

Market and Consumer Analysis

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Abstract

This study presents a complete review of evidence based on engagement research and develops the best practice model for online engagement for musical artists. The findings suggest that social media engagement is better for artists and entertainers through online posting (including authenticity, intimacy, repeatability, comments, and posting response time). Tool for social media analytics creates valuable time by saving social media engagement metrics into account. Applied model or analytics evaluates data related to the musical artist's direction on engagement and the tools for building a long-term fan community. When planning content is a great way to grow in history; these insights can help refine the strategy to better match an audience's tastes, interests, and expectations.

Capstone Thesis Project

Introduction

Social media is fundamental in creating disturbance and chance in the music entertainment industry. For most artists, engagement is crucial because interacting with people is associated with a greater sense of well-being (Eckstein, Product Marketing Manager, 2022). The question then arises: what are the foundational variables of online engagement? What elements influence the balance of communities' consumers for their mindset?

The study incorporates a summation of a broad concept of lines of engagement rather than unreliable online evidence. The ability to "engage" from person to person has transformed the performer-audience relationship from an immobile unidirectional relationship to an involving the filling for online social connections. This alteration changes independent artist strategies that previously fueled localize need in the industry toward the major industry record company with marketing and promotion., creating regional and national success.

Thesis Statement

Engagement on social media is essential for music artists to promote their view of their brand awareness for ROI in today's music industry.

Situation Analysis

Company Overview and Current State

Dominique McQueen Agency is in Memphis, Tennessee. La La Dominique's owner and manager help artists with recording, management, and development as a Warner Music Intern A&R, Artist Manager, and Business Consultant through G Legacy Entertainment and Dominique McQueen Agency. The company officially launched in 2018 following an interview with a local

studio manager, encouraging them to start now and not wait. They signed their first artist, Rio Narley, in February 2020.

When marketing business (Carlson, PR/marketing, 2019), Rio Narley's goals remain his passion for music, building his legacy through entrepreneurship, creating, and a larger following. Pursuing business goals, he wants to set up an entertainment label, clothing line, and real estate entity and build on a Hippy Trip Gang brand. Rio could use a marketing campaign to promote a product, a service, or a brand (Decker, content marketer, and strategist, 2022). Increasing engagement is the campaign goal of generating leads, creating content, and conversation flow. Their social engagement measures growth in comments, likes, and shares.

Rio is growing his fanbase by doing sporadic content, creating music videos, and building a new website. During his time in Los Angeles, he gained more exposure through live performances at different venues on the west coast and events like Coast to Coast Live. However, the relocation only lasted a little over a year before they found out his mother was in a bad car accident and had to move back to his hometown. He momentarily postponed his career to care for his mother while she recovered. When moving back, that did not let his situation stop him from releasing new music like Genie, gaining over 75k streams on Soundcloud, or reaching a new milestone with over 10k followers on Twitter. The current situation is to develop his audience.

As an emerging artist, Rio needs fans. Not passive fans but engaged superfans willing to spend money to support (Nguyen, 2019). Rio Narley uses word of mouth and social ads to engage with the audience. There, he participates in community activities and earns income from Instagram. Thus, communicating that it is difficult to challenge life on his terms. Maslow's need for self-actualization allowed Rio to reach his full potential in a creative endeavor (Lynch, 2019). He tries to grow himself as an established artist to reach a goal. Targeting market and audience engagement

is a starting plan. Rio would change the brand's perception, create new leads, have a brand voice, and encourage the audience to ask him questions. The campaign he will have is scheduling his direction. The campaign has a timeline goal that would create a weekly process of what to do for engagement.

SWOT Analysis

The strength of a campaign is having a high-quality music production for distribution. Narley wants his sound to be as good as an independent artist as a significant artist (Leviatan, 2022). Digital marketing is an excellent fit for his platform, and being consistent across social media like Facebook, Instagram, and TikTok can show the brand's growth and thus increase fan engagement. (Quinn, 2021). By inspiring their brand, independent artists with management can increase their chances of creating a career pathway (Management, 2021).

