

Case study – Artist #01

This client is a sole proprietor business entity; he is an artist and entertainer, loaded with talent and has already developed a solid understanding of the importance of marketability. He has been performing nearly fifteen years and has developed a broad skill set to attract a diversity of audiences. During this time, he has performed locally, nationally and internationally but has travelled less within the USA in recent years. He has developed numerous fans and has had a fairly solid track record of maintaining contact with many of them via four outlets that compose an online marketing strategy. He can, to his benefit, count a few strong relationships within the entertainment industry and with a number of other talented artists, artist groups and communities. He and his constituents feel strongly that a significant breakthrough to a wider audience is overdue.

There are a few primary elements to consider in establishing a proper strategy for a client such as this. First, an understanding of specific goals must be developed that allows the client to establish how his successes are defined. Second, an endeavor to assign the basic business roles of “producer,” “seller/reseller,” “buyer” and “the product” will allow the client to see much more clearly the roles that must be played in his dealings with other industry professionals. Through the years, it is readily understandable that his interchangeable roles of “producer,” “seller” and “the product” have been tricky ones to navigate alone. This has also been done without legitimate representation or significant, ongoing market research. Finally, we have also been able to identify a scarcity of concrete sales materials potentially hindering his sales process.

True public recognition for any business tends to happen in either of two ways: by gradually building alliances & sales, or through **EXPLOSIVE GROWTH**. Can the issues hindering the scope of his public recognition be redefined and sufficiently resolved by creating action steps designed to help the client climb through into the public eye using a campaign designed for more explosive escalation? We will see ...