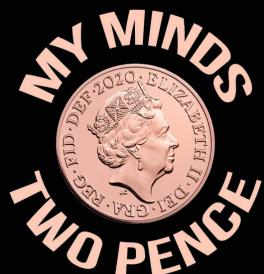


MARKETING

B YOUNG

STRATEGY



MARKETING CALENDAR

5	6	7	8 LYRIC VIDEO EDIT LIVE STUDIO CLIP COMBINED	9	10 VOICE OVER FACETIME WITH FANS	11
12 COLLAB REPOST	12	14 OPEN VERSE CHALLENGE COLLAB	15	16 CAPTION LOCATION	17	18 REPOST
19 REPOST	20	21 TESCO CONTENT	22 COLLAB	23	24 COLLAB REPOST	25
26 SNAPCHAT SINGING	27	28	29	30 REPOST	1	2 MY MINDS TWO PENCE

LIVE STUDIO CLIP



SUMMARY

Good way to introduce his audience to the track without simply using the original

Can B play a musical instrument? If so, would be nice for him to introduce this aspect in his TikTok. If not, would consider learning an instrument this for future references.



LYRIC VIDEO EDIT



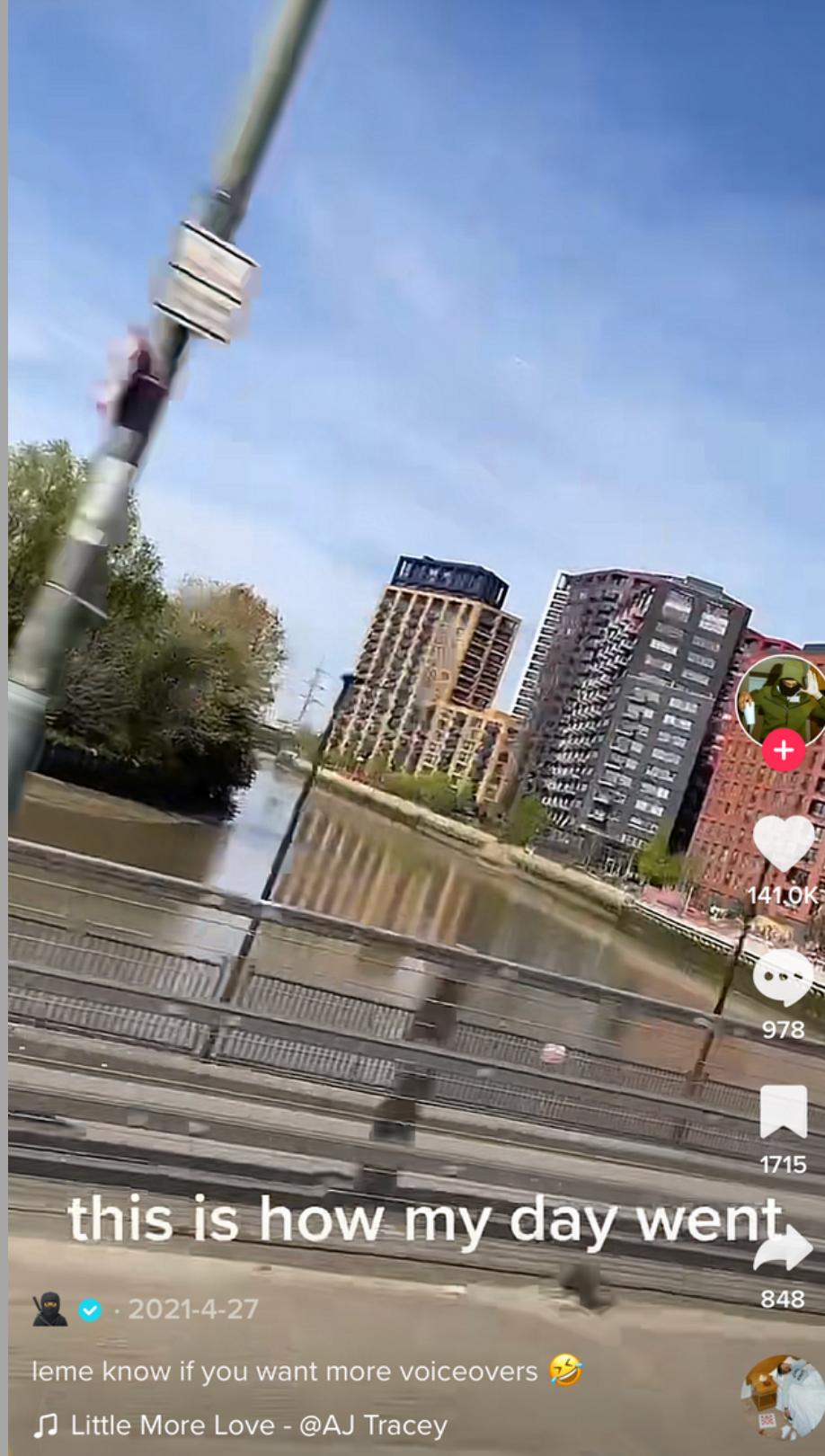
SUMMARY

