

MARKETING PLAN GUIDE

Tips & Things to Remember - PLEASE READ

- This template is only an example of a Marketing Plan structure
- This template is by no means the only style of marketing plan
- You are strongly encouraged to develop a professional and creative presentation of your completed Marketing Plan
- Elaborate on the categories and information included and be sure to not only include your plans for each category, but also detail the expected impact of the initiative and the results you hope to achieve
- Tailor the document to reflect your art and business
- Make sure the content is relevant and true
- Ensure that the marketing plan is updated and modified as needed
- Be specific and focused in your plans
- Set high goals for yourself but stay realistic in what you expect to achieve
- Double check your spelling and grammar
- Your marketing plan should act as a map and a to-do list that you intend to follow to achieve success for the sound recording. It should be realistic in terms of what you can afford to do, and what you have the skills and access to achieve. Make it for yourself as much as for FACTOR.

USE THIS DOCUMENT AS A SEED AND LET IT GROW

The Marketing Plan

Album Details

Artist Name:

Album Title:

Release Date:

Label:

Distributor:

Producer:

Studio:

Mixed:

Mastered:

Tracklisting

List all track names, length of songs, writer, composer, arranger credits.

Details on the Sound Recording

Provide information on whoever worked on the album (producers, engineers, singers, musicians, designers, photographers, etc). Note any relevant and notable past success these people have had.

Artist Overview

Give a brief overview of the artist history, achievements/accomplishments, goals, aspirations, etc. This section should include information relevant to past touring, radio play, showcasing success, awards, etc.

Target Market(s)

Describe the target market(s) the album is geared towards. (age, gender, location, culture, etc). Explain how you will identify, reach and develop this target market.

Team

Manager:
Agent:
Publicist:
Radio Tracker:
Publisher:
Label:
Distributor:

Describe your team – who you will be or are currently working with. If the management of your business is done independently, explain how you do so successfully. Detail your organizational and managerial approach. You may also want to highlight the support network available to you.

Publicity

Give details on any publicity campaigns or strategies that have been planned or executed, that will support the corresponding Sound Recording. Explain your approach to developing publicity.

Print Advertising

If applicable, list publications you plan on targeting to promote the release. Indicate whether these initiatives are confirmed or proposed. Give details such as the name of the publication, the dates in which it will be featured and the reach of the publication, etc. Often this information is available on the publication's website.

Radio & TV

Provide information regarding the song(s) to be featured – include details on who you intend to target (give names of program/music directors, station call letters, networks, etc) and elaborate on the type of radio/TV initiative (radio tours /interviews/performances/advertisement etc.). Highlight any history in this area that will assist with the efforts to successfully execute your strategy.

Online & Social Media (Facebook, Myspace, Blogs, Ads, etc.)

Detail your online marketing and promotional initiatives. Highlight the type of advertisement and Social network (exposure, frequency, reach and impact of ad).

Branding Tools

List any tools you plan on using to promote the album. Give details on when you plan on using these tools and describe the impact they will have on your promotional efforts. These tools may include things like:

- Posters
- Promotional Albums (CD, vinyl, USB, Dropcards, etc)
- Flyers/Postcards
- Stickers/Buttons
- T-shirts and other clothing merchandise
- Street Team

Distribution (Retail, Offstage and Digital)

Provide information on the Distributor that you are working with and how they will help, or identify the distributor you would like to work with. Note how you will try to secure distribution and with whom.

If you intend to distribute independently, please provide details on how and where you plan to sell the album. Include details on how you plan to prepare the release for retail and any marketing initiatives you will employ to ensure success of the album at retail.

Provide sales projections and specify timelines. You should include any information on your plans involving for example: in-store listening stations, displays, posters, etc.

Areas of retail to consider:

- Physical Retail (HMV, Indie retailer, CD Baby, Starbucks, etc)
- Digital Retail (iTunes, Amazon, PureTracks, Zunior, etc)
- Off Stage *See Tracking Off Stage Sales for more information

Video

Outline any video plans to support the album (music video, viral videos, etc). Specify the song(s) to be featured in video(s). Give details on dates such as shooting, editing, release and broadcast. Detail where you plan on airing the video (Much Music, Youtube, etc...) and detail the exposure, frequency, reach and impact of the video you expect to achieve.

Touring

Outline your plans, objectives and goals relating to touring in support of your Sound Recording. Give detail on any confirmed dates. You can describe club and bar shows, festivals and showcases that you intend to perform. Provide information about the other artists on tour and note the billing, promotional tours and detail any notable past touring success. Give details on what regions you will be touring (Domestic/International), if possible give reasons for the regions you have selected to tour. Detail how you plan to accomplish your touring plans – financially, strategically, etc...

Add additional Categories as you see fit for your art and business.