

LOE VALE MARKETING PLAN

PROJECT PORTFOLIO IV

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1.0 Executive Summary

Loe Vale is a conscious hip-hop artist born and raised in Queens, New York. He had a harsh background while growing up, and hip-hop was always part of his life. By the age of 18, he started to record music because of his success with open mic performances. He spreads his story using music and believes that by using the power of words, his conscious rap will be able to connect with customers and his community. While holding true to his core values of being original, humble and passionate Loe Vale will entertain listeners and connect his stories with the world.

He is currently living in South Florida with his wife, where he divides his time between a barbershop where he is a skilled barber and his career as a hip-hop artist. Loe Vale wants to return to the music industry and make a living as a conscious rapper. The purpose of this marketing plan is to outline how Loe Vale can attract and retain loyal fans and compete against other artists by using the marketing strategies and distribution recommendations we have laid out below.

The plan is divided into five parts. The first section is the situation analysis, that will focus on presenting the Loe Vale brand and understanding where his brand currently is. It will also explore his primary resources and demographics, followed by a SWOT analysis to help Loe Vale identify his strengths, weaknesses, opportunities, and threats as they relate to his marketing plan.

A market summary that analyzes Loe Vale brand and the current South Florida rap culture, will explore what hip-hop fans are looking for and give us insight into South Florida's demographics, showing what he will face when entering this market.

Second, we will present his new marketing objectives, where his campaign will focus on increasing his brand awareness, creating a loyal fan base and increase his revenue from music. This section will also detail his new key messages and will give a thorough illustration of his vision and how we can use it to elevate his career.

The third section presents the strategy to create his own website, with the intent of give full creative control to Loe Vale over all of his content. Here he will create videos and pictures focusing on showing his music and life. These will create a powerful reinforcement of his brand in digital form, that should be capable of attracting new fans and increasing overall listenership. Several e-mail campaigns will be deployed, to promote Loe Vale next album and life, and will be directly linked to his webpage.

The fourth section details his new social media strategies, where Loe Vale will create daily content to explore platforms like Instagram, Facebook, Twitter, and YouTube. On Instagram for example, consider the most useful platform by Loe Vale, the idea is to create daily stories to call customers attention and engage with them. Where he will ask questions in order to create a conversation and interact with his followers. With the help of an editorial calendar, Loe Vale will use these platforms to engage and distribute his conscious lyrics to his fans.

Finally, to conclude, a business development section will explore Loe Vale's possible strategies that could potentially lead him to success in the hip-hop industry. With a touchpoint campaign to create physical points of contact with the audiences in the South Florida market, like a Sticker and a T-shirt campaign, touring on South Florida venues and a long-term record label goal to get Loe Vale to sign with one of the big three (Warner, Sony, Universal).

2.0 Situation Analysis

In order to properly understand what the client's needs are, it is necessary to understand where the brand currently sits. This section will lay out the current state of Loe Vale's career. The basis of this is for everyone involved to understand the starting point of the brand so that it can be understood where the brand is going.

2.1. Brand Analysis

This section of the analysis focuses on Loe Vale as a brand in his current state. It is not a full analysis of his career as a whole but rather the personal brand perceived by the general audience. This will help to understand the brand as a whole and will help to identify a starting point for the marketing campaign.

2.1.1. Brand Statement

According to *Building "Brand Me": Creating a Personal Brand Statement*, "like a company's brand, a personal brand is a perception held in someone else's mind that must be managed effectively..." (2013). In order to give a consistent brand purpose and image, many companies and personal brands create and advertise a brand statement. This is true for many dancers, singers and rappers as well as their entire brand, is a very personal brand. After review, Loe Vale's brand statement is not apparent within his various online platforms.

2.1.2. Brand Resources

Currently, Loe Vale's brand utilizes social media as its main resource. Sprout social, a prominent social media aggregator, published an article in 2017 listing several reasons why social media can help businesses. Among those reasons listed, it was reported that in 2014, 64% of sales professionals closed "at least one deal...as a direct result of using social media" (Jackson 2017).

Though it can be seen as rudimentary by many seasoned marketing professionals, social media marketing is a very strong tactic to utilize within our digital world. Loe Vale's social media is among the strongest resources at his disposal, yet he has not yet taken full advantage of this resource. Loe Vale also has a booking manager to help with an influx in booking requests as well as publicity through Omni God music group.

