

REGGIE'S MARKETING PLAN



Group 5: Randall Peery, James Kelly, Ebony Pitts

WHO IS REGGIE?

Bio: Reginald “Reggie” Becton is a 21-year-old emerging R&B singer and songwriter from Maryland, currently residing in Philadelphia, PA. He has been working professionally on his craft for the past five years and began releasing music on Soundcloud about a year ago. Reggie’s most recent project is his debut, nine track EP titled *21*. He is a recent Temple University graduate who has a passion for music and fashion. Reggie has been performing in the Philadelphia area including shows on Temple University’s campus and local venues.

Listen: [Track: Steroids](#) [Album: 21](#) [Artist: Reggie](#)

Website: <https://reggiefresh.wordpress.com>

SoundCloud: www.soundcloud.com/reggiemusicc

Twitter: www.twitter.com/sireginald

Instagram: www.instagram.com/sireginald

LinkedIn: <https://www.linkedin.com/in/reginald-becton-12b53aa9>



DEBUT ALBUM "21"



GOALS AND OBJECTIVES OF REGGIE'S 2016 CAMPAIGN

- ❖ Establishing a brand for Reggie
- ❖ Increase, and engage fans
- ❖ Visual engagement/Music Videos
- ❖ Sell Reggie's music!



STRENGTHS - WEAKNESSES - OPPORTUNITIES - THREATS

❖ Strengths

- Social Media following
- Existing public presence/Past shows

❖ Weaknesses

- Reggie needs a brand
- Currently has a small following on Soundcloud

❖ Opportunities

- Music Video
- Media Coverage

❖ Threats

- Competition
- Resources



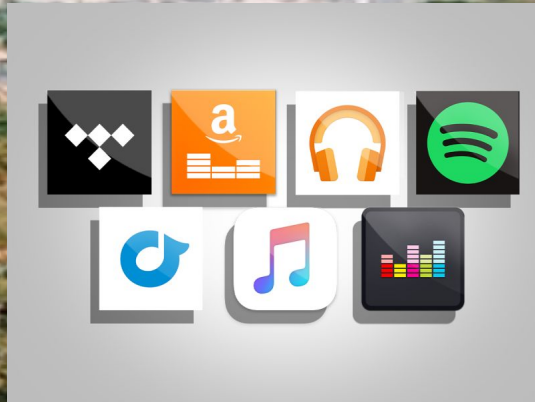
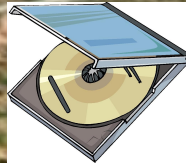
WHO ARE REGGIE'S FANS?

- ❖ Ages 16-30
- ❖ Reach college audience first then expand
- ❖ Urban areas of the northeastern states
- ❖ R&B, Hip-Hop, and Pop fans
- ❖ Mobile music enthusiasts



DISTRIBUTION PLAN

- ❖ CDbaby
- ❖ Streaming
- ❖ Pricing



WHAT MAKES REGGIE DIFFERENT?

URBFASH

- ❖ Fashion
- ❖ Distribution - Flashdrive
- ❖ Charity:
 - Art Education in inner-city schools



SEE REGGIE LIVE

- ❖ Pre-Release College Mini-Tour
- ❖ 2017 Tour

4/28 – Philadelphia, PA
4/30 – Newark, NJ
5/4 – Brooklyn, NY
5/6 – New York City, NY
5/9 – Boston, MA
5/12 – Washington D.C.
5/13 – Baltimore, MD
5/15 – Norfolk, VA
5/16 – Charleston, WV
5/20 – Philadelphia, PA



PUBLICITY

- ❖ Open-Mic Nights
- ❖ Album-Release Party
- ❖ Songwriting Workshop



PRESS KIT - PRESS RELEASE

❖ '21' Press Release

❖ Press Kit: Dropbox

➤ <https://www.dropbox.com/sh/pr0lgatq4vka6kw/AAB0SNYf0lcNdyt9GHi1RYj7a?dl=0>



PROMOTION - RADIO

- ❖ College Radio | Other Stations
- ❖ Locations
- ❖ Promo Ideas
 - Contests, Interview, Single



PROMOTION - DIGITAL

- ❖ Blogs | Digital Radio/Streaming
- ❖ Social Media
 - Facebook | Twitter
 - Pinterest
 - Snapchat | Periscope | YouTube
- ❖ #ReggieFresh #Reggie21



VIDEO MARKETING

LIVE

- ❖ Music Video
- ❖ 'Behind the Music'
- ❖ 'Reggie Fresh' Live Streaming
- ❖ Interviews & Performances



Periscope

You **Tube**

REGGIEFRESH.COM

REGGIE

Home

Reginald "Reggie" Becton is a 21-year-old emerging R&B singer and songwriter from Maryland, currently residing in Philadelphia, PA. He has been working professionally on his craft for the past five years and began releasing music on

PROMO SCHEDULE

- ❖ Bi-Monthly
- ❖ Monthly
- ❖ Bi-weekly
- ❖ Weekly
- ❖ Daily



ADVERTISING

- ❖ Print
- ❖ Online Advertising
- ❖ Sponsored Posts



STREET TEAM

- ❖ Reggie's Street Team
- ❖ Ambassador Team



REGGIE IS A LIFESTYLE:

FASHION

- ❖ Urban
- ❖ Fashion
 - Villa
 - Minnetonka Moccasins



PROMO ITEMS & MERCHANDISE

- ❖ T-shirts
- ❖ Posters
- ❖ Stickers, Wristbands
- ❖ Snapback Flashdrive



Rough Ideas:

TIMELINE

- ❖ T-minus 12-18 months
- ❖ T-minus 10-12 months
- ❖ T-minus 6-9 months
- ❖ T-minus 3-5 months
- ❖ T-minus 1 day - 2 months
- ❖ T = May 2nd, 2017
- ❖ T-plus 1 day - 4 months



INDIEGOGO CAMPAIGN

- ❖ Plan
- ❖ Goal = \$10,000
- ❖ Upsell/Charity Goal = \$25,000
 - \$5,000 to Art Education if reached
- ❖ Rewards



BUDGET

- ❖ Projected Loss of \$7,630 | Plan to Recoup
- ❖ Flexibility
- ❖ Income Streams \$\$\$
- ❖ Costs

