

CHIARA OLDANO

Marketer Troi

Expenditure Breakdown





Expenditure Breakdown

- Photoshoot(s)
- Boosted posts
- Videographer, creation assets + editor
- Single artworks
- Album artwork
- Digital media creator (diy)
- Hiring gig equipment/stage stuff
- Paying other artists
- Think about how much money can be made through merch and gig sales
- Setting up a website
- For me as a marketer

Total Costs

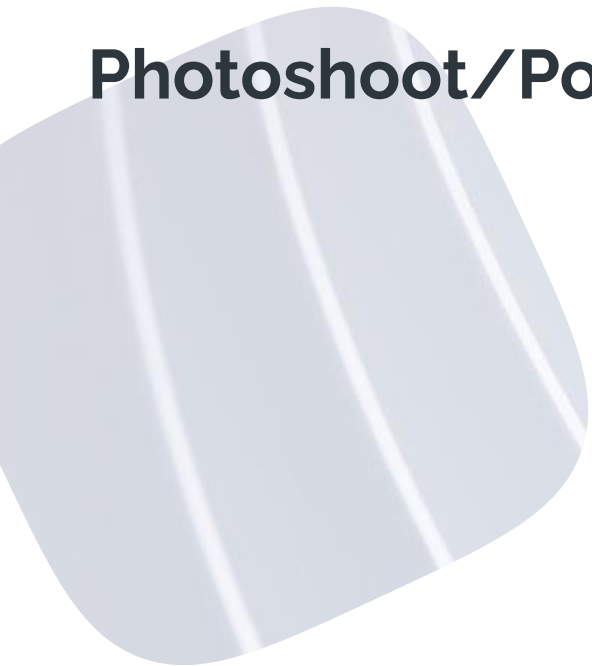
	Single 1	Single 2	Single 3	Album	1 time payment	Totals
Digital Marketer					£4,000	£4,000
Photoshoot	£80	£80	£80	£80		£320
Videographer + editing	£200	£200	£200			£600
Boosted posts	£150	£150	£150	£150		£600
Single/album artwork	£15	£15	£15	£60		£105
Digital Media Creator	£100	£100	£100			£300
Gig Hire					£200	£200
Paying Artists					£500	£500
Website					£100	£100
Total						£6,725
Option, internal media creation						-£200
						£6,525

Breakdown/Explanation



Marketer Me

- It usually takes 3 weeks (120 hours) to develop a detailed annual digital marketing strategy (10webblog2020).
- At least once every trimester you need to revise and update the plan. Each revision takes about a week (40 hours). Altogether, you need 240 hours of work per year for strategy development and 3 revisions. Now multiply it by the marketer's hourly wage (\$29 to \$39.)
- Add my digital content editing and PA system (£100 for both)
- Upskilling by adding my digital content editing and PA system would round me to £4,100