2.1.3. Brand Products

For Loe Vale currently, the main product for his brand is his work, his music and his genuine personality. Loe Vale's brand is truly one meant to lead by example making his personality and authenticity one of the forerunners in his product line up. As an unsigned

artist, Loe Vale is in a sense, his own product to be sold. Loe Vale has 1 album released for sale entitled “Glasshouse” and another album scheduled for release in the near future. He streams in music on several streaming sites and currently does not sell merchandise, although he has experience selling merchandise in the past.

2.1.4. Distribution Channels

Loe Vale currently distributes his music through Tunecore. This gives Loe Vale the opportunity to have his music streamed on several different platforms including Apple music, Spotify, Amazon music, etc. Loe Vale has his music videos distributed through YouTube. He shares links to streaming channels and to his YouTube page on his various social media platforms. Even with the distribution with Tunecore, social media is still an important part of distributing Loe Vale’s content.

2.2. SWOT Analysis

This SWOT analysis is a strategic technique to help Loe Vale to identify his Strengths, Weaknesses, Opportunities, and Threats related to this marketing plan (see appendix A).

Strengths:

While listening to Loe Vale’s interview and the music he has created over the years, we are able to see that one of his biggest strengths is creating positive, conscious, rap songs that are able to impact fans, changes lives and create awareness. He also creates original music that is able to connect with customers and his community.

The adjectives like humble, authentic, open minded that he uses to explain himself is also a technique that will help him to create a better and unique connection with his fans.

Weaknesses:

Loe Vale is getting back into the music industry. Even though he has continued to engage with his fans in recent years especially on Instagram, he has an inactive brand that needs a new fresh start if he wants to be successful in the Hip-Hop industry.

Loe Vale, unfortunately, does not have a website and social media platforms with content that can help him to engage with new audiences and fans, he needs to create new platforms and content that will be able to give a perfect impression of his brand for the viewers and fans.

Opportunities:

Loe Vale can diversify his work into several segments and grow in niche markets beyond South Florida and Queens, New York. He can release and promote his work weekly on social media platforms and his website. He can make public appearances like interviews, open mic presentations and shows.

He and his team should search for partnerships with successful hip-hop artists to promote his brand and music in the future.

Hip-Hop is the #1 music genre in the U.S with millions of fans, which means that even being extremely competitive it also provides great opportunities to new artists. Fans are always looking for a new artist to engage and invest.

Threats:

Loe Vale biggest threat is the fact that if he does not start making a livable wage from his music career, he will need to step away from music in order to make a living. Most likely, he would stop pursuing his dreams of becoming a hip-hop artist and continue to be an entrepreneur in the barber industry.

Loe Vale is in a hugely competitive industry. Hip-Hop together with R&B was responsible for 25.1% of all music consumption in the U.S in 2017 with an increase growth of 29% in on-demand streams across the country in 2017. (McIntyre, 2017).

2.3. Market Summary

This section is a summary of the market in which Loe Vale's music is targeted.

2.3.1 Demographics

Loe Vale's main customers according to his interview, are conscious rap fans who search for music that can inspire their lives and create awareness between them. With his live shows performances, his main demographic are kids and teenagers between the ages of 13 and 19 years old. On Instagram, his most used social media platform, Loe Vale has 6 thousand followers.

Since Loe Vale is just getting back into the music industry, we need to focus on specific demographics to spread his brand and show to fans the power of his music and how he is capable of impacting and changing their lives. First, Loe Vale can reach South Florida hip-hop customers, who listen to conscious hip-hop and after that start exploring other market niches like his old community in Queens, New York.

2.3.2 Fans Wants and Needs

Since 2015, hip-hop fans have been growing up inside the United States. According to Nielsen Audience Report (a multinational company that develop research ratings in more than 40 countries) males between the ages of 18-24 are the largest demographic inside the hip-hop scene. Hispanics and African-Americans are also more likely to be fans than the general population.

In terms of needs, hip-hop audiences rely heavily on digital streaming outlets like YouTube, Pandora and Facebook. Radio is also a good source to hip-hop fans discover new music and artists, where according to Nielsen report 46% of hip-hop fans listen and found new music on radio channels (Nielsen, 2015).

Fans also enjoy shows and festivals experience, where they usually spend more money in this types of events than typical U.S consumer. Being more opened to live experiences,

hip-hop fans also enjoy engaging with their loved artist on social media platforms like Instagram and Facebook.

Loe Vale can see this young, large and growing up audience an opportunity to create content and call their attention in the future.

