

Overview:

The main focus is to showcase a newly branded image and to build public awareness, leading up to the official release of Nicholas Tetreault's personal, galactic, take on Michael Jackson's "A Place With No Name". Over the span of the next three months, three phases will take place concentrating on social media appearance, the expansion of artist-to-fan interaction, and effectively promoting the previously mentioned music video to receive the desired attention.

Assets and Preparation

- Digital Assets
 - 15 second teaser video
 - Full-length finalized music video
 - Social media tools
 - Active Twitter following
 - Instagram potential
 - Soon to be YouTube channel
 - Social Media Presence
 - Twitter page: <http://twitter.com/nicholastmusic>
 - 253,600+ followers
 - used mainly to promote music as well as interact with fans
 - need to use Twitter as a marketing tool
 - engage in thoughtful conversation with fans to learn what they hope to see and expect in future projects
 - Instagram page: <http://instagram.com/nicholastmusic>
 - 12,200+ followers
 - shares a more personal side than Twitter page
 - nice balance of personal and promotional posts
 - needs to be more consistent in posting content
 - YouTube page: to be created
 - 0 current fans
 - launch- August 29th 2015
 - Main website: <http://nicholastmusic.com>
 - under construction
 - finalization of site will back up legitimacy of existence
 - launch- August 29th 2015

Phase 1

Start: 11AM EST June 25th. End: August 28th 11:59PM EST

Overview: Leading up to the release of the music video and launching of the YouTube page and website, efforts will be made via multiple social media platforms to engage and hype the audience while expanding the fanbase. This will be done by sharing quality media content. (i.e HQ photos, music video stills, etc.)

Overall, the strategy is to bring attention to the movement through strong branding. The goal is to let the public know what this is all about while creating a sense of community. Paying extra attention to social media interaction will be done to enhance the power of the overall brand. It's all about bringing awareness, opposed to trying to sell yourself, to the people.

Owned Media:

- Twitter: Active since March of 2009 with a current following of 253,600
 - averaging at 3,400 followers per month. By the release of the music video on August 29th, it is expected that the follower count will rise approximately 6,800 resulting in a total of at least 260,400. This will be achieved by the continuation of regular interaction with fans alongside additional promotional efforts.
 - take time, daily, to reply to fans, get feedback, etc.
 - take time to get the fanbase active in promotional efforts
 - share a music video still every two weeks, encourage followers to share image via a retweet while offering the incentive of a followback or a Direct Message in return
- Instagram: Appears to have been active since October of 2012 with a current following of 12,200
 - Averaging at just over 100 followers a month. By the release of the music video on August 29th, it is expected that the follower count will rise approximately 200, resulting in a total of at least 12,400.
 - Due to the current inconsistency of Instagram use, it is expected that the goal will be exceeded once improvements in consistency are made
 - increase activity to at least one post a week, keeping that balance of promotion and a personal touch
 - encourage fanbase to repost uploaded music video stills along with a personalized hashtag- the incentive being the chance of a “like” and/or a follow
- Continue promoting already existing music files on Soundcloud
 - this will give the public something to tide them over while waiting in anticipation for the new release

Earned Media:

- Press coverage
 - send press the 15-second video teaser at 11AM EST June 25th to prepare for the teaser release to the general public at 4PM EST June 25th
 - Small scale music blogs
 - increases exposure and inspires word of mouth
 - include newly branded visuals
 - interesting news blogs that cover similar news

- an example being blogs that covered B.Howard's similarities to Michael Jackson
 - Social media shares
 - people will talk about excitement for the video release, thus creating a genuine buzz
 - falls under earned media because it comes from word of mouth alone with no incentives offered

Phase 2

Start: August 29th 12AM EST

The strategy is to treat the release as a big event with as much press coverage as possible

- Launch of YouTube channel, music video, and finalized website
- Press Release: all press coverage will include easy access to the video via widgets
 - repeat steps taken for the release of the teaser, contacting all press and music blogs as well as anyone who posts related content (blogs likely to post about MJ's birthday) in advance.
- The video will be available to the public at 12AM EST August 29th 2015. This will give the entire day to promote the video.
 - signal boost on social media throughout the day, encourage sharing
- Create a unique hashtag that will be used on social media while talking about the music video

Phase 3

Start: August 30th throughout all of September

- Website will be launched 12AM EST August 29th with video but not openly promoted until post-release phase
 - must be available during initial buzz to legitimize professional existence. If efforts are proven successful and the music video goes viral, people will be on the search for more.
- Social media will be used to officially announce the active website along with a newsletter they can sign up for
 - grab the audience's attention while everything is super new and exciting and keep them in the loop with email updates as time goes on and the viral video buzz begins to die down
 - goal: obtain a minimum of 50 newsletter sign-ups in the first week (by September 6th)
- E-Mail follow-ups with participating press
 - casual messages showing appreciation will help build relationships to utilize the connection later on when press is needed again
- Monitor reactions, using the unique hashtag, and respond to conversation in an appropriate manner

- respond to positive feedback, showing appreciation
 - respond to negative feedback in a positive way, resolving issues and respectively correcting any false statements that may be made
- Keep the music video relevant
 - continue to share and encourage others to share