

# Marketing Plan

*Stephanie Picarra*

## Table of Contents

<b>Executive Summary</b>	<b>3</b>
<b>Introduction: Stephanie Picarra</b>	<b>4</b>
<b>Music Industry Overview</b>	<b>6</b>
<b>Strengths</b>	<b>7</b>
<b>Goals</b>	<b>8</b>
<b>Audience</b>	<b>9</b>
<b>Branding and Graphics</b>	<b>10</b>
<b>Product</b>	<b>11</b>
<b>Pricing Strategy</b>	<b>12</b>
<b>Distribution and Retail</b>	<b>13</b>
<b>Tour Plans</b>	<b>15</b>
<b>International</b>	<b>16</b>
<b>Promotions</b>	<b>17</b>
<b>Press Kit</b>	<b>18</b>
<b>Timeline</b>	<b>19</b>
<b>Budget</b>	<b>21</b>

## Executive Summary

This marketing Plan will allow Stephanie to successfully and realistic accomplish her goals for the next 12 months. Her dedication and hard work will shine through as she continues to follow her dream in one of the most competitive industries alive. Stephanie will be doing this as an independent artist. Her strengths and formal education in musical performance will give her an upper hand in this cutthroat business. All promotional work will be done via the internet and social networks; Stephanie will not enlist the help or support of a label or PR representative. She plans to reach a successful amount of listeners through her original work. Her plans to tour will not be the immediate future however; she hopes to do a short tour in two years, allowing her time for development. Stephanie will also make sure that she has a personal interaction with fans to allow herself to create a personal relationship with the people she hopes to inspire through her music.

## Introduction

Playing piano at an early age, Stephanie began writing original music and showcasing them at local talent shows and battle of the bands in the Northwest Suburbs. Since moving to Chicago she has performed in many venues including The Elbo Room, Bill's Blues Bar, Reggie's Rock Club, and the Auditorium Theatre of Roosevelt University. As a singer/songwriter, Stephanie will be completing her BM in Contemporary, Urban, and Pop music at Columbia College Chicago in May 2011. She is also currently a member pop/rock ensemble at Columbia College Chicago called, Idealist.

*Niche: Pop/Acoustic*

*(Singer/ Songwriter)*

As a singer-songwriter Stephanie writes and performs her own music. She is also an avid piano and guitar player.

*Uniqueness*

Stephanie Picarra is not only enthusiastically creative about every song she writes and every show she performs but she will also be completing her BM in Contemporary, Urban, and Pop music at Columbia College Chicago in May 2011. Her dedication has shown through her work as a candidate for a BM (Bachelor in Music) a prestigious degree available to only a selected few. At Columbia College Chicago's Music Department, Stephanie has studied under the guidance of Gary Yerkins, H.E. Baccus, and the surrounding faculty and peers and has had

opportunities to work with notable artists such as Fred Wesley, Joan Osbourne, and Ivan Neville as well as notable producer Shelly Sondhiem. In her senior year, Stephanie is part of not one but two pop/rock groups at the school and still finds time to continue to venture as a solo act.

*Aesthetic (image) "the sound":*

- Stephanie has a very laidback appearance as it relates to her music. Aesthetically, her image is suitable for a coffee house open mic night, or a small friendly venue.
- Her voice is well trained, dynamic, but calming and soothing as well. Every note she sings is as if she is singing you a personal lullaby. Her voice carries though enough to make a lasting impression but not so much that it takes over the atmosphere of the music. When you listen to her you are sure to be instantly calmed and carried away to a relaxing place.

## Music Industry Overview

The music Industry has been facing a struggle between the major record labels and independent labels. Since the advent of the Internet a new way of music consumption and distribution has established itself and has questioned the very foundation on which it was built. The forthcoming of companies and sites like iTunes, YouTube, and Facebook have garnered significant support by the independent labels. Independent labels rely on less costly methods such as independent distributors and some artists are now handling their own distribution. Since the growing popularity of the internet music consumption trends have changed drastically according to statistics the number of digital downloads has risen while physical sales have declined. Seeing an emerging opportunity in digital downloads. Entrepreneurial artists have more opportunities than ever to make it without the backing of a label.

According to grabstats.com digital downloads will continue to grow in the upcoming 2012 year. The statistics show an average of \$4.0 in billion in 2009 to \$4.6 billion in 2010 and revenue of \$5.3 billion in 2011. However, the number of revue of physical music is reported to fall throughout 2011. The website shows a revenue number of \$6.5 billion in 2009 to \$6.2 in 2010 and ultimately falling to \$5.5 in 2011. Also, the number of tracks offered in Amazon MP3 totaled six million DRM-free MP3 Tracks.