2.3.3 South Florida Demographic Study

New numbers released shows that South Florida area is now the eighth-most populated area in the nation, with six million people (Rabin, 2016). With rapid and sustained growth over the last few years, Miami-Dade/ Broward/ Palm Beach received 335.000 people from countries like Colombia, Haiti, Jamaica and Venezuela. Of the six million people in South Florida, 24.9% are Hispanic and 27.2% are African-Americans (statistaatlas.com, 2016). Loe Vale can use South Florida's demographics in his favor to call customers attention and show his work to his community.

2.3.4 South Florida Direct Competition

In recent years the hip-hop scene has been growing in South Florida, with several underground acts and festivals, the region become an enormous hip-hop market, when rappers started to make a lot of noise due to the SoundCloud use in 2015. According to Miami New Times, 2017 was also a very busy year for South Florida rap, where rappers like Rick Ross and DJ Khaled took over the Sunshine State with millions of plays on SoundCloud and cult followings along the way.

Even with several events and festivals South Florida, artists rarely get the recognition they deserve. People prefer hip-hop artists from other states because locals associate hip-hop with violence. Loe Vale is in a very competitive market that needs artists to show to their fans the true power of hip-hop, where he will compete in a thriving scene with artists like XXXTentacion that deliver a subgenre of Hip-Hop called emo rap, Denzel Curry, Kodak Black and Rick Ross that focus in sub genres that talks about violence and even drug use. Loe Vale can use his conscious lyrics to show his audience and future fans that hip-hop is not always violent and can impact people in a positive way.

3.0 Marketing Objectives

The objectives of this marketing campaign are to increase brand awareness, increase revenue from music, and to create a loyal fan base. First and foremost, there needs to be an increase in awareness of Loe Vale's brand. In order to have music sales or fans, the consumer needs to know about the brand present. An increase in music revenue would allow Loe Vale to better reach his goal of working as a musician full time and not depending as heavily on his barber shop.

Lastly, this campaign is designed to cultivate a loyal fan base that Loe Vale can interact with not only on social media but also at his shows, and in his music. The overall objectives of this marketing campaign will be highlighted throughout several social media campaigns outlined in an editorial calendar (see Appendix B).

3.1 Sample Logo Analysis

The logo was chosen to represent Loe Vale's ascension to the rap throne. The crown symbolizes a goal to become the king of conscious rap and take over the country's hip hop culture. The font is bold and demanding and leaves little to the imagination in the authentic fashion requested by Loe Vale. You can find a sample of the logo at the bottom in the appendix. (See Appendix C)

3.2 Key Messages

The key messages of the marketing campaign are going to reflect Loe Vale as a brand and as a person. Loe Vale mentioned that he wants people to know that he stays true to who he is and isn't fake or phony. Throughout his different platforms, the same message of clean and genuine positivity is what is intended to be portrayed.

3.3 Vision

The vision for Loe Vale's career is to elevate his career to a level in which he will receive enough money from his music that he can sustain a comfortable living. This will mostly be done with social media and digital marketing so as to stay respectful of budgeting constraints.

4.0 Website Strategies

The website's purpose is to give full control to Loe Vale over all his content. This is considered 'owned media' and it is useful for Loe Vale so that he can fully own the content posted. The website will be the home base to all the content posted on Loe Vale's social media sites. Social media sites will be linked to the website to draw traffic to them and keep audience's attention on Loe Vale as an artist. Specific topics that will keep the audience engaged are "latest news, upcoming shows and events, blog, behind the scene stuff and social networks, merchandise, pictures, videos, other rich media content, Story, bio: about the artist, Community Forum, and a mailing list/newsletter system." (Hamilton, 2017) To view mock-up website (See Appendix D).

4.1. Content Creation

Our plan for content creation is to do a one-minute long video of most songs being sung acoustically. This will give his fans who come to his page a more personal connection to Loe Vale's music. We will create a series of his life story with a moral message displayed at the end, allowing his fans to connect and relate to his personal life.

4.2. Embed Pictures and Videos

The website will have all of Loe Vale's professionally made music videos. Audio tracks created by Loe Vale will be on the website as well. Images will consist of Loe Vale and his usual surroundings. Examples of these surroundings being him at his Barber shop, on stage, behind the scenes, on tour, with fans, and with family. Tour/Gig dates are to be posted on the website. There will be an about page on Loe Vale for those who are interested in knowing more about him. Contact information for Loe Vale's manager and other managers involved with Loe Vale will be featured on a contact page.

