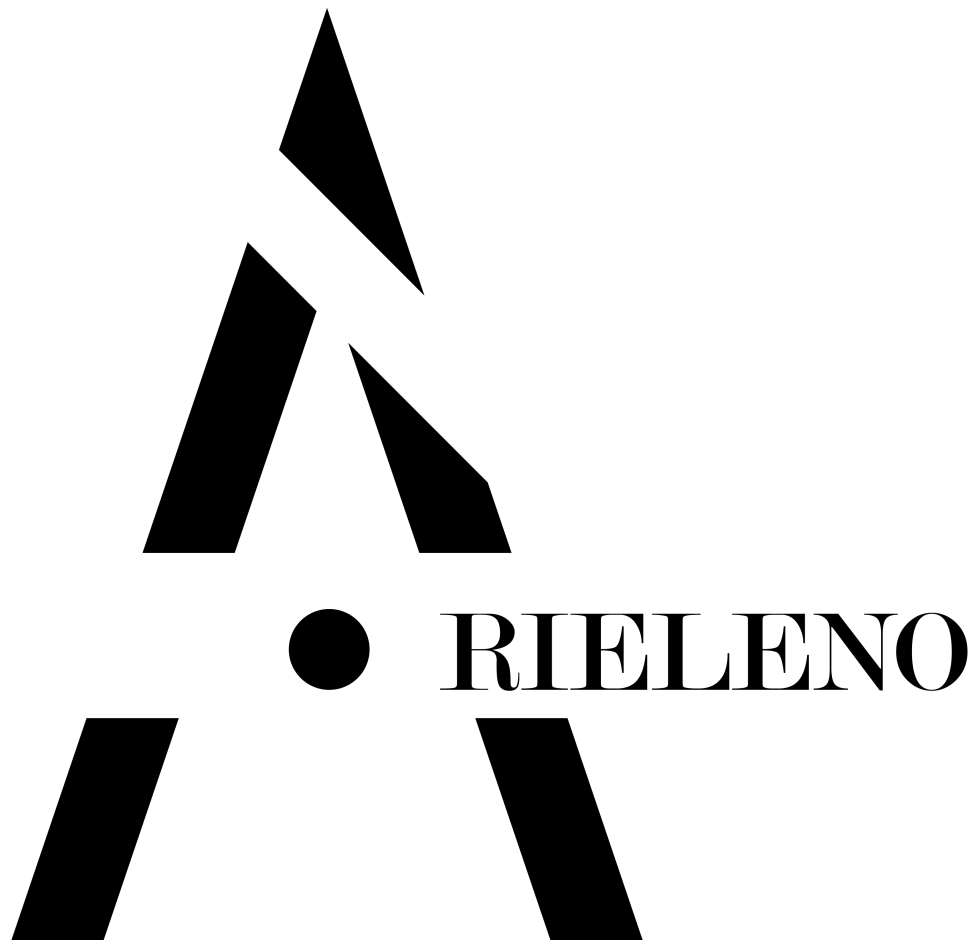


Daniel Arieleno
1910016
MA Music Business
Entertainment Marketing Report
Discipline Tutor: Tim Ferrone

Assignment component 1 - Report

Album release strategy for Arieleno



This essay is a marketing report comprising of the marketing strategy, marketing budget, marketing time line, marketing project plan, and a marketing asset deliverable for the release of an original artist's album, single, national and international promotion and UK / European live tour. This report focuses on marketing British born soulful, RnB artist Arieleno. Arieleno is an original artist, who has been writing songs, and performing for over a decade. Though still very young, Arieleno has accomplished several musical achievements such as successfully winning the MOBO unsung competition as part of an RnB duo on a platform that discovers talent, highlighting the next 'Superstar' through their annual talent competition, alongside opportunities such as being a supporting act for world renowned artists such as Ed Sheeran, and Boys 2 Men as part of his RnB duo at the time, and also recently being a lead supporting vocalist for British DJ, Producer and songwriter Sigala, who had the highest charting debut dance album of 2018, receiving a BRIT certified silver certificate. Regardless of all Arieleno's accolades thus far, he has only just been able to concentrate on developing, and finding his own individual sound as an artist, and is now ready to release his first album which is more of an EP 'Extended Play list' A medium length album containing around 4 to 6 songs.

This report will be an in depth analysis of the different types of marketing strategies that have been successfully tried, and tested in the music industry, and is being tested by today's generation that can be used to promote Arieleno's first single from his EP 'Based on a true story' not excluding the whole EP itself. A marketing budget outlining the costs, and other expenses that may occur before, and during the marketing process of Arieleno's single, EP, and later on in relation to putting on a UK/European live tour. A marketing time line will be set in place to show what tasks need to be done by a certain date, and or time, allowing a real plan to take place, and a marketing project plan and its market assets to be birthed; as the great saying goes,

"If you fail to plan, you are plan to fail" - Benjamin Franklin

The goal, and vision for Arieleno is to become a successful, and established world renowned recording artist, and entrepreneur within the music industry, acquiring on his musical journey several platinum albums, records, and streams including winning awards such as a BRIT award, Mercury, Grammy and more, establishing himself as a hit songwriter for artists signed, and unsigned in the music industry today, and in the future.

