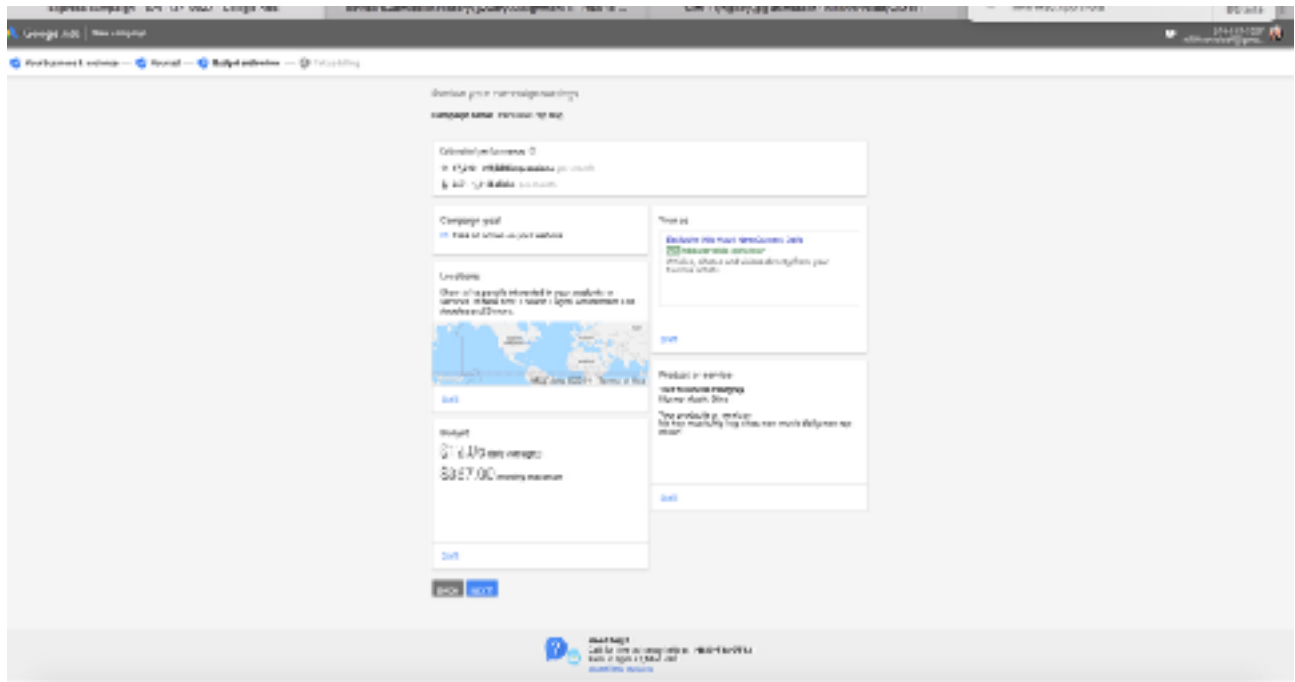


Marketing Plan for Velde



Demographic

- Lagos, Los Angeles, New York City, London, Miami, Amsterdam
- I chose this demographic because there are the music capitals of the world. For example most hiphop festivals take place in New York, London and Miami.
- Upcoming rappers are most likely residing in Los Angeles along with their record labels.
- Lagos is the capitol of Africa for “afro beats” which is becoming very popular worldwide.

Key Words

- Hiphop, Rap Artists, New Music Daily, Music Site, Photography
- I chose these words because hiphop fanatics are most likely to search these words when trying to research music sites