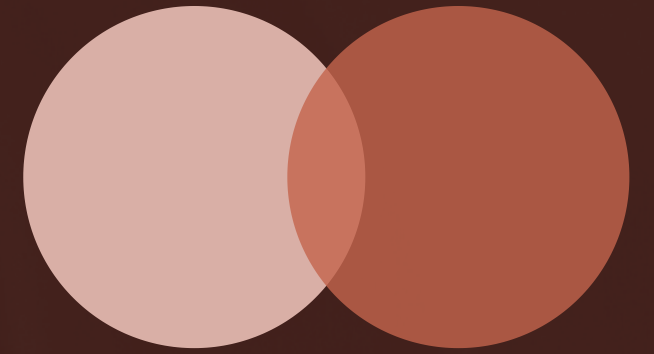


TRACEY KASONGO PRESENTS...

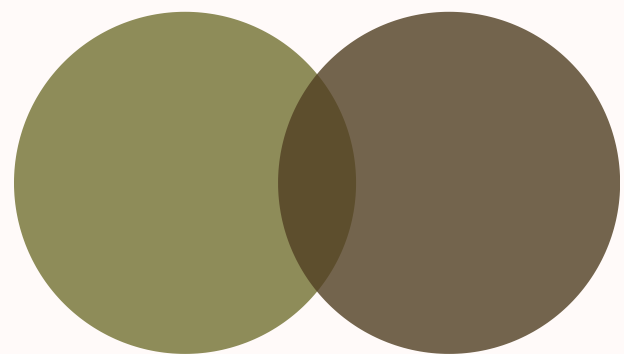


ENTERTAINMENT MARKETING PRESENTATION

Lecturer: Tim Ferrone
Module Code: SBTY7003



WHAT WE'LL DISCUSS



PRESENTATION HIGHLIGHTS FOR LORD ISAAC - SINGLE/EP RELEASE

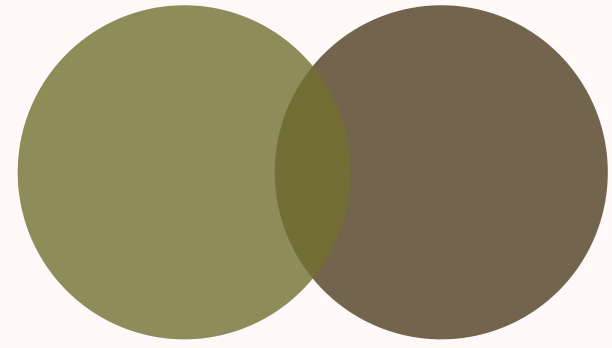
Marketing Strategy
Marketing Budget
Marketing Timeline
Marketing Analysis

MANAGEMENT



LORD ISAAC:

ARTIST

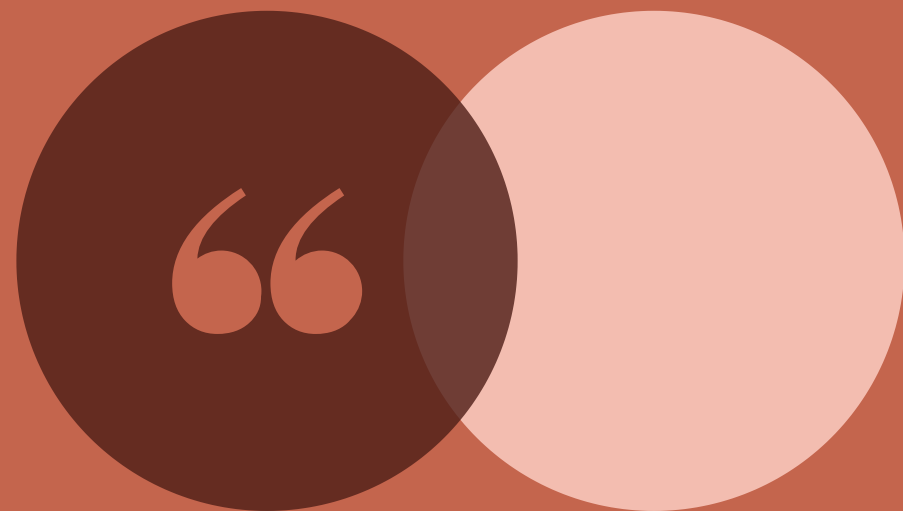


OBJECTIVES

MARKETING STRATEGY

Setting goals and identifying realistic targets for achievements.
Discuss in depth what these are, how is this useful? Full analysis
can be found in the marketing report

