

MUSIC BUSINESS MARKETING

SOUNDCLOUD

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Market Research Plan

- ❖ Customer behaviour
- ❖ Segmentation
- ❖ Pricing
- ❖ Targeting
- ❖ Understanding customer's need

Secondary Sources

- ❖ BBC, Music Week, Billboard
- ❖ Newspaper
- ❖ Magazines
- ❖ Television

Primary Research

- ❖ Do a survey
- ❖ Have a personal meeting
- ❖ Do interviews
- ❖ Carry out questionnaires
- ❖ Analyse the result

Primary Research Sample Questions

- ❖ How long on average do you listen to music per day?
- ❖ Do you prefer listening to songs from your computer or mobile phones?
- ❖ Do you wish to have an app in your devices to listen to songs?
- ❖ Do you mind paying a sum of money to get a service which can provide you with amazing features?
- ❖ Would you share and recommend a musical product with your family and friends? If yes, how would it be?

Pricing Strategy

- ❖ Pricing: Soundcloud uses 'Freemium' to market it's product.
- ❖ **Freemium** provides opportunity for all users to subscribe and try out the service without any charges and is open for all to upgrade to premium charges.
- ❖ 3 various subscription levels - Free, Pro, and Pro Unlimited.
- ❖ <http://help.soundcloud.com/customer/en/portal/articles/247820-what-s-the-difference-between-each-subscription-level>

Advertisement Strategy

- ❖ Advertisement introduced to package plans for a partner program known as 'On SoundCloud.
- ❖ Made to assist users in turning their streaming songs into revenue streams.
- ❖ Currently relies primarily on subscription to gain revenues worldwide.
- ❖ Every track uploaded will be published digitally and users can choose to buy or download the track for free.

