



PERFORMING ARTIST MARKETING PLAN

TREND CULPRIT.COM

PRESS, RADIO & VIDEO

- **PRESS:** What kind of press will be the focus (tour press, regional press, major national press, NPR, blogs, etc.).
- **RADIO:** Online radio, specialty shows, and noncommercial radio are outlets that many artists can take advantage of.
- **ONLINE/VIDEO:** What are you doing in your own site to raise awareness? How are you engaging and interacting with your fans?

PROMOTIONAL MERCH

- Items you create to sell on you site or at shows.
- What items will you create to support your tour/retail/radio efforts?

PLAN OUTLINE

01

ARTIST/ALBUM

DESCRIPTION: Is written for the benefit of the people that you might be working with to execute your marketing plan.

02

TARGET DEMOGRAPHIC AND GEOGRAPHIC MARKETS:

Who your potential fans are? Where they hang out? How old they are? How they buy music? Where do they live?

03

DISTRIBUTION/RETAIL:

How are you planning on getting your music distributed? Will you be selling off your own site, selling from the stage, working with a digital or a physical distributor?

04

TOUR:

All of the other marketing areas will work off these dates, and an outline of where you intend to play if the dates are not firmed up yet is enough information to get the other segment stirring.