

COLLARTS

Assignment Cover Sheet

- Assignments submitted physically (i.e. on paper, CD, DVD etc.) must be received at Collarts Reception by 4pm on the date that they are due with a completed Assignment Cover Sheet attached; and assignments submitted electronically (i.e. Turnitin, Moodle or email) must be received before 4pm on the date that they are due with a typed or scanned Assignment Cover Sheet attached as the first page of the assignment.
- Assignment due dates are published in Unit Outlines. In the case of unforeseen circumstances, and with the approval of the Degree Leader, lecturers can extend an assignment due date for an entire cohort, but cannot issue extensions to assignment due dates for individual students.
- If you are experiencing adverse circumstances that are likely to prevent you from meeting the due date of an assignment, you can apply to the Degree Leader or the Dean for an extension to the assignment submission date. Such requests must be made on the appropriate form no less than 48 hours (2 days) before the published (or agreed) due date of the assignment.
- The following grading penalties will be imposed on overdue assignments.

Number of Days Overdue	Grade Deduction
One day overdue	10%
Two days overdue	20%
Three days overdue	30%
Four days overdue	40%
Five days overdue	50%

- Assignments not submitted within five working days of the due date will not be graded, but may be considered as evidence to support the awarding of a conceded pass grade in the subject by the Board of Examiners at the completion of the assessment period. It is therefore in students' best interests to complete all assignments, even if submitted too late to be assessed.
- It is the responsibility of students to retain copies of all submitted assignments. If for any reason an assignment cannot be located, students can be asked to resubmit. Failure to do so within 24 hours will be treated as non-submission of the assignment and the above grade deductions will apply from the date of the request.

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Course of study

Screen & Media ☐

Music ☐

Audio ☐

Entertainment Man. ☐

Entertainment Journalism ☐

Digital & Social Media ☐

Music production ☒

Fashion Marketing ☐

Content Creation ☐

Sustainable Fashion Design ☐

Animation & VFX ☐

Comedy ☐

Fashion Marketing ☐

Interior Design ☐

Unit Name:(e.g. Critical Thinking) **Applied Digital Marketing - [COMADM]**

Assignment: Assignment 2 - Digital Marketing Strategy & Plan

Lecturer: Sam Hemphill

Student Declaration of Authorship (Attachment of this document to an electronic submission will be construed as agreement to the below statement)

- I declare that this assignment is my own work, except where the work of others is clearly indicated in either direct or parenthetical quotation, or paraphrase, and is referenced accordingly in citation and the bibliography, and it has not previously been submitted for any assessment at an educational institution.

Student's Signature: CRISTIAN TASSONE

Date: 30/11/21

Assignment 2: Digital Marketing Strategy and Plan - Cristian Tassone

In early January, my friend Niv, AKA 'Nastrokid', will be releasing his debut musical project. A short pop and rap inspired EP named 'Khaled Rohaim'. The following is the digital marketing strategy and plan we are going to follow.

Overview

Nastrokid is a Melbourne based melodic rapper-singer with pop-inspired production. What sets him apart from other artists is the high standards he sets for himself when it comes to the presentation and creation of his music. As of writing this, he has only officially released 2 songs to his Spotify and Soundcloud. But for the past year, he has been working towards creating an EP with 6 or so songs on it. At the moment, his fanbase primarily are friends, and some people he has worked with. So the goal he is aiming for is to branch out and create some sort of fanbase. As at the moment, the only way he reaches out to fans is through his Instagram page.

Objectives

The plan for Nastrokid's debut EP is as follows. A mid-January release, with 6 songs that cover and incorporate multiple genres. It's fair to say that the EP is currently about 70% complete. With just mixing, and song selection to still be completed. The secret tool that he will be using to get his project out there, lies in the name. He is calling the EP 'Khaled Rohaim'. Khaled Rohaim is a Grammy-nominated producer and composer from Sydney. He's worked with artists such as Juice WRLD, The Kid Laroi and Rihanna. And he is exactly the person we think is best to hear Nastrokid's music. And maybe, just maybe, give him a chance. Ideally, when the EP drops if everyone tags him in the posts, he is bound to see it. As he only has 15k followers. Another objective is for the promotion of this project to be seamless with other posts users may see in their feed. You won't be seeing, "Nastrokid EP Out Now..." This formula is violently overused and does not work unless you already have a following. The ads and posts will encompass reasons to listen to the music, videos of the creation process, and competitions that reward the listener for listening to the EP.

Target Market

The target audience for Nastrokids is people aged 14 - 22. Roughly teenage years. Although this may get the most audience engagement, we have found that the genre of music he creates is popular amongst older age groups as well. Seeing the success of pop artists such as Justin Bieber and Shawn Mendes, having songs that attract mainstream radio play, appeal to all age groups. Geographically speaking, the target audience primarily lies within Australia. We worked out that attempting to get big in America is pointless, as there are so many people in the same position as us.

Alternatively, to get big and make a name for yourself here in Australia, theoretically should be easier. What assists in getting big in Australia is the name 'Khaled Rohaim' in the title of the project. But what comes with this is that if the EP does do numbers, people that are aware of Khaled Rohaim's work may look to listen to the project. Finally, psychographically this EP aims to target those that are interested in artists such as The Kid Laroi, Post Malone, and Juice WRLD. As the sound of the EP is very pop and hip hop inspired. A few of the songs encompass themes of not finding love, which nowadays is an easy way to sell records. So using this formula in songs that aesthetically sound different is what will set this EP apart from others.