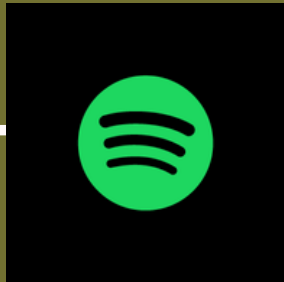
PRINCIPLES OF MARKETING



**Finding the people it's
meant to serve...
marketing isn't just
selling something! The
market decides...**

SETH GODIN, 2018

STREAMING & SOCIAL MEDIA PLATFORMS



SPOTIFY

music streaming platform



TIKTOK

video-sharing social
networking

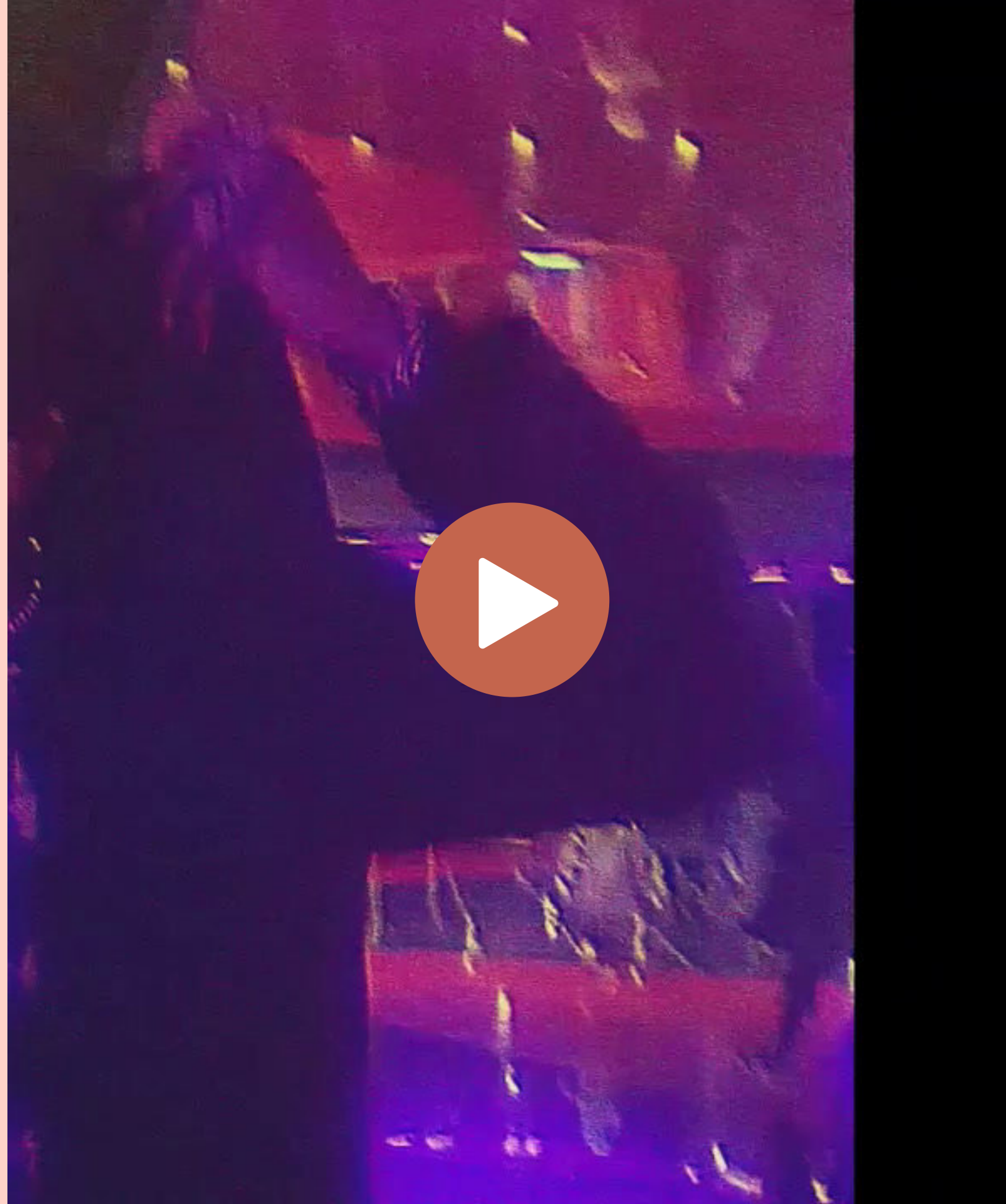
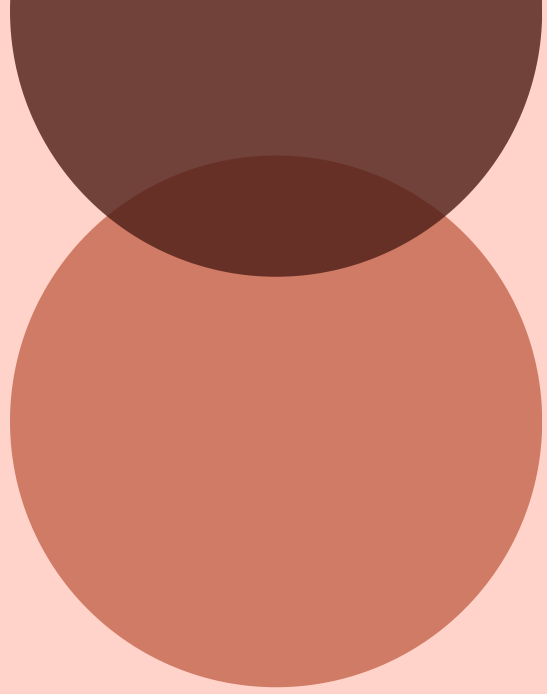


