



Strategic Marketing Plan

GENERAL INFORMATION

Album / EP Name & Release Date

It's Okay To Be Sad Sometimes (EP) – 5/18/2018

Single Title + Release Date

Clementine (Freestyle) – 3/23/2018

AQUA – 3/30/2018

Fasting (Freestyle) – 4/06/2018

LEVEL – 4/13/2018

Puppy Love (Freestyle) – 4/20/2018

UP! – 4/27/2018

Chernobyl (Freestyle) – 5/04/2018

Patagonia – 5/11/2018

CAMPAIGN PLANNING

What will your campaign mainly be focused on? *(Social media, playing more shows, synch opportunities, brand partnerships, awareness on campus, etc.)*

The campaign will be mainly focused on building a fan base and creating a buzz for the artist. This will be done by releasing a large quantity of content, staying consistent on social media, playing more shows (both on and off campus), spreading awareness on campus, and reaching out to blogs / artists in the LA community to spread impressions.

What media or brand partners will help taking this artist to the next level and maximize sales opportunities? *(partnership with a club/org on campus, a clothing brand, a venue, etc.)*

Partnerships with on-campus organizations like the Black Student Assembly, Creative Experience, TroFlow, KXSC Radio, and Trojan Vision will

definitely push CTK's name and influence. In the future, we would like to partner with a clothing line that has backpacks as one of their sale items.

What needs to be done in order to further develop this artist? (*artist needs to play more shows, be more active on social media, create more music, etc.*)

To further develop CTK, we need to up the amplitude of his performances, secure even more shows, and become more active on social media platforms (mainly Instagram, Facebook, and YouTube).

1. General Goals

WHAT do you want to achieve with this project? *Must have 3 major goals (Please don't include generic goals such as "Make the artist become one of the most recognizable voices of Pop" or "Create awareness on the artist and show him as an international star." Goals must be realistic, attainable by end of the semester, and specific [ie increase FB likes to 1k])*

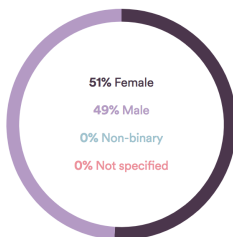
1. Double the amount of followers on Instagram (302 to 604) and Facebook (236 to 472) by June 30th, 2018.
2. Reach 50,000 total streams on Spotify by June 30th, 2018.
3. Find a core following with influence to further spread CTK's name.

2. Target Demographic

Primary: (*Who is your main target audience? Look at your social media insights. Always include % of men and women + age + top 5 cities/countries*)

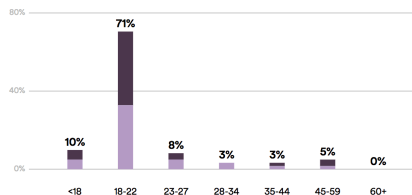
Their gender

LISTENERS • LAST 28 DAYS



Their age

LISTENERS • LAST 28 DAYS



Top cities

LISTENERS • LAST 28 DAYS

Rank	City	Country	Count
1	Los Angeles	US	22
2	San Jose	US	5
3	Seattle	US	3
4	Spokane	US	2
5	San Luis Obispo	US	2

Secondary: (*either a potential or real target who could or will consume your music. Same as above – always include % of men and women + age+ top 5 cities/countries*)

An audience we want to engage is the group of people who feel youthful regardless of age. Happy going, type B kind of people who want to feel good. Though seemingly vague, this is the audience we most want to capture.

3. Main competitors for this release

Who are your competitors? (Similar artists in the market, are they releasing albums in the same quarter?)

Competing acts include Bran Movay, Amir Kelly, Lami, and Martin (from the Harmonious Monks).

ARTIST POSITONING IN THE MARKET

What is the receptivity of the artist in this market by fans and media?

The artist is receptive to some fans, but for the most part is still working on gaining foothold as an artist and entertainer.

Are there any landmarks in the market for this artist? Any big shows and tours have happened?

No big landmark events have happened so far, the artist is relatively new on the scene.

What are the biggest challenges to overcome?

The biggest challenge will be finding and securing a dedicated fan base who want to share content on their platforms and actively engage with the artist.

