

**REPORT**

**artist**

***project***

***picture***

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| General Information |

generalInformation

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| Campaign Planning |

descriptionHeaderPlan

1. **General Goals**

generalGoals

1. **Target Demographic**

targetDemographic

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| Key Marketing Ideas |

keyIdeas

* Conventional Media Planning & Campaigns:

mediaPlanning

* Digital Platforms Ad Campaigns:

digitalPlatforms

* Social Media:

socialMedia

* Touring

Touring

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| Campaign Overview |

**(1) STREAMING (Spotify, Deezer, etc)**

streaming

**(2) MEDIA TARGETS**

**Online Media Outlet Targets**

media

**(3) ONLINE MARKETING & SOCIAL MEDIA**

Paid media campaign to launch day of release focused on the following platforms

overviewMarketing

**Overview of all material for release**

material

**Social Release Plan**

**releasePlan**

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| Calendar |

**templateCalendar**

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| Assets |

templateAssets