## Strengths

- She has had the honor of working with some of the industries most prominent individuals.
  - Fred Wesley
  - Joan Osbourne,
    - Ivan Neville
  
- She has another huge advantage because she will be graduating with a BM in Popular Contemporary performance from one of the leading arts colleges in the country. Her hard work and dedication has paved the way to her accomplishments including her degree in one of the most competitive fields in the industry.
  
- She is also involved in a school ensemble in which she performs with regularly. She has a platform in which she can expand her work and gain new exposure for her upcoming solo work.

## Goals

Objective: To obtain 100 more fans by the end of June.

Goal: To update website 2 times a day and continually suggest the page to new users on Facebook everyday.

Objective: To play 2 shows a month for the next 3 months.

Goal: Send out EPK to 5 venues every week.

Objective: To finish the recording of the debut album.

Goal: Make appointments to the studio 1-2 week.

Objective: To have Stephanie featured on an online blog

Goal: In order to have Stephanie featured on a blog for her work in the new album. We will use resources like Sonic Bids to help enter her into blog contest. (Two blog entries per month.)

Objective: To sell 50 Cd's of her new release in the first 2 months.

Goals: Playing 2-3 shows after the release and making sure she stays after to great fans and encourage them to buy and download her songs.

## **Audience**

Target audience/Demographics/psychographics:

Target audience:

Female/male

16-30

Acoustic, Indie, Pop, Singer-songwriter fans

Demographics:

Suburban females

Young urban professionals

Middle class

College educated

Psychographics:

Activities:

Music listeners, more specifically fans of: Michelle Branch, Selena, Alanis Morissette, and Rachel Yamagata.

Coffee shop goers.

People who live in the suburbs but commute to local shows in the city.

Fans that support the local art, music, and film community

Attitudes:

Relaxed

Down to earth

Friendly sociable individuals

## **Branding and Graphics**

Currently we are working with a handful of individuals to help establish a visual for Stephanie's work. She is currently deciding on the thematic work that will go into her personalized logo. The logo will include her name in a creative font that describes her personality in an artistic way. The logo will be used for her upcoming release but it will also be used in the making of her merchandise. Merchandise will include stickers, pens, pins, and T-shirts. Graphics will definitely be kept to a minimum, as Stephanie is very simple and tasteful in her approach to her work and her image. Stephanie does hope to have a logo and graphics done by the time her album is set. This way she can place logos and graphics on her work before the release and in time for advance promotion. Also, a special limited edition graphic will be used for her single, this will encourage fans to purchase a one of a kind piece.

## Product

- Upcoming Album
- One single release 3 weeks before the album release
- One single release 9 months after album release

## Merchandise:

- T-shirts
- Stickers
- Postcards-mini posters (promotional)

## Pricing Strategy

Upcoming Album: \$5.00

We came up with this number after doing research of various artists in the similar genre and working towards the same demographic as Stephanie. Also, Stephanie wanted to make it affordable for her audience and believed that charging more would conflict with her status and following up to this point.

Single will be the standard rate of \$.99

Merchandise:

T-shirts: \$10.00

Stickers: \$1.00

Postcards: \$2.00

(Most however, will be used as a promotional tactic and distributed to local businesses to be used as flyers.)

## Distribution and Retail

Stephanie will release her album using Tune Core to enter music stores like iTunes and Napster.

Tune Core charges a one single distribution at a fixed rate of \$9.99 per year.

Once she has mastered her single it will be released under iTunes and Napster.

She will receive \$.70 cents for every one song sold on iTunes and \$.65 for every one sold on Napster.

This means that she will have to sell at least 10 singles on Napster and 5 singles on iTunes to break even. In order to make a profit of at least 100 dollars she will need to sell at least 100 singles on iTunes ( $$.70 \times 100 = \$70.00$ ) and 62 singles on Napster ( $.65 \times 62 = \$40.30$ )

$$\$70.00 + \$40.30 = \$110.30$$

$$-\$9.99 \text{ (subscription fee per year)}$$

$$= \$100.31$$

That is a total sale of 132 single sales.

Tune Core also charges a fixed rate of \$49.99 distribution cost per album per year.

Merchandise will be sold through Bigcartel.com and at shows.