4.3. Email Campaign

An email campaign will be used to promote Loe Vale's next album. E-mails will be sent out to all of his fans and subscribers offering them a song from his upcoming album if they reserve a copy of the upcoming album. Another Campaign will be an Email that instructs the fans and subscribers to go to his website for information on tour dates and regular show dates. The email campaigns will be promoting his life story with a moral series giving his fans and subscribers a reason to visit his website.

5.0 Social Media Strategies

In 2018, 30% of millennials say they will engage with a brand on social media at least once a month (Sprout Social). First, it is necessary to understand what Loe Vale wants out of his efforts. Social media planning is not something about flipping a switch and calling it a day. Instead, social media planning should be looked at like cooking your favorite dish. We have to have our ingredients first, follow a recipe and presto! If more and more guests are coming, what if we don't have enough ingredients or dishes to feed them? What if someone is allergic to one of the ingredients? Suddenly, your goal goes from making a quick meal, to ensuring it will feed enough people and be edible by all. That is why creating goals is so critical to be the first part of social media strategizing.

According to a statistic shown on LinkedIn, people who write their goals down are 30 times more successful. The overall goals of our social media plan are as follows: increase brand awareness, increase music sales, create a loyal fan base and explore his brand in specific niches, starting with South Florida and Queens, NYC.

Hootsuite can be a good tool to manage all following social media platforms on one software. It will make using these social media look less overwhelming. Hootsuite is basically a system that takes the form a dashboard, and supports social network integrations for Twitter, Facebook, Instagram and YouTube.

5.1. Facebook

The Facebook campaign will see 22 weekly posts weekly. These posts vary between 2- 4 posts a day. The goal of this high level of content creation is to create a reasonable metric to measure keyword effectiveness, and better target our audience. Facebook is a crucially important part of our social media efforts simply because of its massive number of users. According to the Pew Research Institute, 79% of all online adults use Facebook. An even greater display of its dominance in the U.S market is the 53% of that 79% that use the social platforms several times a day. Facebook's most popular demographics include 89% women users, 88% 18-29 year olds and 81 % urban and rural-located users (Sprout 2016).

These statistics indicate one very clear thing, we should be using Facebook as a central part of our social media strategy. Based on these specific demographics, the suggested content for Facebook will cater to these users.

5.1.1 Weekly Posts

Loe Vale's Facebook page currently does not have consistent posting pattern. Loe Vale's page posts should have a regular posting schedule (See Appendix B). In the

editorial calendar below, it is suggested that Loe Vale post to his Facebook page one daily. This can be managed more easily with social media aggregator tools like sprout social and Hootsuite.

5.1.2 Music on Facebook Live

Facebook's user demographics indicate that 84% of users earn less than \$30,000 per year. Because of this, the target market may not always be able to make it out to every single show. To still give this audience a taste of what it's like to see Loe Vale perform live. These aren't meant to be full on productions with proper lighting and sound but rather a more impromptu way of showcasing Loe Vale's performance skills. This can also be used as a way for Loe Vale to practice his performance skills.

5.1.3 Call to Action

Social media posts tend to be more effective when there is a call to action posted with the post. These calls to action will give the viewer of the post a clear next step making it easier for them to know what is expected from them.

5.2. Instagram

The Instagram campaign will follow a very similar path as the Facebook. Although Instagram has a significantly smaller number of overall users, its daily user rate is enormous and is an extremely effective way to engage with Loe Vales fan base. By using hashtags and keywords to narrow down the most effective paths, we will be able to increase overall reach, audience engagement, and in the best of situations, total number of loyal fans.

- 59% of all 18–29 year olds online use Instagram. (Sprout Social 2016)
- 33% of all 30–49 year olds online use Instagram. (Sprout Social 2016)
- 38% of all online women use Instagram. (Sprout Social 2016)
- 28% of all online men use Instagram. (Sprout Social 2016)
- 39% of all adults living in urban areas use Instagram. (Sprout Social 2016)
- 31% of all adults living in rural areas use Instagram. (Sprout Social 2016)

5.2.1 Weekly Posts

Loe Vale's Instagram will have weekly posts that feature lifestyle, Working Scene, Music Poster, Studio Shots of Loe Vale and his brand.

5.2.2 Daily Stories

Loe Vale will update his Instagram story with posts featuring lifestyle posts and posts of Loe Vale at work to add more relatability to his brand.

5.2.3 Engage with followers

To engage with his followers, Loe Vale should ask questions in his posts that his followers would then answer. This gives a very clear and easy way for Loe Vale to interact with his followers.

