

MIND'S EYE



Straight Jacket-Single

Marketing Plan

Release Date: May 18th, 2022

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Overview:

Mind's Eye is a Psychedelic House electronic artist that originates from Stockholm, Sweden. Following the release of his debut album *Creeping Fog*, Mind's Eye is following up the release with a new single called *Straight Jacket* in mid May 2022. After having a loyal following on Soundcloud, Mind's eye found a larger following on Spotify following the release of his debut album in April of 2022, peaking at 100,000 listeners within the first week of release and has stayed at a monthly listener population of 67,000. Current projections show that growth will continue to increase with the release of *Straight Jacket*, as the summer season begins.

Phase 1:

(May 1st-May 18th)

Goals for Phase I:

- Design album artwork for the single release
- New merchandise for the summer season
- Record interviews for electronic media kits
- Release of AR interaction
- Increase “hinted” footage on social media
- Prepare artist for exclusive interviews
- Distribution deals

Distribution:

- Contact digital platforms such as Spotify, Apple Music, Tidal etc. for digital distribution
- Contact digital platforms for pre-order and pre-save links
- Contact RE-VID for lyric visualizer video
- Contact playlist curators for early playlist placement

Press and Media:

- Contact the following for press and media coverage:
 - The Underground (blog)
 - Music Asylum (blog)
 - Revolution Wave Music (blog)
 - Beyond Shadow Beats (blog)
 - Electronic Music Monthly (magazine)
 - DropPoint (magazine)
 - The Bergling Spark (Blog)
- Write new story for the press on the studio work involving the single

Social media:

- Change all social media icons to album artwork

- Launch of AR campaign in all social media bios with ending leading to a link to pre-save and pre-order
- An exclusive livestream on artist website for midnight release

Phase II:

(May 19th- June 1st)

Goals:

- Release *Straight Jacket* across all platforms
- Increase streaming population and purchases
- Conduct interviews across all media platforms
- Increase social media advertisements and promotion
- Increase single placement in selected playlists
- Upload lyric visualizer

Distribution:

- *Straight Jacket* is released worldwide on May 18th 2022
- Lyric visualizer video is released on YouTube May 27th 2022
- Single placement on electronic music playlists on various platforms

Publicity and Media:

- Conduct interviews with:
 - Psych Underground (podcast)
 - New Wave Electronic (blog)
 - Micro Pulse (blog)
 - Cure Music (local radio station)
 - Global Muse (satellite radio)

Retail:

- Release new summer merchandise on Mindseye.com
- Begin ticket sales of the Music Madness tour

Advertisement and promotion:

- Increase promotion of the new single on Instagram, TikTok, and Twitter
- Contact TikTok influencers and schedule use of single in content starting May 19th 2022
- Exclusive acoustic concert on May 29th 2022 through links on social media