



## **PR & MARKETING PLAN 2021**

**Business Summary:** *Coat Rack Records UK, Newcastle Upon Tyne.*

### **Mission Statement:**

Coat Rack Records is a brand new record label, embracing the ever-changing face of the creative industries. As an independent record label, we strive to support artists with their independent creative vision as well as their impact on the industry.

As an artist signed to Coat Rack, you'll be working with fresh-faced industry professionals who hold a unique and new perspective for the creative industries. We are lead by a team of adroit creatives who understand that your artistic vision is the pinacle of concern when it comes to signing with a label. We can ensure you that work produced through us will stay true to you and your individuality as an artist.

We aim to facilitate you as a creative and fully support you in whatever way that we can.

Coat Rack Records is open to working with artists across a spectrum of different genres to demonstrate our appreciation for music.

We want you to collaborate with us to produce, promote and market your music in a way that is modern to the creative industries and different from what any label has done before.

<http://www.coatrackrecords.com>



## Executive Summary

Coat Rack Records UK is a start-up label facing the hurdles of an independent business. With no social media content or reputation in the industry, the problems we are facing become digital and crucial in building the foundations of a successful record label. A start-up comes into the market with no existing presence. This strategy aims to ensure trading by creating an online presence that matches the company's ethos and branding. CRR must develop a brand that is trustworthy to musicians whilst still being profitable. Our primary focus looks at PR campaigns that promote and support women in the music industries. In collaboration with other female industry professionals, Coat Rack will produce regular content from the label itself to show commitment to our message. This will be done through growth in digital interactions with the public, visual marketing of experience and portfolios delivered through PR strategies. To establish brand awareness, our support for women in music is crucial and identified as our official unique selling point (USP). Coat Rack is facing a launch during a time where the UK live music sector is nonexistent due to the COVID:19 pandemic. The PR plan and marketing strategy will be adjusted according to Government guidelines and thus, may be subject to change.

## Business Initiatives

The main project will take place within the first three months of launching. The social media strategy will be regular online content that matches the ethos and brand image. The digital media campaigns should be monthly and capitalise on user-generated content alongside organic traffic through SEO marketing strategies.

## Business + PR Goals - How shall we measure this?

<https://toplinecomms.com/insights/30-pr-objective-examples-and-how-to-measure-them>

- **To launch a product or company to a specific audience** – this is mostly measured by leads, sales, awareness and social engagement with the product or company by the audience.
- **To ensure SEO is built into the website** - done via Wix.com
- **To drive sales of a product/service** – You'll need to keep count of the number of sales generated by the campaign.
- **To differentiate a brand from competitors** – this requires a brand perception survey before and after the campaign, as well as competitor media analysis.
- **To raise awareness of a problem** – one of the more common PR objective examples, this requires an awareness survey before and after the campaign.
- **To create a brand association with a key term #WIM (women in music)** – the best way to measure this is to track the number of mentions of the key term alongside the brand during the campaign period in media and social media. Make sure to compare this to a benchmark number from before the campaign started.
- **To increase website traffic** - use analytics to measure the increase in website traffic attributed to the campaign.
- **To generate followed links to support a brand's SEO strategy** – count the number of relevant followed links built, while taking into consideration Domain Authority scores.
- **To drive buzz or conversation around a brand** – this is measured by social listening and media analysis using tools that show you who is talking about the brand as a result of the campaign.



- **To drive visitors to an event** – another one of the more common PR objective examples, this is a case of counting the number of people who signed up for and attended the event thanks to the PR campaign.
- **To get employees to commit to an initiative – Safe-space for women:** requires a count of the number of employees who signed up to and committed to the initiative.
- **To raise funding** – this requires keeping a count of the amount raised as a result of the campaign. In terms of registering the business, becoming a CIC is crucial as well as community outreach campaigns that support WIM.
- **To generate brand mentions to support a brand's SEO strategy** – taking into account relevant high authority editorial sites, this requires counting the number of brand mentions as a result of the campaign.
- **To drive and influence general public reviews of a brand** – measured by the number of positive reviews on third party portals e.g. Google My Business, Trustpilot, Facebook etc.
- **To influence internal reviews of a brand** – if you want to improve/increase reviews from employees, you'll want to focus mainly on LinkedIn.
- **To attract talent to the brand** – best measured by the increase in applications for vacancies or acceptance of vacancies.
- **To raise awareness of a company as an employer** – best measured by the talent retention metrics before and after the campaign and the number of applications for vacancies.

