

Communications Plan for
RHETT UHLAND MUSIC

Written by Tori Uhland
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MUSIC



EXECUTIVE SUMMARY

Rhett Uhland is an up and coming country music artist from Southeast Colorado. Currently, he is attending college at West Texas A&M University in Canyon, TX. In October 2017, Rhett travelled to Nashville, TN where he had his first recording session, and recorded four of his original songs. Rhett originally planned on releasing these four songs as an EP album, but decided against it. Now, Rhett has four more songs slated for production in January 2018. These eight songs will be released on his first-ever album in March 2018.

This communications plan is designed to fit Rhett's needs as a country music artist trying to break in to the competitive music industry. Social media marketing is a key element to achieve this. My goals for this plan include increasing awareness and gaining a larger fan base. This is important in order to have a successful album release and sales plan in the spring of 2018. The initial communication campaign will take place for a time span of six months – from October 2017 to March 2018.

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SITUATION (SWOT ANALYSIS)

Rhett Uhland is brand new to the music industry. In high school, Rhett began writing songs, but never shared them with anyone else. However, that changed just before he graduated from high school in the spring of 2017. He started a Facebook page where he shared videos of him performing both his original music and cover songs. Rhett has so much talent in singing and songwriting, but the music industry is very competitive and difficult to break into.

In August 2017, Rhett traveled to Nashville, TN and made some valuable connections with people in the music industry. Rhett, along with his very strong support system, saw an opportunity. In October, Rhett went back to Nashville to record four of his original songs. Currently, Rhett is an independent musician with no record deal. Although this makes promotion and budgeting a bit more difficult, it leaves the opportunity for Rhett to maintain full creative control of his music and for me, as his Public Relations person and manager, to have full control of his communication channels.

With the right marketing, promotion, and communication, there is a huge opportunity for Rhett to have his "big break" in the music industry. However, threats include the widespread competition in country music. There are many talented musicians that never hit it big because their timing was off. Our challenge with Rhett's career and this communications plan will be finding the right time to break into the music industry for his best chance of success.

OBJECTIVES

My objectives for this communications plan are as follows:

- To increase awareness for the Rhett Uhland Music brand and what it represents
- To increase support and widen the fan base for Rhett Uhland Music
- To positively influence the media and the music industry
- To increase traffic and engagement on the website and the social media pages that the brand has already implemented

AUDIENCE

Our target audience for this communications plan includes a variety of specific groups but in a widespread area. Our primary target is the most important for success and to make a profit: the consumers. These consumers are those who listen to and purchase or

stream country music. Their demographics can vary extensively – from elementary students to older adults. Our audience will reside in both urban and rural areas, with emphasis on the rural area targets. Income does not matter. They will most likely speak English, although our audience can be reached worldwide because of the online element to our product.

Our second target audience will be those involved in the music industry. These groups include record labels, studios, event planners, and other musicians. Rhett is currently an independent artist, which is why we want to reach record labels with the communication. Studios and event planners are key connections to have for any future projects or shows. Other musicians can be seen as competition, but they are also an asset for future projects. Rhett currently performs solo, acoustic shows because he does not have a full band. In targeting other musicians, this gives Rhett an opportunity to find musicians to create a full band for bigger shows and future albums.

Related industries such as different venues and bars with live music are another audience we intend to target. These are unique audiences, because we are targeting them strictly for opportunities for exposure for Rhett's music. Our final target audience is various media outlets for the same purpose: exposure. These outlets include radio stations and various publications, especially those specializing in the music industry.

STRATEGIES

Rhett has a very powerful, inspirational, and unique story to tell about his journey and how his life has lead him to the music industry. My strategy for this plan is to tell that story. Many of his songs are songs about his life. They are relatable and have the power to influence many fans of music. By telling his story, it is my hope that people will make those connections, listen to his songs, and share the story and the music with the other people in their lives.

TACTICS

I have many tactics in place for this communications plan. One of the most important is the utilization of social media marketing and targeted advertisements. Social media is vital, and will be my most important tool to promote Rhett and his music. It is the easiest way to reach large numbers of people at a low cost. Music is shared frequently on social media, making this one of the most powerful tools in our arsenal.

An album release event is another tactic that I would like to implement upon releasing Rhett's first album to the public. This is a great opportunity for exposure, publicity, and to attract a large audience to a central location where Rhett will be the main act.