"Why limit yourself, when you can think BIG" - Arieleno

This Report will outline several variables in the marketing field such as the 4P's, Market analysis, SWOT analysis, competitor Analysis, and more, going in depth about who Arieleno's fans are, and how to target his audience effectively in today's music industry.

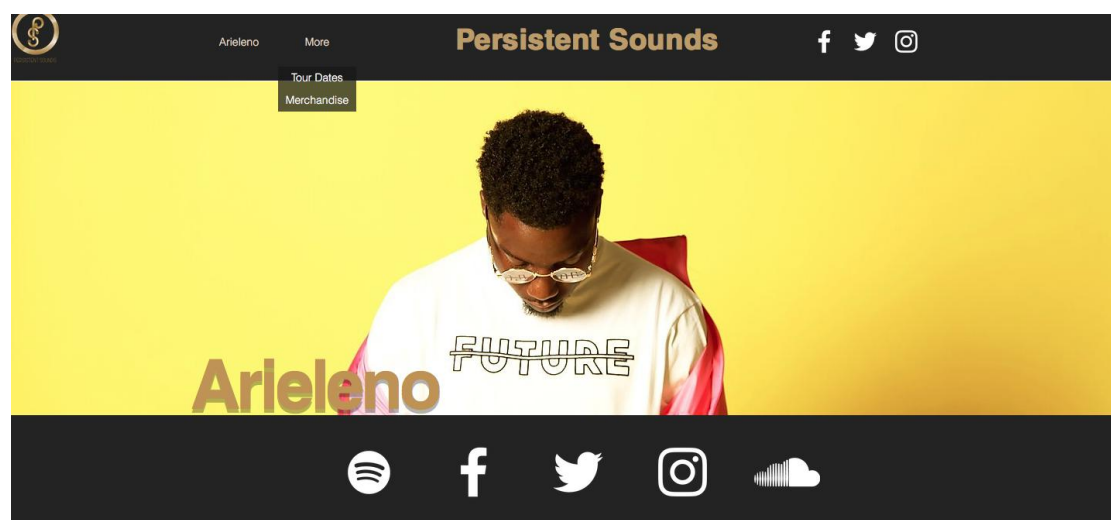
Marketing Strategy

The EP

Arieleno's EP consists of two parts, a 5 track studio version recorded, produced, and mixed and mastered at his home studio, and a live version with a full band and brand new musical arrangements. As this will be Arieleno's first project he decided that two parts of the EP would be a nice way of introducing his personality, and sound to the world. One sound capturing the in house studio sound where the magic is captured, and created, and the next an energetic, emotive, newly arranged live version of the EP which allows his audience to feel like they are sitting, or standing in a live concert experiencing, and visualizing Arieleno performing live. Currently on the social network

that works quite well for Arieleno; Instagram, Arieleno has just up to 3000 followers with the aim to grow his followers to around 5000 - 7000 after releasing, and marketing the studio EP, live EP, and first single.

When it comes to marketing strategies, there are different types of strategies that are used in a creative, musical setting in today's day and age. It is said that talent is not enough, but a great, and effective marketing strategy. Firstly a music website is very important, and is the foundation that every major recording artist has a website listing their bio, their next event, and or show, and a profile on the website selling merchandise to their fans, so as an upcoming artist, one should also follow suit, and emulate in their own original way how an establishing recording artists website should look like. Currently Arieleno's website is up and going, and is being linked with his musical production company 'Persistent Sounds'. Arieleno decided to link both his entrepreneurship spirit of creating a team of like-minded creative individuals who write, and produce music, and help each other mold their artistry. Arieleno decided a website as such will be like planting a seed for the long term goal, and vision explored earlier to flourish, and grow into a reality. This website will update Arieleno's fans on the release of his two EP's, the release of most importantly his first single, any live tour dates, and Arieleno t-shirt merchandise.



Hailing from South-East London, with abilities to wow your ears, warm your hearts & captivate your mind, with his distinctive soulful tone and playful twist on melodies, Arieleno cannot be denied.

As part of a UK RnB duo In'sight, Arieleno was the recipient of the 2013 MOBO Unsung Award. The win brought a host of opportunities which led to becoming a support act for various established artists, around London and the U.K; having already successfully supported acts such as Ed Sheeran(Asylum/Warner) earlier.

