

# Brent Brown- Marketing Plan

## *Heartbreakers Club* Album Release

### I. A Press Strategy

#### -Press Targets

- Chicago Defender
- Chicago Reader
- Third Coast Review
- Local Loop
- 95.9 The River
- Obscure Sound

#### -Press Assets and Pitch Angles

Press USP: Art. Making art is like Brent's equivalent to Action Bronson's cooking. It's not well known that he's a painter just as much as a musician. Trying to figure out a way to exploit that fact that Bob Ross is all of a sudden huge with millennials on social media and everyone watches his old painting show on Netflix now (there was even a Bob Ross halloween costume sold at Urban Outfitters.) Maybe painting shows are the next obscure cooking show? If Snoop and Martha Stewart can make a cooking show, anything is possible.

#### -Sample Press Email

Hi \_\_\_\_\_,

My name is \_\_\_\_\_ and I represent Brent Brown. He is due to release his much anticipated full length album *Heartbreaker's Club* November 10th.

Attached is an advanced press release we'll be rolling out next week.

I'd love to discuss this further with you, let me know if you're interested.

Thank you!

# BRENT BROWN



OLD SOUL WITH A NEW SOUND

BRENTBROWNMUSIC.COM  
BTRENTBROWNMUSIC@GMAIL.COM

## ABOUT BRENT

As one of the most seasoned up-and-coming artists from Chicago, Brent Brown pours everything into his music. It is his passion in life and a way for him to spread positivity into the world around him. Brent's music is influenced by some of his favorite artists including The Beatles, Bob Marley, Jack Johnson and Otis Redding. He is a versatile musician who sings, plays guitar, bass, drums and dabbles on the keys. Originally from Naperville, Illinois, he is also an accomplished producer with 8 albums to his name.

- FOUNDER OF MIND OVER MELODY INC.
- RESIDENCY WITH CARNIVAL CRUISE

1,200,000+

YOUTUBE VIEWS

95,000+

SPOTIFY STREAMS

92,000+

SOUNDCLOUD  
STREAMS

28,000+

SOCIAL MEDIA  
FOLLOWERS



BRENTBROWNMUSIC



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@BRENTBROWN808

YOUTUBE/BRENTBROWN808 | SPOTIFY/BRENT BROWN | ITUNES/BRENTBROWN

II. Timeline- Including week of release promo calendar with rationale that explains the full week. Include:

-Timeline with this release and put your efforts in order. Plan for social media, be specific on platform and action. Focus on content that will be created.

Facebook: where the local & loyal fans are- the ones that actually come to shows. FB is where we needed to really push to come out to shows the most. Instagram and Twitter host mainly long distance fans so they weren't as important in promoting this show/generating a good turnout.

Start: create Album Release Show Facebook event one month before and change header photo to promote the show.

Content: Promotional FB header. Official event page featuring event branded graphic

 **Brent Brown** is 😊 feeling excited.  
October 11 · Naperville · 🌐

RSVP! I legit couldn't be more excited for this gig. [Noah Gabriel](#) is seriously amazing. [The Little Birds](#) are harmonizing perfection. And I'm going to leave everything on the stage good or bad with an awesome backing band (Members of [Oblio And Arrow](#))!  
\*\*\*No Cover\*\*\*



**NOV 10** **Brent Brown - Noah Gabriel - Little Bir...**  
Fri 9 PM · Two Brothers Roundhouse · Aurora  
Teala and Ellen

 **Brent Brown** updated his cover photo.  
October 11 · 🌐

<http://www.brentbrownmusic.com/hbc>



**Heartbreaker's Club**  
**-Wave 3-**  
Live Show: Two Brothers Roundhouse Aurora, IL.  
\*Opener: Noah Gabriel \*Time: 9-12:30pm  
(Little Birds (Only and Jesus))  
Digital Songs Released at [brentbrownmusic.com/HBC](http://brentbrownmusic.com/HBC):  
Shore, Illuminaughty, Hold on to The Road, Will You Remember Me.  
Music Video: "Illuminaughty"

Week of Album Release Show:

Four days before

Content: Live performance video- teaser of what is to come at the album release show

 **Brent Brown** shared Brent Brown's video. ...  
November 6 · 🌐

Awaiting this Friday in pure glee. Beyond excited to play at Two Brothers Roundhouse for the "Heartbreaker's Club" release!

