

ETA Final Presentation

Team: the bulldawgs



Team Introduction

Artist Introduction

Fan Base Analysis

Social Media

**Fan Engagement
Campaign**

Potential ROI

- R&B, Soul
- 25 years old
- Toronto, Canada
- Over 1.1m monthly listeners

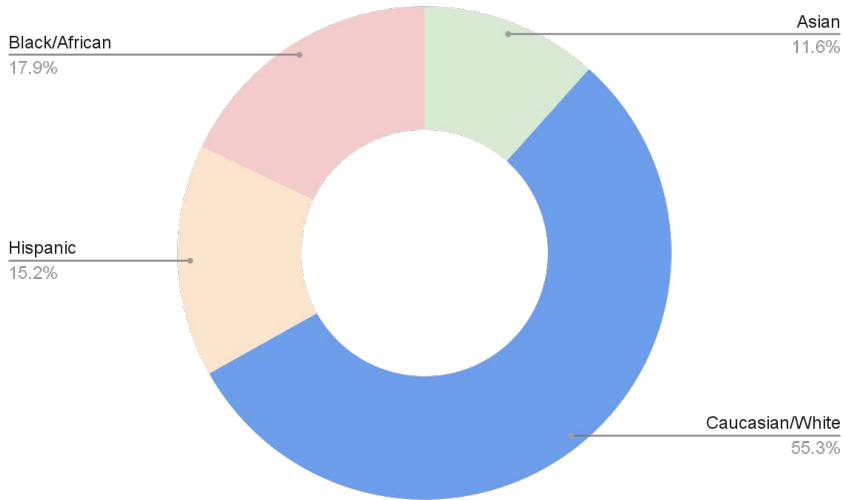
JON VINYL 

The Data

Platform	1/1/22	10/13/22	11/13/22	YTD % Change	Month % Change
Spotify Followers	31,036	45,487	49,792	46.56%	9.46%
YouTube Subscribers	9,560	14,600	15,600	52.72%	6.85%
TikTok Followers	2,503	5,592	5,807	123.41%	3.84%
Instagram Followers	37,044	42,319	43,455	14.24%	2.68%
Twitter Followers	7,300	7,451	7,460	2.07%	0.12%

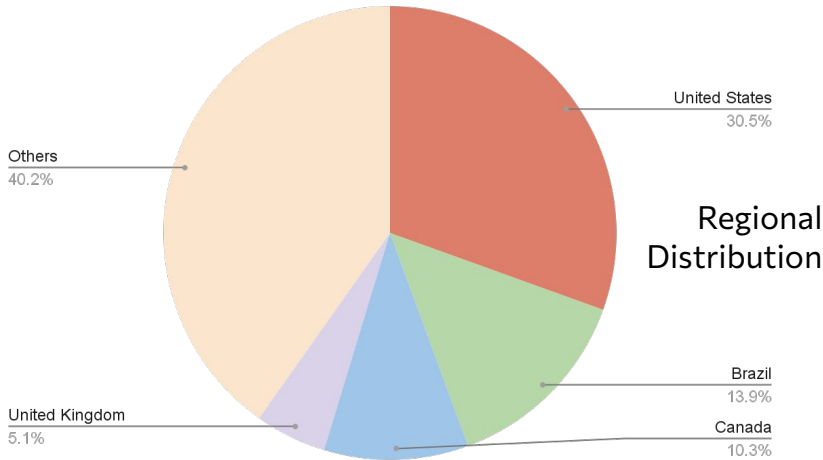
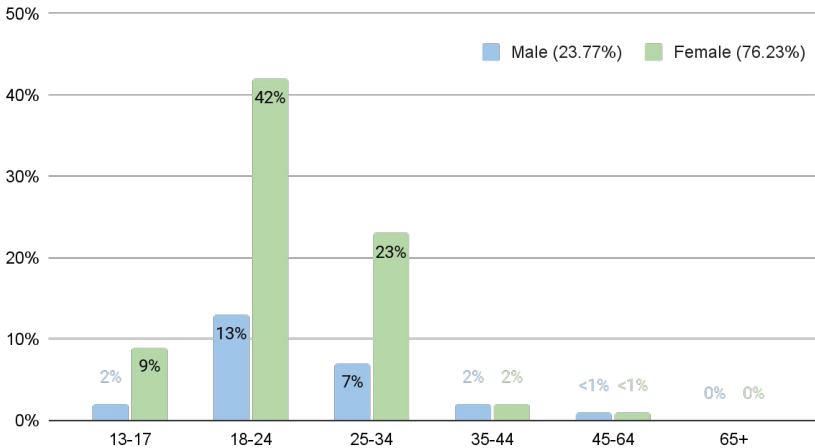
Instagram Analytics

