



SYMPHONIC

**DOWNLOADABLE
MARKETING
PLAN**

SPREAD YOUR MUSIC

For the DIY creative.

OVERALL MISSION

The first thing you'll need to do is discover your what is the ultimate objective you have with this plan.

Why do you need a marketing plan?

What do you want to get out of it?

Do you want to sell more records, get more streams, grow your followers, get more followers on Spotify?

Do you wanna improve your branding?

This is what we'll call in the template as the Overall Mission. This will become the statement that will help shape rest of the template. State your goal, when you plan to achieve it by, and how you plan to reach the goal. Give yourself a good timeline to be able to research or prepare the necessarily details. Once you have narrowed this down. Then everything else will fall into place.

DISCOVER YOUR AUDIENCE AND MARKET

Audience

Next, we'll move onto to Discover Your Audience and Market. This is a critical part of your plan, since it's good to understand where are the fans that listen to the type of you music you create, since these could be potential fans. In this section we would recommend you narrow these down to:

- Location
- Age
- Income Level
- How do they listen to music?

This information will be important for you to know and understand, since it will help you in creating tours, searching for media support and more. You can also consider looking at similar artist as yourself and do a bit of research where they are popular. Some great tools for getting this information can be:

- [Next Big Sound](#), which allows you to see audience details on other artists.
- You can also use sites like [IfYouDig.net](#) or [Spotify](#) to discover similar artists.
- Facebook Insights
- YouTube video statistics
- Twitter demographics
- Google Analytics

LIFESTYLE MARKETING

Discover Potential

Strengths

- Knowing your strong suits are important. This section gives you an opportunity to list key past successes and milestones.
- You can add past sales, successful tours, key gigs, awards, etc

Areas of Improvement

- Everyone can improve on something in one way or another. It is important to be honest with yourself in this section but don't give it too much time and thought. Remember, the goal for your marketing plan is to achieve your goals.
- In this section, you should address each challenge that you are currently facing or foresee. Once you state each challenge, come up with a solution for each or how you are going to neutralize them.

Opportunities

- Think of your opportunities as things you can definitely accomplish even after you've completed this Marketing Plan. Your opportunities should be tangible but make sure you don't spread yourself thin while trying to accomplish them

Goals & Objectives

- Set your goals for the next 6 months, 1 year, 3 years, and five years
- Each goal should state what you want to achieve, when you want to, and how you will measure your success
- The best way to execute this is by creating a chart or calendar where you can add all of your dates and what you need in order to achieve each

Budgeting

- Taking your music career to the next level is very similar to growing a new business in any other industry. It takes a lot of patience, time, and money to see results.
- To make your budget as concise as possible, you should go through each action item and come up with the approximate cost of each. While you're doing this, it's also helpful to jot down the time each will take.

Track your Progress

- Tracking your progress is very important. It helps you to know what you've accomplished so far and what you have left to work on.

LIFESTYLE MARKETING (cont.)

Define audience

- Knowing your audience is crucial. Artists who really know their audience are going to stand out. The industry is always changing, knowing your audience is the key to success.
- You may think your audience is everyone who comes across your brand and/or music but it isn't. People who come to your shows and invest time and money are. The key things to know about your audience are gender, age, location, and income levels. It is also helpful to know how they discover new music, what other types of events they attend, favorite social network, and what platforms they use to ingest music.

Analyze the lifestyle market

- Plenty of artists are starting to dedicate more time to this concept. This concept is important because it affects all of the other aspects of your marketing plan. Lifestyle marketing makes you think about the best marketing options to get your message across to fans. It is very important to understand your fans and their lifestyle preferences. Knowing this can better help you to market yourself to them.

Develop an action plan

Pre-Release Checklist

- Make sure your copyrights are secure
- Register with ASCAP, BMI, or SESAC
- Develop a social media strategy to encourage fans and potential fans to check out your new release
- What blogs, websites, and radio stations will you contact to make them aware of your release?
- Are there any special events, like a release party, or shows that you are using as a pre-release promo event?
- Can you promote your upcoming release with a newsletter to your fans?

Media Strategy

- How are you promoting your release? By yourself or hiring a PR firm?
- Radio stations are a great way to get exposure. There are a bunch out there, some that will fit your needs and some that won't. It's important to understand the play formats and needs of the radio stations you chose.
- Coming up with a contest is great way to engage with listeners.

LIFESTYLE MARKETING (cont.)

Develop an action plan

Website and content

- Websites are a key strategy point for a lot of independent artists. Your website should have a section for your EPK (Electronic Press Kit), bio, high-quality photos, gig history, social media links, contact information, and links to where people can stream and purchase your music.
- A general news area is a great section to add to your website. This section can be used to post any new and relevant content that you want visitors to see. You can post links to new tracks, samples, other websites that you're featured in, photos from recent gigs, and more!

Touring

- Developing your touring plans takes a lot of time, research, and dedication.
- Start by jotting down a list of places that you have already played at. This shows that you already have an established relationship with certain venues and a history of being on the road. If you're a pro when it comes to touring, your list should include key performances, venues, and festivals. If you've never been on tour or haven't done a lot of it, that's fine! The next section will help you out tremendously.
- Venues want to know two things: 1. That you have a solid touring history so you can gather a crowd or 2. You have a tour confirmed already. If you're new at this, this is where a touring strategy comes into play. This should include sending a press package or EPK and an email stating your interest. If you have a group of key press people that you've worked with in the past, asking them for a letter of intent/support will make you look even better. If you're working with a booker/agent, they should take care of this for you but it is always great to be proactive and helpful with the process.
- You should also explain where you plan to start touring and what your plan for expanding your tour base is. Gather all of the cities and countries that you want to hit and explain why they are important.
 - If you are planning on touring internationally, make sure you understand the rules, restrictions, regulations, and benefits of traveling to that particular country.
 - If you're not doing a solo tour, be sure to gather all of the information needed about the other artist or band. How well do they fit your strategy? Will it be a shared bill? Who's headlining? Are you opening for a well-established act?
 - Promotion is key for touring. If your show isn't promoted, how will people know about it? Make sure you know how you are getting the promotion done for the tour in each area, are you postering or using handbills, and are you using a street team?
 - Fans love merch! Your merch doesn't have to cost you a ton. You can sell everything from t-shirts to stickers!