Website: www.persistentsounds.co.uk



Front Cover 'Based On A True Story'

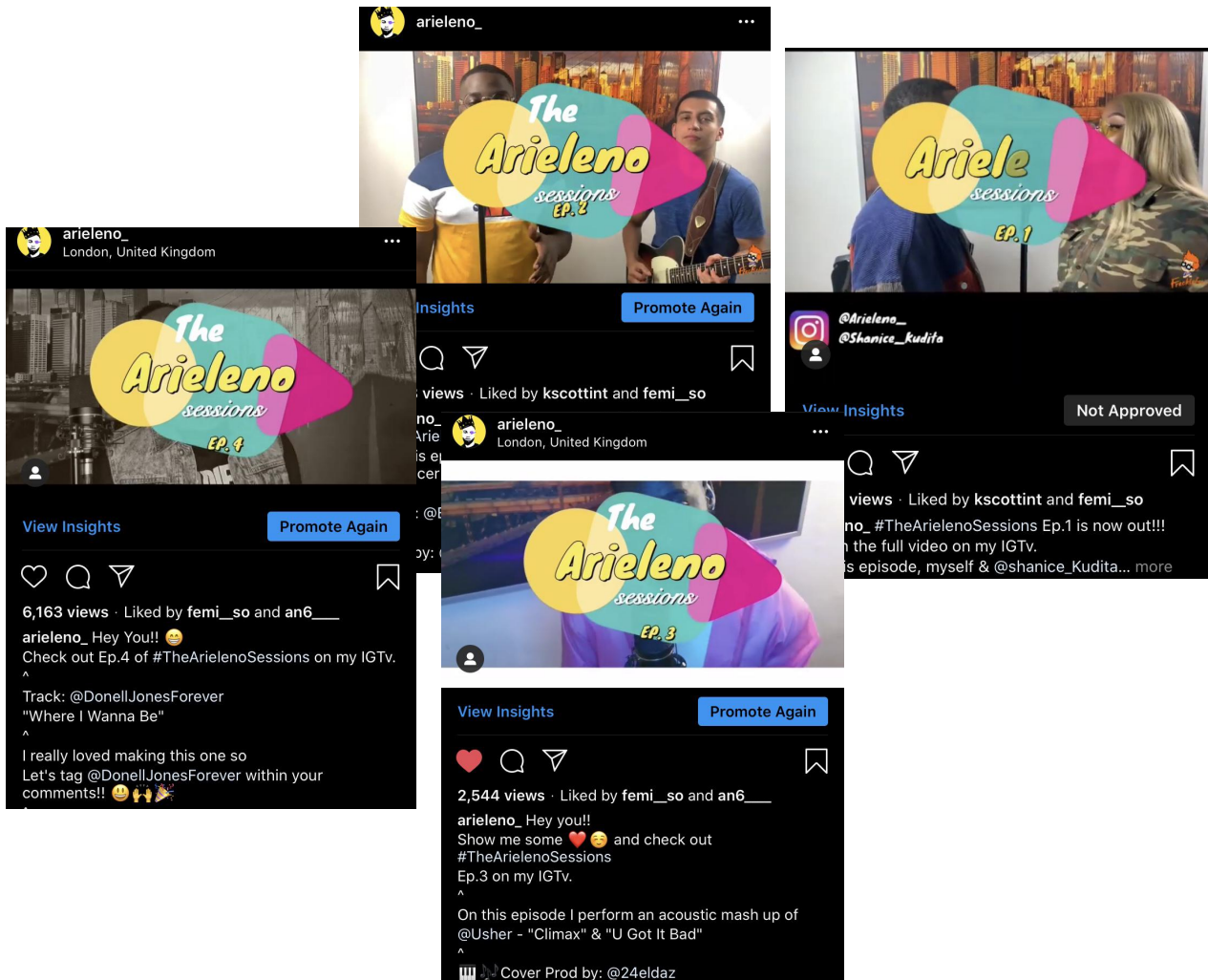


Back Cover 'Based On A true Story'

Online platform YouTube, which was founded in 2005, is another marketing strategy that is very much a trend in today's music industry, especially for budding musicians, songwriters, labels, and creatives alike YouTube is a great place to be on. Not only will a YouTube creator be able to upload, and share their video on a platform that acquires 2 billion active YouTube users, but they are also able to analyze their viewer ratings, comments situated below the line, their content algorithms, and be able to even live stream content. This all helps in analyzing an artist's fan interaction, and seeing what people like, and what people do not like, and allowing creative ideas of how one can engage more with their fans.

