

ONE-PAGE MARKETING PLAN

BEFORE

1. AUDIENCE

MANAGERS OF AMERICAN FEMALE RAPPERS BETWEEN THE AGES OF 20-27 YEARS OLD.

2. MESSAGE

AMETHYST COLLAB-BRINGING YOUR DIGITAL DREAMS AND STREAMS TO LIFE.

3. MARKETING CHANNELS

THREE-MONTH-LONG INSTAGRAM CAMPAIGN. RUN ADS TARGETED TOWARDS 20-40 YEAR OLD AMERICAN MEN AND WOMEN WHO ARE INTERESTED IN ARTIST MANAGEMENT, RAP MANAGEMENT, HIP-HOP MANAGEMENT, AND XXL MAGAZINE.

DURING

4. CAPTURING LEADS

WRITE BLOG POSTS BRAGGING ABOUT CLIENTS' RECENT ACCOMPLISHMENTS AND HOW AMETHYST PLAYED A ROLE IN MAKING THOSE HAPPEN.

5. NURTURING LEADS

HOST A MONTHLY ONLINE PANEL TALKING ABOUT THE DIGITAL SIDE OF THE MUSIC INDUSTRY AND WHAT AMETHYST DOES.

6. SALES LEADS

THERE ARE THREE TYPES OF SERVICES: SOCIAL MEDIA, DIGITAL MARKETING, AND PRESS.
PURPLE PRICE - THE STANDARD PRICE FOR ONE TYPE OF SERVICE FOR ONE ARTIST.
VIOLET PACKAGE - THE STANDARD PRICE PLUS AN ADDITIONAL 50% FOR TWO SERVICES FOR ONE ARTIST.
AMETHYST PACKAGE - TEN TIMES THE STANDARD PRICE BUT FOR FIVE ARTISTS.

AFTER

7. DELIVERING A WORLD-CLASS EXPERIENCE

GIVE CLIENTS A MONTHLY PERSONALIZED REPORT ABOUT THE STRENGTHS AND WEAKNESSES OF AN ARTIST'S DIGITAL ACCOUNTS AND WHAT AMETHYST DID TO IMPROVE THOSE THINGS.

8. INCREASING CUSTOMER LIFETIME VALUE

RAISE SERVICE PRICE AFTER TAKING ON 30 NEW CLIENTS. UPSELL OR UPGRADE OTHER SERVICES THAT A CLIENT HAS NOT ALREADY BOUGHT.

9. ORCHESTRATING AND STIMULATING REFERRALS

OFFER A COUPON FOR 10% ON THEIR NEXT SERVICES PURCHASE OR GIVE THEM AN EXTENSION ON THEIR CURRENT CONTRACT AT A DISCOUNTED PRICE. PEOPLE WHO RECEIVE THE REFERRAL WILL GET 10% OFF ON THEIR FIRST PURCHASE.

AMETHYST

Amethyst Collab is an artist services agency that specializes in all things digital. They offer various services for social media strategy & management, digital marketing, and press. Amethyst's clients include Dania, Kidd Lee, and most notably, Trippie Redd.