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#### Overview

This is about providing support to those carrying out a music industry marketing campaign. You will need to help select, prepare and distribute campaign material and help with the planning of release and event dates. You will need to have excellent communication skills to liaise with colleagues, suppliers, artists, publishers, recording studios, events managers, advertising agents and sponsors. You will also consider the financial implications and where necessary sponsorship and the demands of sponsors.

# CCSMB6

## Support a music industry marketing campaign

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### Performance criteria

#### Devise a marketing strategy

*You must be able to:*

- P1 work with colleagues to produce campaign material
- P2 assess previous similar products and campaigns to guide planning process
- P3 devise a marketing strategy or 'marketing mix'
- P4 prepare a product specific Marketing Plan including an activity timeline and Budget
- P5 agree timeline and budget with product management, sales function, artist manager
- P6 monitor results against expectation and revise strategy, plan and budget

#### Develop campaign material

*You must be able to:*

- P7 consult with colleagues to obtain accurate information on verbal and visual content for campaign material
- P8 communicate with appropriate suppliers to ensure effective campaign material is produced accurately and to deadlines
- P9 check that campaign material complies with DDA requirements
- P10 check campaign material complies with relevant advertising standards code of practice
- P11 keep appropriate colleagues informed of developments
- P12 communicate revisions to relevant parties

#### Implement the marketing strategy

*You must be able to:*

- P13 assist in producing and maintaining an accurate diary of release and event dates
- P14 obtain information on any changes
- P15 record agreed changes in the diary and ensure colleagues are kept informed
- P16 communicate agreed changes to all relevant people to ensure release and event dates run to schedule
- P17 liaise effectively with outlets to ensure campaign material is distributed accurately and on time

#### Understand the financial aspects of a marketing campaign

*You must be able to:*

- P18 identify sources of finance, including campaign budgets and sponsorship
- P19 communicate effectively with funders and sponsors where necessary
- P20 provide information to funders and sponsors, accurately and to deadlines

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#### Knowledge and understanding

*You need to know and understand:*

- K1 the different roles within a music marketing team
- K2 the factors affecting a marketing campaign
- K3 the methods used for marketing music products
- K4 the financial implications and the importance of sponsorship where appropriate
- K5 the types of income streams and benefits available to the music industry
- K6 the importance of compliance with the relevant regulatory authorities when advertising products
- K7 how to plan and co-ordinate activities and resources

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<b>Developed by</b>	Creative and Cultural Skills
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<b>Indicative review date</b>	March 2010
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Creative and Cultural Skills
<b>Original URN</b>	MB6
<b>Relevant occupations</b>	Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Artistic and Literary Occupations; Communications; General; Elementary Administration Occupations; Elementary Sales Occupations
<b>Suite</b>	Music Business (Record Labels)
<b>Key words</b>	marketing, campaign, promotion, PR, publicity, recording studios, record label. CD, album, track, single, advertising, sponsors