

# An Overview of Marketing Plans

## Why use a marketing plan?

Marketing plans are useful for a number of reasons.

- 1) It keeps all of your team members on the "same page".
- 2) It creates a tangible timeline for everyone to follow.
- 3) It tracks marketing projects to completion.
- 4) It lets the artist or project manager monitor who is accountable for what.
- 5) It is a tangible game plan that can be shared with partners.

## Who are the other perspective partners or team members?

A partner is anyone who is involved in helping to promote, publicize, market or otherwise sell your album.

This may include: Independent publicist, promoter, label staff, retail store buyer or owner, radio station music

director, booking agent, club owner, publishing company representative, manager, business manager, band

members.

## What does a Marketing Plan look like?

Every Marketing Plan looks different. No two are alike.

What are the key elements you should include in your marketing plan?

There are some common elements to each plan

1. Artist
2. Title
3. UPC (include your own if you have one)
4. Formats and pricing
5. Other promotional materials you have available
6. Timeline for release and promotion
7. Touring information updated regularly
8. Press targets and updates - who is responsible?
9. Radio targets and updates - who is responsible?
10. Retail strategy - in-store appearances? Postcards? Posters?
11. Internet strategy
12. Other media mentionables
13. Advertising - where? when?
14. Goals

## First Sample Plan:

Band: The Lumps

Title: Lumps Live

UPC & Format (LP/CD)

Pricing: 9.98/15.98 (lp/cd)

Release Date: 09/10/03

Sales Goal: 40,000

Previous album shipped: 5,000

Sticker Copy: none

Overview: The band was boosted back into activity after over two years with the Flying Guitars EP released earlier this year and Samantha's (lead singer) solo tour of the South. As indicated by the response to the EP, the fans need to be reoriented to Band X's metamorphosed sound, therefore the set up for Cities in the Sky focuses on getting the music out early to press, college radio (4 song sampler) and retail.

Integrating packaging and band image will nicely tie together the visuals of the campaign: The poster and consumer ads feature photos with the mini and the video mixes Samantha's watercolor fantasy illustrations (as on the packaging) with the filmed scenes.

Upon release in Sept, sales will be driven by press and college/specialty show play along with special band activity in Boston and New York. The video will bridge Oct into the national tour in Nov. The band is prepared to work on this album for the next 15 months.

Focus Cities: New York, Boston, San Francisco, Chicago, Austin and Washington, DC.

Tour: The Lumps will commence a US tour in the beginning of November, hitting most major markets before early December. Volvosonic, Band X's bass player Darrin's side project, will tour in January, but the band has plans to go back on the road in the early new year to tour throughout the first half of 1998. The band is playing at the Middle East on Sept 26 to kick off the record. Tentative routing for the rest of the tour, a few more dates will be filled in along the trip:

Oct: 29 Toronto, Ont, 30 Detroit, MI, 31 Chicago, IL

Nov: 1 Minneapolis, MN, 3 Boulder, CO, 6 Vancouver, BC 7 Seattle, WA, 8 Portland, OR, 10 San Francisco, CA, 11 Los Angeles, CA, 12 Santa Monica, CA, 14 San Diego, CA, 15 Phoenix, AZ, 18 Austin, TX, 19 Houston, TX, 20 New Orleans, LA, 21 Atlanta, GA, 22 Carrboro, NC, 24

Charlottesville, VA, 25 Washington, DC, 26 Philadelphia, PA Dec: 2-3 New York, NY , 5-8 Boston, MA

### Promotions timeline:

Press kits in office by 8/1

Album advances mailed 8/10

Promo CDs sent to press on 9/10

Press photos by James Smolka in by 8/1

Radio: Emphasizing college radio and the hometown market of Boston, this concentrated campaign balloons into a national push in November on the video track "Boston is our home in the sky".

8/10 Sampler cassettes to college radio (four song sampler)

9/4 Samantha plays CMJ conference

9/10 Album serviced to college for a college add date 9/22, community and specialty shows

9/15 Three day tour with Samantha doing interviews and performing on ten New England area college radio stations

9/28 Performance on WMBR, Boston

11/97 Tour promotion - going for lots of radio in studio and interviews  
Performance on WBCN, Boston, KCRW, LA

**Press:**

The following press is out:

Reviews in Entertainment Weekly, Interview, Village Voice, Time Out New York, Request.  
Features in Request, Jane, Index and the Boston Phoenix.

Forthcoming are:

Reviews in Spin, Rolling Stone, Guitar World, Musician, CMJ Monthly, Paper,  
Art Forum, Soma. Features in Spin (fashion spread!), Guitar Player, CMJ, Alternative Press,  
Bikini, Boston Magazine and Smug.

