



Rocket Songs Marketing 2014

Rocket Songs has the opportunity to revolutionize the way original songs are discovered and distributed. The songs are of the highest quality, the tracks are among the best available, and the technology is intuitive and ground-breaking in its ability to facilitate this discovery and engagement.

We must tell people - artists, songwriters, publishers and partners - about it. We must build a community of encouragement and possibility. We must educate artists on the value of original songs for their career. Educate partners on the value and monetary possibilities of making their material available. Inform and demonstrate how these songs, this music can take careers and passions to the next level.

This document outlines the strategy of how we do that.

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Target Customers

Our target customer is the aspiring musical artist. Singers, rappers, and anyone else who needs songs and instrumental tracks to further their musical pursuits. This community is large and varied:

1. The very young, many of whom are represented by kids talent agencies.
2. Teenagers who a.)proliferate YouTube with cover songs and b.)fill school choir programs and performing arts initiatives.
3. Post-college and older who still hold on to dreams of making it as a performing artist but juggle that with day jobs and family obligations.

Unique Selling Proposition (USP)

“Original songs for original artists.” - This is what we want people to think when they think Rocket Songs. This is our calling card.

The unique building blocks of this ecosystem are:

1. An online music community of artists connecting with music industry songwriters, publishers, and producers.
2. A one-stop platform for enabling artists to find, record and release original songs.
3. An extensive catalog of content from top name music producers, songwriters, and publishers.
4. An Online recording platform for singers and artists to easily record their voice on any song in our catalog.
5. A global digital distribution platform and direct-to-fan store for singers, artists, and music rights holders.
6. A database application, tracking customers, downloads, royalties, and revenue splits, providing transparency of activity for copyright stakeholders.
7. Unique music licensing model that bridges both traditional and new music ecosystems for Music Rights holders to license copyright assets directly to consumers.
8. Multi-platform applications, resources, and content designed to give singers and track owners real-world knowledge and connections.
9. An executive team of music, media and technology veterans with a legacy of success.

Pricing & Positioning Strategy

One of our initial challenges is educating our potential customers on why they should choose to perform and record original songs instead of/in addition to cover songs. On top of this is informing them of the necessary process of music licensing. With this in mind our prices are affordable and our licensing process simple. We must seek to maintain this focus and simplicity. Our growth should move in the direction of scale.

At the same time we want to present our catalog and services as full of value. Not something disposable. To frame our product as the “best-kept secret” in music. Our most inexpensive license (\$4.95) should be viewed as a “tasting” of all our services can do for your career as a musical artist. As you move into the standard license (\$9.95) you find a treasure trove of material to build a pro career upon. Which leads you to pro services like exclusive licenses and mix/master services, even career coaching and development. This is what all levels of our core customers desire: To be a professional. To be legitimate. We can enable this and we can do it at a price they can afford.

Distribution Plan

Our main source of distribution is RocketSongs.com. But as we forge partnerships with YouTube Multi Channel Networks and other similar businesses we also will distribute our catalog and services through their interfaces. A “Powered By Rocket Songs” portal. Most of these organizations have their own platform to service their artists and we can come along side them and provide a tailored experience unique to their artists.

- **Action(s):** Make contact at three top MCNs: Maker, Fullscreen, Awesomeness TV
- **Team Member Responsible:** Ben
- **Timeframe:** With RS 2.0 launch

Offers

Offers and promotions should be an ongoing part of our efforts. We currently offer the first song license free and will continue that. In addition, as we move into a subscription service offering we can offer free months for referrals and contest

giveaways. Through our social media campaigns we will do giveaways of licences in addition to prizes from partners such as music equipment and career development services. We will also have Rocket Songs merchandise such as t shirts, coffee mugs, etc to give away in campaigns. (Musicians love a free t shirt :)

- **Action(s):** Decide on specifics of giveaways. Research and design promotional merchandise. Reach out to three potential gear/services partners: Shure, Musician's Friend, Music Industry Blueprint (Or similar)
- **Team Member Responsible:** Ben
- **Timeframe:** June 6

Rocket Songs Vocal Competition

We should think about sponsoring our own competition. There are few mid level competitions that are not cringe-worthy. Several of them even offer good prizes, but they reek of people taking advantage of aspiring, naive artists. We could change that and sponsor a large one that requires the singers to use Rocket Songs. It would be a great opportunity to engage potential partners with sponsorship and awareness. It should be done very well with excellent branding, customer service and transparency. Using a service like submittable.com would facilitate that.

- **Action(s):** Research market and discuss with team.
- **Team Member Responsible:** Ben
- **Timeframe:** July 30

Promotions Strategy

Promotions will include both online and offline campaigns. Social media will play a significant role.

Individual Channel Strategies with Actions:

YouTube

The key to YouTube growth is consistent content and engaging the community. We will do this in several ways:

1. **Two Weekly Videos:**
 - a. "Rocket Songs Radar" - a hosted show where we highlight great artist performances - ours and covers (Thursdays)

- b. "#GonnaWannaSingThis" - a quick highlight of 2-3 new or highlighted songs from our catalog that will get the viewer excited about trying.
This is more voiceover with graphics - will also be a podcast (Tuesdays)
 2. **Periodic Live Google+ Hangouts on Air** on topics related to a career in music...Examples include "How does music publishing work", "How to maximize your YouTube presence", "Deciphering distribution", "How to use a DAW to record your vocals", etc. These will often include guests from the field of interest.
 3. **Regular engagement** of the community through interacting on others' videos: likes, comments, subscriptions.
 4. **Curation of playlists.** Rocket Song's main channel page will become a desired place to be featured in our popular playlists (Covers, Originals, etc).
- **Action(s):** Produce content.
 - **Team Member Responsible:** Ben
 - **Timeframe:** Begin filming and uploading video A June 2, Begin filming and uploading video B July 7, First Google+ Hangout May 30

Email

Weekly we will send out Rocket Blasts with a roundup of all that's happening in the Rocket Songs Universe. It will also have a call to action related to the highest profile event that week (i.e. Google+ Hangout, etc). New/existing customers should be added to list as well as interested/potential customers should be able to sign up on our site.

