

CHIARA OLDANO

Marketer Troi



Project Management and Timeline

January 2021							
W	S	M	T	W	T	F	S
53						1	2
1	3	4	5	6	7	8	9
2	10	11	12	13	14	15	16
3	17	18	19	20	21	22	23
4	24	25	26	27	28	29	30
5	31						

February 2021							
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5		1	2	3	4	5	6
6	7	8	9	10	11	12	13
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9	28						

March 2021							
W	S	M	T	W	T	F	S
9		1	2	3	4	5	6
10	7	8	9	10	11	12	13
11	14	15	16	17	18	19	20
12	21	22	23	24	25	26	27
13	28	29	30	31			

April 2021							
W	S	M	T	W	T	F	S
13					1	2	3
14	4	5	6	7	8	9	10
15	11	12	13	14	15	16	17
16	18	19	20	21	22	23	24
17	25	26	27	28	29	30	

May 2021							
W	S	M	T	W	T	F	S
17							1
18	2	3	4	5	6	7	8
19	9	10	11	12	13	14	15
20	16	17	18	19	20	21	22
21	23	24	25	26	27	28	29
22	30	31					

June 2021							
W	S	M	T	W	T	F	S
22			1	2	3	4	5
23	6	7	8	9	10	11	12
24	13	14	15	16	17	18	19
25	20	21	22	23	24	25	26
26	27	28	29	30			

July 2021							
W	S	M	T	W	T	F	S
26					1	2	3
27	4	5	6	7	8	9	10
28	11	12	13	14	15	16	17
29	18	19	20	21	22	23	24
30	25	26	27	28	29	30	31

August 2021							
W	S	M	T	W	T	F	S
31	1	2	3	4	5	6	7
32	8	9	10	11	12	13	14
33	15	16	17	18	19	20	21
34	22	23	24	25	26	27	28
35	29	30	31				

September 2021							
W	S	M	T	W	T	F	S
35				1	2	3	4
36	5	6	7	8	9	10	11
37	12	13	14	15	16	17	18
38	19	20	21	22	23	24	25
39	26	27	28	29	30		

October 2021							
W	S	M	T	W	T	F	S
39						1	2
40	3	4	5	6	7	8	9
41	10	11	12	13	14	15	16
42	17	18	19	20	21	22	23
43	24	25	26	27	28	29	30
44	31						

November 2021							
W	S	M	T	W	T	F	S
44		1	2	3	4	5	6
45	7	8	9	10	11	12	13
46	14	15	16	17	18	19	20
47	21	22	23	24	25	26	27
48	28	29	30				

December 2021							
W	S	M	T	W	T	F	S
48				1	2	3	4
49	5	6	7	8	9	10	11
50	12	13	14	15	16	17	18
51	19	20	21	22	23	24	25
52	26	27	28	29	30	31	

Single Releases



The announcement (boost)



The friendly reminder

RELEASE (boost)



The follow up



ONLINE REVIEW/THANKS (story)



Big New Year Thank You. Accomplishments

2022

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
26	27	28	29	30	31	1	30	31	1	2	3	4	5	27	28	1	2	3	4	5	27	28	29	30	31	1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	1	2	3	4	5	27	28	29	30	31	1	2	24	25	26	27	28	29	30
30	31	1	2	3	4	5																					
May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	29	30	31	1	2	3	4	26	27	28	29	30	1	2	31	1	2	3	4	5	6
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
29	30	31	1	2	3	4	26	27	28	29	30	1	2	24	25	26	27	28	29	30	28	29	30	31	1	2	3
September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
28	29	30	31	1	2	3	25	26	27	28	29	30	1	30	31	1	2	3	4	5	27	28	29	30	1	2	3
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
25	26	27	28	29	30	1	23	24	25	26	27	28	29	27	28	29	30	1	2	3	25	26	27	28	29	30	31
							30	31	1	2	3	4	5														



Live Outdoor Car
Gig



Sell gigs tickets
and win bonus
track



End of campaign

January 2021							
W	S	M	T	W	T	F	S
53						1	2
1	3	4	5	6	7	8	9
2	10	11	12	13	14	15	16
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February 2021							
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6	7	8	9	10	11	12	13
7	14	15	16	17	18	19	20
8	21	22	23	24	25		26
9	28						

March 2021							
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9			1	2	3	4	5
10	7	8	9	10	11	12	13
11	14	15	16	17	18	19	20
12	21	22	23		24	25	26
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14	4	5	6	7	8	9	10
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16	18	19	20	21	22	23	24
17	25		26	27	28	29	30

May 2021							
W	S	M	T	W	T	F	S
17							1
18	2		3	4	5	6	7
19	9	10	11	12	13	14	15
20	16	17	18	19	20	21	22
21	23	24	25	26	27		28
22	30	31					