Demographic Distribution



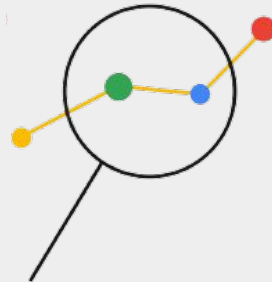
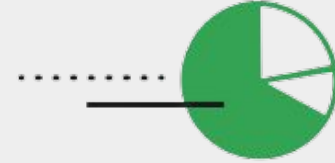
Aver. Likes Per Post	Aver. Comments Per Post	Engagement Rate
1,142	70	2.67%

Gender Distribution



Social Media Goal & Strategy

- JON VINYL: Instagram > YouTube > TikTok
- Maintain Instagram engagement rate
- Increase followers for YouTube and TikTok
- Utilizing short form video features to maximize reach
- Preparing versions of copy across platforms
- Regular comparison of numbers on platforms to test then customize strategy for content

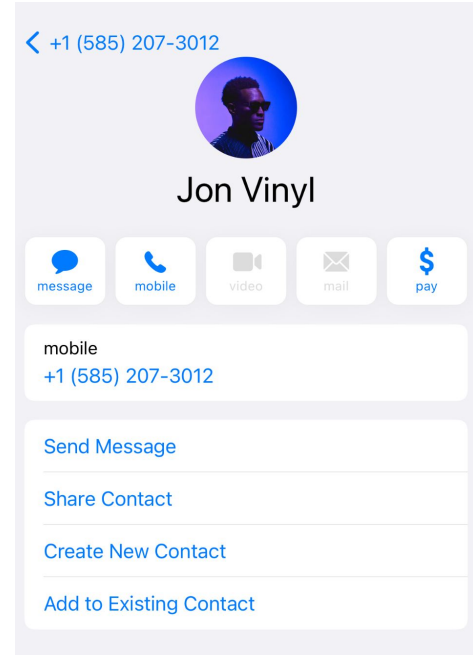


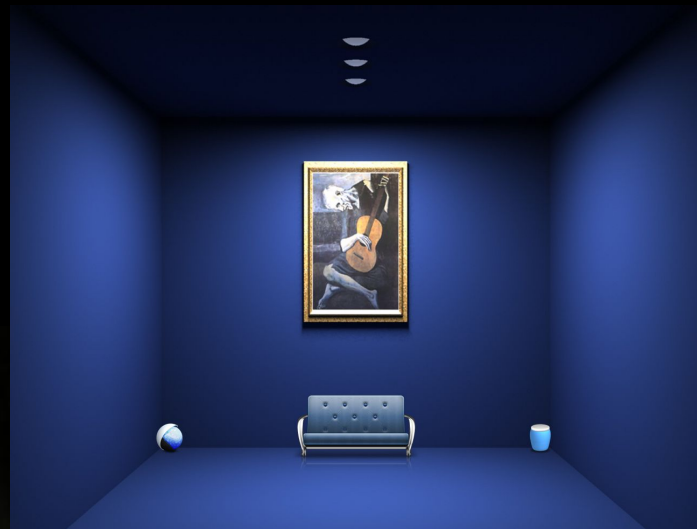
Sample Content Calendar


	Sun	Mon	Tues	Wed	Thu	Fri	Sat
Instagram		Repost open verse challenge from TikTok		Simple video while song is playing in background with lyrics on the screen			
TikTok	Open verse challenge		Building a song		Acoustic cover of one of his songs		Reacting to an open verse challenge
YouTube	Acoustic cover of his song	Cover of a popular song	Building a song repost	Simple video while song is playing in background with lyrics on the screen	Open verse challenge	Full length behind the scenes of music video/ in the studio	

Fan Engagement Campaign: Los Angeles

1. Pop-up Listening Booth
 - Spread the word!
 - Community, social media, press







Let's enjoy the sun change to the moon

Can you open up to me please, baby?

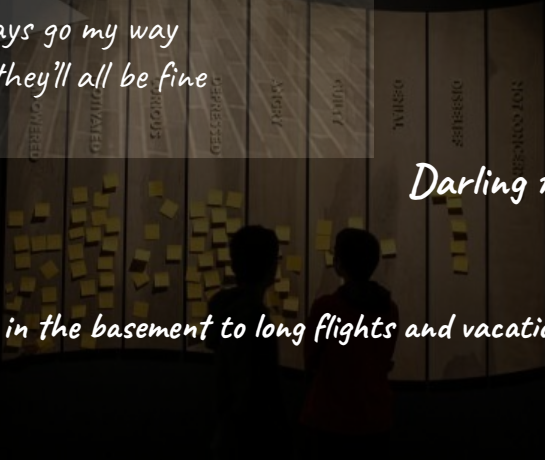
*Sundays don't always go my way
but someday I hope they'll all be fine*