- **Action(s):** Produce email and determine schedule.
- **Team Member Responsible:** Ben
- **Timeframe:** First email out May 20

Tumblr

This is the #findyourvoice blog. A place for inspiration and How-tos.

Weekly articles, tips, how-to's, and updates on features. Plus a place to "reblog" awesome content we find on Tumblr and across the Web.

Our Live Google+ Hangouts on Air will be embedded here as another point of entry and place of cross-platform engagement.

- **Action(s):** Get design in line with new branding.
- **Team Member Responsible:** Ben
- **Timeframe:** 1 week before relaunch

Twitter

Twitter is the optimal place for finding motivated artists and partners. The key is tweeting in a way to add value to the community and our followers rather than always promoting something. We will definitely tweet new videos, blog posts, news and updates, but will make a concerted effort to engage in discussions on other accounts that are relevant to us. To be known as a place of information, encouragement, and quality is the goal. Hashtags and Twitter Chats will be a primary place to do this:

#MBizChat, #MusEdChat, #CMchat, #ggchat, #MusicIntern

- **Action(s):** Participate in First chat
- **Team Member Responsible:** Ben
- **Timeframe:** First chat week of May 26

Facebook

Facebook will be a place of engaging the community there in a more detailed, expansive way. We can embed our YouTube videos and Google+ Hangouts there as well as invite others to post their versions of Rocket Songs on our wall. It is a place to post photos from live events and Hangouts in addition to sneak peeks of upcoming things. We will cross post from time to time but will look to see how the community comes together there. This could be a place for an early forum using the groups function or a great place to do live chats in contrast to video Hangouts. This will need experimentation to differentiate it and tap into our potential customers there.

- **Action(s):** Cross post from Twitter and monitor activity to determine best course forward.
- **Team Member Responsible:** Ben
- **Timeframe:** Ongoing

Live Events

1. Live monthly showcases (always streamed live on our YouTube channel) in different locations featuring:

- a. New Song Showcases with Songwriters - in the round style with songwriters from our publishing partners singing new songs that will be featured on Rocket Songs.
 - b. Rising Rocket Artists that are doing well with our songs and engaging in the community. Also, a higher profile special guest at select dates. These can coincide with larger events/conferences such as VidCon and other music industry events.
2. Rocket Songs 2.0 Launch party coinciding with VidCon 2014 (June 26-28). Includes standard music industry and press but also performances and demos.
 - **Action(s):** Plan first event as finale to singing competition.
 - **Team Member Responsible:** Ben
 - **Timeframe:** October

Ads

1. YouTube Ad buys
2. Facebook Ad buys
3. Twitter Ad buys
4. Google Adwords campaign
5. Brand deal video with Landon Austin (Popular YouTube Singer) or similar artist - Have Landon record one of our songs and make a high quality video. He would tell his audience about the process on Rocket Songs and then do a studio quality recording. Release it as a single.
 - **Action(s):** Reach out to Landon Austin
 - **Team Member Responsible:** Ben
 - **Timeframe:** Week of June 16

Conferences

1. VidCon
2. SF Music Tech
3. SXSW
4. Playlist Live

Forums

We should have a community presence in various artist communities and forums such as:

Yahoo Answers - Singers, Gearslutz, Craigslist Musician Listings per city, Reddit #WeAreTheMusicMakers, MacJams Garageband Forum.

These posts should be helpful and will be a place for potential customers to meet Rocket Songs for the first time. They will check our profile and find us at our website and other channels.

- **Action(s):** Research appropriate forums
- **Team Member Responsible:** Ben
- **Timeframe:** August

Partnerships

As referred to earlier, YouTube MCNs are a major focus in partnerships. They are natural fits for us: they have thousands of aspiring musical artists in all three ranges of our core customer and we provide something unique to their members: original song licenses.

Musical instrument/gear retailers are also good partners. Sweetwater, Musician's Friend, Guitar Center all look to offer their customers more value and would possibly be interested in partnering with us even on a seasonal promotion.

Kids Talent Agencies, Music School Programs, Music Camps, Acapella Organizations all should be contacted and pitched Rocket Songs.

Other good fits for partners include the international developments in Korea, India, and China. They highlight the huge potential of singing competitions. They are popular and they are seemingly everywhere. But they are each trying to set themselves apart from competition and having a catalog of high quality original songs for their singers could very well do that. Natural targets would be the large competitions such as American Idol and The Voice but we should start with lesser known ones such as the Wendy Williams Show and Ryan Seacrest.

- **Action(s):** Firm up list (already started by BizDev) and reach out with new beta site and branding.
- **Team Member Responsible:** Ben/John
- **Timeframe:** Ongoing

Referral Strategy

For every friend a customer gets to sign up they should receive a free song. This greatly encourages sharing and sharing is absolutely key to achieving a large user base.

- **Action(s):** Discuss with team and Jason to see about tech requirements.
- **Team Member Responsible:** Ben/Jason
- **Timeframe:** September

Major Talent Show Audition Sites

Sponsor live showcase at venue (club, etc) clearly in sight of lines where contestants are waiting. Large signage and open mic in addition to high profile showcase. Live streaming from the site.

- **Action(s):** Determine show audition tour schedules. Choose strategic test site.
- **Team Member Responsible:** Ben/JC
- **Timeframe:** Fall