

# ADVERTISING MUSIC: INTEGRATED MARKETING COMMUNICATION PLAN

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## ADVERTISING MUSIC: IMC PLAN

### INTRODUCTION

This strategic advertising/marketing campaign serves to establish an online fanbase and generate streams for a Chicago-based independent artist releasing their first album. The overall goal of the campaign is to sell 300 tickets to a show that the artist will be playing 6 months after the album release. Therefore, the first half of the campaign is focused on awareness, while the second half is concerned with revenue. It will be driven by digital media such as social media and streaming services. The only physical media used in this campaign will be concert fliers posted at targeted locations and the venue where the artist will perform. The objectives are to establish a social media following, produce streams for the artist by landing on playlists, and encourage Chicago fans to come to a live show. The fiercest challenge will be social media branding, since the artist is completely on their own. However, if done correctly, the social media content will directly impact the number of streams and ticket sales the artist receives.

### SITUATION ANALYSIS

The artist works alone and owns 100% of his music, making him an independent musician. All music was written and recorded by himself, and it is the first project he is releasing under his stage name: PYF. He has no existing brand social media accounts nor streaming accounts and does not have any deals with record labels. The release is under the condition of a completely clean slate. He will put initial promotional posts on his personal social media for close friends but prefers to advertise through brand social media accounts. He is based in Rogers Park; North of downtown Chicago, centered between Lincoln Park and Evanston. He is in his early twenties and makes music that will be receptive of younger crowds. He will be releasing the album on multiple streaming services: Spotify, Apple Music, YouTube Music, Soundcloud, etc. He has album cover art, a full-length album titled "PYF", a single titled "Clues", a video for the single, and a concert reserved at Evanston S.P.A.C.E. (a concert venue in Evanston).

### OBJECTIVES

Over the six-month time frame, there are four main campaign objectives:

- 1. Acquire 6,000 followers across three social media platforms: Twitter, Instagram, Facebook.**
- 2. Land on a Spotify playlist and generate 100,000 total Spotify streams across all 10 tracks on the album (mostly coming from Chicago listeners).**
- 3. Earn 10,000 views on the YouTube video.**
- 4. Sell 300 tickets at \$8 per ticket at Evanston S.P.A.C.E.**

For the given time frame, all these objectives are practical. However, they will stem from the brand awareness on social media platforms, where the artist will be able to interact with loyal fans. As opposed to people just listening to the music on Spotify playlists, social media followers interact and show their desire to be updated on new content and events. The more engagement the better, so this objective will be a focus.

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### TARGET AUDIENCE

Since the artist is in his early twenties, his music is tailored towards that age group. The target audience of this campaign is Males and females aged 18-35 in the northern Chicago area who have daily commutes. The aim is to gain followers in areas near where the concert will be held. Within the range of Downtown Chicago to Evanston, there are three major colleges (DePaul University, Loyola Chicago University, and Northwestern University). Each of these universities has a campus filled with thousands of students and employees commuting to and from classes/events every day. They fit the target demographic and often use mobile devices to listen to music while commuting. These three universities are specific target locations for the audience.

### MESSAGING STRATEGY

The message of this campaign is that PYF is a new Chicago artist with something to say. However, since the music will speak for itself, the key of the campaign messaging is in strategic releases. There needs to be constant attention drawn back to content. Luckily, the artist has more than enough materials to do so. The messaging strategy is as follows:

#### 1. Single Release

- a. Releasing a single is the perfect way to start the campaign. This is a single song off the album which will give listeners a taste of what is to come. More importantly, it is a valuable piece of content for brand establishment across social media and streaming platforms. This will generate the first interactions on the given platforms.

#### 2. Radio and Blogs

- a. Immediately upon releasing the single, it is crucial to create buzz. The opportunities in Chicago are limitless. With hundreds of radio stations and music review blogs, there is no doubt a song can end up on one of them. However, there is no guarantee. Reaching out to a wide array of radio stations and music blogs will help gain credibility and interest. Each of the target locations (the three university campuses) has a university radio station. These are prioritized resources to reach the target audience. In addition to informing these stations of the single and album-to-come, we will try to contact larger stations (such as WBEZ 91.1FM) and blogs (Pitchfork).