Photoshoot/Portraits

Fiverr: £80- £150 - Satin Photos

<https://rb.gy/ju7ppa>

<https://rb.gy/tliqji>

x4 (each release) = £320

**Videographer,
creation assets
+ editor**

Fiverr - dance videos: £185

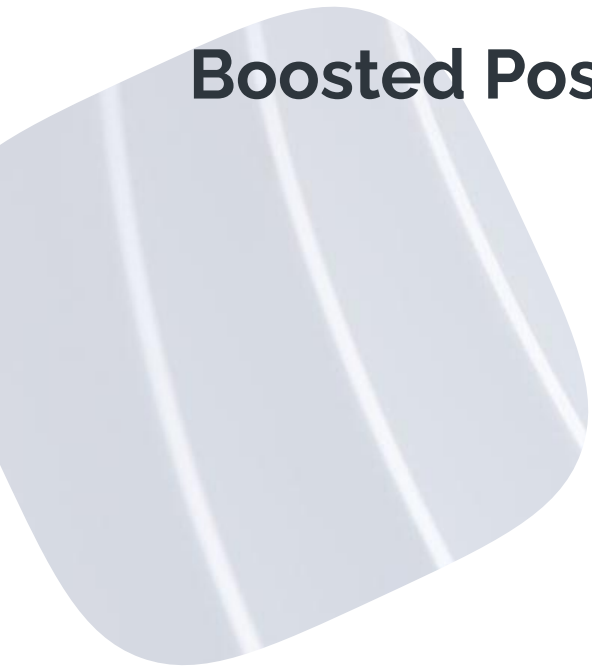
<https://rb.gy/vpfirc>

Fiverr - video editing : £10/15

<https://rb.gy/onbeyu>

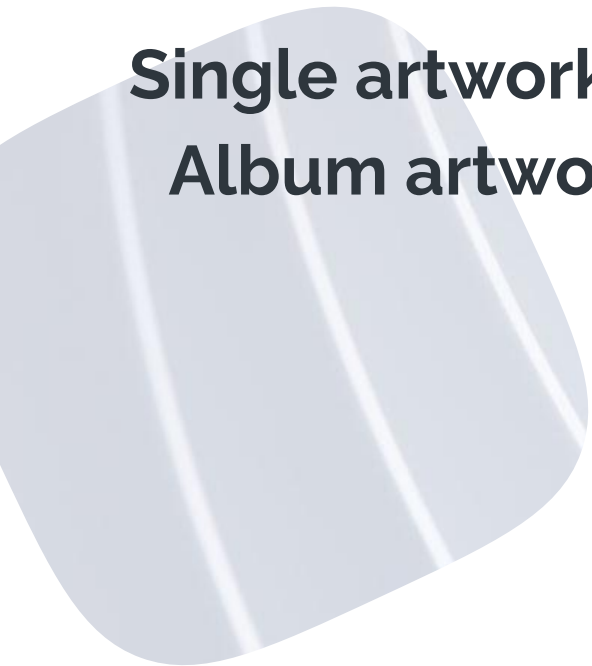
Total = £200

x3 = £600



Boosted Posts

- Announcement x4 - £50 = £200
- Releases x4 - £50 +£200
- Sell gig tickets x4 - £50 = £200
- Total = £600



Single artworks, Album artwork

Fiverr - Vintage album cover = £60

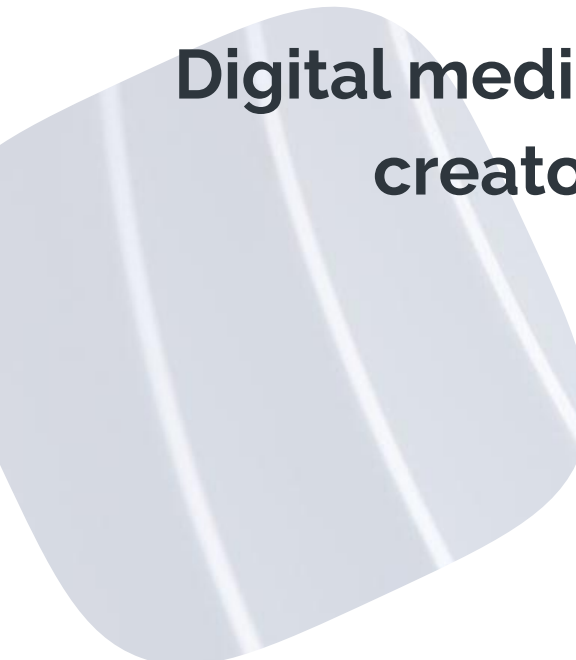
<https://rb.gy/4hh8by>

Fiverr - Single artwork = £15

<https://rb.gy/1hlob2>

Single artwork X3 = £45

+£60 = £105



Digital media creator

I am happy to to this myself after photos/videos are taken. I will add a small extra fee on top of my marketing price.

OR pay £100 for external media creator:

<https://rb.gy/aaiaxi>

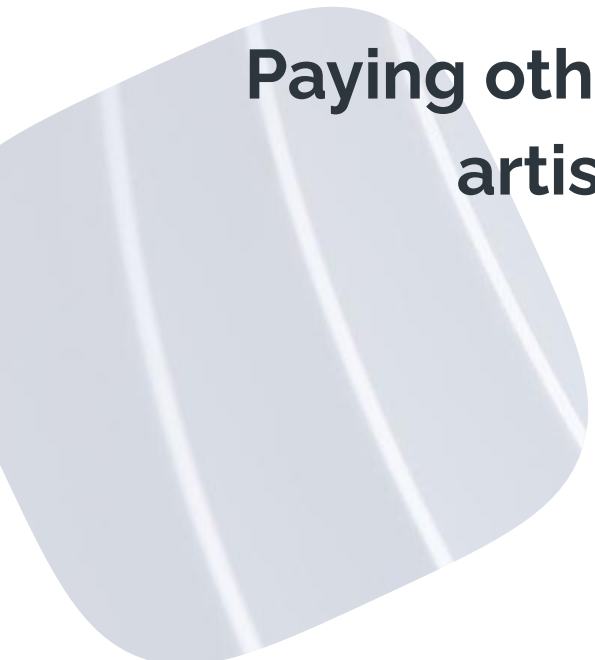
<https://rb.gy/yxirkh>

$£100 \times 3 = £300$



Hiring gig equipment/ stage stuff

- Stage: £25-£50
<https://eventhireuk.com/portable-stage-unit-hire>
- PA: £100
<https://www.londonspeakerhire.com/>
- Gazebo for the stage: £45
https://www.xlmoto.co.uk/motorcycle-accessories/motorcycle-accessories_c90/race-tents_c96/xlmoto-tent-walls-black-3pcs_pid-Xltentwalls-B?nosto=is-pdp-brand-cross-sale
- Total = £195-£200



Paying other artists

If we were to charge people coming to the gig £10 and expected 100 people, this would help to cover costs for the stage equipment leaving about £800.

3 supporting artists, £100 each for half an hour and Chiara gets an hour £200 = £500
£300 left to cover other costs
(remember prices from merch may help to earn money)



Setting up/ maintaining a website

Wix is about £100 for a year for the unlimited plan:

<https://www.websitetooltester.com/en/reviews/wix-review/prices/>