

THE ART OF BUSINESS

Long term sustainability over short term profits

WHAT IS A MARKETING FUNNEL?

A marketing funnel is a strategy for sending the right message to the right person at the right time.

Marketing funnels influence every step of how a customer engages with a business: from meeting as strangers to sealing the deal. People find out about an offer at the top, think on it in the middle, and act at the end.

- Top of Funnel – Awareness
- Middle of Funnel – Consideration
- Bottom of Funnel – Decision
- Post Purchase – Buyers
- Reengagement – Leads

HOW TO MARKET MUSIC:

Wish there were one size fits all, simple action items you could take to market your music? Hate to break it to you, you are as unique as your finger prints. Each artist will have their own marketing journey.



ATTENTION, INTEREST, DESIRE, & ACTION

At the end of the day all roads lead to the same places: we connect where people are in their journey to their feelings.

Notice where your audience is in their journey using social media, lists, and databases. Then reach out to them to ask or test what content satisfies them.

Every platform will have different methods for engaging with each person in their experience.

Music Marketing Planner

Events

- Submit to local event calendars
- Promote each show for at least 3 months
- Do street team

Distribution

- Choose a Performance Royalty Organization
- Use a distributor
- Submit songs for use in media

Merchandise

- Create a personal gift experience
- Offer material you care about
- When in doubt think function

PR

- Develop a grassroots backlink strategy to your work
- Control how you appear under specific terms

Social Media

- Reach out to people who are already interested in what you do
- Use features and tools to drive traffic to your work

Website

- Make it easier for industry people to find, share, & write about you with an EPK
- Have work to reference for booking gigs

Targeting:

Whether you are investing your resources into free or paid ad resources, every level is a chance for you to control not only how people buy from you, but also who has access to you.

There are many different strategies for targeting, but they are all based on BANT: Budget, Authority, Need, Time. Always think of who are the decision makers when making marketing decisions.

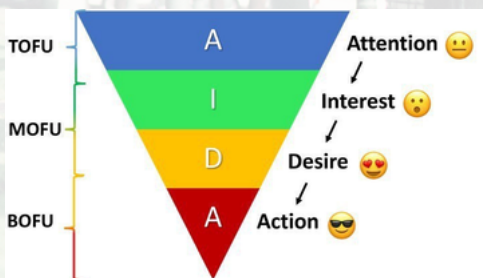
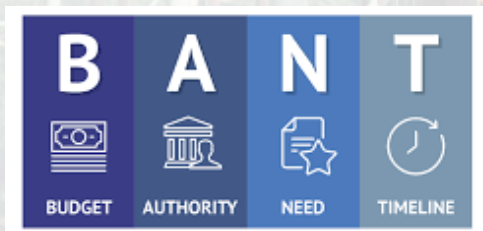
budget planner

EXAMPLE MUSIC MARKETING BUDGET

\$ = Visitors X Conversion Rates X Average Order Value

\$ = Return on Ad Spend X Cost per Acquisition + Cost per Acquisition

NOTES



TARGET

CONTENT

%

TOP OF FUNNEL

PRESS, PUBLICITY, BRAND AWARENESS - MUSIC VIDEOS, PHOTOS, MUSIC USABLE ON SOCIAL

10%

MIDDLE OF FUNNEL

ENGAGEMENT, REACTIONS, COMMENTS, SHARES, SIGN UPS - LEAD MAGNETS & EDUCATION

10%

BOTTOM OF FUNNEL

PURCHASES - DIRECT SHOPPING CONTENT ONLY INCLUDING REASONS TO BUY & OUTCOMES

20%

POST PURCHASE

CUSTOMER SERVICE, UPSELLING (ALSO LIKED), LOOKALIKE AUDIENCES OF PURCHASERS

15%

REMARKETING & REENGAGEMENT

ABANDONED CARTS & UNOPENED EMAILS - GIVE A REASON TO GO BACK TO WHERE THEY LEFT OFF

10%

TESTS

RESEARCH & DEVELOPMENT - A/B OR MULTIVARIATE TESTING RANDOM SHIT

10%

LABOR

MARKETING COSTS SUCH AS DESIGN, MERCH SALES, PROMOTERS, STREET TEAM, OR SPECIALISTS

15%

Ad strategy ex: Run TOFU video ad, MOFU site ad to people who viewed 95% of video, dynamic product BOFU ad to people who clicked on MOFU using pixel and catalog. Use pixel, tags, and custom audiences to run relevant post purchase and remarketing/reengagement ads. Test limits by comparing proven strategies against your creative ideas. Leave overflow room in budget (usually labor).

