

The background of the entire slide is a highly detailed, surreal digital artwork. It features classical architecture with columns and statues, a large purple sphere in the sky, a rainbow, and various butterflies. In the foreground, there's a river with green islands, a large tree with colorful, glowing leaves, and a person sitting on the grass. The overall aesthetic is fantastical and vibrant.

LIL NAS X MONTERO

Marketing in the News

Poorvi Singh
(2135481630)

Jay Wang
(9733160361)

Album Promotion Video

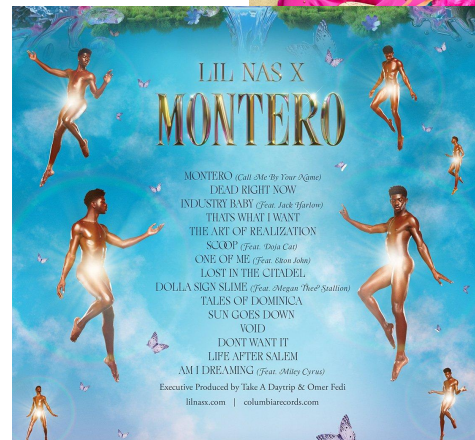
Context

- Sequel to the prison-themed “Industry Baby” music video
- Got into a lawsuit with Nike over “Satan Shoe” and is using that controversy as part of this video
- New Single “That’s What I Want” playing in the background



Marketing Mix – Product

- 15 Track Album
- Montero consists of several musical styles - hip-hop beats, slippery guitars, sentimental ballads, plenty of homages to '80s and '90s rock music
- The lyrics are hugely biographical
- There are 5 strategic guest appearances - Doja Cat, Jack Harlow, Elton John, Megan Thee Stallion and Miley Cyrus



Marketing Mix – Price

- Free streaming on Spotify
- Album Costs US\$12.99 on Amazon Music
- Individual Songs Costs are between US\$0.94 and US\$1.09 on Apple Music
- 21,600 sales, more than 25,000 song downloads, and over 125 million streams



MONTERO [Explicit]

Lil Nas X

September 17, 2021

★★★★☆ 37 ratings

> See all 2 formats and editions

Streaming
Unlimited

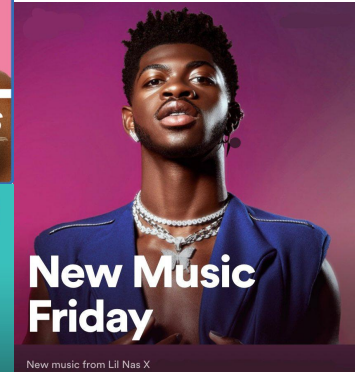
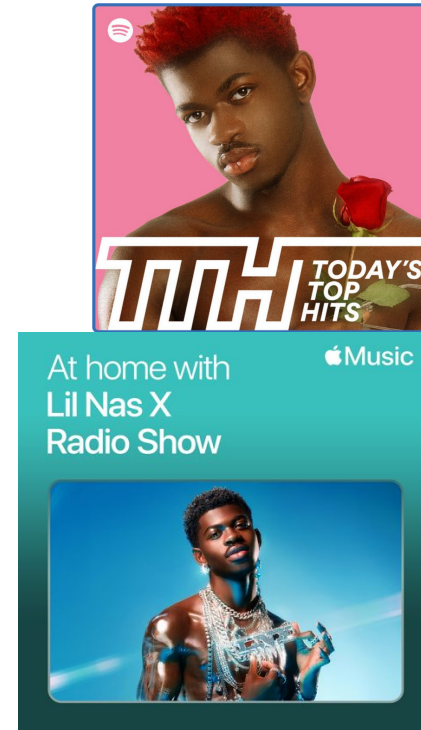
MP3
\$12.99

Listen with our
Free App

Marketing Mix – Place/Promotion

Music/Streaming Platforms

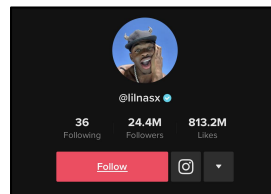
- Spotify, Apple Music, iTunes, etc.
 - Playlisting
 - Promotional Photoshoots
 - Radio Shows/Interviews