June 2021							
W	S	M	T	W	T	F	S
22				1	2	3	4
23	6	7	8	9	10	11	12
24	13	14	15	16	17	18	19
25	20	21	22		23	24	25
26	27	28	29	30			

July 2021							
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27	4	5	6	7	8	9	10
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29	18	19	20		21	22	23
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W	S	M	T	W	T	F	S
31	1	2	3	4	5	6	7
32	8	9	10	11	12	13	14
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41	10	11	12		13	14	15
42	17		18	19	20	21	22
43	24	25	26	27	28	29	30
44	31						

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44		1	2	3	4	5	6
45	7	8	9	10	11		12
46	14	15	16	17	18	19	20
47	21		22	23	24	25	26
48	28	29	30				

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48					1	2	3
49	5	6	7	8	9	10	11
50	12	13	14	15	16	17	18
51	19	20	21	22	23	24	25
52	26	27	28	29	30	31	

Press etc



Send press
about release
coming out



Ask radio's to
add to playlist
and say some
words



Send Song review
press release



RELEASE



Revise &
Update
Campaign

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50	12	13	14	15	16	17	18
51	19	20	21	22	23	24	25
52	26	27	28	29	30	31	

Social Media: Before Release



Pre save
gif with
link



Behind
the
scenes



Win
tickets to
gig if you
pre save
now



Single
artwork
hint, pre
save link



Count
down
(youtube
clips)



RELEASE

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W	S	M	T	W	T	F	S
53						1	2
1	3	4	5	6	7	8	9
2	10	11	12	13	14	15	16
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51	19	20	21	22	23	24	25
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Social Media: After Release

 Reminder its out, links to listen (lyric from song?)

 Press with photos

 Chosen promo (page 22)

 Sell live /online show tickets

 Chosen promo (page 22)

 RELEASE

SMART Target

- S: Have more interaction and engagement with fans (turn them to loyal customers). Steady incline over the campaign. See portfolio 8
- M: Monitor those who convert from viewing to following on instagram/spotify's Fan Conversion Ratio on cartmetric and youtube subscribers
- A: Livestreams/q&a, competitions, behind the scene stuff, bonus tracks? react/comment, merch, pin location on map
- R: Chartmetric, spreadsheets, a website and merch page.
- T: 22nd Jan, End of Campaign.

SMART Target

S: Widen/grow audience.

M: Taking in account of Chiara's current followers, monthly listeners on each channel before the campaign starts and then reviewing this data every month.

A: Press releases, radios, playlists.

R: Improve by 10% each single release e.g. after 1st single reach 137 monthly spotify listeners and 8,179 spotify streams (see portfolio 8)

T: 22nd Jan, End of Campaign .

TikTok

Followers	N/A
Likes	N/A

Spotify

Followers	100 (648,031st)
Monthly Listeners	125 (822,258th)
Popularity ⓘ	1/100 (1,046,904th)
Playlist Reach ⓘ	3.6K
Fan Conversion Ratio ⓘ	80.00%
Playlist Reach / Followers Ratio ⓘ	36.2x

Deezer

Fans	0
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YouTube

Channel Subscribers	242 (63,687th)
Channel Views	32.5K (68,419th)
Daily Video Views	0
Monthly Video Views	0

Instagram

Followers	1.8K (73,384th)
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SMART Target

- S: To surpass her own listeners and streams on Spotify.
- M: To reach 100 monthly listeners on spotify and 10,000 streams on at least one song of the campaign.
- A: Get songs on the right spotify playlists, radio, blogs, pre-save links, good social media links
- R: Create good press releases, press shots, EPK for each single. Give enough time to send these off and get replies. Chose/pick carefully which playlists to promote songs too.
- T: 22nd Jan, End of Campaign .

SMART Target

- S: Increase number of views on Youtube
- M: How will I measure it: show a steadily rising progress in views/engagement on Youtube by putting out regularly, engaging content, that builds on a storyline and provokes questions. take screenshots/data of where data is at now. Look for rise on graphs and numbers. Start excel spreadsheet? Aim to go from 75.7k Youtube listens to 10.k by December.
- A: How I will achieve it: to put out engaging content, links and paid links to Youtube. Get people talking about visual content to keep algorithms up. Also up engagement each time a single comes out. Not too loose too many people in between.
- R: Realistic/ resources. Captivating storyline, aesthetic video/visual content. Pre-save versions, lyric version, smaller clips on Instagram and Facebook with links to Youtube. Do a live acoustic gig on Youtube with a Q&A.
- T: 22nd Jan, End of Campaign .