The weakness of campaigns is that poor marketing can include not understanding the products and services offered to followers, so being consistent with tools like a timetable or calendar can keep followers engaged (Veen, CEO of DIY Media Group, 2021). Share engaging text to keep consumers engaged by connecting with shares, likes, and comments that will help increase followers or increase awareness. Moreover, reaching new followers can cause issues of not understanding the demographic. Learning engagement, scheduling, content creation, and hashtags or having analytics tools can increase awareness of following. (Barnhart, professional writer, and content critic, 2021).

Creating musical opportunities will focus on genres that can directly examine the aspects of the people's influence on Rio music, which can be an excellent way to help determine demographics (Nguyen, Musician, 2019). Interestingly, today's technology is more beneficial for independent artist events. Using steaming tools, social analytics, and websites creates a broader

reach for fans (Howarth, science professor, 2022). Nguyen, 2021 Therefore, niche marketing is the key to strategizing by attracting genuine fans (Nguyen, Musician, 2019).

As a music artist, he needs to meet in his career to attract an agent, build revenue, and have a more robust marketing strategy (Zimmerman, 2021). There are threats to the client's campaign in his surroundings trying to find a booking. An artist's online protection is essential for investment in a product and service; therefore, talking to a team before aiming for a goal can keep the strong position for protecting the artist's brand. (Veen, CEO of DIY Media Group, 2021). The music industry has been shut down by coronavirus, so gigs and venues were at a stop these past years, but music concerts are gradually coming back. However, digital social networks have grown over the past few years, allowing customers to expand their fan base through online programming (Veen, CEO of DIY Media Group, 2021). A major artist has a benefit package of more money, royalties, and a broad audience for the traditional and digital market. Independent artists have new technological tools to create a larger platform for themselves. If Rio goes independent or signs with a record label? Each has its advantages and disadvantages. Simply knowing how to utilize the product and service can grow a brand.

Competitive Analysis

To this day, artists have much power over consumers. Their ability to use products and services as a marketing strategy could complement the same as a market leader (Farese, manages the Sales Enablement, 2022). A market leader is a business with the largest share or the highest profits in a service industry (Gordon, Educator, 2022). The clients' direct competitors are artists, independent labels, publishing companies, and the three most prominent record labels, Universal Music Group, Sony Music Entertainment, and Warner Music Group (Stones, Finance expert, 2021). Also, the indirect competitor would be a streaming service. Streaming services provide an

excellent opportunity for new artists, but streaming does not help create music (Mercado, content connoisseur, 2021).

The main competitors will be the major record labels. They offer deals to the world's most successful music artists and sign agreements that include licensing and distribution. An independent label has small distribution and low-paying deals (McDonald, Music business, 2019). If Rio could get a publishing deal, he could receive a salary to write a song and get the shop around the artist's label to record his song (Duncan, 2020). Today, major music artists are influencers with a wealth of knowledge and a large following, and having them announce or retweet the brand can be an effective way to market their music online (Majewski, 2021).

Music is Rio Narley's product; as a creator, the goal is to sell a product (Bojukyan, 2021). Through promotions, music marketing lets fans know about new work from their favorite musicians and songwriters. Many ways to promote an artist include getting on the radio, promoting TV, stepping up in the PR game, touring, investing in digital ads, and getting music synced to a hit movie (or a video game). (Yang, Hayat, Al Mamun, Makhbul, & Zainol, pg.12, 2022) Differentiating an artist's campaign is by having an innovative, engaging story in a video or photo. Create a storyline to match his life as an ad on social platforms to give fans a sneak peek at his life.

Problem Statement

Engagement on social media determines how the customers interact with the music artist on social media accounts. Currently, consistency on social media is needed for growth to have followers and deliver content-related services and products to find more fan base. The incremental loss inconsistency means that the client reach, loss of fans, and website traffic have not grown to a number growth. The focus of increasing Rio's customer fan base and website growth is to produce high-quality content that provides a valuable service to customers,

scheduling, feedback creation tasks, and organic service to consumers on media platforms. This way, they can regularly contribute ideas to their community to create a larger audience.

Target Market and Buyer Persona

The client's primary target audience age range is 22 -to 30 -year-old. A household's annual income range is 50,000 and below. Live in cities like Dallas-Fort Worth, Chicago, and the Atlanta area. Also, their education is high school level and higher.

