

MORE TASKS

- 1 Devising a marketing and promotions strategy
Imagine that you are planning a record release and associated tour for your act. You need to brainstorm, plan and deliver a strategy for the success of the project.

The marketing and promotion of the project would include the preparation of press releases, flyers, suitable e-marketing material and other promotional ideas aimed at driving the campaign. A focused research campaign, data capture and feedback report are essential elements of this role.

Put together a complete strategy for your product release and associated tour.

- 2 Word of mouth, flyers, and poster advertising are all good way of generating publicity, as is informing the local media of up and coming gigs.
Think of at least 4 ‘not so obvious’ ways in which to reach your target audience. (for example, with flyers and posters in local restaurants, takeaways, student union, clothing stores, rehearsal rooms)
- 3 Buzz words
Consider this jumble of phrases, buzz words and activities and place them below in the boxes you think are most appropriate.
Contact information, e-mail links, photos, music files, weblinks, myspace.com, CD baby, bold information, gig dates, personalise, names, mobile phone, other websites, genre, organisation, job position, next issue, who’s who, fonts, BC, CC, group mail, headline, prices, map, times, incentive, demographics, gender, age, embed, jpeg, attachment, search engine, research, survey, feedback, pricelist, release date, data capture, confidentiality, launch, meetings, notice board, forum.

ACTIVITY	What buzzwords does this relate to?
Newsletter	(example - photos and weblinks would go into a newsletter)
Flyer	
E-Mail	
Database	

MORE TASKS

- 4 Use words from this list to complete the following sentences.

Plugger Promotion In-store promotion
Radio promotions Retail Marketing Distribution

Someone who takes the recording of an artist to a radio station is called a _____ .

This activity is called _____ and is vital to the _____ of a record in order for it to be successful. A window display in a record store is a good example of _____ .