No Cover, the righteous Noah Gabriel as a supporting act, and The Little Birds opening!

RSVP Here: <https://www.facebook.com/events/696932863836831/>



412 Views

**Brent Brown** added a new video: Album Release this Friday!  
November 6 · 🌐

This Friday my new album "Heartbreaker's Club" drops!

Two days before

Content- Event Page with event branded graphics. Teaser to radio interview.

 **Brent Brown**  
November 8 · 🌐

Make sure to tune into 95.9 The River tomorrow (Thursday) morning 8am! I'll be promoting my album and release show Friday at Two Brothers Roundhouse.  
<https://www.facebook.com/events/696932863836831/?ti=icl>



**Brent Brown**  
*Wave 3/3*  
**"Heartbreaker's Club"**  
Album Release

**W/ Supporting Act**  
**Noah Gabriel**  
(+ opener Little Birds)

**Live @ Two Brother's Roundhouse Aurora, IL**  
**November 10th, 9pm**  
No Cover

**NOV 10** **Brent Brown - Noah Gabriel - Little Bir...**  
Fri 9 PM · Two Brothers Roundhouse · Aurora  
Teala and Ellen

The Day Before-

Content: Video from radio feature- live song from new album.



**Brent Brown** shared 95.9 The River's post.

November 9 · 🌐

Had a blast on the airwaves with good friends Scott Mackay and Danielle Tufano!

RSVP to tomorrow's release show here:

<https://www.facebook.com/events/696932863836831/?ti=icl>



**95.9 The River**

November 9 · 🌐

👍 Like Page

We always love when our friend (and local musician) **Brent Brown** stops by... especially when he brings new music! Be sure to pick up his new album Heartbreaker's Club tomorrow (11/10/17).

Click the link to see him perform a song from that album in our studio!



Day of Album Release/Album Release Show



**Brent Brown**

November 10 · Edited · 🌐

Tonight **The Little Birds**, **Noah Gabriel**, and myself with a full band at **Two Brothers Roundhouse Aurora!**

So excited to play this album full through. Let's pack the place out!

### III. Brand Partnerships that include

#### -2 brand partners

- Kitchen 17
- Three Angels Brewing Company

#### Kitchen 17

- a. Known for playing “hipster” (indie) music in the restaurant, already.
- a. Vegan cafe- fits demographic target audience
- b. Regularly hosts events such as pizza parties
- c. Strategy- contact [jennie@kitchen17.net](mailto:jennie@kitchen17.net)
  - i. Music listening/pizza party
  - ii. Play new album in restaurant or live acoustic set.
    1. Exposes music to kitchen 17 visitors/ gets BB music fans to buy from Kitchen 17.

#### Three Angels Brewing Company [boydingemunson@gmail.com](mailto:boydingemunson@gmail.com)

- a. Free beer (1-with ticket purchase) at a show, local to the company
  - i. Law Office Pub- Yorkville, IL
- b. Headline Yorkville’s Summer Solstice Indie music & craft beer festival with Three Angels Brewing Company as a major distributor
- c. Get to Know the Artist video feature with Three Angels as sponsor. Content/Ad for Youtube

### IV. Live Event to go along with the release that includes

#### -Rational, target audience, venue, desired audience, cost to attend and purpose

Official Album Release Show where the new album will be played in full.

Target Audience: 25-30 Males & Females. Bar goers, beer drinkers, live music lovers.

Desired Audience: Fans following the progress of the album rollout. Friends. Family. Colleagues.

Venue: Two Brothers Roundhouse- Aurora, IL.

Cost to attend: ~~\$\$\$~~ Zero cover.

Purpose: Celebrate the release of the album and showcase the hard work and passion that went into the making of the album.