Edits have become a great way to build engagement on TikTok with the use of emoji references. Would recommend the first 30secs of the song and not just the chorus, to allow for more lyrics with emoji references.

Would recommend you filming a new clip, in a setting with a nice view. If not, overlay the music video.



VOICE OVER FACETIME



SUMMARY

Would be nice to introduce the content featuring fans as early as possible, to incentivise fans to support the single.

Create a mini montage, which shows the process of choosing and calling fans. The voiceover will allow B to explain that he'll be trying to FaceTime random fans who show support by tagging him on their insta story and he can introduce the facetime filter to fans who may want the 'imaginary experience'.



DANCE COLLAB



SUMMARY

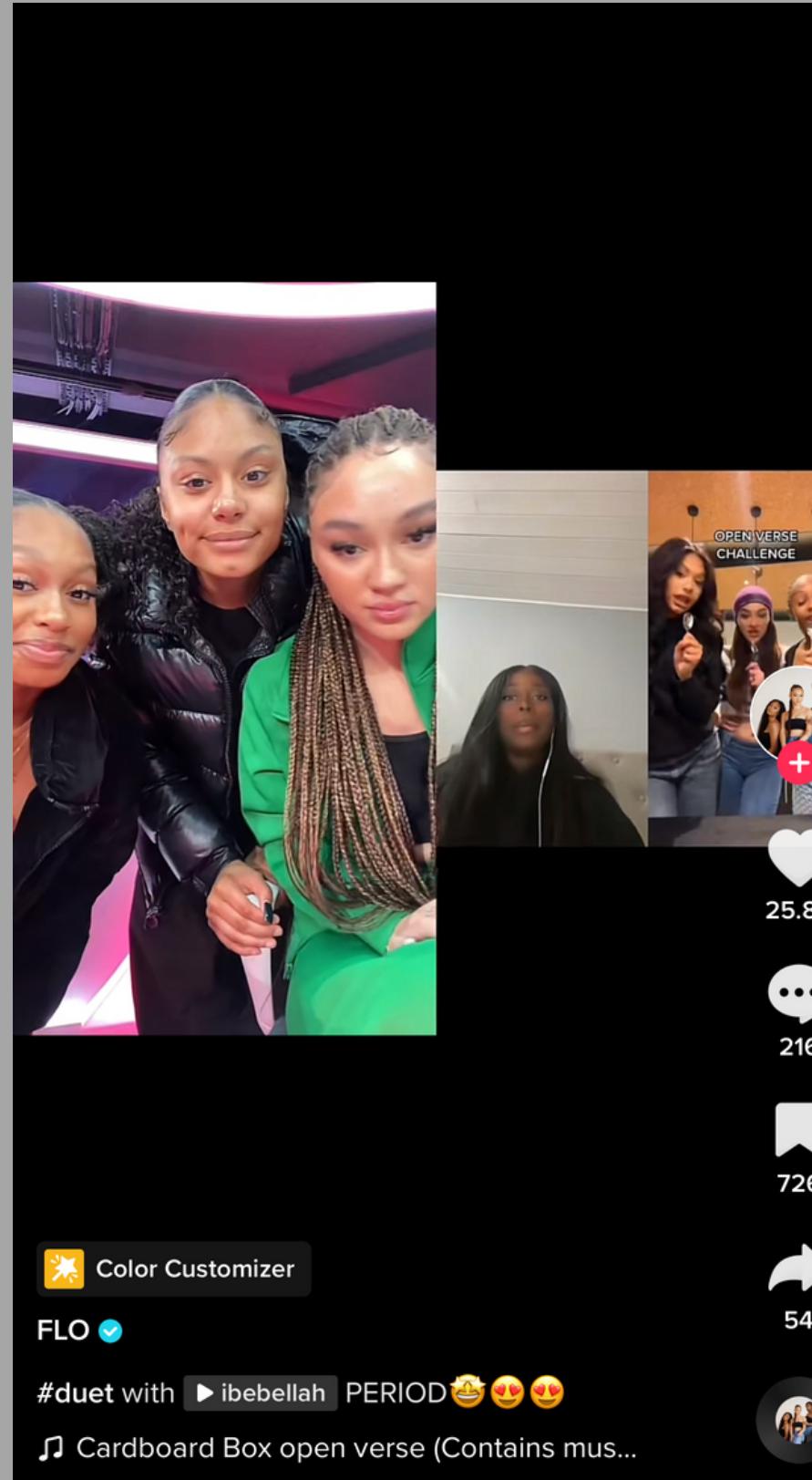
Currently liaising with 3-4 dance influencers.
Would like to start a dance challenge but make it seem organic.

