

# WELCOME TO THE FUTURE

A GUIDE TO MARKETING MUSIC IN THE NEW ECONOMY

IN THE GLOBAL ECONOMY, DISTANCES HAVE BECOME IRRELEVANT. THE SMALLEST FIRMS AND THE LARGEST CORPORATIONS CAN BOTH COMPETE ON THE GLOBAL SCENE. BUT WHILE TECHNOLOGY HAS MEANT GREAT AND POSITIVE CHANGES FOR THE WORLD'S ECONOMY, IT BRINGS WITH IT THE OBVIOUS REQUIREMENT THAT THOSE WIELDING THAT TECHNOLOGY MUST BE SUFFICIENTLY TRAINED TO HARNESS IT EFFECTIVELY, EFFICIENTLY AND PRODUCTIVELY.

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Cultural  
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Council

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# **Welcome to the Future**

## **A Guide to Marketing Music in the New Economy©**

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## INDEX

|  |           |
|--|-----------|
| <b>INTRODUCTION</b>                    | <b>6</b>  |
| <b>UNIT 1</b>                          |           |
| <b>MARKETING</b>                       | <b>7</b>  |
| WHAT DO WE MEAN BY MARKETING?          | 7         |
| WHAT DO WE MEAN BY THE MUSIC BUSINESS? | 7         |
| TODAY'S STORY                          | 7         |
| POV                                    | 8         |
| MARKETING AND THE MUSIC INDUSTRY       | 8         |
| <b>UNIT 2</b>                          |           |
| <b>MARKETING BASICS</b>                | <b>9</b>  |
| MIND YOUR Ps AND Qs                    | 9         |
| PRODUCT                                | 9         |
| PRICE                                  | 10        |
| PLACEMENT                              | 11        |
| PROMOTION                              | 11        |
| THINK ABOUT THIS                       | 11        |
| I'M WITH THE BRAND                     | 12        |
| 15 MINUTES BEGINS WITH 15 SECONDS      | 13        |
| POSITIVELY NOT NEUTRAL                 | 13        |
| BRANDING                               | 13        |
| IS THERE SUCH A THING AS TOO MUCH?     | 14        |
| TITLES VS. OUTCOMES                    | 14        |
| SKILLS AND COMPETENCIES                | 14        |
| <b>UNIT 3</b>                          |           |
| <b>KNOWING YOUR CUSTOMER</b>           | <b>15</b> |
| ALL YOU NEED IS LOVE                   | 15        |
| <b>UNIT 4</b>                          |           |
| <b>THE MARKETING PLAN</b>              | <b>17</b> |
| THE BRAND                              | 17        |
| THE FAN                                | 17        |
| GOALS                                  | 17        |
| WAYS AND MEANS                         | 18        |
| TIME IS OF THE ESSENCE                 | 19        |
| SO IS TIMELINESS                       | 19        |
| MONEY MAKES THE WORLD GO AROUND        | 19        |
| RULES TO LIVE BY                       | 20        |

|  |           |
|--|-----------|
| <b>UNIT 5</b>  |           |
| <b>NUTS AND BOLTS, TRIED AND MOSTLY TRUE<br/>(BASIC TRADITIONAL MARKETING OPTIONS)</b> | <b>20</b> |
| DISTRIBUTION AND RETAIL  | 20        |
| TYPES OF RETAILERS   | 21        |
| Dedicated Music Retailers  | 21        |
| Big Box Retailers  | 21        |
| Independent Retailers  | 22        |
| Specialty Retailers  | 22        |
| MARKETING OPPORTUNITIES AT RETAIL  | 22        |
| Pricing  | 23        |
| Positioning  | 23        |
| Listening Posts and Playlists  | 23        |
| Advertising and Promotion Campaigns  | 24        |
| RISKS  | 24        |
| BENEFITS   | 25        |
| WRAPPING IT UP   | 25        |
| RADIO  | 25        |
| Being Played   | 25        |
| Being Added at Radio   | 26        |
| TRACKERS AND TRACKING  | 27        |
| SOUNDSCAN  | 28        |
| POSTERING AND HANDBILLS  | 29        |
| Postering at Retail  | 29        |
| Handbills at Retail  | 30        |
| Street Postering   | 30        |
| <br>   |           |
| <b>UNIT 6</b>  |           |
| <b>IT'S NOT YOUR FATHER'S OLDSMOBILE<br/>(MARKETING OPTIONS IN TRANSITION)</b>         | <b>30</b> |
| DEFINITIONS  | 31        |
| Advertising  | 31        |
| Publicity  | 31        |
| Promotion  | 31        |
| Public Relations   | 32        |
| ADVERTISING  | 32        |
| MEDIA RELATIONS  | 33        |
| PRESS KITS   | 34        |
| PROMOTION  | 35        |
| LAUNCH PARTIES   | 35        |
| PUBLIC RELATIONS   | 36        |
| STREET TEAMS   | 36        |
| <br>   |           |
| <b>UNIT 7</b>  |           |
| <b>BEEN THERE, STILL DOING IT (and T-shirts too!)</b>                                  | <b>37</b> |
| ONLINE DISTRIBUTION  | 37        |
| SPECIALTY ONLINE RETAILERS   | 38        |
| NOW I'M GETTING AGGREGATED!  | 38        |

|                       |    |
|-----------------------|----|
| ONE AMONGST HOW MANY? | 39 |
| ONLINE RADIO          | 39 |
| WHAT A TANGLED WEB... | 40 |
| C'MON, BRIBE ME       | 41 |
| ONLINE MERCHANDISING  | 42 |

## **UNIT 8**

### **NEW KIDS ON THE BLOCK 43**

|  |    |
|--|----|
| WEB 2.0                                    | 43 |
| Web 1.0                                    | 43 |
| Web 2.0                                    | 43 |
| IS WEB 2.0 A GOOD THING?                   | 45 |
| SOCIAL NETWORKS AND SOCIAL MEDIA MARKETING | 46 |
| DOING IT RIGHT                             | 47 |
| Message Control                            | 47 |
| Knowing the Scene                          | 47 |
| Honesty is the <u>Only</u> Policy          | 48 |
| Be Part of the Experience                  | 48 |
| Style and Tone                             | 48 |
| It Takes Time                              | 48 |
| BEING FOUND                                | 48 |
| RSS FEEDS                                  | 49 |
| BLOGGING                                   | 50 |
| FAN BASE MANAGEMENT                        | 51 |
| Building a fan base                        | 52 |
| The Database                               | 53 |
| VIDEO                                      | 54 |
| Video as a Calling Card                    | 54 |
| And If You're Making A Video...            | 54 |
| TWITTER                                    | 55 |

## **UNIT 9**

### **CATCHING UP WITH THE REST OF THE WORLD 56** **(NEW DEVELOPMENTS AND TRENDS)**

|                              |    |
|------------------------------|----|
| MOBILE                       | 56 |
| WIRELESS AND 3G              | 56 |
| SUBSCRIBING TO SUBSCRIPTION  | 57 |
| RECOMMENDATION SOFTWARE      | 58 |
| SMALL SCREEN – BIG CHALLENGE | 59 |
| THE WORLD AWAITS             | 59 |

### **PARTING THOUGHTS 60**

## **APPENDIX A**

|                       |    |
|-----------------------|----|
| RECOMMENDED WEB SITES | 62 |
|-----------------------|----|

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