Merchandise:

T-shirts:

Quantity: 30

Price Per Shirt: \$4.81

Screen Charges: 1 x \$25.00

Digital download cards:

1000 Static Indie cards: \$79.00

= \$248.15 (estimate using [www.bandsonabudget.com](http://www.bandsonabudget.com))

Stickers:

500 for \$35.94

([www.stickeryou.com](http://www.stickeryou.com))

Postcards:

Full Color Digital 4x6 Postcards on a 12pt card stock

500 for \$60 + \$19 (shipping) = \$79.00

Merchandise distribution:

*Bigcartel.com* monthly subscription fee of \$9.99 (x12 months) = \$119.88

**Combined total:**

(Including fixed year rate for single and album distribution, merchandise, and merchandise distribution)

\$9.99  
\$49.99  
+ \$248.15  
\$35.94  
\$79.00  
\$119.88

-----  
= \$542.95

## Tour Plans

Although Stephanie does not plan to tour any time soon, she does hope to be able to have gained enough support and fans to be able to tour in the summer of 2013. This will allow Stephanie two years to obtain as much of a following as possible and to be able to book shows at a larger capacity and team up with larger acts.

In preparation for the tour Stephanie will discuss teaming up with local artists to serve as a package deal for venues. Potential artist can include: singer/songwriters, duets, bands etc....

Stephanie has played previous shows at Reggie's, Rock Club, the Elbo Room, and Bill Blues Bar.

Ideally, the tour would begin in a local place (possibly 2) then head towards Indiana, Ohio and Michigan making a simple round trip. This allows Stephanie to branch out to a regional area as she expands her fan base allowing her to tour more extensively in the future.

*Time:* Two weeks (short)

2 shows per week

Possibly more (local coffee shop daily shows)

*Venues:*

- Independent rock clubs
- Bars (21+ fan base harder, rock influenced songs)
- Coffee shops (general age range softer original singer songwriter songs)

## International

Stephanie does not believe it is time to branch out internationally. She is too short into her musical career to begin planning that broad. Right now she hopes to expand her fan base locally and regionally when she reaches a level of national success she will consider branching internationally However, Stephanie does not see that happening before the next 5 years.

## Promotions

### PR Strategy

#### Online-

Social networking: Facebook status, streaming music, giveaways etc. MySpace music streaming, blogs, status updates, and video

Website: used as EPK, promoted through social media sites like MySpace, Facebook, and ReverbNation.

**Advertising-** If reached a number of 500 fans 6 months after the release, we will pay for Advertising space on Facebook based on a pay per click revenue stream.

**Radio-** College campus radio (Columbia and Roosevelt) online radio (lastFm.com)

Mobile-sign up for text message alerts anytime Stephanie has an upcoming show or new exciting promotions for her fans.

**Video-** YouTube account showcasing live performances, linked on all social media websites.

**TV-** Goal to be featured as a musical artists on WGN morning news (1 year)

Promotional items- postcards that will be distributed around venues, mom and popshops, coffee shops. These will also be distributed at shows.

Press Kit

One sheet

## ABOUT

**SINGER/  
SONGWRITER**

**POP/ACOUSTIC**

**CHICAGO,  
ILLINOIS**

**FOR FANS OF:  
SELENA,  
MICHELLE  
BRANCH, ALANIS  
MORISSETTE**

For more information  
visit:  
[www.stephanepicarra.com](http://www.stephanepicarra.com)

# STEPHANIE PICARRA



This image is a placeholder for a photograph of Stephanie Picarra performing at a piano in a venue with posters on the wall.

**A LITTLE ABOUT STEPHANIE PICARRA**  
Stephanie Picarra has been performing in the Chicago land Area for the past ten years as a solo act, lead singer, and member of various ensembles. As a singer/songwriter, Stephanie will be completing her BM in Contemporary, Urban, and Pop music at Columbia College Chicago in May 2011. Playing piano at an early age, Stephanie began writing original music and showcasing them at local talent shows and battle of the bands in the Northwest Suburbs. Since moving to Chicago she has performed in many venues including The Elbo Room, Bill's Blues Bar, Reggie's Rock Club, and the Auditorium Theatre of Roosevelt University. SHE has had opportunities to work with notable artists such as Fred Wesley, Joan Osbourne, and Ivan Neville as well as notable producer Shelly Sondhiem.