## SWOT Analysis

### **Strengths - Independent, North East based, clear and established branding and female empowerment movement.**

Flexibility - able to make the changes necessary to survive. Expertise in specific fields due to the diversity in music experience within the team. The uniqueness of Small Businesses means a higher rate of customer satisfaction. This is a consequence of better one-to-one customer care. Coat Rack Records UK's personal aspect to the services emphasises our focus on what's important - the safety of female musicians and accurate industry representations.

**Weaknesses - Insufficient capital or cash flow** means that our PR and Marketing campaigns must be cost-efficient and within budget (**this will depend on how much we can receive through grant schemes or crowdfunding**). The biggest hurdle faced by start-ups and other small enterprises is money thus, we must identify as a trustworthy brand to financially support.

**Opportunities - How to source business opportunities in the future:** *Listen to your potential clients and past leads. When you're targeting potential customers listen to their needs, wants, challenges and frustrations with the music industry. Listen to your customers and always stay up to date with your competitors. Look at industry trends and insights.* **CONDUCT MARKET RESEARCH WITH CLIENTS!** Also, freelance business and independently created social media content makes space for creative freedom.

**Grants - National Lottery** <https://www.lotterygoodcauses.org.uk/funding>

**Blogging opportunities** - One of the best small business opportunities in blogging. Blogging is popular because it allows you to create many potential sources of income. You could make money from affiliate marketing, ads, information products, physical products, influencer marketing, sponsorships, and gated premium content. It's even possible to earn passive income by publishing



articles upfront and placing ads within the content so that you earn whenever a reader clicks on an advertisement. With so many potential income sources, bloggers focus on creating and marketing their content to build their website traffic. They promote via search engine optimisation (SEO) and social media to gain new website visitors.

**Threats - COVID19** regulations and restrictions e.g. Live music and events. Also, production and recording of tracks may be drastically delayed or stopped completely as a consequence of another rise in infection.

## Target Media Outlets

- your local paid-for newspaper
- your local free paper
- local magazines
- local radio and television
- trade, technical and professional magazines covering your type of business or expertise
- National newspapers
- consumer and lifestyle magazines
- local bloggers or those with an interest in your industry
- online news media
- national radio and television - but usually your local station will feed your story to the network if it's good enough
- Sync - secondary sale and distribution of music through advertisement on a sync deal site where your music could be used on adverts/tv-shows/films as agreed to by the label.

## Contact Management

Our team will track the following contact information in a centralised spreadsheet:

### Artist Contact List:

*Name, City, Genre, Email, Phone and Social Media Handles.*

Spreadsheet Link:

<https://docs.google.com/spreadsheets/d/1qd-FyKoC97eOnWUeq1mtKITyTm7Hetf-JQqCuKrCPQ/edit?usp=sharing>

### Media and Business Contact List:

*Name, Company, Position, Email, Phone and Social Media Handles*

Spreadsheet Link:

[https://docs.google.com/spreadsheets/d/1BpKUrUEoxBclxd8TD1S197Cv8LeJvceUB\\_q-GCvqwQq/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1BpKUrUEoxBclxd8TD1S197Cv8LeJvceUB_q-GCvqwQq/edit?usp=sharing)



## Target Audience

**Customer Analysis** - Market research needs to be conducted to ensure a clear direction in our social media campaign. A proposed monthly analysis of social media statistics may benefit this section of the marketing plan for accurate target audience statistics and insights. (Age - Young Adults/Location - North East).

The two segments of the music industry we will be selling to are those in the production and consumption of digital media. The buyer persona for the first stage of the campaign is music industry professionals and fans to build up a basic following. The buyer persona will later change and adapt to our future marketing strategies however, this is the basic template of our average social media user:

### [TARGET AUDIENCE/CUSTOMER PERSONA FOR SOCIAL MEDIA CONTENT CREATION]

**Background** - Industry professional or music fan who has an interest in the local grass-roots scene. Their job title(s) is usually within the creative industries as music is a hobby or career. Most local musicians who we have access to and are looking to sign happen to be at an early life stage in their career path with little family responsibilities etc.

**Demographics** - Sex is preferred to be minority artists as they are underrepresented. However, social media users of all demographics are welcome. Age would be targeting young adults local to the location of office (North East, England).

### MARKET RESEARCH - To do list:

Through surveys and questionnaires with our clients and social media following, we need to find out:

- ☐ **Interests (MUSIC)** What other brands do they interact with on social media?
- ☐ **Other relevant traits**
- ☐ **Favourite social networks** - Which channels is your target audience most active on?
- ☐ **Least favourite social networks** - LinkedIn? Which are the least active on or avoid altogether?
- ☐ **Buying behaviour** - How does social media fit into the buying journey? Is your target customer using it for research, looking at business/product reviews, direct shopping (on Instagram, for example)?
- ☐ **Spending power** - How much money does your audience have to spend? How do they approach purchasing decisions in your product/price category?
- ☐ **Preferred content type** - What are the kinds of content your audience is most likely to engage with? Video, Stories, GIFs, product demos, etc. What about the content mix? Social media rule of thirds, 80/20 rule, etc.