#### 3. Social Media Posts

- a. Now that the single is out and buzz is being created, it is time for the artist to ramp up social media content. Using Facebook, Instagram, and Twitter, the artist can post around times per week on each platform. He must be careful not to post meaningless content. The content on each platform should have calls to action to increase audience engagement. It should be receiving likes, comments, and most importantly shares. The content should differ between platforms and fit their strong suits. For example: Facebook posts should contain videos to optimize the Facebook algorithm, Instagram should contain hashtags, and twitter should focus on content that can be retweeted. Any of these posts can become paid ads.

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### 4. YouTube Video Release

- a. The music video for the single is the next major step in the messaging strategy. The single has been out for some time now, so the people who have engaged with it are likely to do the same on the video. Also, it will visually entertain viewers giving them a more complete experience of the artist. YouTube is an important place for content creators, and it will act as another avenue of social presence. Links can be made to all social media from the video. Eventually, the concert event will be promoted underneath the video as well. Another beneficial aspect of YouTube is its SEO (Search Engine Optimization) value, which will be discussed in the next step.

### 5. Website

- a. This step may seem unimportant, but it can have a major impact on the artist's exposure. First off, it can be the hub of the artist's content, holding all music, videos, art, events, and merch. Fans should constantly be directed to visit the website and engage. The artist can install a Spotify player to ensure he is paid for every stream on his website without the Spotify app. The biggest advantages of a website come with SEO (Search Engine Optimization) and google analytics. Multiple social media accounts, a released song, a video on YouTube, and a blog/radio feature can all link to the website and create a monopoly on the SERP (Search Engine Results Page). Anyone how searches for PYF will find him and his content. Lastly, installing Google Analytics on the website will give the artist the most accurate data analytics on the market. Incredibly specific data can be collected from fans visiting the site, which will help identify his target audience for future content promotion.

### 6. Release Album

- a. The album drop is the apex of the campaign. The artist now has some social recognition and all the tools he needs to launch the album. It is time to go full force on the social media platforms and the website. This is where paid social media advertising can be extremely effective, especially on Facebook and Instagram. Twitter can focus on retweets, while putting relatively little money into the other two can generate thousands of impressions in a short period of time. These impressions are valuable too, since the ads can be targeted to specific users (Facebook geo-targeting). It is a great way to spike first impressions and receive analytics data on who is interacting with the album.

### 7. Submit Single to Spotify Playlist

- a. Although the album has been released, it is still important to promote the single that started it all. On Spotify, total streams and monthly listeners are top considerations on what songs make a playlist, which is why we are waiting until after the album to submit the song. The artist's Spotify should have decent engagement by now that will help it earn a spot. Once it makes a playlist, it will generate organic reach.

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### 8. Promote Concert

- a. Promoting the show is the last step of the IMC plan. Similar to the album promotion, the artist will utilize all social media platforms to advertise. This time, he can collect all the analytic data gathered from previous paid social media ads and website visits to dial in a more specific target. Paid ads will once again be launched on social media platforms and adjusted to the new target. Also, calls to action, like ticket give-aways, will be posted on the different accounts. An event page on Facebook will be made to interact with an audience likely to go to the event. It will also link to tickets for the event. Likewise, using a new YouTube feature, the artist will display the concert date and link to tickets directly under the music video previously released. Lastly, fliers of the album cover and concert date/time will be posted in the venue and around the target locations.