INSTAGRAM

photo and video-sharing
social networking

***These are not the only platforms used but the main ones illustrated.**

Single Release Promo Video



Promotional marketing
tool via social media -
Instagram IGTV.

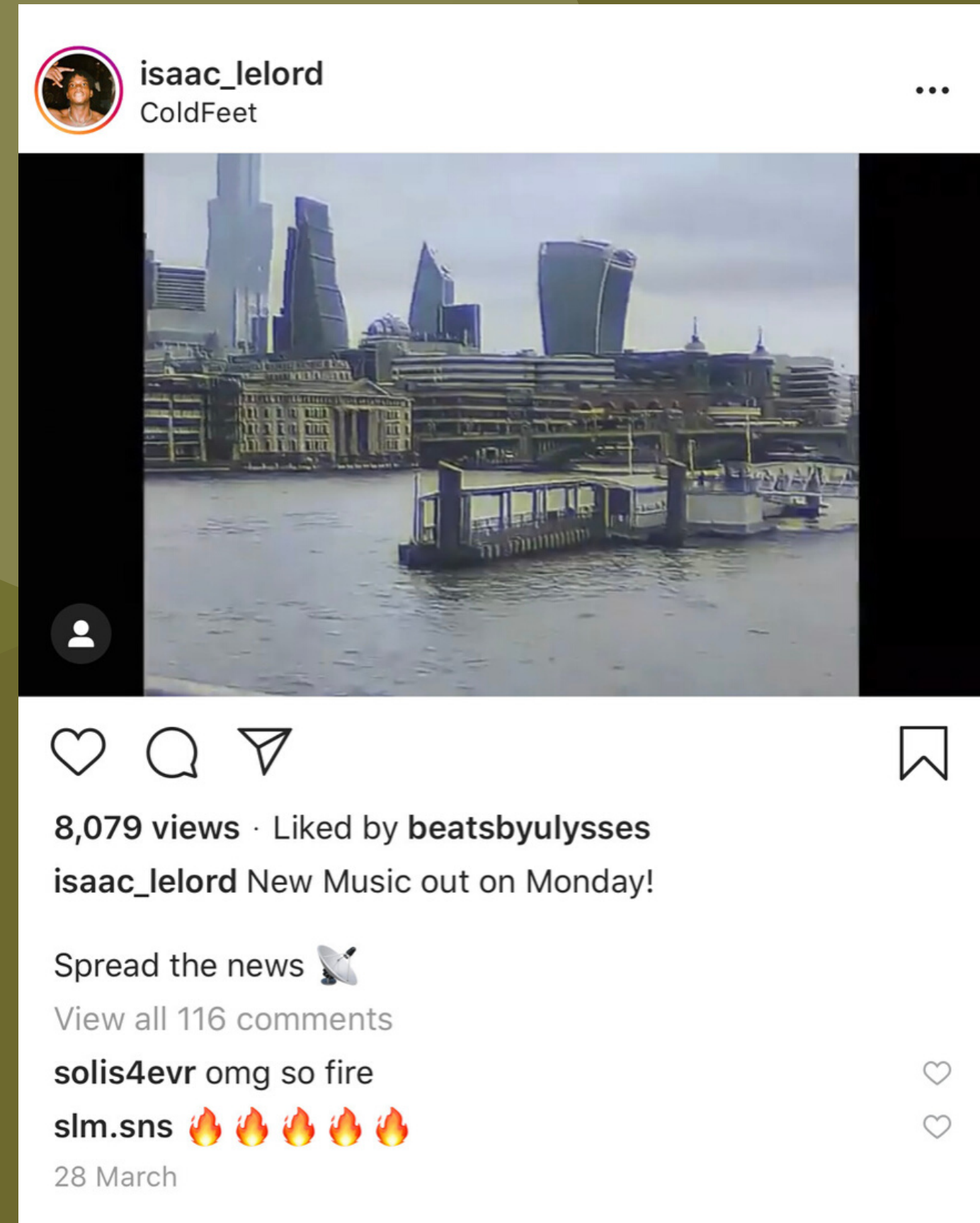
<https://www.instagram.com/p/B-SjIUWH8KB/?igshid=1pgnlt86mvl57>

HOW FAR IS THE REACH?

INFLUENCER MARKETING

'How do you mobilize your fans? That's the question. Digital social ads, top creative, and reliable partners are tried-and-true'.

Horsburgh, A. (2019)





