



PR PICK 'N' MIX

INFORMATION PACK

www.coatrackrecords.com

At Coat Rack Records, we want to ensure that our fundamental music PR and Marketing tools are accessible to anyone who needs them. Therefore, we have devised a bundle pricing plan that is affordable whilst also ensuring our clients are equipped with long-lasting press resources. These tools are customised to each individual and their goals to ensure that they can continue to be used independently!

www.nataliegreener.com (Head of Marketing)

PR PICK 'N' MIX BUNDLE:



£50 per press resource

This booklet contains our Pick N Mix options available.

They are customised to each client and designed with longevity in mind. This bundle is a way for you to build a press kit depending on your budget - to make this more clear, here is a break down of who we are and what marketing tools we offer!

PICK 'N' MIX BUNDLE:

2 Press Resources for £75

Press Kit for £100

PRESS KIT INCLUDES 3 PRESS RESOURCES



PR PICK 'N' MIX

www.coatrackrecords.com/services

WHO AM I?

Natalie Greener (www.nataliegreener.com)

"Always looking for experience and freelance work, my skills are in marketing, PR and social media management. Despite a broad portfolio in a variety of industries, I specialise and thrive when working on creative projects. In particular, music and fashion marketing. I stand for mental health awareness and women in the music industry via activism/journalism. I think it's so important to make our industry safer and empower those around us - I maintain this ethos in all of my work."



Contact:

nat@titsupontyne.co.uk
info@coatrackrecords.com

Education:

Northumbria University
Newcastle.
MEDIA & JOURNALISM BA
(HONS) 2018 - 2021

www.nataliegreener.com
www.coatrackrecords.com
www.titsupontyne.co.uk

LinkedIn



Natalie Greener

Skills

SOCIAL MEDIA MANAGEMENT / JOURNALISM /
CONTENT CREATOR / WRITING / INTERPERSONAL
SKILLS / EVENT MANAGEMENT / PROJECT MANAGEMENT
/ MEDIA RELATIONS / BRANDING / BRAND AWARENESS /
COMMUNITY ENGAGEMENT / DIRECT MARKETING / SEO/
CAMPAIGNS FOR SOCIAL BENEFIT / FLOOR SALES

Director at Tits Upon Tyne, Co-owner of Coat Rack Records and Event Manager. Freelance PR, Marketing and journalism.

I am a hard working and motivated individual who has a successful portfolio in marketing, social media and event management. I always strive for the highest possible standard, at any given task or situation. I am accustomed to working in a fast paced and pressured environment, particularly when managing multiple projects and people at one time. I love working in a social environment and thrive in customer interaction.



Experience

My role as Director at Tits Upon Tyne includes every aspect of running a social enterprise. Organising monthly events and campaigns, my responsibility is to ensure the message of Tits Upon Tyne is portrayed clearly. I do this alongside running the online store and blog on a daily basis. I have total control and the final say on any material produced whilst also managing a small group of freelance journalists. Striving to make the local music scene safer for women, I can maintain a professional attitude whilst still being creative. Any problem that comes my way is resolved with efficiency and speed. We also raised £700 for Breast Cancer Now through my direct sales approach and face to face marketing.

CO-OWNER (LAUNCHED MARCH 2020)

The Mess Society is a club night based in Newcastle. It is my job as co-owner to ensure that our customers get a different clubbing experience to our competitors. Social media management, event organisation and promotional campaigns are some of the skills highlighted in this role.

Anything we produce with creative direction is done together and as a team. Being hands-on, we take it upon ourselves to push ticket sales and maintain a work ethic that is sociable and approachable.



Freelance

May 2015 - Aug 2018

Reference by Will Robinson - Managing Director

will@imnotfromlondon.com

'Natalie interned for "I'm Not From London" for a year and a half whilst at school before going to college and she really impressed the team with her journalism and event management skills. A natural, Natalie helped establish a night "Hellcats" which still runs to this day and helped review releases, was a whizz on social media and had great ideas to build our company and engage further with the city and our community. We still work with each other from time to time and Natalie has gone on to make a name for herself in Newcastle in music journalism and events and we wish her the best of luck and believe she will succeed in whatever field or company is lucky enough to hire her.' My role as an intern at INFL included event management, journalism and large scale promotional campaigns. I worked on festivals in Nottingham as well as smaller events at DHP venues. This role also enabled me to learn team skills and music management on an interpersonal level. www.imnotfromlondon.com

JOURNALISM (2014 - present) Insta @NATJOURNO

Specialising in music, fashion and mental health, I have freelanced for multiple platforms across the UK. My skills in English and writing are demonstrated by my journalistic career as well as my speed in producing work without letting the quality of the content lessen. I have a portfolio of over 50 pieces and advocate for social change in a lot of my work.

PR AND MARKETING (2018- present) VIEW PORTFOLIO ON WEBSITE

SOCIAL MEDIA NEWSGATHERING // DIGITAL SKILLS: SOCIAL MEDIA // CREATE A SOCIAL MEDIA MARKETING CAMPAIGN // ARTS AWARD // SEO // PUBLIC RELATIONS MODULE (MEDIA & JOURNALISM)

www.nataliegreener.com Co-Founder



An artist management company and independent record label founded in 2015, with representatives based in both Newcastle upon Tyne, UK, and Bangkok, Thailand. - andy@kaleidoscope-music.co.uk // Andy Haggerstone

www.kaleidoscope-music.co.uk/internships



MERCH



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 creative vision as well as their impact on the industry. We want creatives to collaborate with us to produce, promote and market their music in a way that is modern to the creative industries and different from what any label has done before.

www.coatrackrecords.com
[Linktr.ee/CoatRackRecords](https://linktr.ee/CoatRackRecords)

To read my CV, visit my website:
www.nataliegreener.com

PRESS RESOURCES : Pick 'N' Mix

Here are the press resources you can choose from when creating your PR and Marketing bundle!

Any questions, feel free to email us at info@coatrackrecords.com



PRESS PACK a.k.a Press release

Includes bio, photos, press, song placements, links to streaming and gig portfolio (provided by the client to be edited by Coat Rack).

FREELANCE a.k.a Press promotion

We will utilise our platforms and contacts to get your press pack out to relevant contacts with a focus on social media e.g. increase in likes and following.

THIS SERVICE REQUIRES A PRESS PACK

CAMPAIGN a.k.a Social media ads

Using part of your payment to Coat Rack for ad campaign resources, we will reinvest back into you as a client through advertisements on social media platforms - includes custom demographic (service is limited to Instagram, Facebook and LinkedIn).

MERCH

We will design simple merch to advertise and sell on our website. This is not a money-making technique but rather a marketing strategy to get your music out there! Terms & Conditions apply.



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www.coatrackrecords.com/services



All PRESS RESOURCES include:

Social media exposure, an analysis report of performance (extent depends on the bundle size), formal invoice, ownership of the created resources regarding the client and lastly, the experience of our marketing specialist - this includes but not limited to; social media analytics, SEO, established following, graphic design, journalism and qualifications/courses in marketing and PR.

OTHER SERVICES:

Website Building

Please note: our basic site plan has a maximum of 4 pages and no eCommerce features. All plans include a year of hosting, the building of the website, customised domain and SEO.

BASIC PLAN £200 // PRO PLAN £300 // ADVANCED PLAN £350

PR and Marketing Bundle - SET FEE

We shall create and execute a PR and Marketing campaign that is customised to the client, budget and their desired goals.

PRICE: Budget and Project dependent - minimum of £20

Production - SEE WEBSITE www.coatrackrecords.com/production



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