

Good Stuff Music Label

Compilation Album Vol. 1: Really Good Stuff

MASTER MARKETING PLAN

Street Date: November 4th, 2016



Prepared By: Good Stuff Marketing Group

Contact: Jack Hilton

jackhilton@optonline.net

(631) 740-6569

1 Colorado Ave ~ Santa Monica, CA 90404

Overview

Good Stuff's *Compilation Album Vol. 1: Really Good Stuff* is set exceed 7,500 sales within the first month of release. The following plan outlines the aims of marketing in the areas of distribution, electronic media, promotion, press/publicity, internet marketing, and consumer promotions to help meet this goal.

Distribution

- Full album \$9.99, individual songs \$0.99 each.

Day 1

- iTunes
- Bandcamp*
- Amazon Music
- Google Play Music

Day 2

- Spotify
- SoundCloud*

* see "*Internet Marketing*"

Electronic Media/Promotion

- Website unveil 2 months prior to release with countdown for album and ads for album on site and links to YouTube, SoundCloud, and Facebook page
- Giveaway for 5 to win free album download
- Have popular YouTube gamer(s) use top singles from album in their videos 1 week after release
- Facebook promoted advertisement
- YouTube advertisement
- Ask artists and related artists/labels promote on social media (facebook, twitter)

- Have one of the artists on the album make a special live mix using songs from the album, and promote video on YouTube and Facebook. Audio on SoundCloud.

Press/Publicity

- Send to EDM.com, Dancing Astronaut, and Your EDM.
- Have YouTubers who have used songs from the album promote in their videos a week before release.

Internet Marketing

- SoundCloud “Buy” link to have all other distribution links. Also music should have no restrictions for free users.
- Bandcamp \$9.99 minimum for album, \$0.99 for individuals.

Tour

- *Really Good Tour*: Variety of album artists who will DJ music from, or related to album/label, back to back. 4th or 5th artist may differ from city to city but keep core 3 (most popular in label).

Dates:

- Los Angeles: November 4th
- San Diego: November 5th
- Las Vegas: November 11th
- Denver: November 12th
- New York City: November 18th
- Buffalo: November 19th

(American Thanksgiving November 24th: Tour moves north)

- Montreal: November 25th
- Ontario: November 26nd
- Vancouver: December 2nd