TIMELINE

Include project timeline for semester

MARCH

March 16, 2018	SINGLE RELEASE – “ICON” (Remix) Social media – Instagram Post, Video Release, Facebook
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March 18, 2018	Social media – Instagram Post
March 21, 2018	Social media – Instagram Post
March 22, 2018	SHOW – AGO's Acoustic a La Mode (USC House Party)
March 23, 2018	SINGLE RELEASE – “Clementine (Freestyle)” Social media – Instagram Post, Video Release, Facebook
March 24, 2018	SHOW – Arts in the PAHRC (USC Campus Festival)
March 25, 2018	Social media – Instagram Post
March 28, 2018	Social media – Instagram Post
March 30, 2018	SHOW – MUIN425 SINGLE RELEASE – “AQUA” Social media – Instagram Post, Video Release, Facebook

APRIL

April 1, 2018	VIDEO RELEASE – CTK Snapchat Compilation March Social media – Instagram Post
April 4, 2018	Social media – Instagram Post
April 6, 2018	SINGLE RELEASE – “Fasting (Freestyle)” Social media – Instagram Post, Video Release, Facebook
April 8, 2018	Social media – Instagram Post
April 11, 2018	Social media – Instagram Post
April 13, 2018	SHOW – SoFar Sounds SINGLE RELEASE – “LEVEL” Social media – Instagram Post, Video Release, Facebook
April 15, 2018	Social media – Instagram Post
April 18, 2018	Social media – Instagram Post
April 20, 2018	SINGLE RELEASE – “Puppy Love (Freestyle)” Social media – Instagram Post, Video Release, Facebook
April 22, 2018	Social media – Instagram Post
April 25, 2018	Social media – Instagram Post
April 27, 2018	SINGLE RELEASE – “UP!” Social media – Instagram Post, Video Release, Facebook
April 29, 2018	Social media – Instagram Post

MAY

May 1, 2018	VIDEO RELEASE – CTK Snapchat Compilation April
May 2, 2018	Social media – Instagram Post
May 4, 2018	SINGLE RELEASE – “Chernobyl (Freestyle)” Social media – Instagram Post, Video Release, Facebook
May 6, 2018	Social media – Instagram Post
May 9, 2018	Social media – Instagram Post
May 11, 2018	SINGLE RELEASE – “Patagonia”

	Social media – Instagram Post, Video Release, Facebook
May 13, 2018	Social media – Instagram Post
May 16, 2018	Social media – Instagram Post
May 18, 2018	EP RELEASE – “It’s Okay to Be Sad Sometimes” Social media – Instagram Post, Facebook
May 20, 2018	Social media – Instagram Post
May 23, 2018	Social media – Instagram Post
May 25, 2018	MUSIC VIDEO RELEASE – “Who Cares” Social media – Instagram Post, Video Release, Facebook
May 27, 2018	Social media – Instagram Post
May 30, 2018	Social media – Instagram Post

*Content will be added to Instagram stories daily, and other events / marketing ideas will be added to the list as they come.

KEY MARKETING IDEAS

List at least 3 key marketing ideas that will help taking this project to the next level. *(Must be realistic and attainable. Here’s where creativity comes in! Make sure you write your ideas out in detail, explain how you will execute them, across what platforms, when (dates), and what you expect to accomplish with each idea.*

1. Really sell the backpack. Every picture, video, performance, etc., CTK must be wearing the backpack. No backpack, no content. This will create discussion topics for audience as they wonder why he has on a backpack all the time. In addition, the backpack can be a merchandise item in the future should CTK become successful enough.
2. Visibility – purchase a large quantity of stickers and posters to both hand out at events & shows and to put around the city in high traffic areas. Stickers will also be handed to core fans and they will be encouraged to stick them in their favorite spots. After, they will have to take a picture of the sticker in the world and post it on social media with #KidAtHeart. The fan with the most creative picture will get to join CTK in a future video (Call to Action).
3. Fan base building – CTK will take to the streets and do what he does best: make connections with people. He will have conversations with strangers to build an organic fan base, and will also be giving out free items or downloads to content.