Goals

As the stage Nastrokid is at is arguably the hardest point to set off from, the goals I've compiled may be too easy, or too hard to obtain. It's hard to tell.

1. *Have a total of 150 individual listeners of the EP after one week on Spotify. 225 after the month of release.*

The goal of 150 is attainable because in the past with single releases, Nastrokid has peaked at around 40 individual listeners with little marketing and advertising. This number can be found on the Spotify For Artists app, and or can be found on Nastrokids Spotify page where it lists his monthly listeners. The 150 is encompassing the people we think will listen to the EP based on them knowing him. The additional 50 by the end of the month is what I hope our advertising can bring in. This is relevant because from here it's hopefully upwards. As more and more people hopefully have Nastrokid in their usual rotation of music. This goal will start when the EP drops, and conclude after 28 days.

2. *Nastrokid gained 50+ Instagram followers in the month of release.*

All advertising and marketing combined should see an increase in followers on Nastrokids Instagram. He currently has 428 followers. So a goal of hopefully around 500 would seem like a successful advertising campaign. New followers will equate to new fans.

3. *Have 30 people participate in the competition we are going to run.*

The details are not finalised yet but we are looking to do some sort of portion of the EP that involves reposting a song from the project to your Instagram account, to go in the draw to win an embroidered Nastrokid piece of merchandise. This will be an extremely cheap and extremely effective way to be posted around for further advertisement. As some people that will repost have over 1000 followers. This is also a happy trap for

Khaled Rohaim to hopefully, in a perfect world, fall into. Giving us a massive shoutout to his 15k followers from around the world that are exactly our target audience.

4. Have Khaled Rohaim acknowledge Nastrokid's existence

With the EP being named after him, we strive for the day that Khaled Rohaim replies to a post at least and let's Nastrokid know that he liked the music. This one is more of a tongue in cheek goal, as we are admitting that if Khaled Rohaim doesn't acknowledge this project, we are going to be extremely upset. Although it won't be the be-all and end-all.

We believe that the most important aspect for all these goals to succeed is to create good music. If the music is good, people will engage further. So we could do all the advertising in the world, but if the music isn't up to par, it's all a waste.

Strategies

A fair chunk of the EP's promotion will be made through shared media. As previously mentioned, the competition will solely use this strategy. Specifically, there will be a post that explains all the details you'll have to know. Which will be shared to your Instagram story. Similarly, comments will push posts out for further engagement. And so to mentions of other users and Khaled Rohaim.

For paid media, we are looking at setting up Instagram and Facebook ads to target specifically the people we believe will engage with Nastrokids music. Another option we have is a mate of ours that runs a music Instagram account that has 11,000 followers. The page is called @voiceless.official, and it posts viral singing videos. We are going to ask him to give the EP a few shout outs when it drops, and slide him some cash if needed. This will be very beneficial for us because this too will reach a large international audience with the interests of our target audience. One of his posts reached 100,000 views. But most of his posts average around 5k viewers. More than enough to make us happy.

As for owned media, we have brainstormed with the idea of shooting a music video for the best song on the EP. whether we do it ourselves or get someone to do it for us we are not sure yet. But we are sure that we would pay a channel to post it to their socials. A likely candidate for this will be an Australian based music video creator named TMC Media. He boasts 10,000 subscribers on YouTube, and averages around 5k views per video. Although some have reached 1 million. One downside to this channel is that his target audience is heavy rap and hip hop inspired songs. Not something that Nastrokid falls under. Although it is still something we are in the early stages of looking at.

Schedule

This is based on the assumption that the EP will drop in mid-January.

Post album cover and tracklist
Set up paid advertising campaigns (Instagram, Facebook, etc)
Prepare socials
Khaled Rohaim EP Releases
Create blog post on Leaked.is
Post photo of us with caption explaining the process behind the EP, which Khaled Rohaim will be tagged in
Post album covers, tracklists to all socials. (Instagram, Facebook, Snapchat, Tik Tok, etc.)
Engage with fans that are giving feedback
Reach out to artists and influencers to listen to the EP
Create the competition
Assess engagement and numbers at 1 week
Push the popular songs more
Post blogs to Leaked.is to grow audience
Respond to messages
Push the competition further
Assess engagement and numbers at 2 weeks
Make more blog posts
Continually remain active on all social media platforms (respond to comments, post photos, stories, etc.)

The week leading up to the release will be the preparation stage before the release. Once released, it's important to monitor the engagement of the audience. If everyone is already sharing, we may consider moving the competition to the first week, as this is where the hype will already be. Hopefully by the second week some sort of radio play will be available as a result of direct messages, and advertising. Which will change the way we approach pushing certain songs and subjects to cover in blog and social media posts.

If all goes to plan, and we succeed in this plan, Nastrokid will have a fanbase that he can grow for the next time he releases music. Through strategies such as paid and earned advertising, the goals we set out will be achievable and hopefully attained by early February.