

## **Juried Sound Recording Marketing Plan Guide**

### **2025-2026**

The template below is only one example of a marketing plan structure. Your marketing plan is a blueprint for achieving success with your sound recording. Set high goals for yourself but stay realistic in terms of what you have the capacity to achieve. Your marketing plan should be a valuable professional tool for you to use regardless of FACTOR funding outcome. Be specific and focused. Detail the expected impacts and results you hope to achieve.

### **Sample Marketing Plan**

#### **Artist Overview**

Give a brief overview of one's artistic career, describing goals, trajectory, and accomplishments. An artist applying to the Juried Sound Recording programs should be able to demonstrate commercial market growth and audience engagement. This section should include information relevant to past touring, radio play, showcasing success, awards, artistic/business collaborations, etc.

#### **Album Details**

- Artist Name:
- Album Title:
- Release Date:
- Label:
- Distributor:
- Producer:
- Studio:
- Mixed:
- Mastered:

#### **Tracklisting**

List all track titles, length of songs, writer, composer, and arranger credits.

#### **Details on Sound Recording**

Provide information on whoever will be working on the album (producers, engineers, musicians, designers, photographers, etc). Include any relevant and notable resume highlights of these personnel.

#### **Target Market(s)**

Describe the target market(s) the album is geared towards (age, gender, location, culture, etc.). Explain how you will identify, reach, and develop this target market.

#### **Team**

Describe your team – who you will be or are currently working with. If the management of your business is done independently, explain how you successfully fill these “team” roles. You may also want to highlight the support network available to you.

- Manager:
- Agent:
- Publicist:
- Radio Tracker:
- Publisher:

**Publicity**

Give details on any publicity campaigns or strategies that have been planned to support the corresponding Sound Recording.

**Digital & Print Advertising**

If applicable, list outlets you plan on utilizing to promote the release, indicating whether these initiatives are confirmed or proposed. Provide additional details such as the timeline in which the campaign will be featured and the anticipated reach via the platform/publication.

**Radio**

Provide information regarding the song(s) to be featured – include details on who you intend to target and elaborate on the type of radio initiative (radio tours/interviews/performances/advertisement). Highlight any history in this area that will assist with the efforts to successfully execute your strategy.

**Online & Social Media**

Detail your online marketing and promotional initiatives. Highlight the type of advertisement and social network (exposure, frequency, reach, and impact of ad).

**Branding Tools**

List any tools you plan on using to promote the album, when you plan to use them, and the impact on your promotional efforts. These tools may include things like:

- Posters
- Promotional Albums (CD, vinyl, USB, Dropcards, etc.)
- Flyers/Postcards
- Stickers/Buttons
- T-shirts and other clothing merchandise
- Street Team

**Streaming/Playlisting Strategy**

Provide information on how your release will benefit from featured positioning.

**Video**

Outline any video plans to support the album (music videos, viral videos, etc.). Specify the song(s) to be featured. Provide timelines for shooting, editing, release and broadcast. Detail the anticipated exposure, frequency, reach, and impact.

**Touring**

Outline your plans, goals, and strategies for touring in support of your sound recording. Useful details to include:

- Confirmed dates
- Proposed dates
- Venues (bars, festivals, showcases, and other locations)
- Regions (domestic/international) and why you have selected these regions
- Other artists on the tour(s)
- Notable past touring successes