Using consumer analytics and targeted marketing targeting three lifestyle and personality traits may have implications for communication data to persuade target audiences (Chamberlain, 2019). Pop/rap music has a large demographic audience, including urban and suburban, black, Hispanic, and other age groups 12 to 34 years old (Milkman, 2021). Their hobbies are fashion, TV shows, music, skateboarding, family problems, concerts, and online videos. The client's target is social media, posting videos that give the market a visual story of his life.

Music has a way of affecting Rio. The viewer perceives the brand that has a promotion. We all respond to music; if that is the right song, a music artist can use it to their advantage. There is no doubt that music has a profound effect on our emotions. As a result, social media has become a growing trend, with a 71% increase in viewership in 2021 (Sridhar, 2021). With social distancing and remote work on the rise, social media is changing how we promote our services and products in a new way (Barysevich, 2020).

Social media has changed how businesses and customers interact; communication and feedback are leading ideas for customer relations (West, 2021). The client-market relationship delivers value on social media by sharing user-generated content. Aim to entertain and connect with the market by posting promotional ideas on social media to create promotional content.

Buyer Persona

Tia Smith is a delivery carrier for the Fast Delivery Service in Chicago. She is 28 years old and has been a postal worker for five years. Tia makes \$45k/year and has a high-school-level education. For that reason, as a single mother with one child under ten years old She enjoys road trips with her child and clubs with friends. Therefore believes in the black life movement to protect and heal the community. She wants to ensure every loved one has their family come home, and everybody has a house in her neighborhood. Her social media accounts are TIKTOK, Facebook, and Instagram. She professionally maintains YouTube, Facebook, and Instagram accounts. Tia wanted a dynamic and youthful outlook, a way of venting, going to urban dance clubs, and using social media platforms.



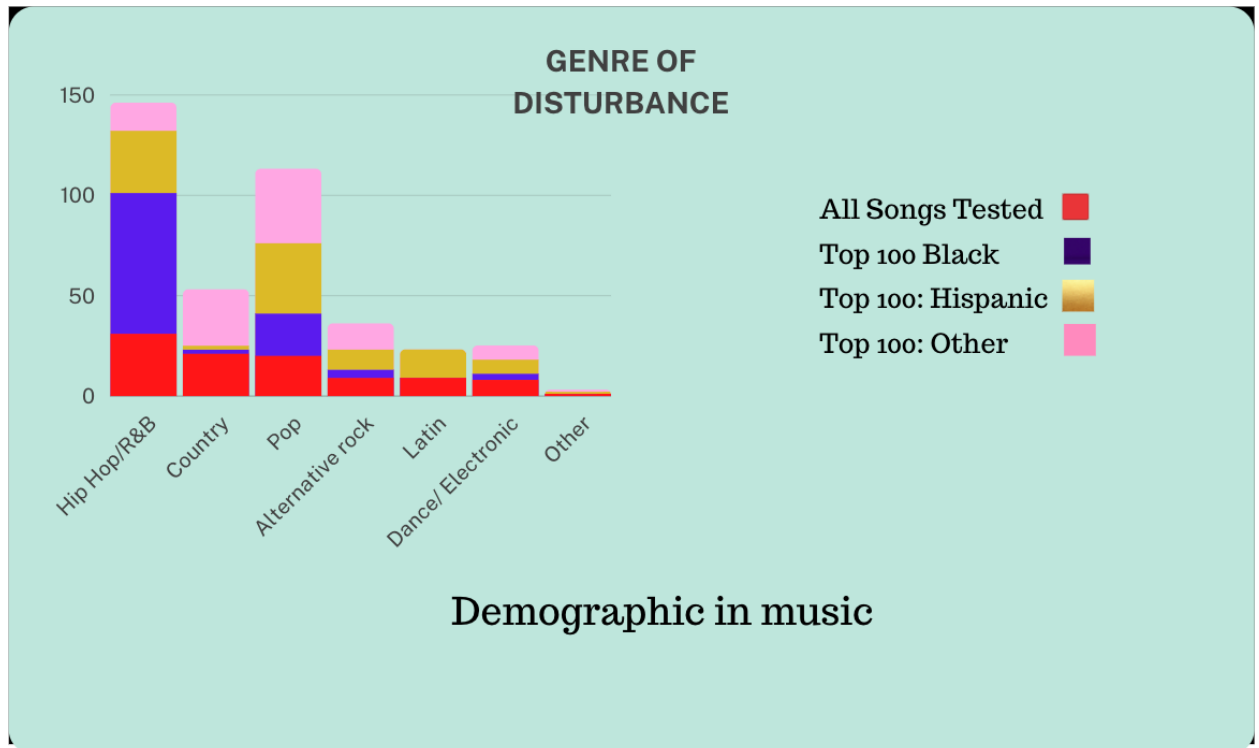
Guests: Female Postal Worker Pictures, by Lorenzo Green (2010) (I Stock)