Will space out the content on the influencers tiktok's and hopefully we will see others join in.

Will suggest you Repost, at least 2 TikToks on your feed to build awareness of the dance.



OPEN VERSE CHALLENGE



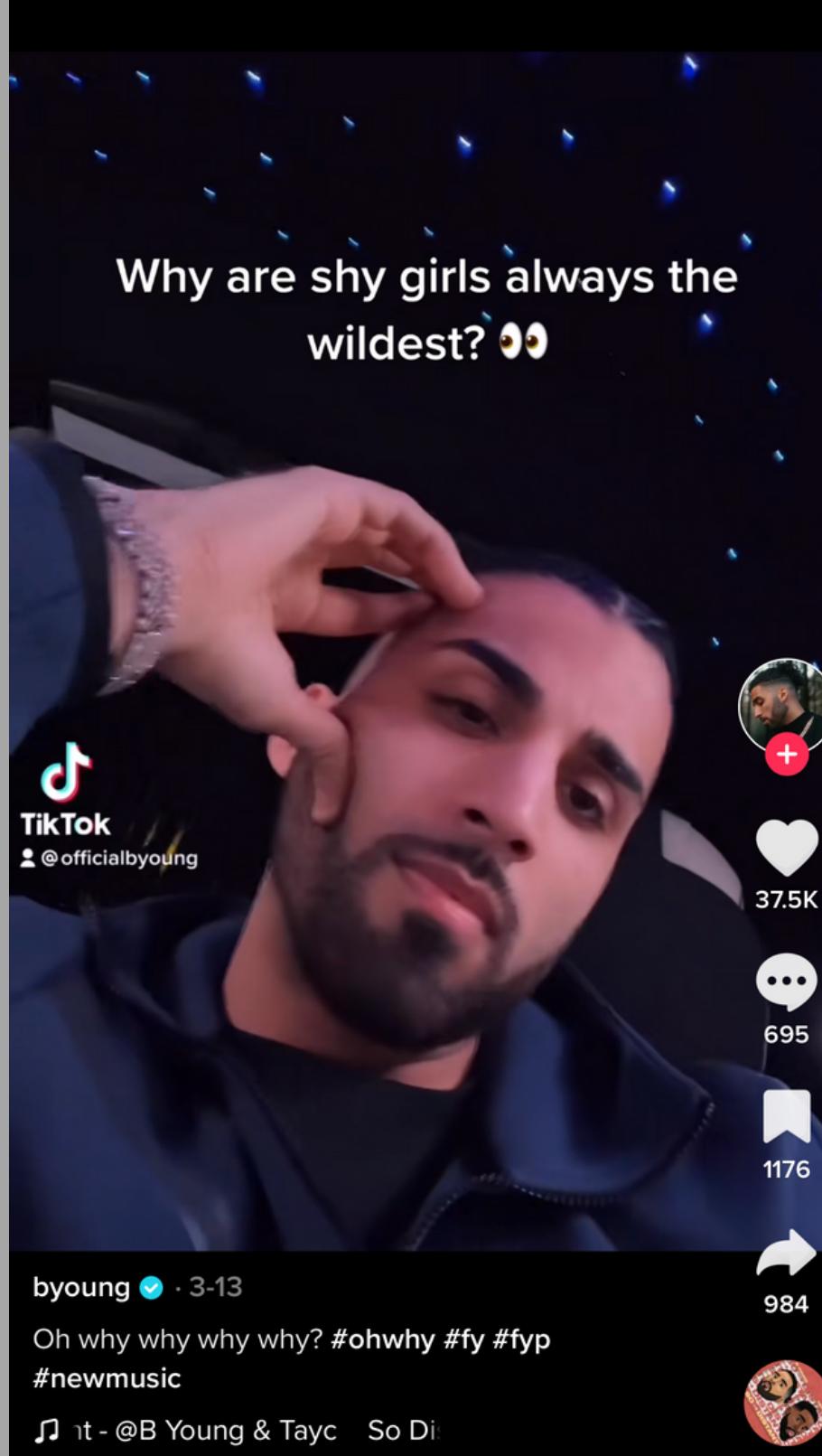
SUMMARY

Open verse challenges also referred to as duets are a great way to let the public interact with your music and engage with it on a musical level.