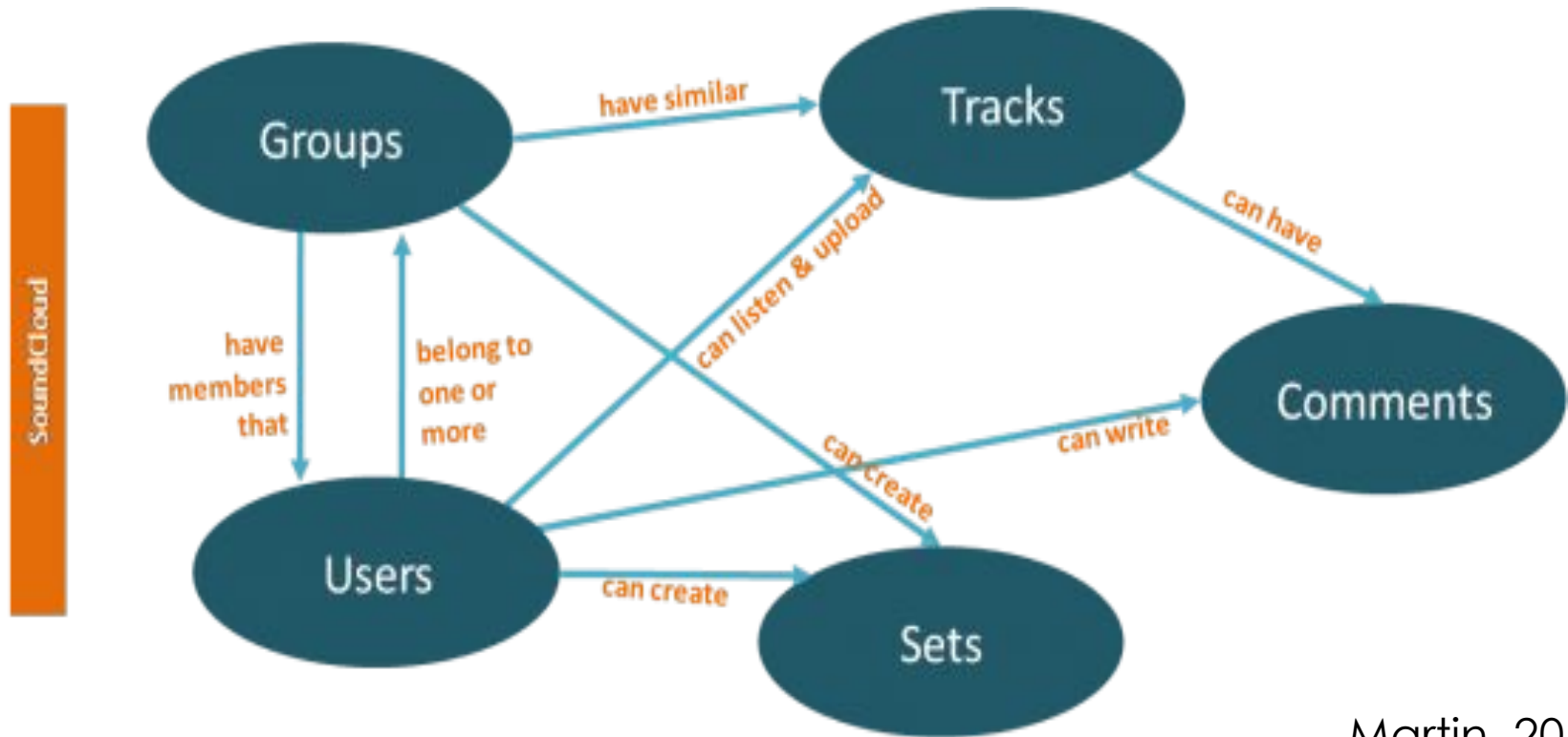
Business Model Canvas

❖ Meaning?

A **product** with some **particular characteristics** from within the **tool** that's suitable to produce a successful corporate.

- ❖ Help Soundcloud **narrow the focus** and **identify the core services** that are accessible to users.

Soundcloud Strategy Map





The Soundcloud App

Apple store for
iPhone and iPad
users

FREE!!

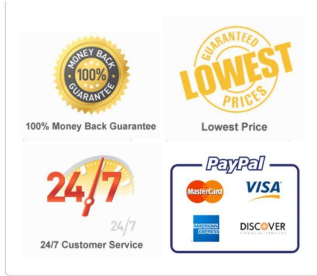
Android apps
on Google Play
for other users

Internet Based
Distribution

Salesforce.com and Desk.com

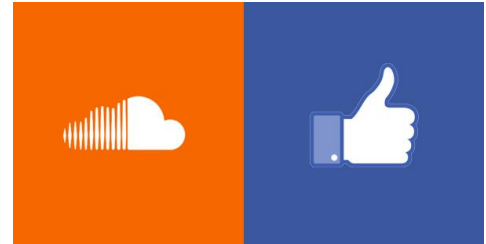
- ❖ Provide personalised service and assistance
- ❖ Manage customer information and service requests
- ❖ Provide soundcloud employees with:
 - Base
 - Macros
 - Templates
- ❖ Reason: To keep up with the growing volume of inquiries and provide customers with the best service

Online Distribution



Secure Payment

Social Media



Soundcloud Privacy Policy

Soundcloud

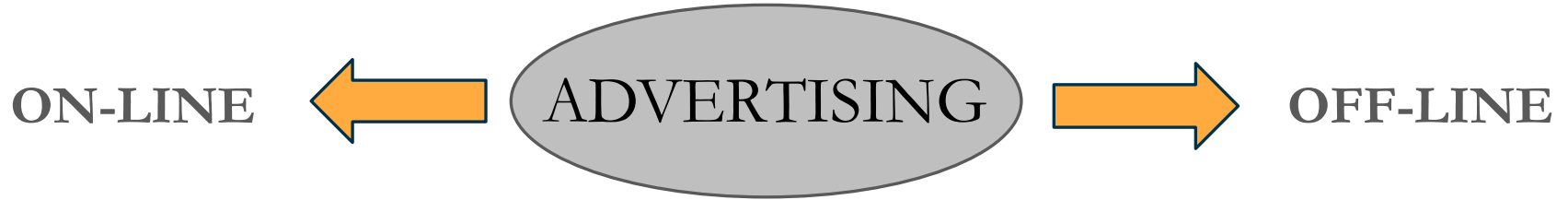
- ❖ Music uploaded by musician
- ❖ Create new songs
- ❖ Customer: music composers and listeners
- ❖ “freemium model”
- ❖ Pay for “pro” or “premier” to gain extra feature

Spotify

- ❖ Music available on record store
- ❖ Create shareable playlists
- ❖ Customer: listeners
- ❖ “freemium model”
- ❖ Users will encounter advertisement (paying subscribers get ad-free listening)

Websites and
search engines

Radio SC turns Soundcloud
into radio station



- SQ Magazine
- The FOX Magazine

- Evolver.fm
- [wordpress.tv](#)