Marketing Mix – Place/Promotion

Billboards

- Album Website



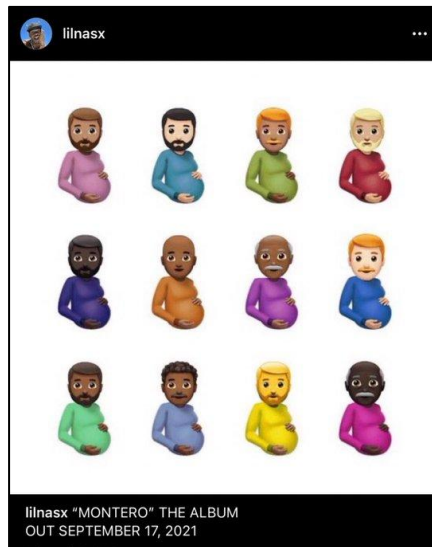
Magazines

- Pregnancy Shoot



Social Media

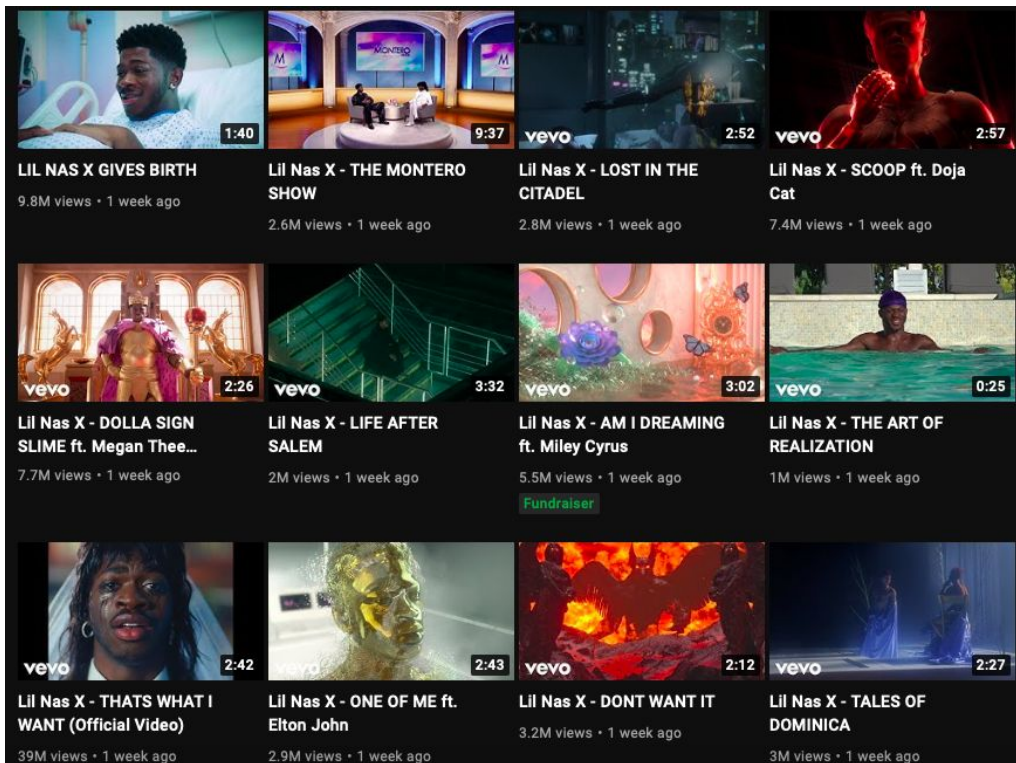
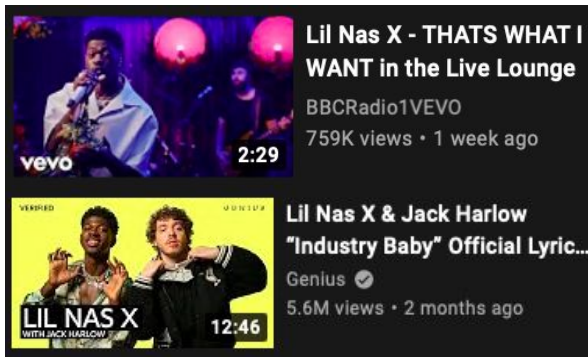
- Instagram, Twitter, and TikTok
 - Twitter Challenges
 - Viral TikToks
 - Memes



Marketing Mix – Place/Promotion

YouTube

- Music Videos/Visualizers
- Skits
- Interviews
- Live Performances



SWOT – Strengths

- Strategic release of Singles
 - Building anticipation for his debut album
- Use of Billboards to advertise his album
 - Parody of local TV lawyer commercials
- Use of Social Media Marketing
 - Continually engaging with his fanbase, reacting to their inputs and reactions - ultimately promoting his brand.

SWOT – Weaknesses

- Lacked physical Albums, CDs, Vinyls, Cassettes, etc.
 - Led to weaker debut sale numbers
- Promotion did not focus on Merchandise
 - Lost potential merch sales
- Too comedic and played into twitter/meme culture too much
 - Limited target audience
- Explicit Content and Visuals
 - Too adult for some demographics

SWOT – Opportunities

- Capitalizing on Memes and Social Media Trends
 - Tried and tested method that he used for Old Town Road as well
- Promoting his brand image
 - Amusing and controversial Marketing techniques
- Power of Outrage
 - Pushing the limits of what is acceptable to expose bias

SWOT – Threats

- Marketing controversies
 - Risky to bring attention to controversies and points of negative conversations
- Uncertainty of Social Media
 - Viewership and reach on social media fluctuates
- Material do not connect with listeners/viewers
 - Songs, Videos, Content, etc.

Album Success

#2 on Billboard 200

3 Top 10 on Hot 100





Thank You