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Innovation Public Relations Tools and Resources

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### Abstract

Marketing goals are the organization's goals for marketing strategies for their artist. Setting strategic goals in media marketing can create consistency on a project that can use a directive to enhance the social media platform in the organization, therefore, the use of PR tools like calendar, notes, a schedule could create consistent flow. On the other hand, develop a plan or strategy that will help support the vision and help to reach consumers. Instead, it needs a social media goal to convert more followers.

Research conducted with music artist Rio Narley and artist management, Dominique McQueen echoes the theory of creating press releases and newsletters for promotional posts for upcoming video campaigns. In theory, the company's main idea is to gain incentives through social media engagement to increase awareness of its products. The clear expectation is around their artists to convey a message to them to create material, but their need for media monitoring, social media engagement, social influencer marketing, and news distribution will provide access to a marketable population.

*Keywords:* Music, artist, campaign, marketing

### Rio Narley #HiddenTreasure Campaign

Rio Narley is a local conscious rapper that has songs like “Genie”, “Daydream”, and “Believe Me”. On April 1st he is about to release his single, “Target” (Narley, 2020). Rio signed to a management but not a music label, so his team doesn't seem to have public relations. Originally from Myrtle Beach, South Carolina, he moved to Los Angeles, California to build a network. He now lives in Memphis, Tennessee, where he writes songs and music videos for his art.

### **Introduction**

The company was founded by La La Dominique in 2018. She lives in Memphis, Tennessee, and works remotely as a freelance A&R, artist manager, and business consultant. Dominique McQueen helps artists with audio recording, management, and artist development. Rio Narley is the first rapper to sign to her company. His creative talent began when he was very young, which later became the lyrics for his first song (source, 2005). The operational headquarters runs in Memphis, Tennessee. Rio's product line distributes in Myrtle Beach, South Carolina. Dominique McQueen and artist Rio Narley have received the Underground Music Award in late October 2020 at the 4th Annual UMA, with a live performance which gave the company some success around the beginning of the Covid pandemic.

### **Background of Organization <sup>1</sup>**

The company has made videos, signed more artists to the team, and the manager is an A&R intern at Warner Music Group. They are highlighting Rio Narley's work by making videos on Instagram, so he can position his brand on social media and gain followers. The

management/governance structure of the business is a sole proprietorship. The organization files taxes in their own name only and is responsible for actions taken against businesses. A customer can be male or female in the United States and internationally. A minimum investment of \$1000 is needed for an artist management package without signing with the company. Clients can be from any race, with ages ranging from 18 – 55, and any genre of music. Rio Narley can serve as an influencer social media consulting, as well as investor.

The source of income is individual donations and gifts. The company competes indirectly with entertainment agencies, booking agencies, and talent agencies; but, directly with local music artists. What's more, he is local but national because he travels more for business. In the future, this business owner will see her business grow to Atlanta, GA, and host events for Rio to attract more employees to different departments in other parts of the company, such as (marketing, consulting, development).

In a public relations campaign, according to McQuerrey “you should educate and informs people about the contributions of the organization, where though ideas, could enhance its brand recognition and makes it more relevant in the public eye” (McQuerrey, 2019, p. 1). A publicity campaign that highlights a new product launch also promotes the business. Regular forms of communication from a featured artist, music performance, press release, would serve as a strategy to establish a small business’s place in their industry’s spotlight. Make the public aware of supporting the business as a small business that provides charitable donations and community support.

### **Organization and Communication**

McQueen Agency/Rio connects with the National Association of Black Women in Music and Entertainment Executives (NABFEME), the Music Business Association, and Women in

Music. Their mission is to raise the profile, increase awareness, and magnify the number of economic opportunities women of color have in entertainment giving women a voice to be artists from any area nationally and creating space for them to show off any art that they want to showcase (Martin, 2015). Related to the music, Rio's public relations work is a single-post campaign on Instagram for posting products to gain media attention on the platform.

Dominique McQueen Agency's reputation/image is a building block to ensure that Rio Narley grows with the company as their biggest artist. According to Lievens (2016), "Organizational images typically develop over longer periods of time" (p. 2). It's safe to say that their image influences the quantity and quality of their organization's consumer base, and organizations with a good image can attract a larger fan base. A central focus of the PR campaign will be Rio's need for media relations, ad campaigns, and organizational tools for his website and social media pages in order to set goals for his future. According to Lake (2019), "the campaign will include more "promotional marketing, collaborations on social platforms, calls to action, how to get involved with the audience, and ways to get clicks on his website" (p.xx). The key issue is that PR efforts must run both internally and externally for campaign management and media marketing, so organizations need to plan for more channels to build relevance to their company's mission to artists.

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