LIFESTYLE MARKETING (cont.)

Develop an action plan (cont.)

Social Media/Community Management

- Social media has become the milk and honey for independent artists. Each platform offers artists a space to promote themselves and engage with fans.
- You can use Facebook to regionally target current and potential fans in the areas you chose. If you have a show coming up in Los Angeles, speak directly to these fans by targeting your post.
- If you're active on Facebook, Twitter, or Instagram, be sure to chat with your fans! This not only makes them feel special but it creates a stronger relationship between the both of you. Re-sharing their photos with you is also another great way to engage.

Post-Release Checklist

- Gather a mailing list of all of your new fans
- Send a follow-up email to any event attendees, bloggers, and fans to show your appreciation
- Create a unique hashtag that fans can use to connect with you via social media
- Monitor your social feeds to engage with fans and keep them in the loop for more releases



OVERALL MISSION

DISCOVER YOUR POTENTIAL

⊕ Audience

⊕ Areas for Improvement

⊕ Opportunities



GOALS & OBJECTIVES

#1

#2

#3

CHECKLIST



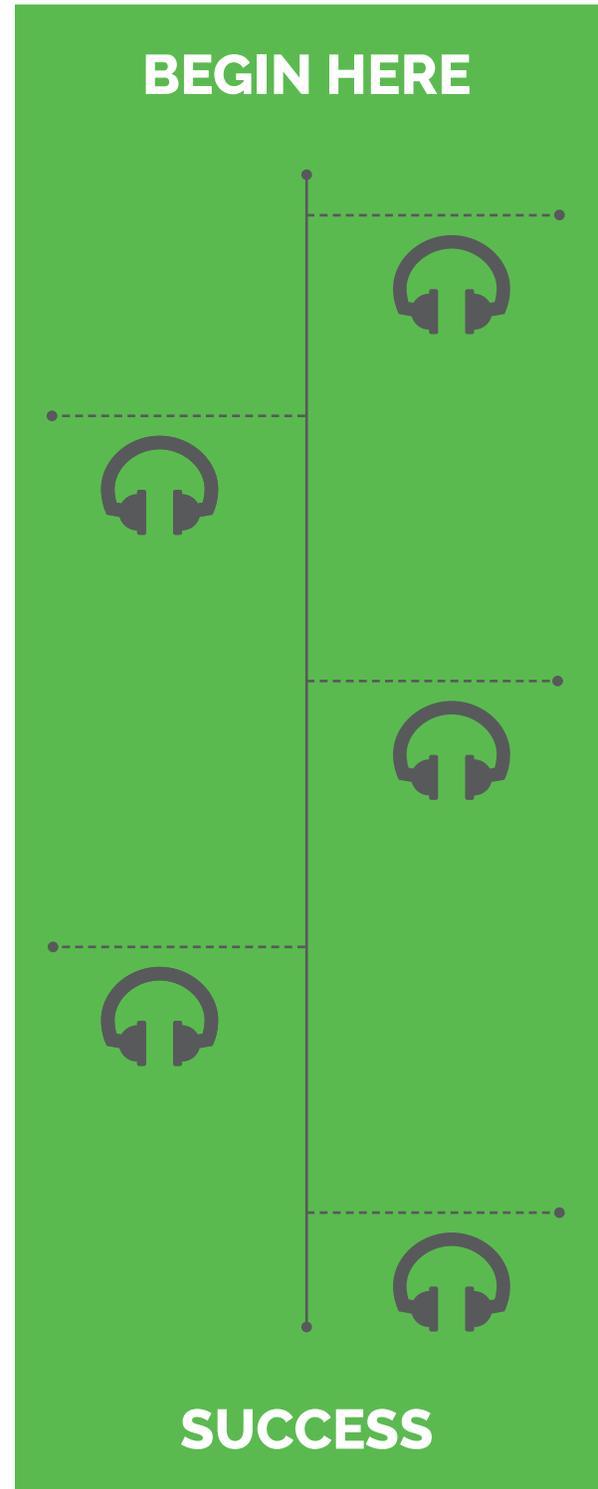
BUDGETING

Service	Pricing (fill in)
Professional Bio	
Release Packages	
EPK	
Release Campaign	
Social Media Analysis	
Video Marketing	
Logo Creation	
Release Cover	
Website Design	
Public Relations/Radio Promo	(view links)
	Total Budget:

[Check Out Our Marketing Offers](#)



TRACK YOUR PROGRESS & MILESTONES



IN CONCLUSION

From targeting the right audience to developing an action plan, we hope that this Marketing Plan helped you to discover your true potential and where you want to be in the music industry. Reminder, success does not come overnight and it'll take hard work to get where you want to be but you can do it! Symphonic Distribution is here to give you the tools you need to spread your music and succeed. If you are interested in a marketing plan with a bit more industry expertise, our Marketing Team is more than happy to discuss your needs and put one together for you.

SYMPHONIC

THANK YOU

Click to Connect



Other Useful Resources

[Symphonic Blog](#)

[Symphonic YouTube](#)

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