

# COMPANY LOGO

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## POP/ROCK 2011 MARKETING PLAN

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## NEW MISSION FOR 2011

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The following plan of action is our vision of a new direct consumer branding initiative.

**The goals of the new plan include:**

- Cutting costs by 50%
- Combining physical & digital marketing initiatives
- Implementing plans based on *specific* project goals
- Localizing marketing efforts to tap into previously unutilized resources (such as local media, independent music venues & small press)
- Building more effective teams with increases responsibility and productivity

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## GOAL IDENTIFICATION

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The goal of each artist should be identified prior to the start of each project. The goals laid out should focus on identifying the specific hope of accomplishment. Potential goals include, but are not limited to: increasing album sales, gain radio play, increasing merchandise sales, increasing general artist exposure, generating awareness of a tour or new album.

We will place more responsibility with street teamers in order for them to develop a relationship with artists, local businesses, small media outlets, other street teamers, and the marketing firm. A switch must be made from impersonal generic marketing, e.g., online banners, targeting only large arena shows, and generic social networking usage, to reaching out to individuals both online and in person based on tastes, interests, and location.

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## GOAL-BASED PLANS OF ACTION

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Certain plans of action may be refined, combined, and implemented based on specific goals. Not all forms of promotions are exclusive to a specific goal but some may be more effective in accomplished the desired outcome.

**The following steps must be taken at the beginning of each project in order to build a unique plan for individual artists' lifestyle goals:**

- Identify target demographics
- Identify time frame of project
- Identify applicable regions

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## PROPOSED 2011 BUDGET

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The amount of money distributed for the pop team will be consistent quarterly. The physical and digital street team new mission outlined below will have a much more controlled budget as well as decrease the likelihood of overspending. Any additions or updates to the below budget (such as for festival coverage) will be discussed with as much advance notice as possible and a detailed expense & marketing plan will be developed.

**SUGGESTED 2011 BUDGET:**

Retainer Street Team: \$1500

Marketing Monthly Staff Salary: \$4500

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MONTHLY: \$6000

QUARTERLY: \$18000

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## PHYSICAL STREET TEAM USAGE

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### RETAINER MARKETS

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These cities are commonly frequented by Atlantic rock/pop artists and are cities that influence music and entertainment on a consistent basis.

- Los Angeles, CA
- Chicago, IL
- Boston, MA
- Nashville, TN
- New Orleans, LA
- San Francisco, CA
- Portland, OR
- Seattle, WA
- New York, NY
- Washington, DC
- Philadelphia, PA
- Minneapolis, ME
- Atlanta, GA
- Denver, CO
- Austin, TX

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### RETAINER MARKET RESPONSIBILITIES

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Street teamers will be in major markets, such as the ones above (subject to change) and will cover a 90-minute radius. These teamers may choose to have people help/work under them at their discretion. Responsibilities include (in addition to the responsibility of non-major market teamers):

- Bi-weekly conference calls to keep teams focused
- Coordinating listening parties at colleges, bars, online, special events, retail, etc.
- Servicing albums for in-store play
- Competitive branding at additional events including the lifestyle locations listed above
- Target tour coverage
- Special events
- Online promotions (Social networking sites, contests with media outlets, ad/banner placement)
- Awareness of their local music scene to identify target shows with high attendance e.g. popular local artists, or community events.

**Each street teamer in major markets given \$100 a month for expenses. Expenses in a given month can include (but not limited to):**

- Coordinating listening parties
- Transportation compensation
- Concert attendance

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### STREET TEAMERS OUTSIDE OF TARGET MARKETS RESPONSIBILITIES

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The teamers outside of the 15 major markets will have less responsibility but still used frequently to keep artist awareness constant. Instead of constant monetary compensation (such as purchasing competitive tour coverage tickets) and in order to keep interest, best teamer(s) each month may receive prizes such as \$100 gift certificates, meet and greet passes, a call from one of the artists, or some other form of non-monetary compensation.

- Occasional show & target tour coverage
- Occasional servicing of albums for play
- Lifestyle coverage
- Communication with blogs and small media outlets
- Viral online marketing

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### COLLEGE

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College street teamers in major school markets will receive internship credit for their work. Monetary compensation based on need, e.g., paid ad placements.

- Coordinating events and contests on campus
- Working with college radio stations to increase artist airplay.
- Get reviews & interviews places in college papers/magazines
- Ad placement (free & paid) on school bulletin boards, newspapers, and magazines
- Coordinate ride shares to concerts nearby campus

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## ONLINE STREET TEAM USAGE

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Less focus on banners due to ad blocking software and more sites accessed via mobile devices. More focus on individuals and using the fan bases of other existing sites to build up our own.