Secondary Research

"By focusing on specific characteristics such as gender, age, income, ethnicity, occupation, and family status, demographic groups of customers tend to target market demographics" (Mackenzie, 2019). According to Colman insight media, hip-hop/R&B is 70 percent, two-thirds of hip-hop audiences are between the ages of 18-34, and 70 percent of

Hispanic adults say they are hip-hop listeners. 37.1% of 15-to 25-year-olds in China love hip hop, or about 296 million people in total (Milkman, 2021).

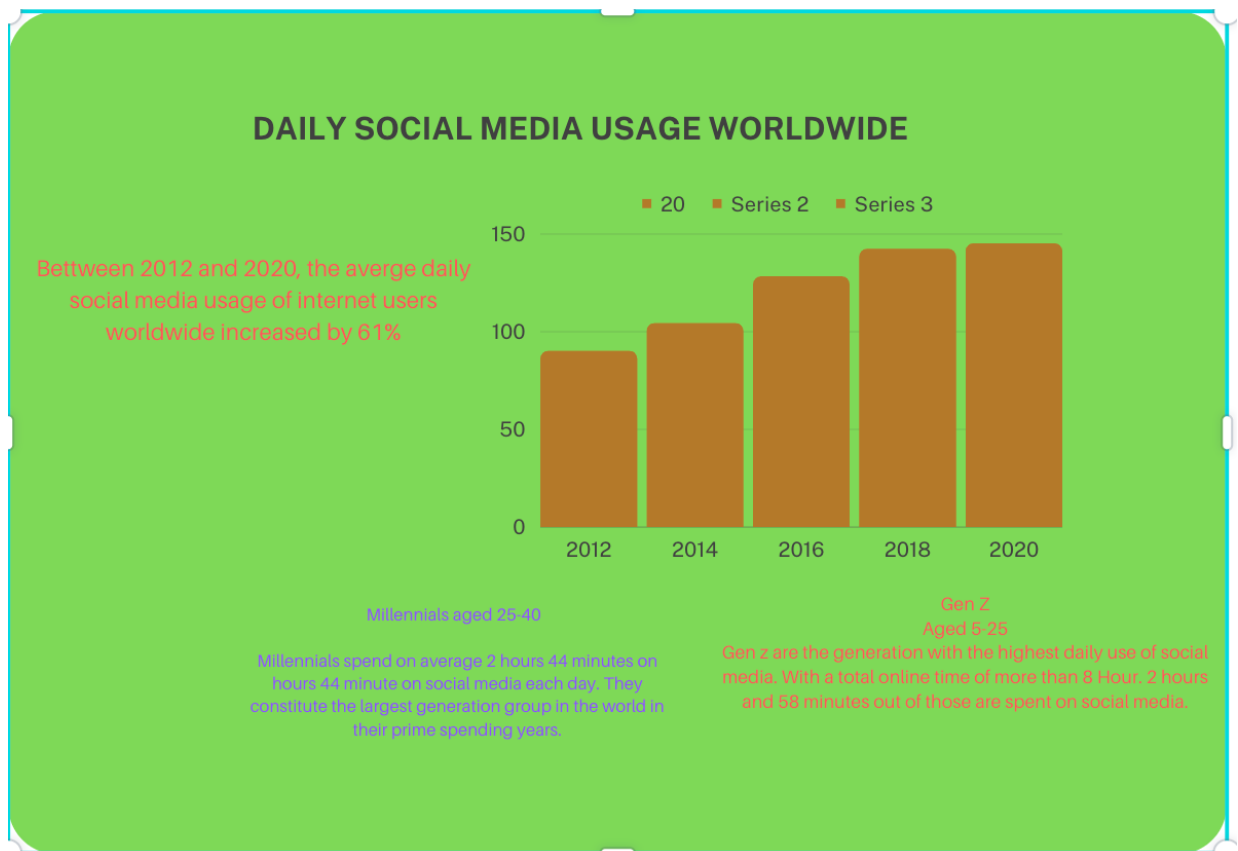
Geographic location refers to grouping customers based on their geographic location—by country, region, city, or even postal code (Hasa, 2021). Research Hip Hop/R&B is appropriate for cities and suburbs, not rural areas (Milkman, 2021).