A great marketing strategy linked to YouTube is artists remixing an established artist's song, and creating an original instrumental, along with finding a unique way of delivering the song vocally. Artists such as LeRoy Sanchez became extremely popular on YouTube by posting covers of most popular songs with his silky, Spanish vocals gaining him almost 200,000 Spotify followers. Using a similar approach Arieleno started to film himself singing, and performing several of his favorite cover songs, accompanied with a guitarist, and or an original production calling it 'The Arieleno Sessions'. Arieleno released these covers on Instagram IGTV, a new feature to the social media platform Instagram that features high quality videos exclusively to instagram. Of course instagram has seen a market in video sharing, and has seen how social media platforms such as YouTube is, and has been so successful that they decided to compete in creating their own video sharing platform.

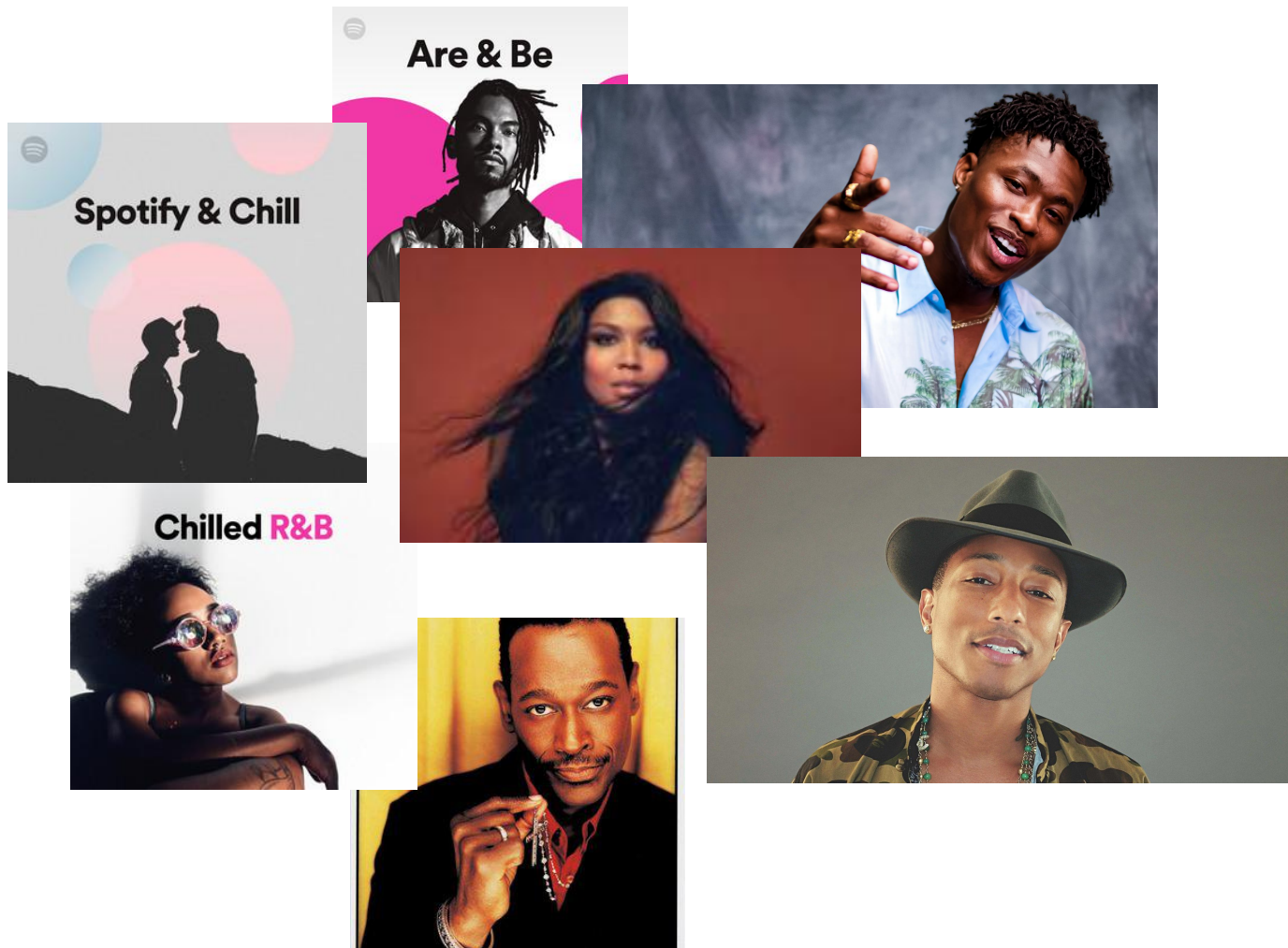
In August 2019, Arieleno gained a maximum of 6000 views on one of "The Arieleno Sessions" ' videos in October 2019. This marketing strategy helped Arieleno gain a few more followers on instagram, the social media platform which he believes has the most engagement with his fans. As the time draws closer for Arieleno to release his first body of work, shifting "The Arieleno Sessions" to an artist YouTube page will help in engaging with a wider audience. This strategy can bring new music lovers through to Arieleno's music.



