



LIBEATZPRODUCER

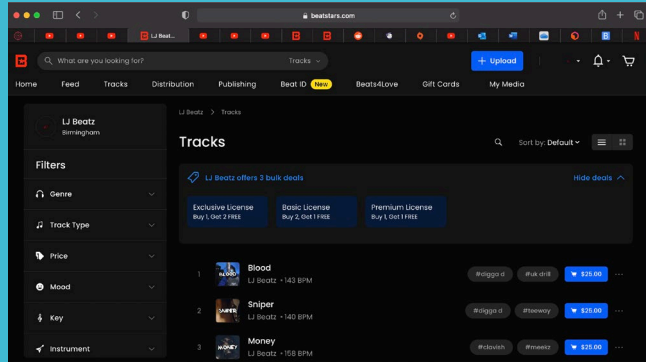


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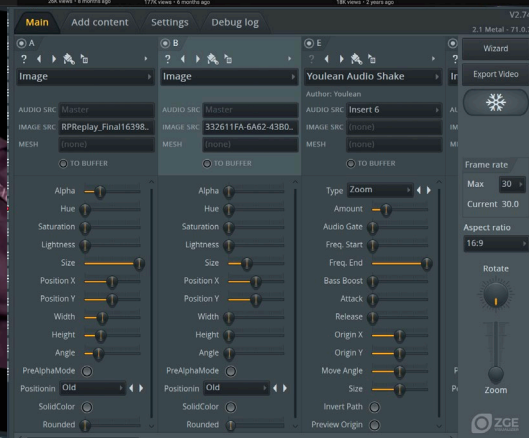
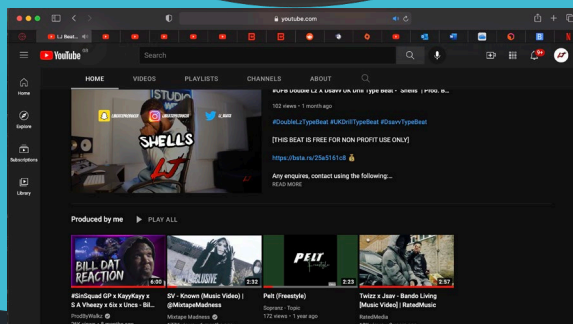


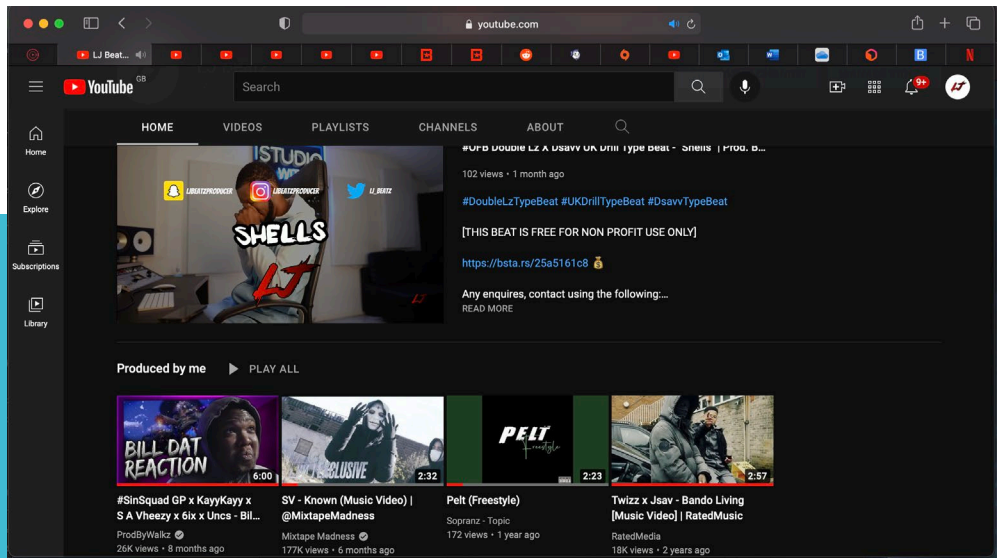
LJ_BEATZ

Beat Page



MUSIC PRODUCER MARKETING





<https://www.youtube.com/c/LJBeatz/featured>

- I am a Music Producer making Urban UK rap instrumentals for artists around the country, going by the name LJ Beatz. From Nottingham all the way down to the capital, London, I have been able to work with a few Gold and Platinum artists of the Urban music scene, due to an active presence on Social Media platforms such as YouTube and Instagram, in addition to the use of basic Digital Marketing strategies.