Other significant tactics include newspaper advertisements, press releases and articles, and radio spots leading up to the album release. Flyers for events, daily and weekly social media posts, weekly blog posts, and regular updates on the client's website are also critical components of this communications plan. My final tactic will be a slideshow or video created with photos that I have taken of my client and his work, as well as one of his original songs for background music. This video will be posted and shared on his social media and website.

calendar

- October 19-22: Recording Session in Nashville, TN
 - Social media post to let followers know what is happening
- October 24:
 - Blog post about trip to Nashville to go on www.rhettuhland.com
- October 25: Newspaper article in *Kiowa County Independent*
 - Interviewed by Priscilla Waggoner, published in the paper, their website, and linked to www.rhettuhland.com and Facebook page
- November 10: Release one song to local radio stations and www.rhettuhland.com
 - Social media posts (Facebook, Twitter, Instagram) to highlight this preview of the upcoming album
 - Blog post about the inspiration and story behind writing this song
- November 15: Merchandise advertising
 - Merchandise will go live on www.rhettuhland.com and social media advertising for the products will begin
- December 1: Announce a preliminary album release date
 - Social media posts (Facebook, Instagram, Twitter)
 - Update website to reflect the release date
 - Press release and/or newspaper article sent to news outlets in Southeast Colorado and the West Texas Panhandle
- January 8-12: Second Recording Session in Nashville, TN
 - Social media posts to engage with followers during this session
- January 15:

- Press release and/or newspaper article sent to news outlets in Southeast Colorado and the West Texas Panhandle
- Announce final date for album release and album release party
- January 16:
 - Blog post on www.rhettuhland.com highlighting the last trip to Nashville
 - Create Facebook event for the Album Release Party
 - Begin advertising on social media for the album release party
 - Album release tickets go on sale
- February 1:
 - Begin advertising on local radio stations for the album release
- February 15:
 - Begin drawings on social media for a chance to win a signed copy of the album
- March 16: Album Release
 - Album Release Party in Eads, Colorado
 - Album is available on digital streaming services such as Apple Music and Spotify, available for purchase on iTunes and Amazon Music
 - Physical albums go on sale on www.rhettuhland.com
- Weeks and months following the album release
 - Continue social media advertising and promotion of the album

This calendar represents an estimate of dates for events and will be updated for any upcoming shows that may be scheduled in the future. This calendar does not include the daily and weekly social media posts, website upkeep, and blog posts that will be created at that time. The social media post calendar is as follows:

	Sunday <i>Twitter B2C</i>	Monday <i>Twitter B2B Instagram</i>	Tuesday <i>Twitter B2B</i>	Wednesday <i>Twitter B2B</i>	Thursday <i>Facebook Twitter B2B</i>	Friday <i>Facebook Twitter B2B</i>	Saturday <i>Twitter B2C</i>
9:00 a.m.		Industry News	Product Link	Personal Favorite	Neighbor Post	Inspiration/Family	
10:00 a.m.							Weekend Festivities
11:00 a.m.							
12:00 p.m. <i>*highest CTR*</i>	Tweet	Tweet	Tweet	Tweet	Tweet	Tweet	Tweet
1:00 p.m. <i>*gets shares*</i>		Special Offer	Promote Contest	Video Post	Industry Tip	Fan of the Week	
2:00 p.m.							Weekend Festivities
3:00 p.m. <i>*gets clicks*</i>		Photo or Quote		Poll or Quiz PEAK TIME	Causes	Pinned Photo	
4:00 p.m.							Weekend Festivities
5:00 p.m. <i>*highest RTs*</i>	Inspiration/Life	Work Space	Portfolio/Blog	Current Project	Daily Routine	Promote	Life Things
6:00 p.m. <i>*highest CTR*</i>	Tweet	Tweet	Tweet	Tweet	Tweet	Tweet	Tweet

BUDGET

Product or Service	Cost
Promoted Social Media Ads (Facebook, Instagram)	\$500
Venue booking for album release	\$1,000
Print ads	\$300
Radio spot	\$300
My time - includes event planning, ad design, photography, website maintenance, social media management, press releases, written articles, flyer design, etc. for the duration of this campaign (6 months)	\$10,000
Extra costs	\$500
TOTAL	\$12,500

EVALUATION

Because the mediums and tools I am using for this Public Relations Plan are primarily online, it makes evaluation of the plan easier to execute. A large portion of the evaluation for this campaign will be based on social media statistics like audience engagement like post reach, views, likes, shares, and new followers. Another tool will be evaluating website traffic on my client's website.

Now that my client has began to sell products on his website, another method of evaluation is tracking the sales on the website and correlating them with any of the public relations components that have been released.

CONCLUSION

The music industry can be a difficult industry to break into. It is competitive, and requires excellent timing. With my work in this communication plan, it is my hope that Rhett can achieve great success in this industry. I have done hours of research to ensure that these choices are the best for my client.

Social media and other online marketing will be critical for this campaign. The distribution of online music requires careful timing and strategic communication in order to achieve success and a high volume of sales.

I am very close to my client and have been there every step of the way. This is beneficial because I understand the needs of my client and his products. Rhett has an important and

inspirational story to tell, and I intend to shine the best light on that story in order to create a successful campaign.