Deaf Child

PR & GROWTH ANALYSIS

Services

Consultations

Market, test, and discover ideas. Get more business resources through each virtual video meeting.

PR & Analysis

Get PR written or syndicated. Plus we will analyze promo efforts, provide reports, then advise on next steps.

PR & Growth Analysis FAQ

Q: Will PR result in sales?

A: Most likely not. PR can apply to all stages of the funnel, but you will often apply PR to top of funnel awareness marketing. Budgeting as if that money will not be made back will help to avoid risks.

Q: Does Deaf Child work with other marketing agencies?

A: Yes! Whether an agency hires Deaf Child directly or if a client already has an agency, Deaf Child works with companies to analyze, consult, and report on results.

Q: What would the ROI be?

A: Deaf Child cannot guarantee the outcome of any service purchased. Hiring Deaf Child as needed is less risky than having a contract with other analysts. With long term contracts you are locked in if you are unhappy. With Deaf Child you can stop any time if you're not getting results.

Q: Why hire Deaf Child instead of hire in house or another analyst?

A: In house involves a median yearly salary of \$100,000. A growth agency fee generally consists of 6-8% ad spend fee, \$3,000 - \$10,000 a month to start, and/or 3 month to year long contracts. Paying per service is more cost effective.

1st Deaf Owned Marketing Team in the U.S.
LEXIE | DEAFCHILDPRESENTS@GMAIL.COM | NOLADEAFCHILD.COM



\$10K

What Prices Do PR & Growth Analysis Start At?

General Price Quote

Depending on the service, one can expect to spend about \$10k to start.

Service Features

PR:

- Copywriting
- Syndication
- Keywords
- Revisions

Analysis:

- Resources
- Scale Profits
- Test Markets
- Data Reports

Variable Costs

Every business has its own needs. Due to the workload that increases with growth, prices for services scale according to activity and funding.

Deaf Child generally gives quotes on broad projects until the specifics can be narrowed down into an invoice. Prices range between \$69 - \$30k+.

\$69

15 Minute Quickie



Troubleshoot an issue in a quickie consultation!

Deaf Child's strategy is to break down marketing plans into sprints, to then consult on action items, campaigns, and experiments for growth. As a team we will use data from promotion to analyze and execute on full funnel production. Marketing can focus on a variety of strategies and funnel stages. We want to attract, engage, and delight people who care.

Evolving Growth Plan	Accelerating Growth Plan	Flourishing Growth Plan
<ul style="list-style-type: none">• \$150 30 minute consultations• Work with what you have to generate sales• Start Up Systems	<ul style="list-style-type: none">• \$300 1 hour consultations• Learn how to scale sustainably• Find What Works	<ul style="list-style-type: none">• \$600 2 hour consultations• Manage data as workload increases• Test New Markets

@noladeafchild IG

noladeafchild.com

WORK TOGETHER

Deaf Child's process for collaborating



1

Check out the website and social media to make sure values align. If you think we could be a good fit, go to the next step!

2

Via the website, book online if you want a consultation or submit a contact form which details your project to go ahead and jump into a bigger deal.

3

Once Deaf Child receives your form submission, you will either get a confirmation email or a response related to your service.

4

We chat, we discuss your project, we get excited! Then we get started based on your needs. Deaf Child will follow up as relevant.

5

If you would like to purchase a service that is not a consultation, work will begin after payment is completed.

6

Once we finish, there will be no refunds on work completed! Payments for consultations serve as non refundable deposits.

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