

ABOUT THE MARKETING PLAN

THINGS TO REMEMBER...

- You are motivating your own team and providing important information which will serve as THE BASIS of all your efforts to establish the artist and create revenue.
- The marketing plan is a roadmap, a blueprint.
- Cover the bases...Think about the various tasks (promotion, publicity, etc.) and include them in the plan. Give all of the necessary information. Go into detail when necessary (special promotions, incentives, etc.).
- Engage in MEANINGFUL discussions with others involved with the project.

FORMAT...

- Artist:
Title:
Release Date:
- Create sections with headers.
Marketing-
Press-
Social Media-
- Past history is good, but tell what we should do NOW.
- Clarity and Brevity... Less fluff, more facts.
- CREATIVE MARKETING... Fresh and new ideas!
- Give the plan a time line of sorts...
week by week, month by month, or simply early-mid-later.

THE MARKETING PLAN CHECKLIST...

- Describe artist & music in terms your peers can relate to:
style, culture, similar music?
- Describe the relevance of the artist (to the consumer).

- Artist history...track record.
- Discography... other releases available?
- Create milestones for distribution, sales, airplay, etc.
- The target audience... Who will buy it?
- What outlets will sell it? Brick and Mortar? Digital Delivery? Streaming?
- Promotion: Radio, Clubs & DJ's, Streaming Web Sites/Apps, other?
- First track? Maybe next track. Why?
- Will it be a long haul or quick ascension?
- Publicity... Interviews, Articles, Reviews
- Advertising?
- Fans! Fans! Fans!
- Social Networking
- Word of Mouth
- Point of Purchase (physical, digital)
- Marketing programs, contests (incentives), in-store or web based promotions?
- Special pricing?
- Distributor incentives?
- Strategic Partnerships
- Street team?
- Web site, blog, SoundCloud, Facebook, other social networking sites, etc.
- Tour?
- Availability/Willingness of artist for various promotional activities... FANS!