On the release of the single, and EP, contributing the music on well known digital music streaming services is very vital in exploiting Arieleno's music to the world, so releasing his music on digital streaming services such as Spotify, iTunes, Deezer, Apple Music, Tidal, and more will be extremely beneficial in the growth of Arieleno's music. Everything in today's day and age is digital, people use to go to live events to hear their favorite artist perform, then they didn't have to do that as much when they were given the radio, then later down the line the power of vinyls meant people had the power to listen to their favorite song or artist at home rather than listening to what everyone had to listen to on the radio. Then came cassettes, and CD's allowing a person to be able to listen to their favorite artist or song on a portable device. Now in the digital era, modern streaming services such as Spotify, Apple music, TIDAL, Amazon music and much more are now pieces of internet connected hardware where an artist can reach their target audience, and build a presence from there. On these platforms, artists can see the analytic, and stats on how their audience is interacting with their music. For example, using 'Spotify for artists' where an artist can dig into song stats, and fan insights, and see how many people are listening to their music, where they are listening from, and see overall how many people are listening over a period of time. This information will allow artists such as Arieleno to base his tour schedule around where the most people are listening to the single, and EP on spotify.

Another great way of marketing on spotify is by sending music directly to spotify's in house curators team, and this allows the artist to be considered for spotify playlists.

Arieleno's music consists of sounds from soulful pop vocal melodies, 80's retro production, and gospel backing harmonies. If Arieleno's music were to be placed in a Spotify playlist, it would be playlists such as Next Wave Neo-Soul (232,098 followers) Spotify & Chill (287,157 followers) and the bigger playlists such as Are & Be (5,211,840 followers) and Chilled R&B (1,935,356) these particular playlists cater to the soulful sounds of Arieleno's first single, and both EP's. Arieleno draws his musical influences from old, and new school soulful pop artists such as Luther Vandross, Pharrell, Lizzo, Lucky Daye, and Miguel.



The 4 P's

The 4 P's is a marketing strategy plan that helps an individual to put the right product in the right place, price, and time. The 4 P's marketing outline goes like this: Price, Product, Promotion, and Place.

- Product is a good, or intangible service that meets a customer's need, and demand. The product should be able to solve a problem, the benefits of that product should be understood, and the unique selling point (USP) should be understood.
- Price is the amount that the customer is expected to pay, and how the product is priced will affect how it sells. This is connected to the perceived value of the product to the customer, and if the product is priced higher or lower than the customers expectation then it won't sell. So considering if a product is seen as little value then the product would need to be under priced to be able to sell.

- Promotion is different to marketing. Promotion is how marketing is to be communicated. The type of communication could be advertising, sales promotion, special offers, and PR (Public Relation)
- Place also referred to as placement is how the product will be distributed to the customer. This section of placement is important in deciding what type of distribution channel is best suitable for the product. However the product is being received, the product should complement the rest of the marketing strategy.



Figure 1. The 4 Ps of Marketing (Cleverism, 2014)

Market Analysis

RnB/Soul music just like any other genre of music has its popularity, and time of relevance in the mainstream market, and within the music industry itself. Studies have shown that in the first half of 2019 according to Music Business Worldwide (MBW) The RnB, and Hip-Hop genre dominated the majority of the U.S. Charts, and according to the Nielsen report, the biggest artist in terms of consumption of music in streams, and sales worldwide was RnB/Pop artists Ariana Grande followed by Hip-Hop Rap star Drake. Drake was said to be the biggest artist in 2019 with audio streams of up to 2.66 billion in H1 (the first quarter) of 2019.

SHARE OF TOTAL VOLUME BY FORMAT AND GENRE (SELECTED TOP GENRES)

Genre	Total Volume*	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams
R&B / Hip-Hop	31.2%	15.5%	12.2%	21.0%	23.6%	36.4%	37.5%	34.2%
Rock	23.1%	41.2%	44.2%	36.3%	24.2%	17.7%	20.4%	12.4%
Pop	15.1%	10.6%	9.8%	12.1%	22.4%	15.7%	15.7%	15.9%
Country	8.4%	11.4%	12.8%	8.9%	13.2%	7.1%	8.3%	4.7%
Latin	7.7%	1.5%	1.9%	1.0%	3.0%	10.0%	5.2%	19.5%
Dance / Electronic	3.6%	1.6%	1.2%	2.4%	3.7%	4.2%	4.4%	3.7%
Christian / Gospel	2.9%	4.8%	5.3%	4.1%	3.8%	2.3%	2.2%	2.5%
Children	1.1%	1.9%	2.0%	1.8%	0.7%	1.0%	0.8%	1.2%
Jazz	1.1%	2.4%	2.6%	2.0%	0.8%	0.7%	1.0%	0.3%
Classical	1.1%	2.2%	2.1%	2.3%	0.6%	0.8%	1.0%	0.5%

