



COMMUNICATIONS UPDATE - 2024

A summary of where (we believe) the industry is shifting when it comes to communication.

We've written many an article about PR, emailing media, communicating with industry, marketing as a whole and ways to communicate to audiences via social media. If you've read them previously, thank you for your support, and if you haven't yet - here is an updated recap of COMMUNICATION in 2024.

In its entirety, we believe the industry is shifting when it comes to communication. We all already know how important building a social media presence is for independent and developing artists, and how through that, you can communicate your narrative and the content (your audio) to an existing audience and a new audience that's likely to enjoy your sound. But it's more than that. 'PR', 'marketing', 'socials' and 'digital' should all be classified under an entire 'communication' plan because each one cannot be successful without the others (anymore). Previously, and in a lot of corporate fields, there is a 'marketing' plan and a 'PR' plan etc. but for us and for independent / developing artists, PR cannot be the whole focus and nor can marketing or socials. There must be a balance of each channel under a broad communication strategy to ensure holistic growth across all parts of the project.

The aim of a communication campaign is to amplify the 4 building blocks of growth:

- Awareness - creating a general understanding of your artist project to an audience likely to care. Generally, awareness can come in the form of social media posting, releasing music, playing shows etc.
- Exposure - and repeat exposure of your artist project. Taking part in opportunities to expose your artist project to a larger audience likely to care; media placements + third party endorsements; social media ads, support shows / consistent performing etc.
- Audience Engagement - developing an existing audience around your artist project. Engaging with and providing value for these audiences in the form of exclusive social media - broadcast channels, discord groups, Youtube community, Instagram close friends etc. It can also be in the form of direct email marketing + signs ups for pre-orders / pre-sale tickets / early access etc. As well as larger headline shows, merchandise and creating specific elements around your artist project specific for audiences.
- Community Building - creating a 'fan-base' or audience network that will convert to ticket buyers, active listenerships etc. Your end goal is a supportive community that will allow you to build financial and career sustainability as an artist.

A communication plan / campaign should include:

- PR and media strategy (how you're getting your music exposed to an audience likely to like it and engage new audiences, utilising media placement as third party endorsement)
- Marketing strategy (how / where you're placing your project / audio in avenues that sit outside of streaming / socials to communicate to a new audience for awareness + exposure)
- Social media strategy (how you're communicating your creative to build a community around your project. Personalising your approach and speaking directly to audiences.)

- Digital strategy (if applicable, and if budget allows) (paid placement of your project / audio to intentionally targeted audience members likely to discover and enjoy your sound)
- 'Advertising' or 'BRAND strategy' (aligning your project / sound with a like-minded entity that will assist in promotion and expose your project / sound to new potential audiences)
- Industry strategy (building relationships with + communicating to industry representatives that will assist in developing your artists project.)
- Artist / peer strategy (building relationships with + communicating to artists in your scene and artists that are more developed than you to continue to learn, further develop your artist project and provide opportunities for touring / support shows etc.)

Each communication touch point / strategy will no longer work without the others for holistic growth of independent and developing artists. Focus on communicating your content (your audio) with intention and succinct development goals in mind. Prioritise relationship building and communicating your audio / narrative to industry, artists and media. Think outside the box when it comes to placing your audio - align with brands, other social media channels, sporting and entertainment outlets, businesses and organisations to expose your project and audio with new audiences. Engage intentionally and more personally / organically with existing audiences on your social media.

Communication is king in this industry. Ensure you're giving yourself the best chance at raising awareness of your project / audio, exposing it to new and existing audiences, engage meaningfully with those audiences and build a community around your project that is going to support you in your development.