR?**
- ☐ **Promo material - album art and social media posters, banners and profile pics**
- ☐ **EPK**
- ☐ **Lyric Video (week 4 release)**
- ☐ **Social Media & profiles**

PR Decision

- ☐ Self Promote
- ☐ Paid Advertising
- ☐ PR Firms £200 £500 £700 £1000 21 day campaign

EPK 1

Artist “Mya “Forever”

Release date - Friday 21st January 2021

First single “xx” now available for pre-order

Introducing xx etc from London. A sparkling new artist, currently studying at the world renowned Tileyard Studios and who we think is ready to make a big impact. on the UK garage scene.



This bubbly garage track draws on the essence of the garage legend MJ Cole and has an instantly catchy hook.

We are pleased to give you an early release using the link below for you to bang out in your sets.

We value your feedback and would love to hear back from you.

Enjoy!!

www.dropbox/banger

Genre Specific Considerations

- ☐ **Network of DJ's**
- ☐ **Specialist radio stations**

Week 3

Promotion

- ☐ **Aims**
 - ☐ **Awareness, Curiosity, Enjoyment**
 - ☐ **Cold Audience**
 - ☐ **Begin fan engagement**
- ☐ **Social Media Profiles**

Week 2

Asset Promotion

- ☐ EPK - Free
- ☐ Profiles - Free
- ☐ Lyric & Promo materia
- ☐ Paid Blog & Playlist Placement
- ☐ Deeny Method

Budget £500	
Contracts	£0
Recording	£0
Mastering	£60
Assets	£75.33
Distribution	£20
Balance £155.33	

Week 3-4

Promotion stage build hype

- ☐ Radio Tour
 - ☐ Engagement with Audience £40 travel budget
- ☐ Adverts
 - ☐ Facebook £24 with A/B x 6
 - ☐ Insta £24 A/B x 6
 - ☐ YT & Insta
 - ☐ Spotify & iheart via [show.co](#) £120 31 Days
- ☐ Paid Blog & Playlist Placement
- ☐ Radio Tour/Pa

Budget £500	
Contracts	£0
Recording	£0
Mastering	£0
Assets	£70
Distribution	£20
Promotion	£120
Ads	£288
Balance £498	

Week 4-6

Promotion

- ☐ Radio Play or Playlists?
- ☐ Adverts
 - ☐ Facebook £48 with A/B
 - ☐ Insta £48
 - ☐ Youtube
- ☐ Paid Blog & Playlist Placement £40
- ☐ Posting Reviews
- ☐ EPK 2

Week 7-8

Advertising

- ☐ **Final Push**
- ☐ **Blogs**
- ☐ **Continue fan engagement**

Expenditure Receipts

Budget £500			
Recording	£0		
Mastering	£0	Audio Animals	
Distribution	£20	Distrokid	
Assets	£70	fiver	
Advertising & Promotion	£360		
		<u>show.co</u>	£120
		fbytisnta	£288
		playlist	
Balance £498			

Realistic and Measures of Success

- ☐ **Radio Play?**
- ☐ **Streaming and stats**
- ☐ **Playlist uptake**
- ☐ **Social Media & fan engagement**
- ☐ **Income & projected income**

per 1000 streams



Spotify
\$4.00



Apple Music
\$5.00



Tidal
\$12.00



Deezer
\$4.70



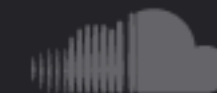
Amazon Music
\$5.00



Pandora
\$1.40



YouTube
\$1.75



SoundCloud
\$1.30

<https://www.musicgateway.com/royalties-calculator>

Review Stats

- ☐ Consider extra investment
- ☐ Management, agent, record labels interest?

Conclusion

- ☐ Less investment in advertising more on product?
- ☐ Increase knowledge of promotion chanelns and playlist curation

Bibliogrpahy

- <https://www.youtube.com/ads/how-it-works/set-up-a-campaign/budget/>