5.3 *Twitter*

The twitter campaign is less intense than the first two campaigns mentioned. Although there are 4 out of 7 days of posting, the total number of weekly posts should only total 12. Twitter is a remarkable tool for strengthening a personal brand, and we intend to strengthen Loe Vale's. Therefore, we will apply the same hashtag and keyword strategy to our twitter page in order to successfully promote and connect with his fan base.

Twitter's demographics include:

- Out of all Women users online 25% use twitter (Sprout Social 2016)
- 36% of all 18-29 year olds online use twitter (Sprout Social 2016)
- 26% of all Urban-located users are on twitter (Sprout Social 2016)
- 28% of Those using twitter earn between \$50,000-\$74,999 (Sprout Social 2016)
- 29% of users have a college degree or higher (Sprout Social 2016)
- Our content will cater to these demographics (Sprout Social 2016)

5.3.1 *News Tweets*

Loe Vale will tweet out what is going on in the industry and will show that Loe Vale is up to date on the goings on within his industry.

5.3.2 *Promotion Tweets*

Loe Vale will also use his twitter to promote upcoming shows, and projects. This will keep his followers informed about what he has going on and how they can support.

5.3.3 *Engagement*

Loe Vale will follow a very similar engagement tactic as with Instagram on his twitter. See section 5.2.3 for more details.

5.4 *YouTube*

The YouTube campaign is dependent on one video post a week. Each week there will be a different premise to the video relating and promoting the release of a Loe vale music or video. In the first week we will be releasing a sample track or music video teaser. In the following week, week 2, is a 3 to 5 min vlog session. In the next week, week 3, we recommend inviting a collaborating artist to a live cypher. In the fourth week, we recommend the release of the track or the music video, and we pair this release with a Q&A session that is specific to his new track or video. The questions will be crowd sourced from his other social media sites.

YouTube's demographics include:

- Out of all Male users online 62% use YouTube (Sprout Social 2016)
- Total Number of Daily Active YouTube Users 30 million (Sprout Social 2016)
- 80% of YouTube users come from outside of the U.S. (Sprout Social 2016)
- The 35-55 age demographic is the fastest growing having gone up 36% in the last year (Sprout Social 2016)
- 9% of small business are on YouTube (Sprout Social 2016)
- 37% of the coveted 18-34 demographic are active daily users (Sprout Social 2016)

- YouTube attracts about 1/3 of users on the internet. (Sprout Social 2016)

5.4.1 Video Content Creation

In order to keep regular content on YouTube, it is suggested that Loe Vale post a new music video every month, this keeps him visually appealing to his audience and keeps his name in their feed.

5.4.2 Video Content Teaser

In an effort to keep his music videos in the forefront of his audience's minds, Loe Vale should put out a teaser video for his music videos. The teasers would be in the beginning of the month and the video being posted toward the end of the month.

5.4.3 Vlog

Loe Vale will post weekly vlogs that highlight the fun points of his weeks. These could be things like behind the scenes at shows and abnormal barber experiences.

5.4.4 Collaborate with YouTubers

By collaborating with other YouTubers, Loe Vale can bring more traffic to his page. He can find brands to collaborate with as well in an effort to bring more revenue to his career. Tools like Socialbluebook.com and socialblade.com can help to monitor Loe Vale's brand in terms of collaboration. Other tools such as grapevine.com and famebit.com (once he reaches 10,000 followers/subscribers) can help with finding sponsored collaborations. These sponsored collaborations will help not only bring awareness to his brand but also will generate extra money for Loe Vale.

5.4.5 Google AdWords

After bringing in extra income, using google AdWords can help with finding Loe Vale's videos and posts online. This method can be used as frequently or rarely as needed. Some suggestions of terms to target would be "south Florida hip hop" "south Florida rap" and "conscious rappers".

5.4.6 Q&A Session

Another way to engage with followers is to answer questions that they have. He can do this by asking his followers what they would like to know about him and his brand across his social media platforms then answering them in a video at the end of the month.

6.0 Business Development

6.1 Touchpoint Campaign

For Loe Vale, we have designed a touchpoint campaign. The Touchpoint campaign indicates a number of staff members that must go out and create physical touchpoints in their local market. For this month, there will be three different marketing activities that the selected staff will have to endure. The first is a Sticker campaign. Every day for that week, 15 staff members will be given 300 stickers each with the end goal of posting as many

stickers in their local environment. The second is a Flyer campaign. Every day for that week, members of his marketing team will be given 150 Loe Vale flyers and must successfully pass them all out. The last is a T-Shirt campaign where small stations are set up with specific challenges for the audience. If the audience accomplishes the challenge they receive a Loe Vale t-shirt, inadvertently becoming walking advertisements.