Read as: 15.5% of Total Album Sales come from R&B/Hip-Hop genre

*Total Volume = Albums + TEA + On-Demand Audio/Video SEA

Figure 2. Share of total volume by format and genre (Music Business Worldwide, 2019)

In relation to the UK RnB market, singer, songwriter Ella Mai is the first UK artist to top the US RnB singles chart with her record 'Boo'd Up'. In 2018 she became the first British artist to top the US RnB chart since Lisa Stansfield in 1992. Ella Mai criticized the UK music industry when her record gained lots of attention for not supporting her type of music.

"The music industry in England doesn't really know what to do with RnB, If it were up to England, Boo'd Up definitely wouldn't be where it is now" - Ella Mai (2018)

"Despite Britain's rich history of soul artists, pure RnB can often feel sidelined. A new wave of artists such as Mabel and Jorja Smith have scored their biggest hits by leaning into afro bashment and UK garage, while the slightly more retro grooves of Etta Bond, Mahalia, and NAO don't get the mainstream love they deserve" - Owen Myers (The Guardian, 2018)

In comparison to the female UK RnB/Soul scene, there aren't a lot of current male counterparts dominating the UK music scene. However there are a few artists that have made ripples, and are currently making them in today's UK music industry. Micheal Kiwanuka, Kwabs, and James Vickery are a handful who are recognized for their RnB, Soulful sounds.

Micheal Kiwanuka's album, 'Love & Hate' went to number 1 in the British charts, and was nominated for the 2017 BRIT awards album of the year. His symphonic record was also one of the opening titles of US TV show 'Big Little Lies' earning him international recognition. Kwabs single 'Walk' topped the charts in Germany, Hungary, and Romania gaining over 50 million Spotify streams. Lastly, James Vickery's record 'Until Morning' hit over 10 million plays on YouTube viral sensation channel 'Colours' joining his popularity on the channel to the likes of Billie Eilish.

These statistics show even though the UK music industry may find it harder to market, and or accept RnB in the UK, there are still UK artists that are championing the RnB/Soul soundtrack, and are slowly but surely opening doors for the world to recognize, and ultimately get to understand UK RnB/Soul music much easier, allowing others behind them such as Arieleno to walk through the music industry doors easier. So kudos to these artists waving the flag for the British RnB/Soul music.

SWOT

Below is a SWOT analysis on the release of Arieleno's single, and studio, and live EP release in relation to today's music industry in the UK. SWOT is an exercise used to identify the Strengths, Weaknesses, Opportunities, and threats in a company, organization or in this case an individual artist project. In this SWOT analysis, Strength will address what Arieleno's Project does well, similar to a unique selling proposition/point (USP) Weaknesses will take a look at what could, or may hold the project back from reaching its full potential, and what challenges may arise. Opportunities in short is finding ways in which Arieleno can improve sales, and grow as a brand, and artist. The final part is threats, this section will outline the things that may pose as a risk to the likelihood of success and growth for Arieleno as a brand, and artist.

Strength ● Studio, and live version of EP showing different sides of Arieleno's personality ● Constant social media musical presence with 'The Arieleno Sessions' ● Recent musical association with successful DJ/ Producer Sigala ● Access to own home studio ● Ability to mix and master ● Manager that helps to support creative direction/ business/Arieleno the brand, and artist ● Accessibility to a collective of songwriters and producers who collaborate with one another ● Relationship with Tileyard education, and tileyard music ● Relationships with industry executives	Weaknesses ● Only one song released since 2018 ● Soul / RnB may be harder to market mainstream in the UK than if it was a pop record, or single ● Lack of budget
Opportunities ● Funding through Help musicians/ MOBO awards to fund studio EP ● Funding through art council schemes ● Collaborations with other independent artists ● Collaborations with brands/ sponsorship and endorsement ● Free music distribution through companies such as spin up as part of Tileyard student	Threats ● World wide pandemic i.e. Corona Virus ● Independently supporting own career vs an indie or major label support ● Competition within the independent urban scene

Marketing Budget

In 2018 Arieleno was one of several successful applicants to be granted a bursary from the Help Musicians / MOBO awards to help aid with the creation of his first studio EP 'Based On A True Story'. The studio EP was supposed to be released May 2019, but due to unforeseen circumstances at the time, and now due to the world wide pandemic we face with the corona virus, Arieleno's EP will now be released July 2020. Arieleno was granted the maximum allowed grant of £2000 for the creating of his studio EP, below is the marketing budget table, and a brief description on why the funding was needed to create Arieleno's studio EP.

