



PR & MARKETING PLAN 2021

Business Summary: *Intarsia Records, Newcastle Upon Tyne.*

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Mission Statement:

Embracing the ever changing face of the music industry, Intarsia Records strives for a forward thinking, raw and collaborative approach to creating music. Led by a team of creatives with experience in a variety of fields across the music industry, we appreciate that an artist understands themselves better than anyone else ever could.

Putting artists at the centre of what we do is vital in ensuring their success. Intarsia simply wants to facilitate the best possible artistic version of yourself. Our artists are encouraged to work collaboratively; both with us and within the creation of their music, broadening the horizons of what their sound can be. This hands-on process gives us the ability to use our skills and experience to support clients every step of the way. We want to tackle the status quo of the music industry by ensuring everything we do is accessible to a balanced mix of voices and opinions. Intarsia is appreciative of all music but paying a particular focus to genres that are often underrepresented within the music industry, we want to help get the unheard into the spotlight.



Executive Summary

Intarsia Records 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 are within the public sphere 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. Intarsia must develop a brand that is trustworthy to DIY musicians whilst still being profitable. To achieve the desired following and growth in digital interactions with the public, visual marketing of experience and portfolios through PR and marketing strategies will help establish brand awareness. Intarsia 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 marketing 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

1. Building positive public perception of your brand.
2. **To attract talent to the brand** – best measured by the increase in applications for vacancies or acceptance of vacancies.
3. Ensuring no misperceptions about your brand.
4. **To differentiate a brand from competitors** – this also requires a brand perception survey before and after the campaign, as well as competitor media analysis.
5. **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.
6. **To raise awareness of a problem** – one of the more common PR objective examples, this requires an awareness survey before and after the campaign. **WIM/Inequalities in the creative industries?**
7. **To create a brand association with a key term** e.g. #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.



8. **To increase website traffic** – another straightforward one. Just use your analytics to measure the increase in website traffic attributed to the campaign.
9. **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.
10. **To drive buzz or conversation around a brand** – this is measured by social listening and media analysis. Try to use a tool that shows you who is talking about the brand as a result of the campaign.
11. **To build a community** – using the brand's social platforms and/or native platform, measure the size and engagement of the community.
12. **To raise funding** – this requires keeping a count of the amount raised as a result of the campaign.
13. **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.

SWOT Analysis

Strengths - MAIN: Independent, North East based, R&B focused, clear and established branding, creative freedom and personal satisfaction.

Flexibility - able to make the changes necessary to survive. Expertise in specific fields due to the diversity in music experience within the team. Uniqueness of **Small Businesses means a higher rate of customer satisfaction** due to better one-on-one customer care. Intarsia's personal side to the service allows better focus on what's important - the artists.

Weaknesses - Insufficient capital or cash flow means that our PR and Marketing campaigns must be cost efficient and within budget (specified on request). By far the biggest hurdle faced by start-ups and other small enterprises is money thus, we must identify as a trust worthy brand to financially support. This may be on a customer or business basis; for example, crowd funding and online donation links to support our artists (utilise USP).

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 your industry. Listen to your customers and always stay up to date with your competitors. Look at industry trends and insights.*

Freelance business and independently created social media content makes space for creative freedom.

Grants - National Lottery <https://entrepreneurhandbook.co.uk/grants-loans/>

Blogging - One of the best small business opportunities is blogging. Blogging is popular because it gives you the opportunity 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. In addition, 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
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Contact Management

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

Name

Company

Position

Email

Phone

Social Media Handles

Spreadsheet Link: [<https://docs.google.com/spreadsheets/d/11ruEylVinPwTRuMINRjCyc4kdjCbqUPg5SJzO5LEsKQ/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 (ideally Newcastle Upon Tyne)

The two segments of the music industry we will be selling to are those in 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 root 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 female artists as they are an underrepresented. However, social media users of all demographics are welcome. Age would be targeting young people local to the location of office (North East, England).

Interests (MUSIC) What other brands do they interact with on social media? **FULFIL MARKET RESEARCH**

Other relevant traits - NA **FULFIL MARKET RESEARCH**

Favourite social networks - Which channels is your target audience most active on? **FULFIL MARKET RESEARCH**

RESEARCH - According to studies, Instagram is most popular with our demographic however, Tik Tok is on the rise. The key in understanding our audience is to talk to them. This should be the foundations to what and where we post.

Least favourite social networks - LinkedIn? Which are they least active on or avoid altogether? **FULFIL MARKET RESEARCH**

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? **FULFIL MARKET RESEARCH**

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. **FULFIL MARKET RESEARCH**

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

Intarsia should approach the market as a community focused music organisation with interactive social media campaigns and open communication. Intarsia will offer the buyer personas a personal experience with industry professionals. The start-up nature of Intarsia differs from competitors as they aren't focused specifically upon R&B females located in the North East.

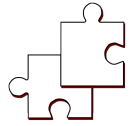
In a full-length marketing plan, this section can contain the "seven Ps of marketing":




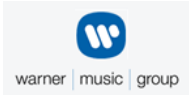
- Promotion done via social media
- People based in the North East and active on Facebook music communities within the chosen genre
- Process - What will this be? How do we pitch this to our clients?
- Physical Evidence - We must have evidence of the marketing campaign through real statistics and insights gathered through social media platforms. This evidence will help measure success and failures through trial-and-error posting. Success is 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)	Includes: Universal Music Publishing BMG Music Publishing
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 own 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