GENERAL MARKETING, PROMO & SALES ACTIVITIES

1. Radio

What are your main target radio stations for the single? (*college radio, online radio, etc. *Make sure you can accomplish this...KIIS FM is more than likely not happening*)

As of right now, the main target radio stations are college radio stations in California, mainly in the greater Los Angeles area and the Bay Area. In addition, we will be reaching out to popular SoundCloud podcasts that have weekly shows for more exposure in the underground hip hop community.

When are you servicing the single to them?

Singles will be serviced to radio stations a week before the single's release date.

What are the most important activities you can get with them? (*Single of The Week? Artist of the Month? X's Playlist?*)

Single of the Week, Artist of the Month, Discovery, etc.

2. Digital

Social Media Campaign (detailed campaign for each platform you are using. Include CTAs. Are you planning running contests?)

INSTAGRAM – Three posts a week, daily Instagram stories, release of video content, new singles, interesting photo content. This is also the main platform for Call to Actions, done through hashtags and tagging the @ClarenceTheKid IG account

FACEBOOK – Video releases, Single releases, Photo content. Facebook will mostly be used as a place to find information about CTK (tour dates, contact info, social media links, etc.) and content (singles, albums, photos, videos). There will be a strong push for followers to share posts for more exposure.

CTAs – Subscribe to Youtube and get notifications when new content drops; Post a video of you jamming out to _____ song and get posted on my IG story; Post a video of you rapping a verse and be featured in a future music video

1. Stickers will be handed to core fans and they will be encouraged to stick them in their favorite spots. After, they will have to take a picture of the sticker in the world and post it on social media with #KidAtHeart. The fan with the most creative picture will get to join CTK in a future music video
2. Fans will be asked to take videos showing how they spread love and care for others and will post them on social media with #WhoCares. The best videos will be featured in the “Who Cares” music video.
3. For performances, CTK will tell the crowd to all put a video of the performance on their IG stories and tag @ClarenceTheKid. Everyone who does this will get free stickers, free downloads, etc.

What are your main online partners and websites for this campaign?

Facebook, YouTube, Instagram

How are you increasing your fan base and raising their engagement?

Fans followers see and hear CTK's songs, increasing fan base and making more people want to directly interact with artist

3. TV

What TV channels / shows are you pitching your artists to?

We will not be pitching CTK to TV channels, but we will pitch him to YouTube Channels such as Elevator, Promoting Sounds, Perfect Plug, 4SHO Magazine, Swagy Tracks, Zias!, World Star Hip-Hop, Astari, Rap Nation, Str8 Up Ent, and Rap City.

4. Press & Publicity

List your main media target list (must include media outlet name, specify type – TV, radio, online, contact name and email)

Print Short Lead:

- CreEx Newsletter
 - Jessica Vieux
 - Director of CreEx
 - Vieux@usc.edu
- Palaver Arts Magazine
 - Bowen Du & Marisa Caddick
 - Head & Associate Poetry Editors
 - palaver.mag.poetry@gmail.com
 - Matthew Fresolone & Jordan Kessler
 - Head & Associate Media Editors
 - palaver.mag.media@gmail.com

Print Long Lead:

- The Daily Trojan
 - Editor in Chief
 - editor@dailytrojan.com

Radio:

- KXSC
 - Eliza Moley
 - KXSC General Manager
 - gm@kxsc.com
 - Kelly Divine
 - KXSC Head of Content
 - content@kxsc.com
 - Sean Morgenthaler
 - KXSC Musical Director
 - music@kxsc.com
 - Cameron Hejna
 - KXSC Assistant Musical Director
 - asstmusic@kxsc.com
 - Lani Renaldo
 - R&B Music Director
 - rnb@kxsc.com
 - Natasha Doshi
 - Hip Hop Director
 - hiphop@kxsc.com
 - Christina Nour
 - LA Music Director

- lamusic@kxsc.com
- The Live Show Director
- theliveshow@kxsc.com

Interviews:

- Positive Coaching Alliance
 - Marti Reed (Partnership Manager)
 - Partnership Manager
 - marti_reed@positivecoach.org
 - 562-533-1560
- Trojan Vision
 - Joel Parker
 - Executive Director
 - jparkerpr@sbcglobal.net
 - (213) 821-2176
- Submit Hub
 - Pitching to wide catalog of hip hop based blogs
 - submithub.com
- KXSC
 - Natasha Doshi
 - Hip Hop Director
 - hiphop@kxsc.com
- The Daily Trojan
 - Editor in Chief
 - editor@dailytrojan.com
- CreEx Newsletter
 - Jessica Vieux
 - Director of CreEx
 - Vieux@usc.edu

Social Media:

- Instagram
 - Hip-Hops Revival
 - @HipHopsRevival
 - Info@hiphopsrevival.com
 - Rap Catch Up
 - @rapcatchup
 - Youtube.com/RapCatchUpOfficial
 - USC Thornton School of Music

- @uscthornton
- music.usc.edu/
- 840 W 34th St., Los Angeles, California

PR Plan – How will you present your artists to media, elevator pitch, media you will target for single/video premieres and interviews, interviews/write-ups and/or shows you have secured, playlists you will target to secure single placement, any other creative ideas relating to PR.

Clarence is an up and coming rapper from the Bay Area, who strives to inspire others and amplifies the bright side of any situation through his lyrics and infectious flow. You can even get a glimpse of that mission in his name which is an acronym that means “Creating Lyrics And Rhythm / Expect Nothing, Capture Everything”.

Back in May of 2017, Clarence released his first album entitled “DIGITS”. It tells a story of a young boy from San Jose studying at USC to pursue his dreams and make his mark in the music scene- you can hear more about his hometown in his fourth track “San Jose Story”. The storyline of the album goes through not only his aspirations for his music but his trials, tribulations, and self-doubt. However, he always manages to find the bright side to every situation and recorded tracks such as “9am Praise Song” and “Thank You For The Blessings” to remind himself and his listeners that you have so many wonderful things in your life to be thankful for, your downfalls are only a small part of your journey. Clarence explains many of his joyful moments by giving thanks to God for all of his opportunities, as you’ll hear in “9am Praise Song” this track was definitely inspired by one of Clarence’s favorite artists, Chance the Rapper.

Clarence is now working on new music to release in three parts this fall. You can see a video of a collaboration he did previously here. He is taking a bold new direction with his music lyrically to challenge himself as a mindful rapper and keep his message of uplifting his listeners and showcasing his kid at heart mentality. Be on the lookout for new music soon, Clarence the Kid is on the rise and will continue to push the boundaries of rap in the music industry. He said it himself, “The obstacles I faced just made me switch up to a harder flow / I wanna show the people everything that I got/ I’m up and coming but believe me I’m the one you should watch”.

Thank you!

**(Attach Bio, One Sheet, Info Packet, and Videos to email)*

NEW BUSINESS OPPORTUNITIES

Are there any brands you believe you can develop a partnership for this project? *(This will probably not be attainable for your artists at this level but I'd like for you to include this information regardless. I.e. a partnership with a skateboard company. Explain why this partnership would be mutually beneficial and include one idea of how you can work together)*

If possible, we would like to secure a brand partnership with a company that produces backpacks. Because the backpack is such an essential part of the CTK brand, the sponsorship should be feasible. This partnership will also help with the production of CTK merchandise.

Are you pitching the singles for Synch and Licensing?

Yes, to Future Sounds Studios in Hollywood.

IMPORTANT DATES

List here all events you feel your artists would be a good fit for.

- **College Festivals / shows**
 - Arts in the PAHRC
 - MUIN 425 Showcase
 - Tommy's Place R&B/Hip-Hop Night
- **USC house parties**
 - AGO Acoustic a La Mode
 - SoFar Sounds Showcase

INVESTMENT

If you're planning on investing in video production, FB Ads or boosts, merchandise, etc. please list it here. It's not required that you invest however, investing in boosts or ads can be a great exercise for you to learn how it works

and how it can potentially maximize visibility and/or increase followers for your fans.

Facebook - \$20 per month

Instagram - \$20 per month

Merchandise (Buttons and Stickers) - \$30 per month