B can then react to a few Duets which should hopefully be created and use this as content on 'REPOST DAYS'.



CAPTION LOCATION

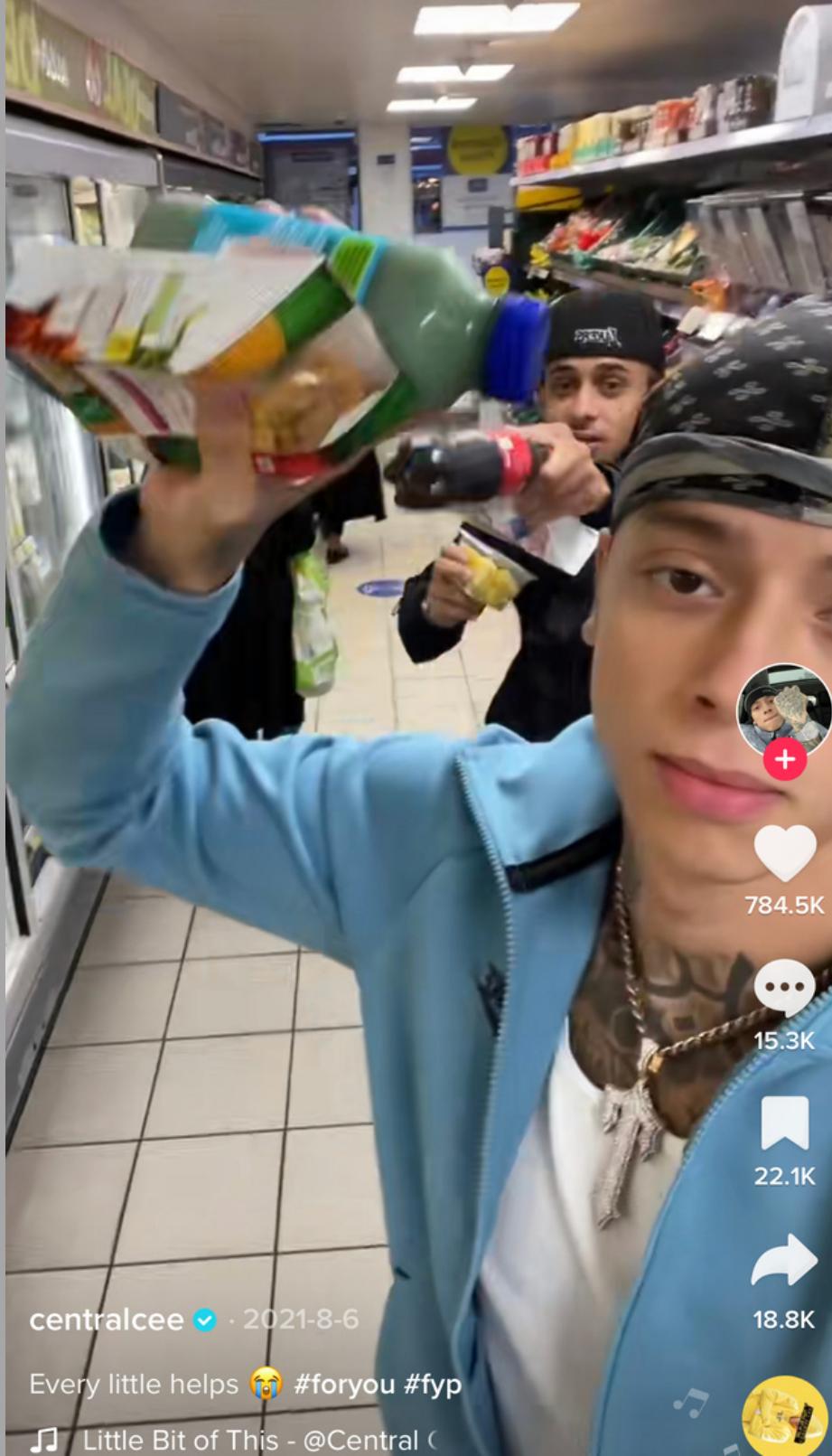


SUMMARY

Referencing B's previous TikTok, use the exact same concept with a different location.