Arieleno Marketing Budget

Title	Based on A True Story (Studio EP)
Type (EP, ALBUM, SINGLE)	5 track EP, and 1 Single

Release date	Q3 2020
Total marketing budget	£2000
Record to date revenue	£0
Promotions	£600
- Radio interviews	
- Radio Plays	
- Blogs	
Content	
- Artwork & Promo photos	£100
- Music Video	£400
- Mix & Master	£300
- Producer fee	£600

Arieleno application answer

It is a really great time for music in the U.K. right now, as the Urban scene has been greatly rising; opening doors for artists like myself. I believe that this award will help me to elevate my career to the next level, and allow me to contribute to this developing scene.

I have been a struggling artist for the duration of my career which has caused a variety of set backs, and loss of opportunities; such as being unable to fund recording sessions, or have funds to pay the producers I would like to work with.

This award will put me in a position where I can be free to just focus on creating a project without the worry, and uncertainty of how it would be funded.

My first official project, with the help of the MOBO Help Musicians Fund can help me to open doors for additional income, which can support the creation of future projects .

With the support of a PR campaign, this will help me to get my music, and brand to places where I have been unable to reach thus far, allowing me to gain new supporters & ultimately increase my following.

With all the knowledge I have gained from being an independent artist, 10+ years of experience, a passion for singing & song writing, plus support from family, friends and music peers; I believe this award will make a crucial difference in my creative development and future career, allowing me to express my passion whilst inspiring others along the way.

In descriptive terms, I feel as if I already have the “car” – being my talent, knowledge, experience & assets. Now all I need is the “Fuel” – being the award, that will allow me press the pedal and excel.

Marketing Timeline

Q3 2020

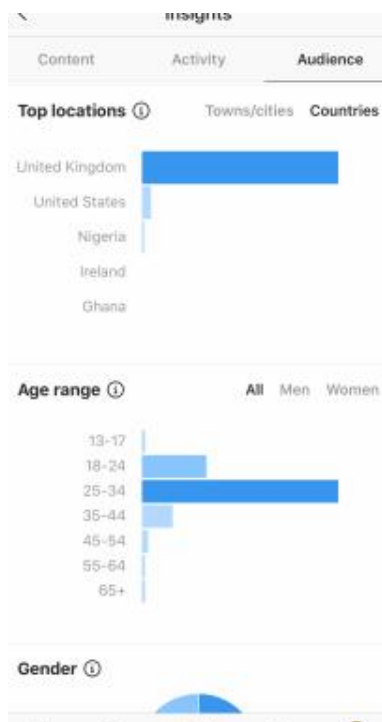
We have decided to release the first single, ‘Difficult’ and video of Arieleno in the third quarter of 2020. Due the current global virus pandemic we believe in the third quarter of 2020 hopefully third parties such as PR (ten letter) would be more available and can help us to push the single, and video out further than paid Facebook, and Instagram

ads, though we will still invest into those as they are still very important to reach a wider audience. Arieleno then will be able to go out to radio interviews, and live showcases to perform.



Arieleno Single cover 'Difficult'

We plan to promote the single and music video with snippets of both of these assets on all social media platforms, but most importantly instagram as that is where Arieleno engages with his fans the most. Instagram analytic have worked in our favor to research in depth Arieleno fans, and when they are more engaged so we can post pics, and videos at times where fans are more present, and in understanding what demographic Arieleno's fans are, from age, gender, location, personality etc we will be able to make a UK/ European live tour happen. Thank you Instagram. (see below for Arieleno's Instagram analytic)



Q4 2020

We plan to release the full studio EP, alongside a live EP launch, and industry showcase to agents who can get Arieleno, and his band paid gigs, and opportunities. And then release live videos of the live EP distributed on instagram IGTV, youtube, and audio on Spotify.

Q1 2021

Design 1 We aim to be on a tour support with an artist such as Lizzo, or Lucky Day as those are the type of artists Arieleno would fit being a support act with his full live band, however open to what a live agent may have in mind to boost the music popularity of Arieleno. We also aim for the whole band to wear custom Arieleno merchandise, and sell these to Arieleno fans at the EP launch, Tour, online on instagram and on the persistent sounds website.