All the time that we have, I don't want it to pass

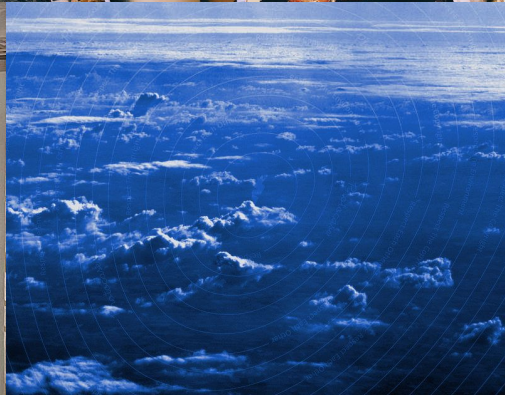


I'm sorry for this unexpected vibe switch

Darling move slowly, slowly

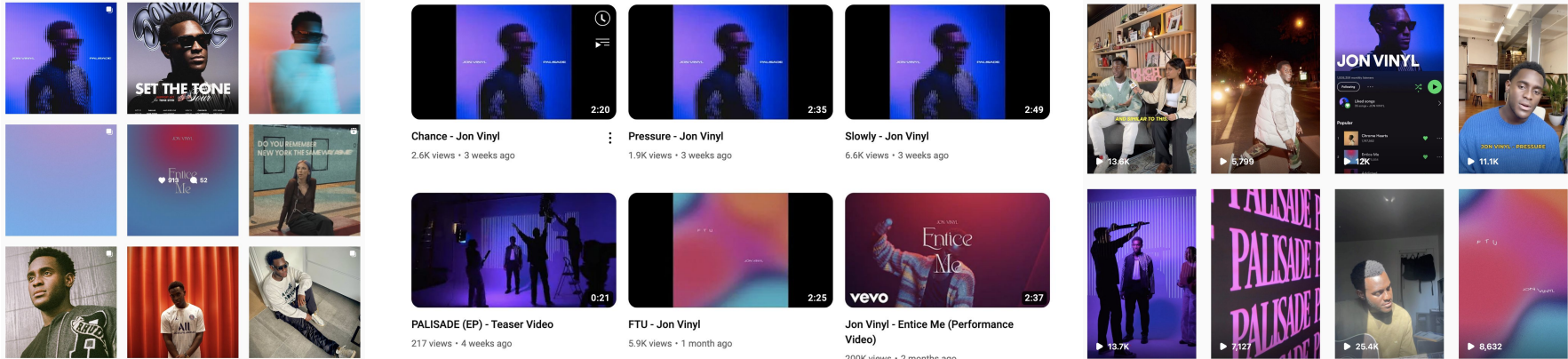


From cold nights in the basement to long flights and vacations



Fan Engagement Campaign: Los Angeles

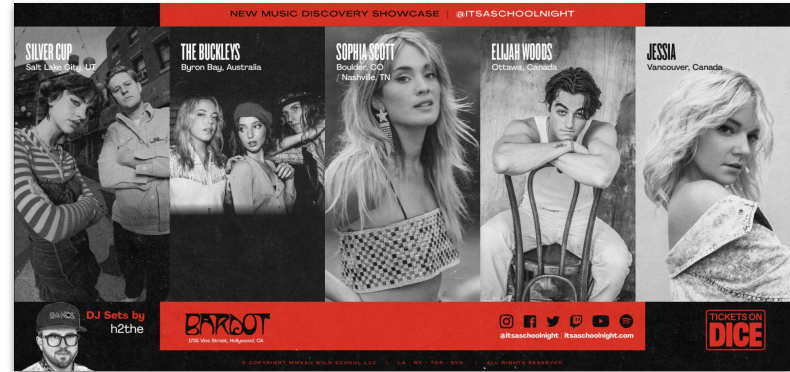
1. Pop-up Listening Booth
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2. Content Feed
 - Short form, YouTube



Fan Engagement Campaign: Los Angeles

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 - Spread the word!
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2. Content Feed
 - Short form, YouTube
3. Live at *School Night*
 - Showcase for developing artists