TESCO CONTENT



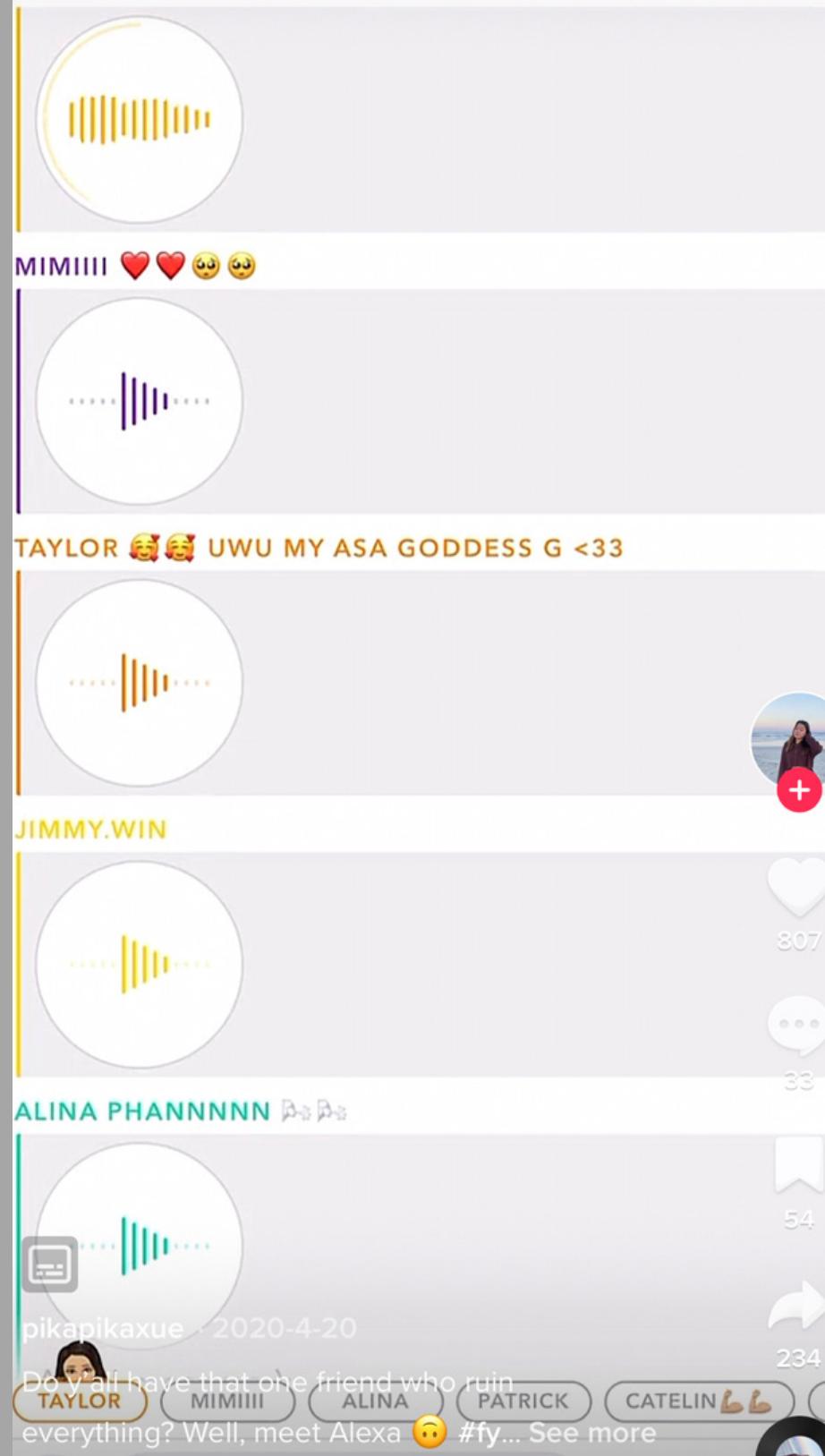
SUMMARY

Ask B to go to Tesco and grab a meal deal, ask his TikTok what their meal deal of choice is. Shows relatability, can include his friends and include a bit of humour.

If one of B's friends chose something very outlandish B could point this out in his caption and essentially banter his friends to incite a reaction from the public.



SNAPCHAT SINGING



SUMMARY

B should ask his friends in a snapchat group, to sing the chorus of his latest single.

He could also include notable friends such as other artists if possible.

Would double check all snapchat usernames to make sure they are appropriate before posting (if not edit the names).