Data Graph: MEDIA CONSUMPTION TRENDS 2022 by Curemedia (Canva)

The client industry is in music, so it is about how music is made and distributed. If independent artists want to get their music on streaming platforms around the globe, they need to get familiar with the various distribution platforms in use today (Fountain, 2021). Examples include Music Gateway, AWAL, Horus Music, and Songflowr. Another great way to distribute music is through conventional channels like YouTube and Amazon. After releasing music, run ads on social media and hire influencers to promote music.

Media consumption has grown substantially over the past few years since the lockdown. The use of social media gives people the opportunity to meet online and exchange information, inspiration, and insights. In the US study, more than 70% of the population also had social media accounts, and the platform between men and women (ÖDMARK, 2022). Understanding the media consumption habits of their target audience can help business owners run effective marketing campaigns.



Data Graph: Slicing Contemporary Music Tastes by Demographics and Consumption by Coleman Insight (Canva)

We live in an age where information is vital. Consumers have so many choices and access to goods and services that businesses cannot simply hope for buyers to find them. Consumer insights are where brands seek new and exciting pieces of information about their buyers. A digital source of consumer insight is when consumers increasingly consume, share content, and

engage with brands online; digital channels are an essential source of consumer insight (Chan, 2020). Research what makes them like this post, how long this video will engage them, and how this idea could grow.

Primary Research Design

Most research should use qualitative data when researching "Qualitative Research? Methods & Examples" for target marketing social media (Bhandari, content connoisseur, 2020). Bhandari's research demonstrates that qualitative research to understand how people see the world. Each method uses one or more ways to collect data from observations. For instance, observation is to record what they have seen, heard, or encountered. The interview is a one-on-one conversation. Focus groups should leverage the ability to conduct discussions among consumer groups. A survey distributes open-ended questions with a questionnaire. The last result was a secondary study collecting data from audio-video recordings. Overall, they share the same method but emphasize a different aim.

The social media platform has a large field depending on the social structure, which refers to a sociological approach (Cole, Sociology Expert, 2019). Macrosociologists will ask the big questions that often result in both research conclusions and new theories, as explained by Cole. A survey discussion is a qualitative method to help the client. For example, on Instagram, they can make a poll by creating a survey through a story by creating a question to see the audience (O'Neill, Senior Content Marketing, 2018). The effectiveness of a poll creates a question and response, asking what type of music they like, pop or rap? Would consumers go to this website or this one? Would they engage with this artist cause of this song? Moreover, vote 'yes' and 'no' to this story. Creating a survey creates engagement with the audience by learning from the audience while promoting.

Primary Research Findings

Introduction

The research aims to understand why social media engagement is so important and how to overcome obstacles to develop a successful strategy. Understanding the client's social platform would mean research for "qualitative research" of observations. Secondary research is on how social media engagement affects the platform, so read the analysis to track its growth over time.