## PR Content Distribution Plan

**Strategy:** Social Media Campaigns - Competition, weekly quizzes and blog.

**Tactics:** User-generated content and capitalising on analytics.

**Promotional tactics include:**

- **Sending an email broadcast**
- **Write for others** ((Niche keyword) + "guest post submission" (Niche keyword) + "write for us" (Niche keyword) + "contribution guidelines")
- **Ask to include your content;** *Roundup, Weekly, Monthly, Best of, Top 10*
- **Connect with influencers outside of social and reach out on social media**
- **Engage with your community;** social media groups, online communities and content promotion networks.



- **Pay to promote;** Facebook Ads make it possible to create targeted ads based on all kinds of criteria, including demographics, location, and specific interest categories. StumbleUpon offers a paid discovery feature with a pay-per-click model. Its users are mostly college-age millennials. Reddit Ads are another platform full of millennials, but not exclusively. Reddit Ads are an inexpensive option to get more reach for your content on the crowdsourced platform. Outbrain is a promotion network that displays your content on relevant blogs and news sites. The “related content” section at the bottom of a lot of web pages is usually full of promoted content from Outbrain or one of its competitors.

## Market Strategy

Coat Rack should approach the market as a community-focused label with interactive social media campaigns and open communication with clients. Offering the buyer personas a personal experience with industry professionals, the start-up nature of Coat Rack Records differs from competitors as we are specifically catering for women in music.

- Promotion is done via social media
- People-based in the North East and active on Facebook music communities within the chosen genre
- **Process - What will this be? How do we pitch this to our clients?**
- Physical Evidence - We must have evidence of the marketing campaign through real statistics and insights gathered through social media platforms. We will provide this through maintained logs of social media growth and specific data upon request. In addition, a portfolio of physical evidence will be made available online (following privacy policy guideline). This will help measure success and failures through trial-and-error posting and will be shown through account growth.

## Competitor Analysis

Our competitors vary from small to big record labels.

**Research source:** <https://www.bemuso.com/musicbiz/recordcompaniesandlabels.html>

“Major record labels have the largest catalogues of recording rights through historical mergers and acquisition with independent labels. Most of them have publishing companies and all control distribution and new media interests. The Majors make less than 1 in 5 of all controlled releases and sell less than 70% of recorded music worldwide. The rest is sold by the independents.”

Major record company	Main labels, imprints and groups	Includes / excludes
1	Mercury, Island DefJam (Lost Highway, Roadrunner), Interscope Geffen A&M, MCA, Verve (GRP, Impulse!), Geffen, Universal Classics (Decca, Philips, Deutsche Grammaphon)	<b>Includes:</b> <u>Universal Music Publishing</u> <u>BMG Music Publishing</u>



2

Columbia, Epic, Legacy, Jive, Arista, RCA,  
Zomba,  
La Face

#### **Excludes:**

Sony/ATV Music  
Publishing

- separate subsidiary of Sony

3

Capitol, Virgin, Blue Note, Chrysalis,  
Parlophone,  
Mute, Relentless, Now!, Heavenly,  
Positiva, Angel,  
ForeFront, Back Porch, Sparrow,  
Astralwerks

#### **Includes:**

EMI Music Publishing  
Abbey Road studios

4

Warner (Reprise, Sire, Maverick, World,  
Nonesuch),  
Atlantic (Elektra, Bad Boy, Lava), Rhino,  
East-West,  
Word Group, Cordless, Asylum

#### **Includes:**

Warner/Chappel Music  
Inc.  
distribution (ADA, WEA),

## Independent record labels

<https://www.bemuso.com/musicbiz/recordcompaniesandlabels.html>

"Independents rarely include publishing or manufacturing. They occasionally run distribution and frequently have new media operations. The indies make 4 out of 5 controlled releases and sell over 30% of recorded music worldwide. There are several thousand independents in the UK alone—they are simply record labels that don't qualify to be called Majors. Some indies specialise in licensing existing recordings but most deal with their content and artists. The bigger indies normally use Major label distribution, and Majors sometimes own shares or invest in indies. About 800 indies make up the membership of AIM (founded in 1998). There are examples of independent record labels in DIY."

## Channels

