

Situational Analysis & G.O.S.T

Q Music Collective - Boiler Com Fall 2020

Target Audiences:

- Artist audience-
- Listener audience- Gen Z and Millennials, interested in TikTok and small creative artists, who voice their opinion publicly and are devoted to brands

Theory:

- Social judgment theory- We plan to apply social judgement theory in our persuasive messaging (marketing and advertising) for our audience to move them into a latitude of acceptance for our content
- Uses and gratifications theory- We will apply the practices of uses and gratifications theory when targeting our audience and crafting media that satisfies their needs; we will draw our active audience in by convincing them to choose our media with its messaging
- Semiotics- Through the use of symbols we will associate meaning with the Q brand and derive positive feelings from our messaging

Objectives:

- Launch full rebrand by Nov 30, 2020
- Have an established content channel by Feb 1, 2021
- Sign 5 artists to the label by Feb 19, 2021
- Build a following for Duner leading up to EP launch date Oct 31, 2020
- Launch on all streaming platforms by (X date)
- Boost all content for maximum impressions the first week of release

Q Music Collective

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Notable clients• Reputable and known• Location• established	<ul style="list-style-type: none">• Server crash• subjective• Personal health issues hindering management• Current website• Current marketing strategies
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none">• Strengthen relationship with Hollywood Trax• Backtracking for awards shows• website	<ul style="list-style-type: none">• Timing• Money• Saturated market?

Q Music Label

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Location• Virtual creates a larger market	<ul style="list-style-type: none">• Subjective• Saturated market• Small staff
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none">• Niche boutique label• Artist exposure• Potential label publicity	<ul style="list-style-type: none">• Timing• Money

Communication Plan

Goals. Objectives. Strategies. Tactics.

Q Music Collective - Boiler Com Fall 2020

Rebrand as Q Music Collective and Q Music Label as one cohesive unit

- 1) G- Change public perception of Q from Music Library to all-encompassing label specializing in small independent TikTok music artists
- a) O- Launch full rebrand by Nov 30, 2020
 - i) S- Full website overhaul and revamp
 - (1) T- Research competitors websites, marketing materials, and keywords for industry
 - (2) T- curate pages on the website for content
 - (3) T- finalize overall graphic design on site; theme, tone, etc
 - ii) S- Complete full brand guide
 - (1) T- write brand story and establish personas of target audience.
 - (2) T- establish tone of writing
 - (3) T- finalize graphic content and fonts
 - iii) S- establish social media presence
 - (1) T- research appropriate social media avenues
 - (2) T- create graphic content for ig, tiktok, facebook, youtube, etc
 - (3) T- create copy for social content
 - (4) T- establish video content and production aspects
- b) O- Sign 5 artists to the label by Feb 19, 2021
 - i) S- Establish a relationship with TikTok artists
 - (1) T- Research possible artists to connect with
 - (2) T- Establish what the label can offer to the client
 - (3) T- write a cold post/DM to artists
 - (4) T- pitch ideas to artists

Content Channel

- 1) G- Create a content channel on social media based on the Q brand
 - a) O- Have established content channel by Feb 1, 2021
 - i) S- Establish a youtube channel
 - (1) Research YouTube channel operations (subscribers, content, etc)
 - (2) Research SEO & keywords
 - (3) Create content using edit platforms
 - (a) Film
 - (b) Edit
 - b) O- Obtain 1000+ views on a video
 - i) S- Supporting social media for channel
 - (1) Graphics for YouTube channel
 - (2) Content for instagram, tiktok, etc
 - (a) Film
 - (b) Edit
 - ii) S- Have definite list of signed artists on channel
 - (1) T- write up contract between label and artist
 - (2) T- create schedule for content release

Create buzz for Duner EP

- 1) G- Build intrigue surrounding the Duner EP
 - a) O- build a following for Duner leading up to Dead Woman launch date OCT 9
 - i) S- build social media buzz
 - (1) T- Market research for social media and content
 - (2) T- create interesting social media content for ig, facebook, twitter, website, tiktok
 - (3) T- Create first week of content
 - (4) T- Create second week of content
 - (5) T- Create third week (launch week) of content
 - (6) T- schedule posts throughout pre-release time (weeks 1,2,3)
 - (7) T- create website for Dead Woman
 - (8) T- Research music blogs
 - (9) T- Draft a press kit for Dead Woman
- 2) G- Launch release of Dead Woman
 - a) O- launch on all streaming platforms by (Oct 9)
 - i) S- blast social media channels with pre scheduled content
 - (1) T- create content using various editing platforms
 - (2) T- schedule content
 - (3) T- reply to comments/questions promptly
- 3) G- Support launch of EP
 - a) O- boost all content for maximum impressions the first week of release
 - i) S- maintain content stream on all channels
 - (1) T- create content using various editing platforms
 - (2) T- schedule content
 - (3) T- boost streams via social media channels