Touring

One of the changes in the touring business over the last few years is how touring has been marketed. Initially when an artist was about to go on tour, a fan will find out from a newspaper advertisement, a radio advertisement, and in the exception of larger tours the advertisement of a that artists tour will be on television. However, In today's day and age, most of the marketing for tours happen on the internet which includes the majority of ticket sales. In 2019 over 85% of all tickets for tours were sold over the internet. Social media presence such as streaming numbers, YouTube views, artist website, social media networks such as Instagram, Facebook, Twitter, and blogs, and email spamming are all great avenues for promotion, and all go into the marketing process of causing awareness that an artist is now on, or about to go on tour. The more online presence an artist has, the more reach they will gain when drawing people to their tours. In relation to Arieleno's UK/European live promotional tour, we will be able to see what locations around the world Arieleno's music reaches from the first single release, and studio EP. From analyzing this through the Instagram analytic, Facebook analytic, and YouTube anyalitic we will be able to forge together a plan for a great tour. Currently from Arieleno's one song released, Spotify analytic show that the most listeners Arieleno received at the moment are from the UK, London, so a tour would not be so realistic at the moment, however the wider plan would be when the new single 'Difficult' is released, alongside the studio EP/ Live EP, and with the help of PR, we will be able to reach countries such as Germany, Spain, Sweden, China, USA and more, and be able to put together a great UK/European tour.

References

- Duncan, L. 2019 8 Music Marketing strategies that work in 2020 [Online] Available at <<https://www.musicindustryhowto.com/8-music-marketing-strategies-that-work-in-2019/>> [Accessed 10th April 2020]
- Garner, G. 2017. Inside the brits 2017 album of the year nominees Michael Kiwanuka [Online] Available at <<https://www.musicweek.com/talent/read/inside-the-brits-2017-album-of-the-year-nominees-michael-kiwanuka-love-hate/067583>> [Accessed 11th April 2020]
- Gill, A. 2015. Kwabs, Love + War - Album review: Slow and steady has proved the right way to go [Online] Available at <<https://www.independent.co.uk/arts-entertainment/music/reviews/kwabs-love-war-album-review-slow-and-steady-has-proved-the-right-way-to-go-10476683.html>> [Accessed 5th April 2020]
- Grannell, C. 2018. A history of music streaming [Online] Available at <<https://www.dynaudio.com/dynaudio-academy/2018/may/a-history-of-music-streaming>> [Accessed 10th April 2020]
- Gutierrez, L. 2019. 14 Music Marketing Strategies & Tips for 2020 [Online] Available at <<https://lorenzogutierrez.net/2019/05/music-marketing-strategies-for-artists-and-musicians/>> [Accessed 10th April 2020]
- Hotmart. 2020. What is IGTV [Online] Available at <<https://blog.hotmart.com/en/what-is-igtv/>> [Accessed 10th April 2020]
- IQBAL, M. 2020. YouTube Revenue and Usage Statistics [Online] Available at <<https://www.businessofapps.com/data/youtube-statistics/>> [Accessed 10th April 2020]
- Ingham, T, 2019. Hip-Hop and R&B loses Market share of US streams - But so does Rock, Pop and Latin [Online] Available at <<https://www.musicbusinessworldwide.com/hip-hop-and-rb-loses-market-share-of-us-streams-but-so-does-rock-pop-and-latin/>> [Accessed 1st April 2020]
- Leroysanchez. 2020. Home Page [Online] Available at <<http://www.leroysanchez.com>> [Accessed 10th April 2020]
- Luenendonk, M. 2014. Understanding Marketing Mix Concepts 4ps [Online] Available at <<https://www.cleverism.com/understanding-marketing-mix-concept-4ps/>> [Accessed 10th April 2020]
- Mobo. 2020. Home Page [Online] Available at <<https://mobo.com/unsung>> [Accessed 9th April 2020]
- Owen, M, 2018. Ella Mai: The British R&B star loved in the US - and ignored by the UK

[Online] Available at
<<https://www.theguardian.com/music/2018/aug/02/ella-mai-bood-up-r-and-b-charts-number-1>> [Accessed 1st April 2020]

RockNation, 2020. James Vickery [Online] Available at
< <https://www.rocnation.com/music/james-vickery/>> [Accessed 4th April 2020]

Savage, M. 2019. Michael Kiwanuka: 'I am not an imposter' [Online] Available at
<<https://www.bbc.co.uk/news/entertainment-arts-50260987>> [Accessed 4th April 2020]

Shewan, D, 2020. How to Do a SWOT Analysis for Your Small Business (with Examples)
[Online] Available at
<<https://www.wordstream.com/blog/ws/2017/12/20/swot-analysis> > [Accessed 13th April 2020]

Sigalamusic,. 2020. Bio [Online] Available at
<<https://www.sigalamusic.com/bio/>> [Accessed 9th April 2020]

S.Passman. D, 2019, All you need to know about the Music business 10th Edition.
Simon & Schuster, New York, NY. [Accessed 13th April 2020]

Spotify, 2020. Home [Online] Available at
<<https://artists.spotify.com/?ref=logo>> [Accessed 10th April 2020]

Woodcock, M. 2018. What's An EP, What Does EP Stand For & EP Meaning? [Online]
Available at
<<https://www.musicgateway.com/blog/how-to/play-music-make-killer-ep-4-steps>>
[Accessed 9th April 2020]