 - Developing relationships with fans
 - Music lovers, show goers

SCHOOL NIGHT



Fan Engagement Campaign: Los Angeles



Potential ROI: Overview

Editorial Features & Streams

Enjoys consistent playlist features
and healthy streaming numbers

Social Media Appeal

Determined in building his social brand



Solid Fan Base

Abundant areas for
potential opportunities in
fan engagement

Independent Artist

Having a label can amplify
the synergy

Potential ROI: DSP Editorials & Stats





Monthly Listeners: **1,141,924**

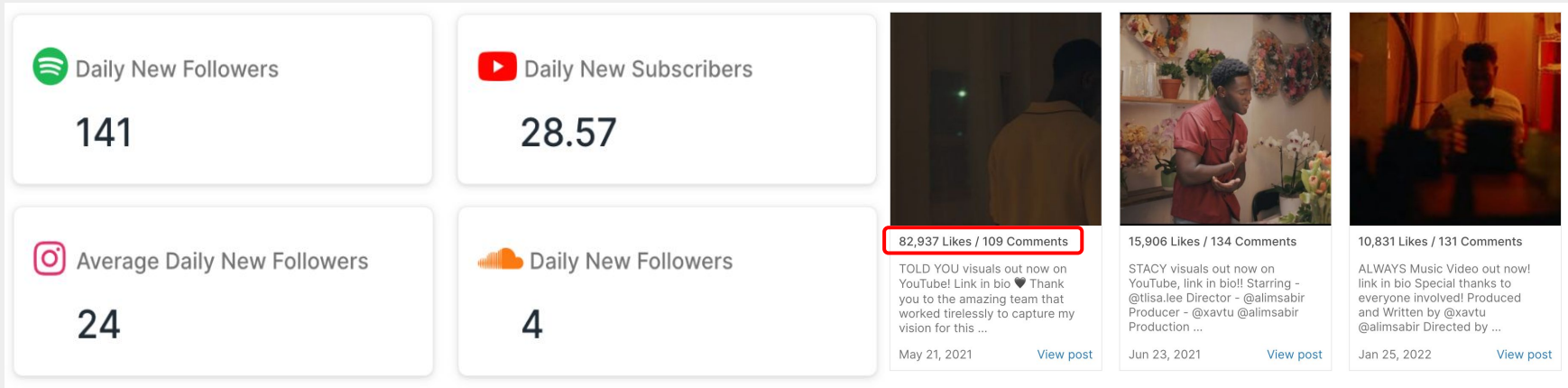
- Estimated Monthly Revenue: **\$4,567.7***
- This number does not include the revenue from the other 12 streaming platforms his music is on