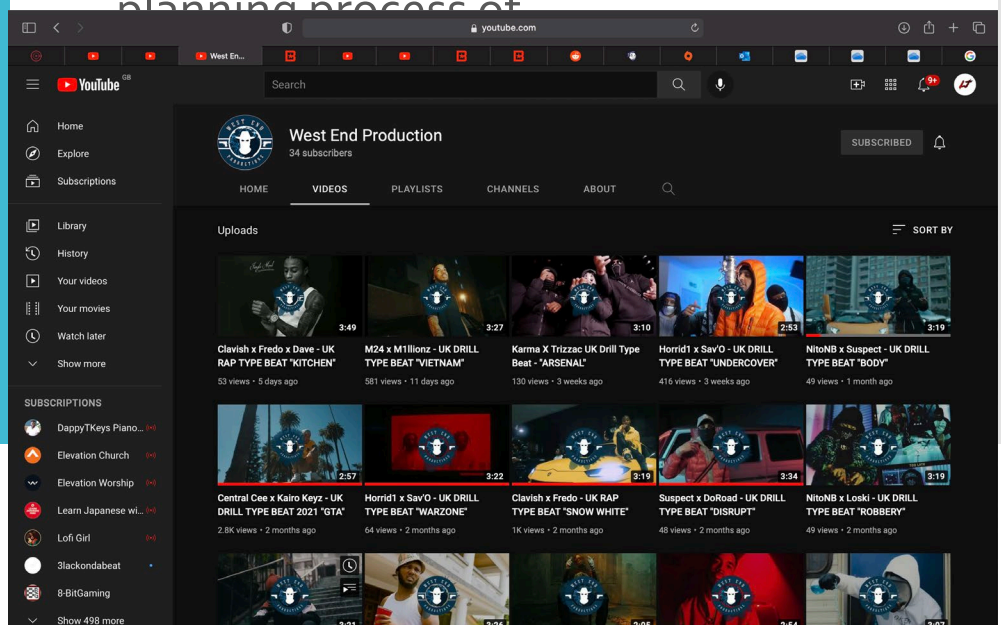
Who Am I? What Do I Do?

LJ

My Team



- As well as making music and marketing myself, I am also a part of a Music Producer Collective named West End Production. It was created through a cohesive decision of all members, due to us meeting for networking purposes, but over time organically creating friendships.
- We have our own YouTube channel as well where we upload our content and have recently set up an Instagram account to further market our collective.
- Our current project for 2022 is to create our own Freestyling Platform in which we are currently in the planning process of



