

CCSMP15

Identify new ways of attracting new audiences, users and consumers in a music publishing context



Overview

This unit is about researching and assisting with the attraction of new audiences, users and consumers. You will need to understand who your target market is and identify the most appropriate way of reaching that market. You will need to respond to feedback and enquiries as a result of your campaign. You will also need to monitor and evaluate the effectiveness of the campaign.

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Performance criteria

You must be able to:

- P1 identify a target market for your campaign
- P2 identify key messages for the target group
- P3 coordinate and structure responses to marketing communications and present feedback and responses
- P4 liaise with other business units and organisations where appropriate and maintain relationships with industry contacts
- P5 maintain accurate records on responses and prepare progress reports and presentations to inform on project status
- P6 prepare key management information and analysis of information to enable others to make informed decisions on developing the business
- P7 ensure promotional methods are legal and ethical
- P8 monitor and evaluate the effectiveness of your activities

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Knowledge and understanding

You need to know and understand:

- K1 the importance of acquiring audiences, users and consumers
- K2 how to select target groups
- K3 how to identify and check key messages which will be attractive to the target groups you have identified
- K4 factors affecting customer decision-making within the industry
- K5 how to influence and communicate, with proven problem solving and attention to detail
- K6 analytical report writing and interpretation of data
- K7 customer relationships management, practices and system
- K8 methods for monitoring the success of the strategies
- K9 the music industry, its challenges and seasonal industry activity
- K10 the lifecycle of works
- K11 how the media industry works and operates

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