4.6K LISTENERS

8 MAR 2020 - 4 APR 2020,
SPOTIFY

17,000 VIEWS

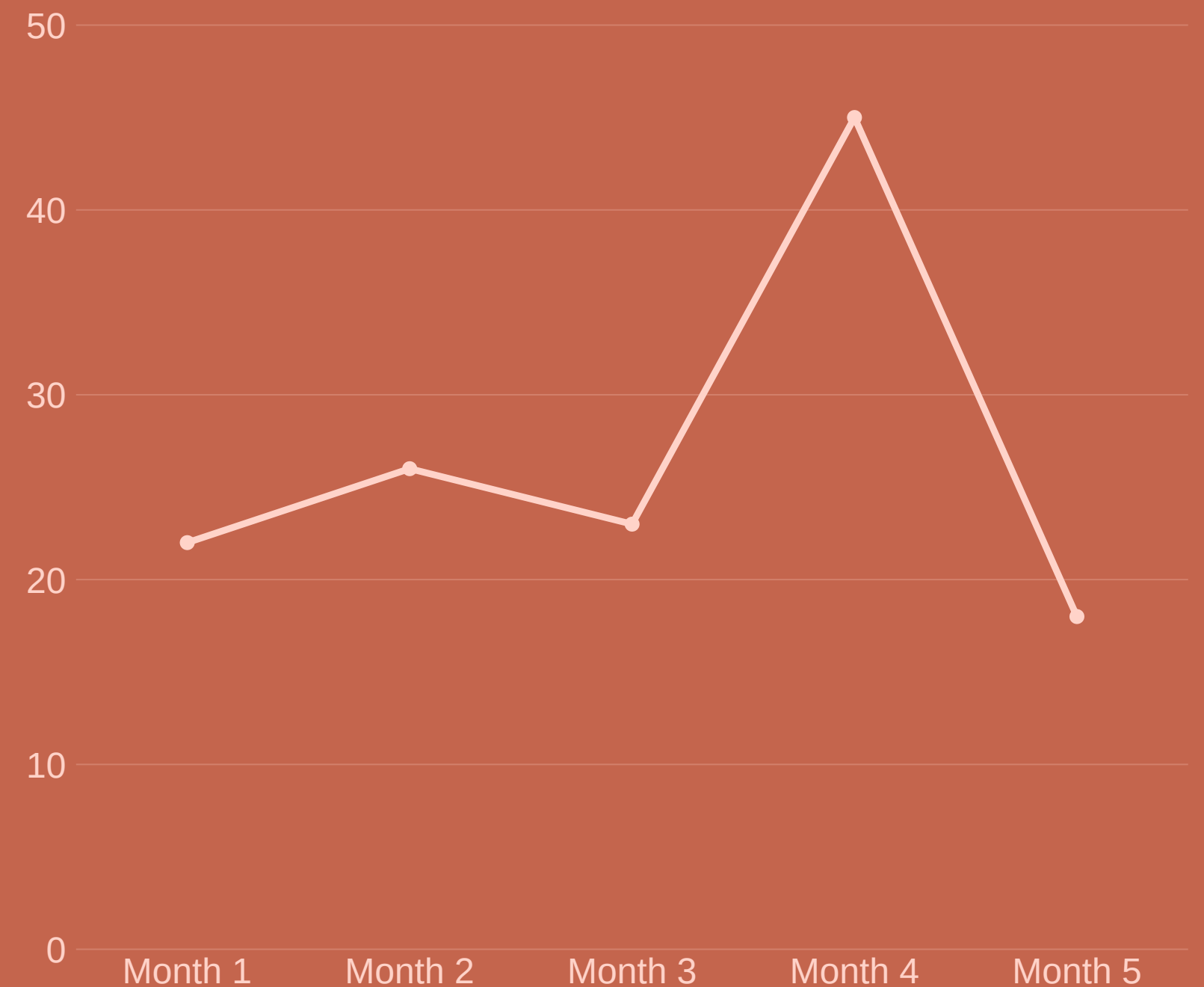
14 MAR 2020 - 5 APR 2020
INSTAGRAM

MARKETING BUDGET

JAN 2020 - JAN 2021

Implement & manage budget costs for each project or milestone.

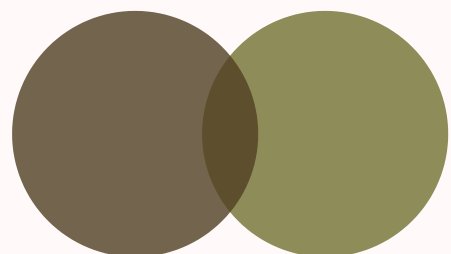
As an independent artist, it is very important for management to keep tracks of total expenditure.