THE UK'S LEADING INDEPENDENT
YOUTH CULTURE PUBLICATION

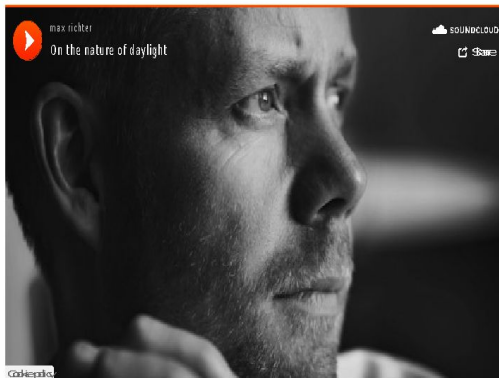
JUN 2ND FRONT PAGE MAGAZINE INTERVIEWS SQ-TV SHOWCASE TEAM
SECTIONS ARTS BUSINESS COMMENT EDUCATION ENTERTAINMENT EVENTS FASHION

SQ SOUNDCLOUD SHOWCASE: MAY – PART #2

Posted on Tuesday, 29 May by Andrew Nicholas



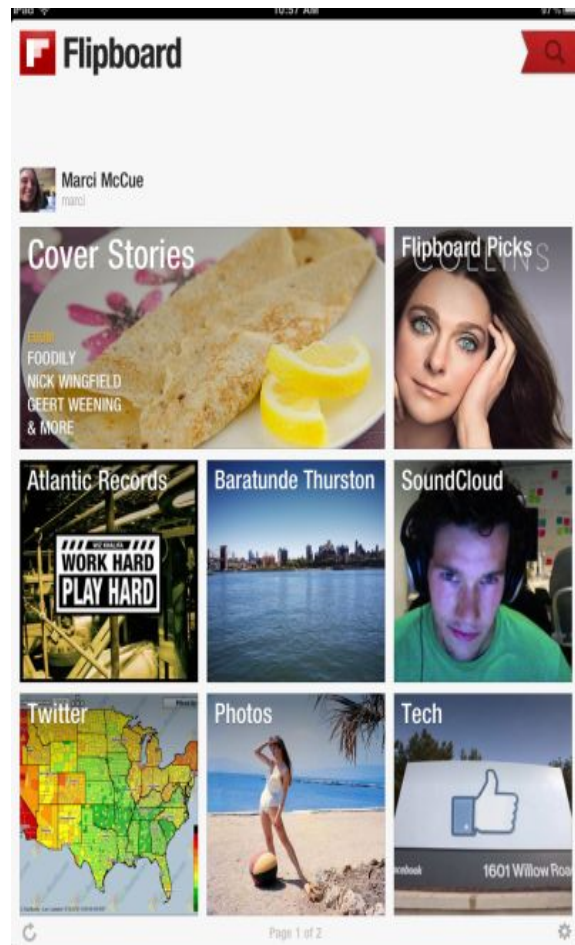
NEWSPAPER FOR CREATORS & INNOVATORS. MADE BY WITHEMES



Soundcloud post

— in Post format — by Sammy

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Sales Promotion



ON-LINE

- ❖ Couponfollow.com
 - Sells Soundcloud coupon codes
 - Uses manufacturer-manufacturer technique
- ❖ Soundcloudpromo.com
 - Uses manufacturer promotion technique (straight to customer)
 - Helps in promoting artists

Thank you! You will receive the 10% code in the next 48hs!

Powered by ManyContacts.com

SoundCloud Promotion is a smart service that offers to increase targeted followers, comments, plays, **sales** and downloads in your SoundCloud account. Try it now!

The SoundCloud Promotional Service offers Artists, DJ's, Singers and Managers a simple, cost-effective way to **reach targeted followers, sales, comments, plays and downloads** on SoundCloud.

 28

 Tweetar

 3981

Digital Media

- ❖ Search Engines
 - Google, Yahoo, Mozilla Firefox, etc...
- ❖ Ads on Websites
 - Youtube, other form of paid ads.
- ❖ Social Media
 - Facebook, Instagram, Twitter, etc...

Digital Mix

❖ Email Marketing

❖ Electronic

❖ Online PR

Integrated Marketing Communication Process

Since Soundcloud is an App, it uses this strategy to communicate with its customers.

Physical Evidence

- ❖ Internet
 - Soundcloud.com
- ❖ Paperwork
 - Soundcloud coupons
- ❖ Appearance
 - Decoration of webpage, mobile app, and other devices
 - Design and set up

People

- ❖ <http://help.soundcloud.com/>
 - Copyright
 - Your account
 - Payment and billing

- ❖ [Desk.com & Salesforce.com](#)
 - Maintain customer satisfaction
 - Listen to customer's voice
 - One to one interaction

Process

- ❖ Provides app for users to download to their devices
- ❖ Online Portal
- ❖ The process of excellent customer services has kept user's overall satisfaction rate at 95%.

Branding

- ❖ Established in Berlin in August 2007 by Swedish sound designer Ljung and Swedish artist Wahlforss.
- ❖ Competition with Myspace as a platform for musicians to distribute their music.

References

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