<https://www.youtube.com/channel/UCV3fOvJI8msFukMjVJUguog/featured>



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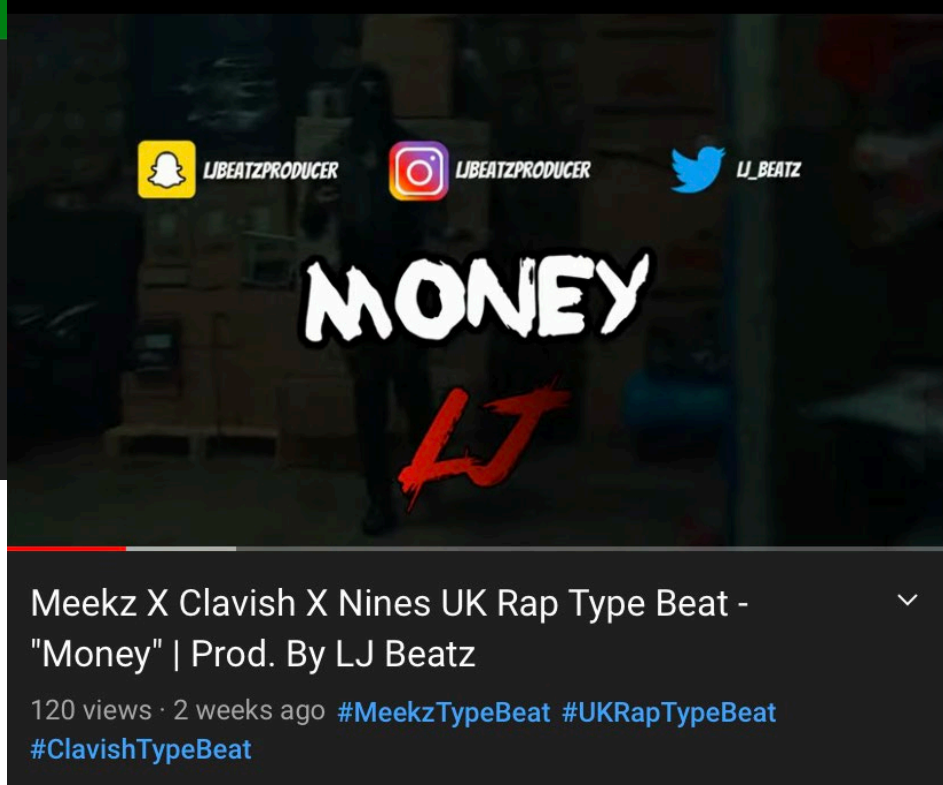
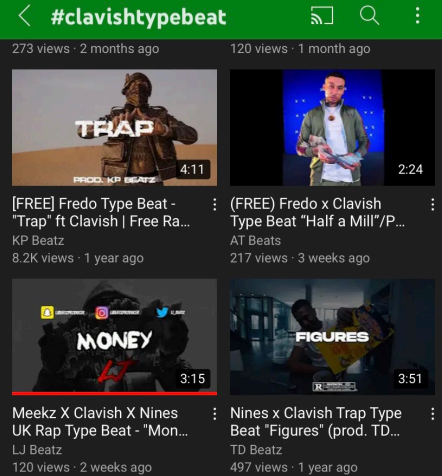


Content Creation



- Making quality content is highly important when trying attract artists to the pages. From making web banners and logos on the application Bazaart, to the creation of beat videos using Z Game Visualiser on FL Studios, resulting in a self-made Content Management System, a lot goes into the aesthetics.



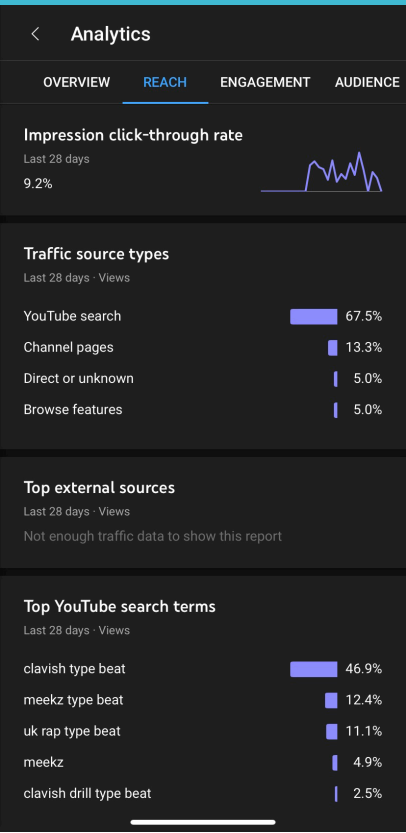


- Although I don't have my own Website, the use of SEO in a social media context has helped my videos reach a further audience. In all uploaded videos, through the use of keyword hashtags and relevant titles, I have been able to gain increased attention from my target audience.