A	B	C	D	E	F	G	H	I	J	K
	COLOUR CODING	BUSINESS EXPENSES								
		TRACE								
		OLIVIER								
		LORD ISAAC								
DATE	DETAILS	AMOUNT	PAID?	NOTES				PLAYLISTS	FOOD	PHOTOGRAPHY
09/03/2020	FRANCO MANCO	£ 22.20	YES						£ 22.20	
23/03/2020	SIMON REVINGTON	£ 50.00	YES							£ 50.00
23/03/2020	SIMON REVINGTON	£ 50.00	YES							£ 50.00
26/03/2020	SUBMITHUB	£ 7.41	YES					£ 7.41		
01/04/2020	TRECEONCE	\$ 199.00	50.00%					\$ 199.00		
		£ 328.61						£ 206.41	£ 22.20	£ 100.00

Budget spreadsheet to manage expenses, look at what is spent, could be useful for potential negotiations. Also same format for estimating costs per project.

i.e. £1,250 for x2 singles & video using ads, press shots, pluggers.



PROJECT TIMELINE

PLAN

PHASE 1

PHASE 2

PHASE 3

Jan 2020 - April 2020

- Photoshoot
- (Rebranding)
- Double single release -
- Mgmt Website
- Trailers

May 2020 - Sept 2020

- Festival circuit
- Starter Pack - EP
- PR Campaign -US Targeted
- Promo: TikTok, IG

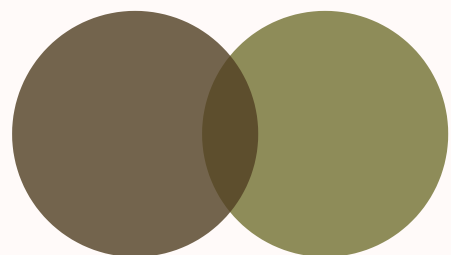
Sept 2020 - Jan 2021

- '2020' Pack – EP
- Content not in EP
- Audiomack/Soundcloud
- Collaborations/Remix
- Features



Example of *single release artwork* enclosed above

How to reach each milestone, what to do when we get there and analysis of each stage.



MARKET ANALYSIS?

FEEDBACK



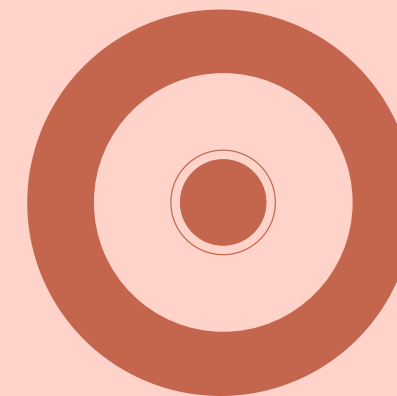
Better Sound, Quality



Record-Buying Experience
- What Platforms?



Increased Value, Cost?



Collectability?
Consumer perception

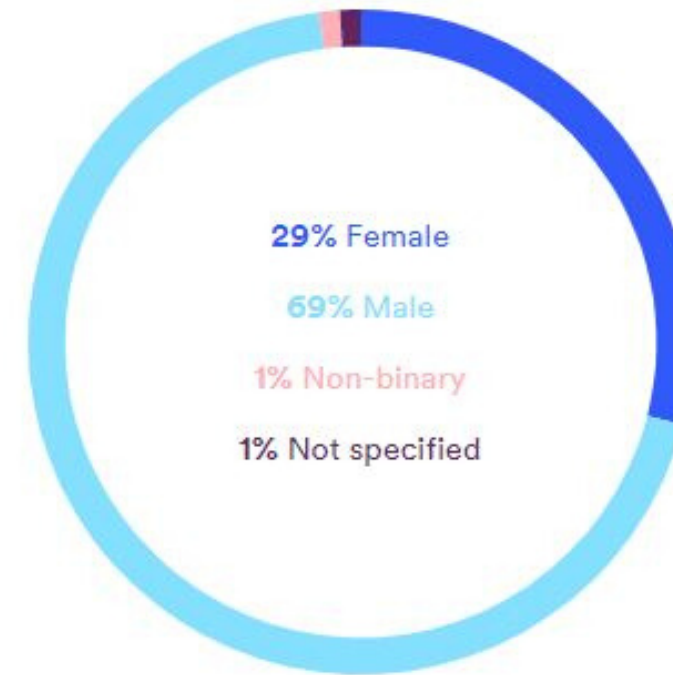
Top countries

LISTENERS • LAST 28 DAYS

LAST 28 DAYS		LISTENERS
1	United Kingdom	2.6k
2	United States	455
3	Australia	304
4	Netherlands	251
5	Ireland	147

