

CPARIS Web Site

Marketing

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1 Marketing plan

1.1 Objective, image, video, packaging

- Who is your audience and how will you reach it? Remember to stay focused on your goal: sales.
- Describe your image. Ensure you maintain a clear image in all graphics.
- Is the concept of a video clip in line with your overall image?
- Describe the artwork to be used for the CD cover. Describe the layout, the number of panels, the photos and the information you want printed on the booklet, inlay card and CD front.

1.2 Advertising, publicity

- Consider all print and broadcast media. Consider developing media alerts and media releases. Consider which consumer publications and genre specific media you should target. Consider which ads should be placed in newspapers and magazines. Consider creating radio fact sheets outlining your radio marketing plans. Consider which radio formats should be targeted and which titles should be promoted on radio. Consider whether the titles should also be released in formats downloadable from the internet.

1.3 Launch, sales, touring

- Should there be a CD release party? List the costs against the benefits.
- Should there be a bar code included in the CD cover design? Should you create distributor fact sheets stating all sales and marketing ideas? Should there be display material? Should there be other sales opportunities such as mail order, live shows, web site?
- Should you be touring to promote your product (clubs, fairs, festivals)?

2 Product planning

2.1 Introduction, timeline, quantities

- Product planning includes the graphic design, distribution, sales and promotional methods you will use to expose people to your product.
- List what needs to be accomplished each week leading up to the CD release. Include a start time and deadlines for each element of your project. Note who needs to be informed of these deadlines.
- Why 500 CDs? Do you have 500 potential customers? How many free copies will you send to regional and national radio stations and magazines? How many CDs will you give away to your families and friends? Calculate the price you will need to charge to recover your costs or to make a profit.

2.2 Artwork, design

- 90 percent of the first impression people get of an artist's music is a visual impression. Select graphic art, colours, fonts and photos to impress industry people. Become aware of your competition: you or your distributor will be sending your CD to people who see more CDs in a week than you see in a year.
- BOOKLET: Print your name in the top third of the front cover of the booklet so as to stand out from the album title. Include a biography, liner notes about the music, lyrics, photos, personal credits and personnel credits.
- INLAY CARD: Print the catalogue number and a bar code (needed by retail stores). List all titles and their durations (needed by radio programmers to fit into their set). List your contact details (email and postal), the label's name, the producer's name and the recording studio.
- SPINE: List the album title, your name, the label's name and the catalogue number.