- Use of link shorteners and web statistic counters to identify where traffic is being generated and from what sites.
- Make joining the street team easy through links on social networking sites.
- Generating press releases & email lists to target blogs & media outlets to include those often overlooked by publicity departments, thus creating an increased interest in our artists & projects
- Coordinating with local media outlets and businesses to sponsor contests, events, etc.

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## SOCIAL NETWORKING

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### FACEBOOK & MYSPACE

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- Posting links, banners, widgets, video, audio, etc.
- During target tour & show coverage, pass out cards in addition to artist tools with Facebook URL to for individuals to tag themselves, increasing traffic to TFM Facebook and thus artist & company exposure

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### MICROBLOGGING SITES (TWITTER, TUMBLR)

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- Increase fan interaction with micro-blogging interactions. Incorporation of user-generated content easily & simplistically.
- Linking to album reviews & show reviews to increase the exposure of the blogs & media outlets we work with, thus increasing artist exposure

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## END OF 2011 PROPOSAL

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ADDITIONAL PAGES SHOW SAMPLES OF:

- Retainer Street Team Calendar
- Retainer Street Team Expense Report
- Full Project Report

# SAMPLE RETAINER STREET TEAMER CALENDAR & EXPENSES

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6. Listening Party @ Local Record Store	7. Listening Party @ Local Clothing Store
8	9. Artist Album Release	10. Servicing Albums to Local Stores & Media Sources	11	12	13	14
15. Passing Out Tools @ Large Arena Show	16	17	18. College Newspaper Ad Placed For Show & Album	19	20. Passing Out Tools @ Sold Out Local Show	21
22	23. Local Community Event	24.	25	26	27. Artist Show	28
29. Submitting report of media coverage	30	31				

Heavy online promotion via Twitter, Facebook, etc.

## RETAINER STREET TEAMER MONTHLY EXPENSES

Date	Expense	Cost
9/6	Listening Party - Mileage & Beverages	60mls @ \$.30/ml = \$18 + \$12
9/18	College Newspaper Ad	\$30
9/20	Attending Local Show	\$5
	<b>Total Spent:</b>	<b>\$65</b>

# SAMPLE REPORT

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**Below is a sample of how future reports will appear.** In order to keep a streamline & effective presentation of projects, we will consolidate all components into well-organized documents with online attributes including click-tracking. All corresponding photos will be contained on one Photobucket.com album, per project. Lifestyle, Tour Coverage, and Target Tour Coverage will be in separate folders identifying the location.

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## SUMMARY

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**The following online assets and activities were posted for teamers to help promote the tour on the web:**

- SHINEDOWN - Post the "Carnival of Madness" tour banner:  
[http://flash.atlrec.com/streetteam/promo/shinedown\\_carnivalofmadness.html](http://flash.atlrec.com/streetteam/promo/shinedown_carnivalofmadness.html)
- SHINEDOWN - Share Shinedown banner:  
[http://feature.atlrec.com/shinedown/share\\_banners/](http://feature.atlrec.com/shinedown/share_banners/)

**The following tools were used (approximately):**

- SHINEDOWN 11x17 posters - 3000
- SHINEDOWN stickers - 15000
- SHINEDOWN albums (digital & physical copies) - 50

**Teamers promoted the tour at targeted lifestyle accounts with posters:**

- college campus
- rock bars/lounges/clubs
- retailers, clothing stores, malls
- rock memorabilia shops
- guitar centers
- smoke shops
- tattoo parlors, etc.

**Other artists were promoted throughout this tour included:**

- Halestorm
- Skillet

**Specific artist tours targeted:**

- Mayhem Festival (7/10-8/14)
- Ozzfest (Motley Crue) (8/14 - 8/24)

## ONLINE/REGIONAL REPORT

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While most projects have extensive publicity, many smaller more grassroots sites & publications are not targeted. We will act as a liaison to smaller publications that on their own have small readership but together may add up substantially.

