

# **FACTOR Marketing Plan Strategy**

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**[COVER PAGE PICTURE AND ARTIST NAME]**

General:

A marketing plan can be used for part of a FACTOR application, setting up a tour, outlining the roll-out of a CD or digital release or it can form part of a bigger business plan for financing or investors. It is important to insure that a marketing plan is drafted with the reader in mind. What is the purpose of the marketing plan?

As far as the look and feel of the marketing plan, it may be of value to consider adding pictures and graphics to help emphasize points and bring a sense of excitement to the plan.

If you are drafting a FACTOR application marketing plan, then always try and be specific about the artist's goals (don't generalize) and by realistic (don't set out goals that are unattainable).

Topic headings that you should consider adding to a marketing plan:

Bullets off the top could include:

**Artist:**

**Distributor:**

**Release date:**

**Format:**

**Genre:**

**Target market: very important for establishing focus of marketing strategy.**

**Everything flows from here.**

## **Biography**

The first thing that an artist needs to do is tell the reader who they are. What is the artist's background? Where did they come from? What have they achieved so far? Are there any highlights that could be emphasized – awards, charting, tour support positions?

## **Live Performance**

Bill Gates recently stated in his book that the new marketing age is about “high tech and high touch”. The music application of this is the use of the internet to promote yourself with touring at the centre of your plan.

In the past, touring was not as essential as it is now. In many ways, we have reverted to the pre-MTV era where bands had to get out and connect with fans one at a time. This is true in many ways. Bands must get out on the road to build their base. The days of relying on a TV based video to launch a career are over.

In the plan it is important to do as much research as possible into the venues that will support your music. There is no point setting out a bunch of venues that will not hire you.

If you have toured, then start with the venues that you have already done. Then add your desired venues that you hope to grow into as a result of the implementation of this marketing plan.

FACTOR puts a lot of emphasis on touring, so spend some time on this part of the plan. Be specific with the venues that you plan on playing at.

Other goals can include supporting a band that is further ahead or who can showcase you to the right audience.

Live performance on TV and radio is also a great way to get exposure to your audience.

## **Internet Promotion**

When creating the online part of your plan, consider the following:

Along with live touring, internet promotion is probably the most important area to focus your marketing energy.

Having a website that is kept current is essential. Even if you do not have any ground breaking news, don't stop refreshing your site. Do a Blog about the recording of your album or your touring exploits. Your website should be clean and easy to navigate. It should not have a lot of fancy flash and other design issues that make access difficult. Allow for visitors to cut and past your tour dates, bios and other printed materials.

Make sure that your site has music, links to videos, a store for CDs and merch, photo gallery, a place for the press to come and get band highlights and hi-res B&W and Colour pics, links to iTunes and other download retailers, bio, discography, contact information, lists of awards, tour dates, links to other band sites.

In addition to your own website, make sure that you keep up with the latest music friendly sites such as Myspace, Facebook, Twitter and Youtube. These social networking sites have been critical in the development and promotion of many artists.

### **Radio**

For a FACTOR application, be very careful about radio, especially commercial radio. Commercial radio is very tight, so stating that you will service to all Rock, CHR, AAA, AC, Hot AC or other radio as the case may be far too general. For example, if you have a relationship with The Peak FM, then start there. Use your local contacts to build your story. Draft a plan that uses phases of success i.e., BC then Western Canada then Canada then the World.

Don't forget about the myriad of other radio including CBC, College Radio, Co-op Radio, Internet radio, Satellite Radio, Digital and Cable radio.

If radio is not realistic, then you may want to consider moving this topic lower down and starting with your best options for success such as touring.

### **Press, Publicity and Print Ads**

Hiring a publicist can be expensive. Be very careful that you have a reason to hire a publicist in the first place. Without a "hook", the publicist is going to have a hard time getting any press for you.

In the plan, research the dailies, weeklies, magazines and other periodicals which feature artists of your genre. Think outside the box – if you can be featured in a lifestyle magazine that matches your audience demographic, then go for it. If you have a publicist, ask him or her to get features outside of the norm.

Reviews and interviews are free. Buying print ads are very expensive. The more press that you can get, the better. If you can, make sure that your website address is featured in any article. Then fans can find you.

A good publicist can help secure television and radio appearances such as Urban Rush in Vancouver or Global news. Also, many stations such as the Peak will allow artists to come and play unplugged sets on air. This is a great way to promote the act.

### **Music Videos**

As mentioned, the days of MTV and MuchMusic being instrumental in an artist's career are gone. Spending tens of thousands of dollars on a music video in most cases is a waste of money.

That is not to say that visual content is not important. Far from it. Most people are discovering new music online and especially on Youtube. You must have video content, but not necessarily the expensive videos of the past. Local artist Jeremy Fisher made a video for his single “Cigarette” for \$50 on his iMac and the video has been viewed over 2.2 million times to date. Be creative and smart with your money.

### **Film & Television**

Film and television placement can bring an artist huge exposure to a wider audience through the usage of their songs in hit television shows or films. Even minor hit TV shows or indie films can increase the public’s awareness of an artist, which in turn can spur artist album sales and greater access to funding, touring opportunities, distribution, etc.

Music supervisors such as Sarah Webster (Feldman), Matt Saffron and Natasha Duprey in Vancouver and John McCullough, Alexandra Patsavas and Jason Alexander in Los Angeles can be solicited for placement in targeted film and television shows.

### **Retail & Distribution**

Traditional retail sales have plummeted to the point that many retailers and distributors have gone into receivership. A&B Sound closed shop last year, Virgin Megastore left Vancouver, Tower Records went bankrupt, Fusion 3 and PHD distribution both went into receivership this year. The traditional retail market for CDs has collapsed. This must be taken into account in any marketing plan. How are you going to sell CDs? Most CDs are being sold off the stage now and not through retailers. Do you need a traditional distributor?

Online distribution, while not coming close to replacing traditional sales, has made some headway of late for monetizing digital sales. iTunes is the biggest online retailer and any digital release must include iTunes. The easiest route to the myriad of online retailers is through aggregators such as IODA, The Orchard, CD Baby or TuneCore.