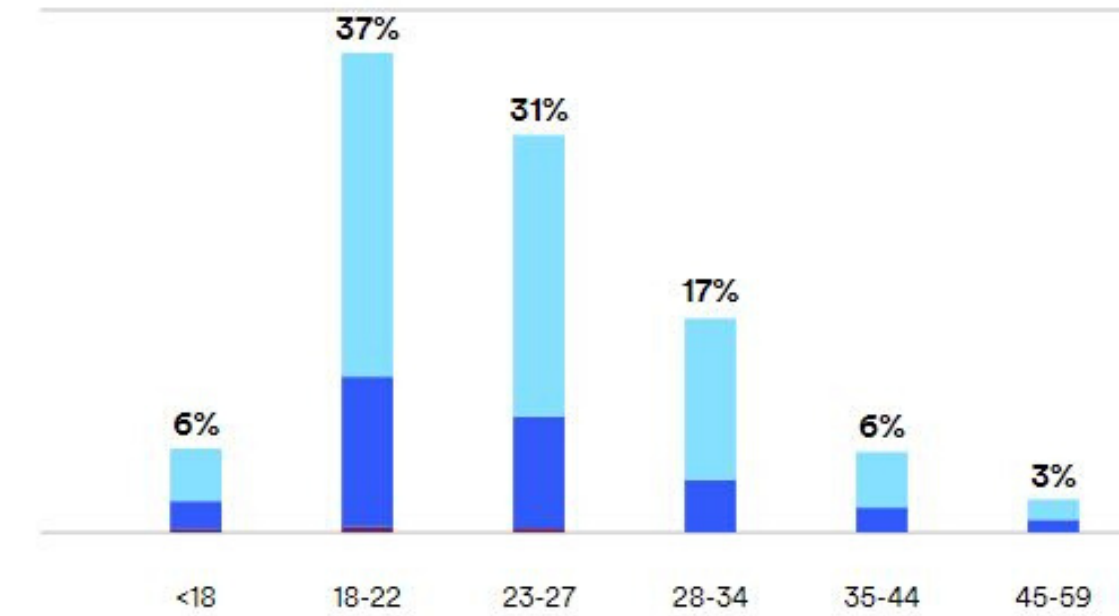
Listeners' gender

LISTENERS • LAST 28 DAYS



Listeners' age

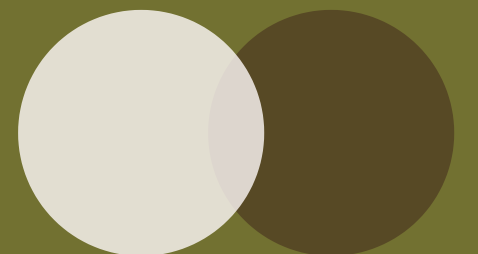
LISTENERS • LAST 28 DAYS

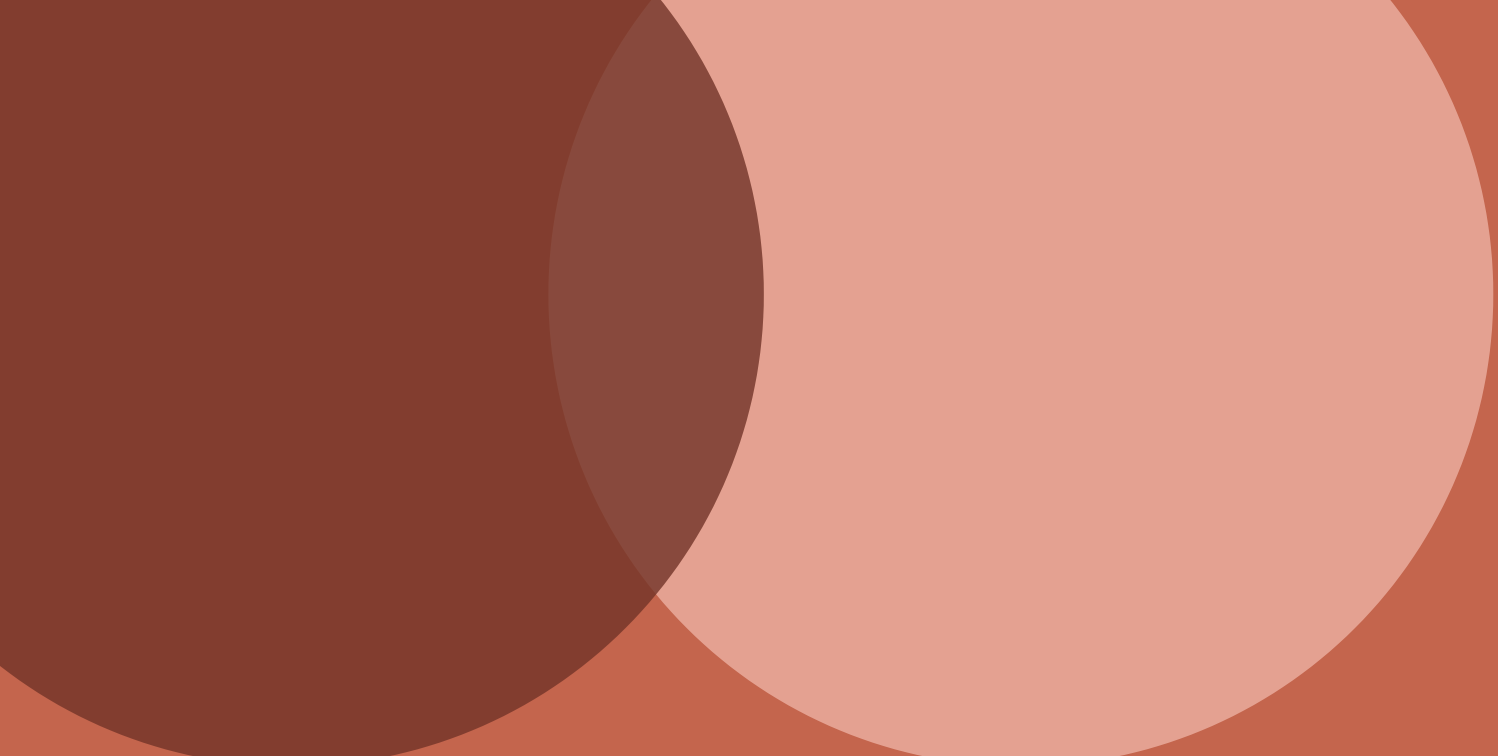


SPOTIFY ANALYTICS

Examples of metadata that is useful for the artist marketing plan, group analysis, establishing demographic, identifying growth, artist positioning *etc*

"Information is power!" - Chart Metrics (2019)





WHY IT IS IMPORTANT FOR FEEDBACK?

PROJECTIONS

Are targets being reached? If so, analyse what is and what is not working?

RETURN ON INVESTMENT

Useful to budget how much could be expected each quarter, indicate costs and spend per project. Is it feasible?

PLAN FOR SHOWS/TOURS

Analysis is useful for planning and promoting shows/tours, streaming will indicate where fans are located thus allowing to plan accordingly.

MEET THE TEAM

MAD NOISE
MUSIC

TRACEY KASONGO

Artist Manager

OLLY VALE

Artist Manager

SIMON SEBHAT

Business Manager/
Finance Accountant



**LET'S
CONNECT**

THANK YOU!

CONTACT DETAILS

SOCIALS

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PHONE NUMBER

07740592000

EMAIL ADDRESS

tracey@madnoisemusic.co.uk

References

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