**FREE  
DOWNLOAD  
"ONE STEP"  
IT'S SIMPLE!**

**JUST EMAIL:**  
[stephanepicarra@gmail.com](mailto:stephanepicarra@gmail.com)

**You will  
receive a  
personalized  
message from  
Stephanie herself,  
an Mp3 download  
and lyrics.**

**SOCIAL MEDIA!**

**FACEBOOK:**  
[WWW.FACEBOOK.COM/PAGE/STEPHANIE-PICARRA](http://WWW.FACEBOOK.COM/PAGE/STEPHANIE-PICARRA)  
FOR LATEST NEWS, FREE LISTENING AND EVEN UPDATES.

**MYSPACE:**  
[WWW.MYSPACE.COM/STEPHANIEPICARRA](http://WWW.MYSPACE.COM/STEPHANIEPICARRA)  
FOR FREE LISTENING, BLOG, STATUS UPDATES.

**TWITTER:**  
[WWW.TWITTER.COM/PICARRAMUSIC](http://WWW.TWITTER.COM/PICARRAMUSIC)  
FOR INSTANT UP TO DATE NEWS.

EPK Available at [www.sonicbids.com/stephaniepicarra](http://www.sonicbids.com/stephaniepicarra)

## Timeline

*Next 12 months*

<b>May</b>	<ul style="list-style-type: none"><li>• Continue working at the studio</li><li>• Play one show</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>• Wrap up work in the studio</li><li>• Finish graphics and logo</li><li>• Photo shoot for promotions</li></ul>
<b>July</b>	<ul style="list-style-type: none"><li>• Play 2 more shows in anticipation for the new release</li><li>• Order merch</li><li>• Promote new release on social media sites</li><li>• Enter blogs contest</li><li>• Release single</li></ul>
<b>August</b>	<ul style="list-style-type: none"><li>• Play 3 shows</li><li>• Organize merch in distribution channel</li><li>• Set up digital distribution (album)</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>• Officially release album through Tune Core</li><li>• Play an album release show at local venue</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>• Debut on college and online radio</li><li>• Sell 50 digital downloads</li><li>• Play 4 shows one every weekend</li></ul>

November	<ul style="list-style-type: none"> <li>• Play 3 shows</li> <li>• Free giveaway</li> </ul>
December	<ul style="list-style-type: none"> <li>• Play 3 shows</li> </ul>
January	<ul style="list-style-type: none"> <li>• Release a new form of merch (new t-shirt design)</li> </ul>
February	<ul style="list-style-type: none"> <li>• Begin writing new single</li> <li>• Play a benefit show</li> </ul>
March	<ul style="list-style-type: none"> <li>• Record new single</li> <li>• Play 2 shows</li> </ul>
April	<ul style="list-style-type: none"> <li>• Release New single</li> <li>• Play 2 shows</li> </ul>

## Budget

### Digital music distribution:

*Tune Core*

Fixed rate of \$49.99 distribution cost per album per year.

Fixed rate of \$9.99 per single per year

Merchandise will be sold through Bigcartel.com and at shows.

Merchandise:

T-shirts:

Quantity: 30

Price Per Shirt: \$4.81

Screen Charges: 1 x \$25.00

Digital download cards:

1000 Static Indie cards: \$79.00

= \$248.15 (estimate using [www.bandsonabudget.com](http://www.bandsonabudget.com))

*Stickers:*

500 for \$35.94

([www.stickeryou.com](http://www.stickeryou.com))

*Postcards:*

Full Color Digital 4x6 Postcards on a 12pt card stock

500 for \$60 + \$19 (shipping) = \$79.00

*Merchandise distribution:*

*Bigcartel.com monthly subscription fee of \$9.99 (x12 months) = \$119.88*

### Combined total:

(Including fixed year rate for single and album distribution, merchandise, and

merchandise distribution)

\$9.99  
\$49.99  
+ \$248.15  
\$35.94  
\$79.00  
\$119.88  
-----  
= \$542.95

The amount of \$542.95 includes all merchandise including and promotional material. It also includes digital distribution and merchandise distribution subscriptions.

What is not included?

Photo-shoot cost:

\$50.00

Graphic Designer:

\$75.00

-----  
\$125.00  
+ 542.95  
-----  
\$667.95

In order to break even Stephanie would have to sell:

30 shirts (10.00- cost of production \$4.81 = \$5.19 x30 shirts = \$155.70)  
200 stickers (\$1.00-cost of production \$.07 = (\$.93x200 stickers = \$186.00)  
55 albums (\$5.00-distribution cost of \$50.00 per year x55 albums = \$225)  
170 singles (\$.70-distribution cost of \$9.99 per year x50 singles = \$109,01)

= \$675.71