

Music Marketing Media Plan

“Lights On” - Babywolf & Weaux

Wayne Babineaux

Business/Career Goals

Weaux

- Increase brand awareness as I prepare to release “Queer as Funk” EP next year
- Use the song as a showcase for my abilities as a songwriter to get more opportunities to collaborate with other great producers

Babywolf

- Increase brand awareness
- Use the song as a showcase for his abilities as a producer to get more opportunities to collaborate with other great songwriters

Marketing Goals

Weaux

- Increase engagement on Spotify, Instagram, and TikTok
 - Gain new fans who already follow Babywolf
 - Gain new fans who like The Weeknd/synthwave
- Increase monthly listeners on Spotify so I can look good while applying for festivals

Babywolf

- Increase followers on Spotify, Instagram, and TikTok

Budget

Total Budget: \$300


- Spotify Playlisting Agent: \$150
- Instagram Boosted Post: \$50
- TikTok Boosted Post: \$50
- Groover PR/Playlist Submissions: \$25
- SubmitHub PR/Playlist Submissions: \$25

Duration/Schedule

- **Pre-release:** 1 month (November 6-December 6)
 - Submit song for release
 - Finalize video edits
 - Schedule social media posts
 - Begin Groover/SubmitHub submissions
 - Secure playlisting agent
 - Plan release and budget
 - Write and send out press release
- **Release:** 1 month (December 6-January 6)
 - Song drops Fri, Dec 6
 - Update all profiles
 - Spotify playlisting agent secures playlist placements
 - Instagram boosted post
 - TikTok boosted post
 - Continue submitting on Groover and SubmitHub
- **Post-release:** 1 month (January 6-February 6)
 - Gather data from release campaign and decide what to do next
 - Possible next steps:
 - Spotify Showcase campaign
 - Influencer marketing

Target Audience

Customer Persona - The Weeknd/Synthwave Fans

Who	Goal(s)	Barrier(s)	Favorite Genres	Favorite Artists
 <p>Name: Solomon Age: 24 Pronouns: he/him Location: Los</p>	To find new music to vibe to while driving at night	Finding something he actually likes	<ul style="list-style-type: none">● Synthwave● R&B● Hip-Hop● Alternative	<ul style="list-style-type: none">● The Weeknd● Miguel● Omar Apollo● Frank Ocean

Angeles, CA Household: Single Education: College Occupation: Barista Hobbies: Music Sexuality: Pansexual				
---	--	--	--	--

Media Channels - Weaux

Spotify

- Collaboratively release song
- Set as Artist Pick on profile
- Playlisting agent - Andrew
- Post Canvas animation

Instagram

- Post collaborative posts
- Update bio
- Add link in bio
- Boost main music video post
- DM influencers/tastemakers
- DM friends/fans on release day

TikTok

- Post videos and tag Babywolf
- Boost main music video post
- DM influencers/tastemakers

Groover

- Submit song to playlists and PR

SubmitHub

- Submit song to playlists and PR

Email

- Send press release to outlets
- Send industry newsletter to contacts

Media Channels - Babywolf

Spotify

- Collaboratively release song
- Set as Artist Pick on profile

Instagram

- Share collaborative posts
- Update bio
- Add link in bio
- DM influencers/tastemakers
- DM friends/fans on release day

TikTok

- Repost videos and tag Weaux
- DM influencers/tastemakers

Key Performance Indicators (KPIs)

Spotify

- Streams
- Monthly Listeners
- Playlist Adds
- Saves
- Followers Gained

Instagram

- Impressions/Views
- Likes
- Ad clicks
- Followers Gained
- Shares/Reposts
- Videos using the sound

TikTok

- Impressions/Views
- Likes
- Profile Visits
- Followers
- Ad clicks
- Shares/Reposts
- Videos using the sound

Groover

- Acceptances
 - Playlist adds
 - Articles written
 - Reposts
 - Positive reviews

SubmitHub

- Acceptances
 - Playlist adds
 - Articles written
 - Reposts
 - Positive reviews

Performance Goals and Metrics

Spotify

- 2,000+ streams in first month
- 10% increase in followers
- 1,000+ increase in monthly listeners

Instagram

- 5% increase in followers
- >3% CTR on ad

TikTok

- 5% increase in followers

Groover

- At least 20% acceptance rate
- At least 3 positive review quotes we can use

SubmitHub

- At least 20% acceptance rate
- At least 3 playlist adds

Spreadsheet

 MUSIC MARKETING MEDIA PLAN - Lights On - Portfolio Version - 1.9.25