Press response so far has been stellar!

"On Cities in the Sky, the band achieves new heights by trading in Spartan power-trio sound  
for eerie Celtic folk, swirling postpunk synths and sci-fi effects. It's a heady brew, resembling  
a rock n roll Paul's Boutique in its kaleidoscopic majesty." Matt Diehl - Interview 10/97.

Video: "Boston Is Our Home In The Sky" (biohits) directed by John Fester

will be serviced to MTV in early October, to fill the gap between release and tour. It will  
be submitted along with some of Samantha's paintings as promo items. It will be serviced  
to regional video shows shortly thereafter, along with a reel of their four previous videos. Regional  
video, as well as all the usual tour press outlets will be aggressively pursued upon confirmation of  
tour dates.

**Advertising:**

Mag size date

Ain't nuthin' but moonshine back cover 4c 9/15

Alternative Press 1/2 page 4c 8/2

Chickfactor 1/2 page b/w 12/1

Femme flicke 1/2 page b/w 9/1

Index 1/2 page b/w 9/1

Milk back cover 4c 8/10

Moxie 1/2 page b/w 10/25

Option 1/2 page b/w 10/22

Ray Gun 1/2 page 4c 10/20

Rollerderby back cover 4c 10/20

Snackcake 1/2 page b/w 10/20

That 1/4 page b/w 9/1

Trash heap 1/4 page b/w 10/1

The ads will focus on a picture of the band with a mini of album cover. The pictures will vary among  
the magazines.

Poster: 30" x 20" 4c poster on uncoated stock featuring photos of the band and excerpts of lyrics  
scripted by Samantha (all taken from album art) along with a 4c mini. 4500 printed and distributed  
on a medium allocation to retail. The band will also distribute to fans on the road.

Sticker: 5000 2c paper stickers with band logo made for tour distribution.

Other Marketing: REI and Urban Outfitters stores have agreed to play this album in its entirety once a  
day every day from 8/25 - 9/15. They will hang posters too. Samantha will provide a few original  
paintings to be framed for MTV submission and select group of retail.

# Second Marketing Plan

## MARKETING PLAN

Francesca Parrelli: THE VIVALDI ALBUM

Release Date: October 26, 1999 289 466 569-2 C17

ESCAPE TO VENICE WITH Francesca Parrelli!

Extraordinary Vivaldi rarities including vocal arrangements of melodies from "The Four Seasons"

### KEY SELLING POINTS:

- The musical novelty of FIRST TIME recordings of Vivaldi's vocal arrangements of well-known tunes from The Four Seasons gives this recording broad popular appeal.
- Something for everyone: Vivaldi rarities for opera and vocal enthusiasts as well as for Parrelli's loyal fan base (70% of the material gets its world premiere!)
- The Vivaldi Magic: the Venetian composer has a claim on the title "Most popular composer ever" (see Soundscan for compelling evidence).
- Gorgeous, evocative music combined with Francesca's most inspired artistry make this an in-store play classic and a must-have recording for all music lovers this fall.

Ms. Parrelli is accompanied by the period instrument Italian ensemble Il Giardino Gordo, one of the greatest and most original performers of Vivaldi today.

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### 3 WAVES TO CAMPAIGN

WAVE #1 - Nov. 4-7

RADIO Wave #1

Beginning Nov. 4 - Top 6 markets for Parrelli - :60 spots - Bumpers needed. NY - 18 spots, LA - 18 spots, SF - 18 spots, Chicago - 18 spots, Boston - 12 spots, DC - 12 spots

WAVE #2 - Dec. 2-5

RADIO Wave #2

Beginning after Thanksgiving on Dec. 2 hitting the same 6 key markets -

NY - 18 spots, LA - 18 spots, SF - 18 spots, Chicago - 18 spots, Boston - 12 spots, DC - 12 spots

WAVE #3 - January

Francesca COMING TO THE U.S. IN JANUARY FOR 3 VIVALDI CONCERTS!