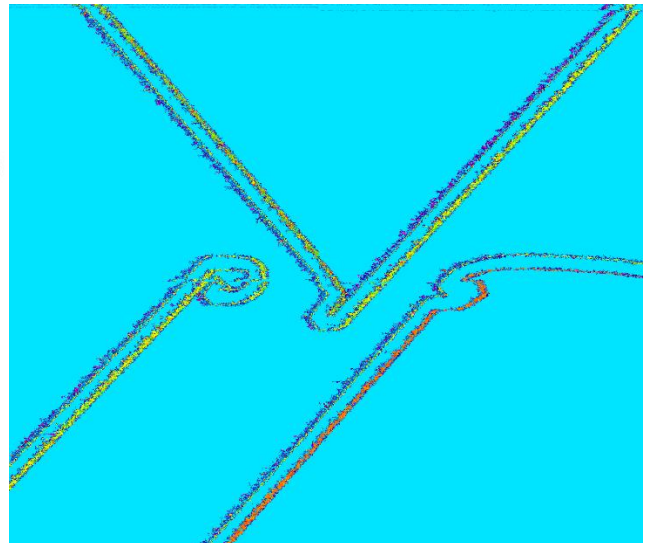
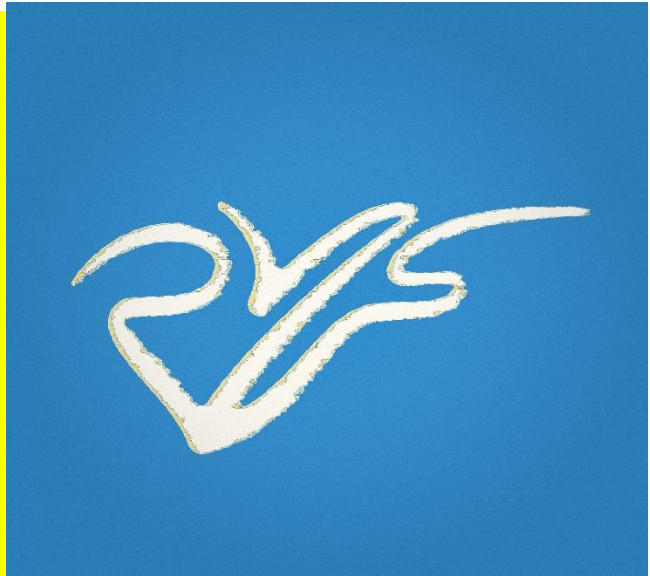
### MEDIA CHANNELS

1. **Social Media:** Facebook, Instagram, Twitter, YouTube.
2. **Spotify and other streaming services.**
3. **Website**
4. **Radio and Blogs**
5. **Print ads**

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### CREATIVE MATERIALS

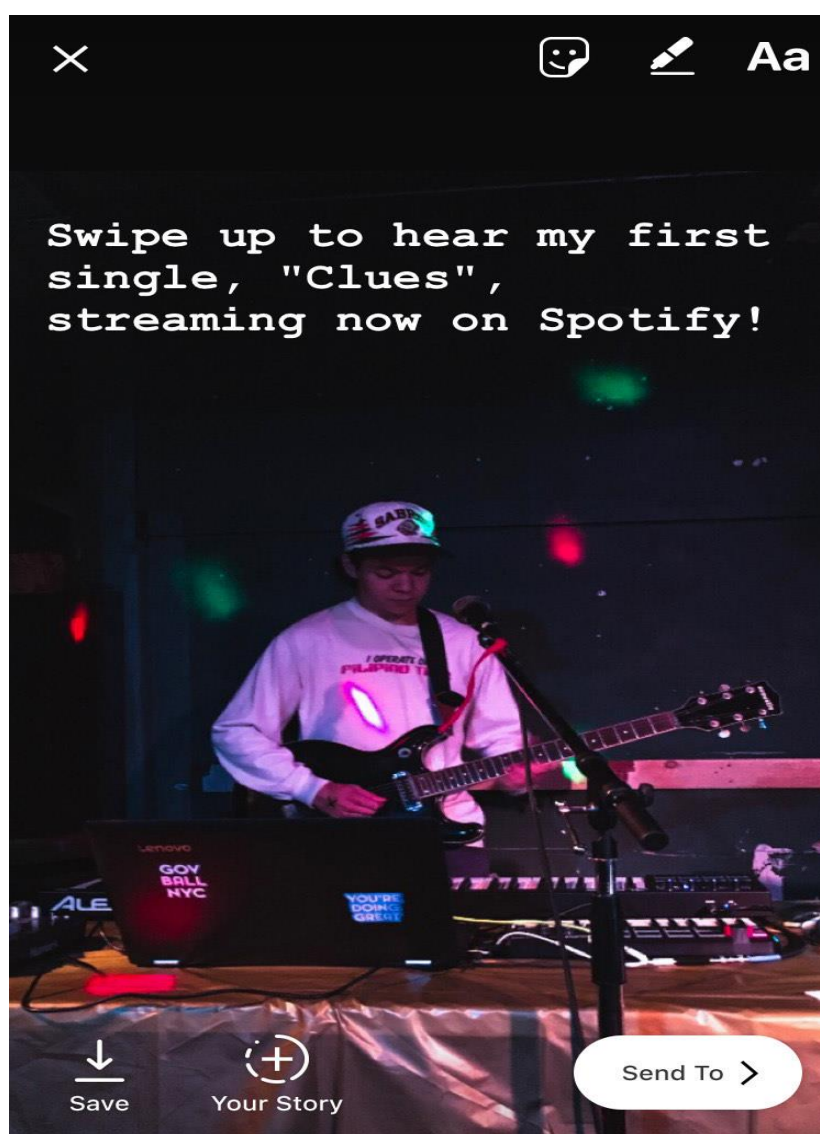
1. The first pieces of the creative ads are logos. Below are a few designs meant to catch the eye and set the image of the brand "PYF".