*Assuming he is obtaining 100% of the profits

Playlist	Song Name	Current Position	Peak Position	Estimated Daily Streams	Playlist Followers
Chilled R&B	Slowly	27/110	18	2,626	2,279,865
New Jams	Slowly	52/100	1	1,419	945,020
R&B Right Now	Slowly	15/75	4	1,078	356,260
Mood Ring	Slowly	8/100	1	1,026	129,166
Mood. (Apple)	Entice Me	24/110	9	1,020	N/A

Potential ROI: Social Media Appeal

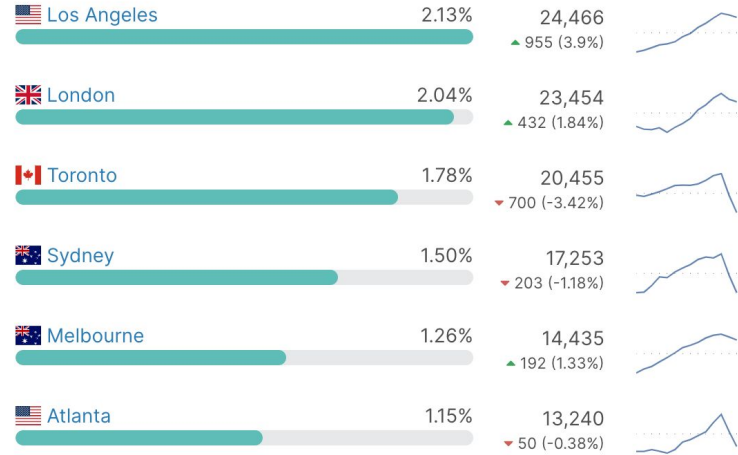
-  43.4k - Active on social platforms, steady follower growth and engagement rate
- Pursues brand partnerships, eg. recent deal with Converse
-  5.8k - Aesthetically pleasing content, beginning to build his brand



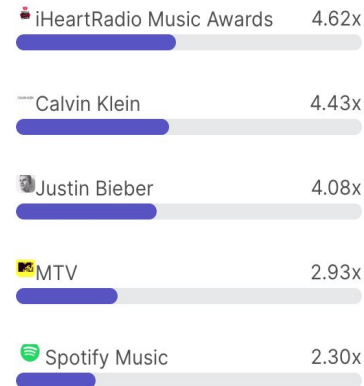
Potential ROI: Fan Base

- Potential areas to target for **fan engagement opportunities**
- Hometown events (Toronto)
- Need to focus on gathering a larger **US based audience**
- Affinity shows potential focus points for **brand partnerships**
- Interests show potential niche targets and **influencer marketing** categories

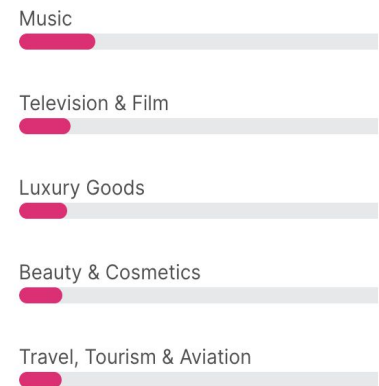
Top Cities by Listeners ⓘ



Audience Brand Affinity ⓘ



Audience Interests ⓘ



Thank you!