

Creative Music Management

Reflective Summary

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First and foremost a Reflective Statement 'refers to the method of writing that revolves around hindsight and is typically assigned to students in an academic setting in order to assist in their discovery of the ways in which education has helped them grow', according to Clark (2014). Furthermore, it is possible to assess the benefits of certain choices that had an impact on the writer's life whether positive or negative. The main parts of a Reflective Statement should cover what someone is expected to learn, what they have learned, and what the person would do differently. 'It is not sufficient to have an experience in order to learn. Without reflecting on this experience it may quickly be forgotten, or its learning potential lost' (Gibbs, 1988, p.9). According to Gibbs (1988), the reflective cycle has 6 stages. The first one is the 'Description' of what is reflected on and who was involved in the learning process. The second stage is about 'Feelings' and what the writer was thinking or feeling during this process. Next, is the 'Evaluation' of a situation and what was good or bad about it. The 'Analysis' is about what sense can be made out of a situation. The fifth stage is the 'Conclusion'. In this phase, the executor has to explain what else he or she could have done better and what has been learned from the experience. The final stage is the 'Action plan' that sums up anything that needs to be known and has to be improved for next time.

For the Creative Music Management project, it was necessary to get into a group of four people to create a portfolio based on an upcoming artist. The artist we chose was Chloë Rona, a singer-songwriter from London. The portfolio for the singer had to include an original track, which was called 'Fuel', by the artist as well as the remix of this song and a music video to support the song. Further, it was the team's task to create a marketing strategy and plan based on this artist and the track. The aim with the plan was to show the artist's potential and promote her music to achieve a great outcome. The portfolio also included artwork fitting to the campaign, a press release, a marketing budget as well as a sales prediction for the single.

We as a group decided to collaborate on every task together as a team and support each other with our strengths. This brought a great group harmony into the project and everyone was very excited about working together. Creating a great team spirit is important, as it is the basis for the provision of efficiency and productivity, as per Whebe (2017). Generally, the group got on very well and great communication ruled throughout the entire project. This was particularly important when unexpected incidents occurred which needed to be solved efficiently. Within the group, a key factor was the attention to detail. Everyone was on the same wavelength and wanted to make the project as perfect as possible, which led to an outcome where everybody was satisfied with the end result. Positive was also that the artist knew exactly what she wanted to achieve with this project which made it easier for the marketing team to establish a plan based on this. A good point the team and I found in our work was that the music, as well as the videography, was very strong and the creating of a marketing campaign around this project was made very easy for us. Furthermore, the artwork of the artist was very powerful and reflected the promoted single 'Fuel' as well as Chloë Rona's artistic presence as a whole perfectly. For the project, we found

suitable and strong partnerships that were ideal for Chloë Rona and her brand. For the reason that she is very into fashion and likes to express herself with clothes it was only right to include a fashion brand into the plan. The overall project management for this task was in my opinion very good and well structured. Generally, great project management is important because it ensures the existence of a good plan for the execution of strategic goals, according to Aston (2017). It is also crucial because it brings leadership and direction to projects. However, in our case, there was no single leader instead it was everyone who had a say in the making of the project.

However, not only was there a lot of positive things that stood out during the making of this project but we also experienced a couple of less great ones. One of them, in particular, was the lack of Time Management. We particularly experienced this towards the end of the work when we had to work under time pressure. Moreover, the group could not manage to create physical marketing such as print advertisement e.g. posters and flyers, which we initially mentioned in the marketing plan. This came down to time issues. As mentioned above communication was overall great within the group. However, at the end, the team found problems with the budget, which needed to be solved quickly and efficiently in order to meet the deadline. In this situation, we had slight troubles with the communication and the solving of the issue strategically. Nonetheless, the team could manage the complication correctly and in time. According to Kossof (n.d.), in situations as such communication within a team is key in order to solve the problem effectively and find solutions fast. In order to receive a more cohesive theme with the music and the artwork, a photoshoot with the artist could have been organised. Furthermore, the remix of the single could have been more in keeping with Chloë Rona's themes. A minor downfall was the fact that the graphics in the marketing plan appear to be slightly unclear and blurred, however still readable.

Through this project, I have noticed that my communication skills have further established which will be helpful for future projects as such. Due to some Time Management issues during the production of the project, it is necessary for me to further improve in this skill in order for me to be more organised for future projects and give my best contribution to a task. Time Management generally is very crucial because it can provide a better quality of work and productivity as well as work efficiency is improved, as claimed by Tran (2015). Although communication was great in our group it is always important to further establish my communication skills in order to become the best professional person I can be. Working in a team has helped me improve on my team working skills, which is important for working efficiently. Through the group work, I personally have learned a lot from the other team members, which can be useful in the future. Furthermore, due to a few issues, which needed solving I experienced an improvement in my problem-solving skills and working under pressure. Due to my previous experience of creating marketing plans in the past, I was able to apply this knowledge and skills to this project. However,

through this assignment, I was able to gain even more knowledge about advertising and promoting artists and my skills for marketing have clearly further developed.