Method

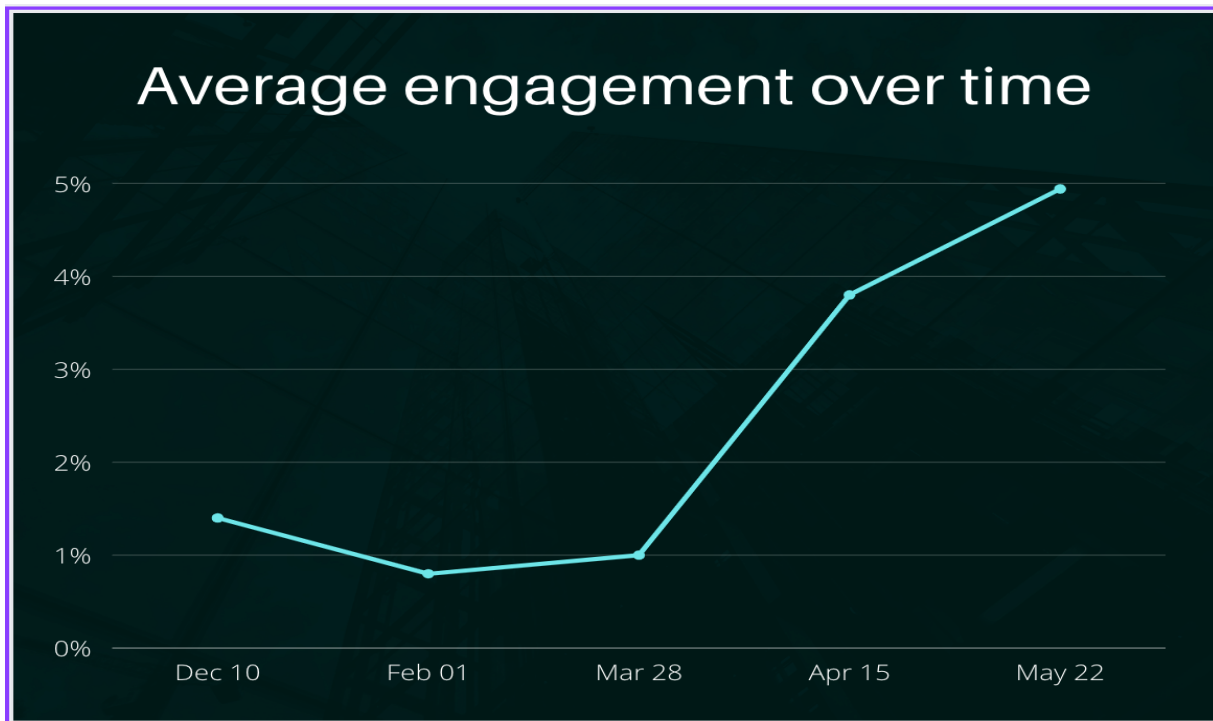
Millennials are not just the only target, but the participants that are for the study are from all age groups, with women or men from any age group. The selection of consumers would attract the initial attention of Instagram users, showing them what day-to-day life is like for the client. Rio will use photos or 15-second videos as research for a content strategy to undergo the comment section of his page.

Quantitative analysis establishes mathematically selected quantitative analysis methods to quantify the information collected on the platform. They investigated the relationship between the client's video and the participation passion of comments and likes from other users. Their views compared to the number, but the comment was low.