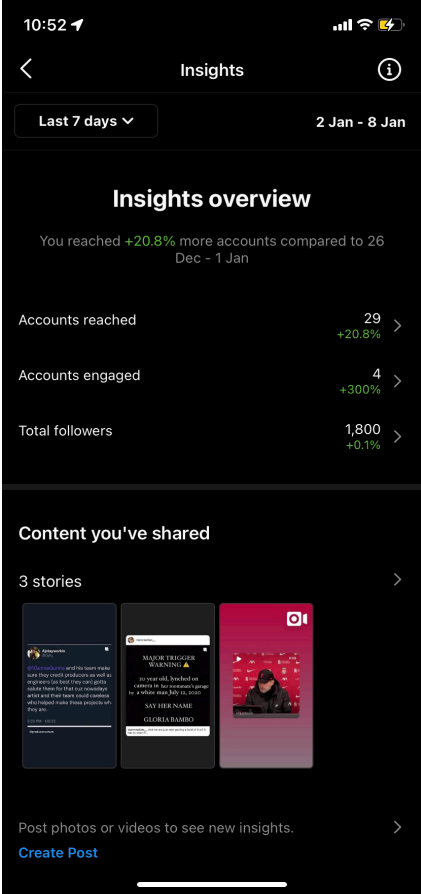


Search Engine Optimization (SEO)

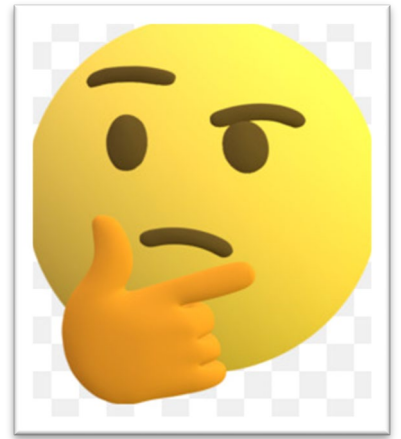
Website Analytics



- Insights have been a key contributor in tracking the progress of the YouTube channels. When looking at impressions or view counts compared to the time my subscribers/followers are most active, I have seen a direct correlation after posting. Analytics are important to any business, as it is a statistical tracker of the progression of the brand.

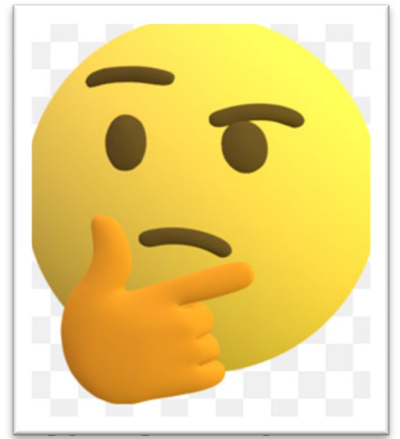


Why Digital Marketing?



- After becoming a Producer, my interest in marketing began to grow, as I started to look at how some pieces of uploaded content would perform significantly better than others and I became intrigued by this, wanting to understand more about it. The newly found interest led me to watch many YouTube videos by Adam Ivy about marketing within the music industry. I'd realised that this was slowly becoming a passion of mine but didn't know where to start in order to make this passion my career. With no official experience in Digital Marketing I realised an apprenticeship is the best path for me to take.

Why Employ Me?



- Enthusiastic & Resilient
matter how skilled or experienced I become, I am always excited to learn something new to further the development of my skills, making more dependable in the eyes of my employer and co-workers.
- Team Player – I am all about fulfilling my role for the team no matter how small, as team work is so important to the morale and wellbeing of the individuals of the group. When even a single member on a team doesn't consider others it is quickly a recipe to disaster.
- Trend Setter – There is a time and place to follow what has been done before, but when looking for new ideas I am great at thinking outside the box. With consistent activity on social media, I always know what the latest trends are in the online world.
- "Can Do" Attitude - Things go wrong. Sometimes things don't fully go the way you planned, However my can do attitude can push me through some of the toughest times in life.