\*ALL LOGOS DESIGNED BY PATRICK OLEKSY\*

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2. The first creative material is an Instagram Story promoting the release of the artist's single, "Clues". An Instagram Story lasts for 24 hours and can be seen an unlimited number of times by all the account's followers. These types of posts are useful for promoting new content and directing people to previously posted content. Stories are a great way to publish organic content to maintain relevancy in a consumer's daily life. Also, they evoke engagement as users can follow links and direct message the artist. If another user posts a story of the song and tags the artist, he can then repost it to his story.



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- The second creative material uses the same platform as the first (Instagram), but in a much different way. This Instagram post has a much farther potential reach than the Instagram Story. Instead of only being seen by followers, the post can be seen by anyone on Instagram. It can land on the discovery page tailored to specific users and will be placed on categorized pages based off any hashtags used. Another benefit is the shareability across other media platforms that can post previews and links to the Instagram post. In this creative material, the post is advertising the full album release. It can be upgraded to a paid post if desired to produce thousands of impressions.





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### TIMETABLE/SCHEDULE

January	February	March	April	May	June
1 Release single Radio/Blogs Begin Posts	1 Release Video on YouTube	1	1	1 Begin concert promo and ticket sales	1
8	8	8	8 Submit single to Spotify Playlist	8	8
15	15 Launch website	15 Release Album	15	15	15
22	22	22	22	22	22
29	29	29	29	29	29 Hold Concert

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### MEASUREMENT

Measurement will come from a variety of outlets to provide detailed data on the campaigns progress. Every aspect can be measured: Social media posts, song streams, video views, website success, and ticket sales. Data analytics is a powerful tool that comes along with each platform being used. Organic social media posts can be measured by likes, comments, and shares. Paid posts can track locations and demographics to measure the reach to the target audience. Spotify and other streaming services have almost identical abilities applied to specific released songs. YouTube is no different, only applied to videos. In addition to these, Google Analytics is the most powerful data collector. This tool installed on the website can track precise performance of content on the site, distinct behaviors and journeys of visitors, success on Google's search engine, and many other measurements. All these useful tools are extremely helpful for the artist to paint a vivid picture of what is working and who it is working for. With the four main objectives in mind, the campaign has a few important KPI's (Key Performance Indicators):

**1. Number of Streams**

- a. The number of streams show if the campaign tactics and music itself is succeeding.

**2. Spotify Monthly Listeners**

- a. This KPI shows how many people are returning to listen to the artist's music.

**3. Social Media Followers**

- a. Here, the artist can see how many people are staying updated on social. These are the most interactive group and are usually loyal fans willing to convert (stream the artist's music, go to shows, etc.).

**4. Ticket Sales**

- a. Ticket sales is the last major KPI and is paramount. A high number of ticket sales means the campaign was successful in all aspects to accumulate a paying fan base for a brand-new artist.