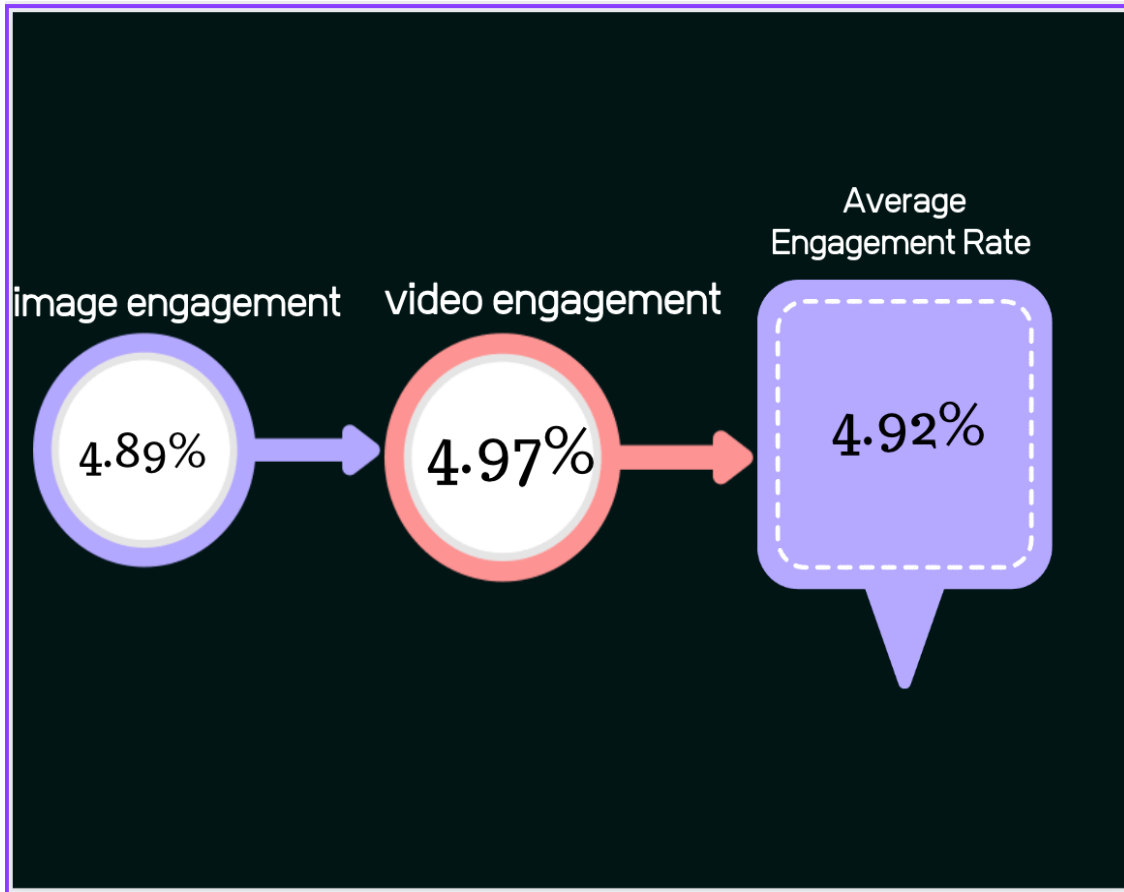
Using analytics for Instagram Stats, overview for qualitative analysis methods for the use of mathematical tools for calculation and qualitative analysis must base on Percentage for the Create a poll read to see the engagement that creating analytics on later to see the response of the consumer. Unobtrusive observations suggest that the customer is engaged in interactions with his consumers. However, his videos and photos have a low percentage of his fan base, suggesting he is creating promotions.

Results

Of the 20 participants who completed the poll engagement average of 3 Participant (.1%) participants were able to have open dialogue to engage. Observation shows some 17 participants were missing from the data study. The ninja outreach analysis presented an insight into the client engagement analytics overview stats as image engagement was 4.89%, video engagement at 4.97% an average engagement rate of 4.92%. Over time the analytic gives a timeline for months and the client percentage to this day.



Infographic 1 Infographics should be inserted directly into this paper, not done as an attachment.



Infographic 2 Infographics should be inserted directly into this paper, not done as an attachment.

Conclusion

More research into brand engagement offers many solutions to the client campaign, and how to approach their audience. The next step in customer research is how to drive traffic to the client's website. Conducting an email marketing campaign for the survey for the next 3 months (Zhang, entrepreneur, 2021).

Conclusion

The ability to “engage” from person to person has changed the course of social online relationships for the independent artist. These strategies need to be geared towards major industry labels with marketing and promotion to create regional and national success. Engagement on social

media is important for music artists to promote their view of their brand awareness for ROI in today's music industry. For this reason, targeting demography is much better to understand the competition to produce a more effective marketing campaign and optimize resources. Future research into Instagram engagement should focus on video and image engagement on how emotions are involved in influencing younger audience experience on this platform. Furthermore, measuring the insight into how posting a different pattern of being active is associated with passive consumption of social media content.

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2. Year of Publication: In parenthesis following authors, with a period following the closing parenthesis. If no publication date is identified, use “n.d.” in parenthesis following the authors.
3. Source Reference: Includes title, journal, volume, pages (for journal article) or title, city of publication, publisher (for book).

Appendix

Each Appendix appears on its own page.