Publication Name	Publication Type	Type of Coverage	Coverage Area	URL	Stats	Comments
<b>MICHIGAN</b>						
Michigan Gazette	Print School Newspaper	Album review & print ad	Michigan	n/a	10K readers	Print ad cost: \$30
<b>ARKANSAS</b>						
Cathy's Blog	Music Blog	Album review & widget placement	Arkansas	<a href="http://cathy.blogspot.com/bandreview">http://cathy.blogspot.com/bandreview</a>	Monthly visitors: 300	
<b>NATIONAL</b>						
Number One Blog	Music Blog	Album review & banner placement	Nationwide	<a href="http://numberoneblog.blogspot.com/bandreview">http://numberoneblog.blogspot.com/bandreview</a>	Monthly visitors: 15K Banner clicks: 300	
Mike's Guitars	National Store Website	Ad Placement	Nationwide	<a href="http://mikesguitar.com">http://mikesguitar.com</a>	Monthly visitors: 21K Banner Clicks: 400	Online ad placement: \$15

Links to screenshots: [www.photobucket.com/Shinedown/Online](http://www.photobucket.com/Shinedown/Online)

## SOCIAL NETWORKING OVERVIEW

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### MYSPACE PLACEMENT: 75 Profiles

- Total Friends: ~15400 People
- Total Clicks : 400 Clicks

### FACEBOOK PLACEMENT: 250 Profiles

- Total Friends: ~50600 People
- Total Clicks: 4000 Clicks

### TWITTER PLACEMENT: 200 Tweets

- Total Followers : ~12000 People
- Total Retweets : 700
- Total Clicks : 6200 Clicks

### TUMBLR PLACEMENT: 300 Posts

- Total Followers: 15000 People
- Total Reblogs & Likes: 450
- Total Clicks: 4000 Clicks

### OTHER SOCIAL NETWORKING PLATFORMS

- Total Clicks: 34000 Clicks

## LIFESTYLE REPORT

Store	Type of location	Address	Type of Coverage
<b>WASHINGTON, DC</b>			
Parlor Tattoo & Underground Apparel	tattoo parlor	1239 3rd. St. S. Jax Bch., FL 32250	CD Servicing, 5 posters, 75 stickers
Caribbean Connection	tattoos, piercings, smoke shop	777 South Third St. Jax Bch., FL	2 posters
Skate Bomb	Skate shop	1365 S. 3rd St. Jax Bch., FL 32250	Listening party, 10 posters, 100 stickers
<b>BOSTON, MA</b>			
Guitar Center	Music Instrument Retailer	9130 W. Broad Street, Richmond VA	4 posters, 40 stickers
Norfolk Ice Cream Company	Ice Cream Shop	4306 Monarch Way, Norfolk, VA	Listening party, 10 posters, 100 stickers

Links to photos: [www.photobucket.com/Shinedown/Lifestyle](http://www.photobucket.com/Shinedown/Lifestyle)

## TOUR COVERAGE

**VENUE SIZES:** 10K to 20K, none sold out

**MATERIALS USED:** stickers

**AUDIENCE/DEMOGRAPHIC:** Wide age range from teenagers to middle age, more males than females, 65/35. Attire generally t-shirts, a bit of a grungy/trashy feel.

**COOL TRENDS:** N/A

**ADDITIONAL COMMENTS:** Comments about the tools were overall positive. Requests for guitar picks were frequent. People loved that the materials were free.

**DATES:**

7/28	Merriweather Pavilion	Columbia, MD
7/30	Penn's Landing	Philadelphia, PA
8/1	Comcast Center	Mansfield, MA

Links to photos: Links to photos: [www.photobucket.com/Shinedown/Tour](http://www.photobucket.com/Shinedown/Tour)

## COMPETITIVE COVERAGE

**TOUR:** Ozzfest, Mayhem Festival

**VENUE SIZES:** 10K to 20K, none sold out

**MATERIALS USED:** stickers

**AUDIENCE/DEMOGRAPHIC:** Wide age range from teenagers to middle age, more males than females, 65/35. Attire generally t-shirts, a bit of a grungy/trashy feel.

**COOL TRENDS:** N/A

**SHOW WAS A PROPER MATCH FOR THE ARTISTS YOU PROMOTED?:** Yes, however some people were hostile toward Skillet because they were a Christian band and there were a lot of hard metal fans but in general people were very receptive.

**ADDITIONAL COMMENTS:** People asked when the artist would be coming to town, told people about Carnival of Madness dates.

**DATES:**

6/28	Merriweather Pavilion	Columbia, MD
6/30	Penn's Landing	Philadelphia, PA
7/1	Comcast Center	Mansfield, MA

Links to photos: [www.photobucket.com/Shinedown/TargetTour](http://www.photobucket.com/Shinedown/TargetTour)