For the project, we decided to distribute the single as well as the remix on online music platforms such as iTunes and Amazon Music. We also wanted to make her music available on streaming services such as Spotify, Apple Music, and Deezer. One of the main reasons why only digital distribution systems were chosen for this project is due to financial circumstances. As the budget was set for only £500 it was not possible to distribute physically and print CDs or Vinyl at this stage. Not only is digital distribution cheaper but also more practical and portable and can be accessed anytime by the user, which was important for Chloë Rona's campaign. The logic behind this was because of her listening audience, which are 18 to 35-year-olds male and females. Therefore, it should not be ignored that streaming services are very popular with this age group. Another benefit that comes with digital services such as Apple Music and Spotify is the fact that not only Chloë Rona's latest single will be promoted but also her other music as well. Furthermore, for the artist and her team digital distribution is a lot easier and simpler than physical as it is only necessary to upload the product click and send it to the optional services. Lastly, with digital distribution, upcoming artists have a better chance of being discovered with streaming platforms. For Chloë Rona, the streaming platforms Spotify, Apple Music, and Deezer were selected specifically because these are the most popular services used for listening to music, according to Skinner (2019). In terms of promotion, the marketing team decided to mainly promote the single via digitally. Social Media platforms such as Instagram, Facebook, and Twitter were used to advertise Chloë Rona and her music. Social Media counts to the most powerful and most important tools when it comes to online marketing, according to Haque (2018). In general, Social Media can boost sales and increase traffic to the singer's website. Moreover, it can help build a brand for the artist and serve as recognition tools. Social Media is also beneficial for the establishment of an international career. Further, artists can get direct feedback from their fans via Facebook, Instagram, and Twitter. With Social Media ads, artists and their teams can set their own goals regarding how many people should be reached with an advertising campaign. It also is very flexible in terms of the amount of money spent on Social Media Ads. This means the more people an ad should reach the more cost-intensive it is going to be. Although the marketing team used all three main Social Media services for promotion, Chloë Rona's release was focused on Instagram specifically due to its huge popularity and 800 million users worldwide, as per Leibowitz (2018). In addition, the engagement rate and user interaction with brands are significantly higher on Instagram than on all other platforms. Furthermore, traffic engagement and website visits spring mostly from highly engaged Instagram users who spend almost three minutes longer on an artist's homepage coming from this source than any other channels. Moreover, the demographic that use Instagram the most are young adults between the age of 18 and 29, according to Leibowitz (2018). This demographic falls into roughly 70% of Chloë Rona's target audience and is, therefore, another reason why the marketing campaign was focused on this platform. Overall, Chloë Rona's engagement on

Instagram is higher than on every other service. This is because she can directly engage with her followers and build a close relationship with her fans by giving them a glimpse into her day-to-day life. To feel as close as possible to their idols is what attracts people the most. However, Facebook and Twitter should not be neglected and still be included in this marketing plan. Another marketing tool that is used for the promotion of the single and which boosts digital sales are Google Ads, which are listed in the budget plan. Google Ads is an important tool that can make the task of marketing a lot easier, according to Salem (2012). With a similar operation to Facebook Ads, it can also target specific audiences with a specified budget. As claimed by Hicks (2018), the use of the keyword tool Google Ads offers to specify keywords and ad should show up for when someone searches. Therefore, it is necessary to create a strategy behind Google Ads and find keywords that are relevant to a project but also searched for a lot. A massive bonus that comes with this marketing tool is that the advertiser will only be charged when a person clicks on the ad. This can especially be convenient for newer artists with lower budgets. Promoted will the single and the remix not only via Social Media and Google Ads but also via a mailing list. This is especially relevant for the more loyal fans that interact with Chloë Rona on a daily basis. According to Rubright (2016), emails are more personal and can be addressed to anybody directly. For this campaign, it was also important to the team to give away the remix of Chloë Rona's single 'Fuel' for free exclusively to the fans and supporters that are subscribed to this list. The reason for this was to make these followers feel more special and engaged in this project.

Overall, the whole team was very satisfied with the outcome of the end result of the project and the overall portfolio, which was important to us. The harmony within the group was excellent and the work was evenly split which was important to the team. For this project, it was important for the whole team to mainly focus on digital marketing due to Chloë Rona's presence as an artist as well as due to her audience of 18 to 35-year-olds. With the use of Social Media and its ads features, we were able to create a strategic marketing plan suitable for the artist and her music. Due to a few issues along the way we fell a little bit behind in terms of time. However, in the end, we could manage this issue and finish the project for the deadline. For the future, it is necessary for all participants of this project to improve on Time Management to avoid any stressful situations.

For the future, I would suggest for the University to better organise such a task in order for students to have a clearer understanding of what is desired for this type of assignment. My recommendation would be to revise the instructions for such a project and also explain things further during class.

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