, Markets - 3 Dates - NYC (1/9), SF (1/12) and LA (1/15) - Jan. 9 - SF; Jan. 12 - LA; Jan. 15 - NY

, Advertising - Ads in the NY Times, LA Times and SF Chronicle - Alitalia contest referenced in ad (see below)

Major Publicity to support CD and Tour Dates

\*Confirmed: Billboard cover feature Morning TV: Today, GMA, CBS This Morning (targeting in that order)

Live w/Regis and Kathy Lee

Newsweek and/or Time on Vivaldi found and concert dates

USA Today feature (Vivaldi found and concert dates)

NPR "All Things Considered" piece on the found Vivaldi and her concert dates

Charlie Rose (Vivaldi found)

In LA we can shoot for:

CNN Showbiz Today & Tonight Show w/Jay Leno

## ALITALIA CO-PROMOTION IN THE WORKS TO SUPPORT TOUR DATES

, 5,000 CD samplers created for the The Vivaldi Album to be allocated to all Alitalia customers who purchase an Alitalia tickets - beginning on release date , Our website featuring release which would link to Alitalia's website beginning in Nov. Ms. Parrelli featured in Alitalia in-flight magazine.

### ADVERTISING

Opera News/Nov. , NY Times, Chicago Tribune, SF Chronicle Salute Ads in support of tour and CD

FYI - Francesca will be featured in several high profile ads for Rolex:

The Economist (Sept. 11), Vogue (Sept.), Mirabella (Oct.), Gourmet (Nov.), Saveur (Nov.). More to come!

### INTERNET

Featured on internet site exposure (GetMusic.com)

### ADVANCE MUSIC/SERVICING

Advance copies to Regionals, Sales Reps and CLASKEYS and TASTEMAKERS list

Full length to Class 1, Radio, Press; 3 track CD samplers - 300 to SF

Press kits (retail and press) - 900

### BASIC TIMELINE

Sept. 20 Solicitation begins

Oct. 8 Solicitation ends

Oct. 26 In-store date

Nov. 4-7 1st WAVE of radio spots

Dec. 2-5 2nd WAVE of radio spots

Jan. 9-15 3rd WAVE - Francesca in U.S.; Alitalia promo; Ads in NY, SF & LA/Tower

Contacts: Classic PR (212) xxx-8224

## **Third Sample Plan:**

The Dope Kings

"Between Us"

Marketing Overview

As of July 2

Format: "Inflate Your Friends" Single - CD5, 12", 12" pro

"Between Us" Album- CD, Cassette, LP

Release Date:

Single

12" promo to clubs 7/3

12" commercial 7/8

CD-5 promo to radio 7/2

CD-5 promo to press 7/14

CD-5 commercial 7/8

Album

Promo CD to Press 7/14

Promo CD to radio 8/1

CD - 8/19

Cassette - 8/19

Vinyl LP - 8/19

POP

Posters: 1 for "Inflate Your Friends" 900 units

1 for "Between Us" 2100 units

Post cards: 2x5,000 as set up for single and intro to LP

1st ship 6/1. 2nd ship 6/15.

Mailing list: retail, industry, club, radio, press, culture (fetish) 1x60,000 for LP  
Ship 7/5

Mailing list: all, insert in Alternative Press, URB and CMJ Monthly

T-Shirts: 1000 full print Ts with one side a tight formal

tux and the back a corset showing garters and buttocks. TDK is embroidered on  
tux pocket handkerchief and The Dope Kings is tattooed on buttocks.

Stickers: For October - 5,000

Marketing

Industry Mailout - 750 CD, 300 CD-5

Campus Reps - Flyer local campus and trend locations. Walk play copies to key sites in 18 markets.

Give away 30,000 post cards at Lollapalooza and Warp Tour events.

Promotion

Album premiere parties in clubs

Giveaway single and album, posters up, etc.

Radio

RPM Stations AAM Radio mrktg working

CMJ Core Stations AAM Radio mrktg working

Commercial Alternative - D. Williams is working Club:

Futurista promotions is working on club promo. 500 copies  
to Various DJ

pools.

Publicity:

Magaret Futterman is publicist. Engaged for four month  
minimum.

Regular press releases. Broad based national and key local  
campaign looking to obtain significant features to increase TDK's press  
volume to at least 6" of clippings. And then the tour!

400 CDs for mailout.

Advertising:

single Urb - 1/4 page

Seconds - 1/2 page

Mixmag - 1/2 page

CMJ - 1/3 page

Streetsounds - 1/2 page

album Billboard - front page cube

Spin - 1/2 page

Alternative Press - 1/2 page

Urb - 1/4 page

Streetsounds - 1/2 page

Mixmag - 1/2 page

CMJ - 2x 1/3 page

Seconds - 1/2 page

Option - 1/2 page

Paper - 1/2 page

Sniping: NY, LA, Atlanta, Dallas, Miami, Chicago & Detroit

1000 posters per market x 2 periods

Touring: Agent tbd

Tour will begin in Sept/Oct appr 40 markets 1,500 seat capacity venues.