All of the of strategies listed above will run concurrently with Loe Vale's newly designed brand. His new logo (see appendix C) should be included in all stickers, posters and, T-Shirts. In accordance with this, his name should appear on all physical promotional merchandise or SWAG.

6.2 Touring

South Florida is home to an enormous Hip-hop market. Many famous rappers in today rap industry came from Florida such as Rick Ross, Kodak Black, XXXtenteacion, Denzel Curry and even T-pain can trace their roots to the sunshine state. It is also home to a very large number of hip-hop venues. South Florida in particular has great concentration of venues that feature hip hop nights. By targeting smaller venues with less seats to sell, we can minimize the amount money that is put towards booking and congruently create an exclusive and premiere image around Loe Vale.

Based on the abundance of venue locations in south and central Florida, we recommend doing a statewide tour, booking venues in Tallahassee, Tampa, West Palm Beach, Orlando, Fort Lauderdale, Pompano and North Miami. These cities were chosen because they all have large venues that heavily feature rap artists, and because the rural appeal for rap music in Florida is very high according to the New York Times. All the cities chosen are highly populated areas, with a large rural population surrounding it. This should facilitate travel for all of Loe Vale's fan base.

6.3 Record Labels

We will be targeting our marketing approach with our long-term goal being to get Loe Vale signed to one of the 3 major labels in the country, Warner Music Group, Sony music entertainment, and Universal music group. To this end, we recommend the implementation of hashtags that should help Loe Vale's visibility with these firms as well as direct tags to their online outlets.

6.4 Merchandising

Merchandising is an essential part of the marketing process, by selling raffling and gifting merchandise you are enabling others to become walking advertisements for your brand. Although at first, merchandise can be somewhat costly, it's worth its weight in gold from a marketer's perspective. We have devised a couple of samples of some merchandise that could be potentially sold or gifted, they can be found in the appendix in section 8 (see appendix E).

These mockups are samples of what could potentially become a profitable stream of revenue in the near future, and provide a visualization of what a promotional T-shirt campaign could look like.

6.5 Proposed Metrics

6.5.1 Touchpoint Campaign

By gauging the online brand awareness in these specific regions of Florida and collecting data about how fans found Loe Vale, we can create key performance indicators that should outline which touchpoint campaign is most effective. T-Shirts will not be included in these metrics.

6.5.2 Touring Strategy

Our proposed touring strategy will be mainly monitored by metrics having to do with ticket sales. We suggest that ticket sales be monitored and tracked in every way, giving us detailed information about where, how, and through what medium the tickets were purchased. This information will not only help in the selection of venue but will also aid in the selection of location for the promotional strategies of the marketing team.

6.5.3 Merchandising

The sales of merchandising will also be tracked in order to gauge necessary future demand for Loe Vale products, and to devise a physical distribution network using regional sales data. We will not count the T-shirts given out promotionally within these figures (see appendix E).

7.0 References

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8.0 Appendices

A. SWOT Analysis

Strengths	Opportunities
<p><u>Conscious Rap Music:</u> While listening to Loe Vale interview and the music he has created over the years, we are capable to see that one of his biggest strengths is creating positive conscious rap songs that are able to impact fans, changes lives and create awareness. He also creates original music that are able to connect with customers and his community.</p> <p><u>Powerful adjectives:</u> The adjectives like humble, authentic, open minded that he uses to explain him it is also a technique that will help him to create a better and unique connection with his fans.</p>	<p><u>Diversify his work:</u> Loe Vale can diversify his work into several segments, growth of niche markets beyond South Florida and Queens, New York. Release and promote his work weekly in social media platforms and his website. Make public appearances like interviews, open mic presentations and shows.</p> <p><u>Partnerships:</u> Search for partnerships with successful hip-hop artists to promote his brand and music.</p> <p><u>Great Opportunities:</u> Hip-Hop is the #1 music genre in the U.S with millions of fans, which means that even being extremely competitive it also provides great opportunities to new artists. Fans are always looking for a new artist to engage and invest.</p>
Weaknesses	Threats
<p><u>Returning to the music industry:</u> Loe Vale is getting back into the music industry, where he last shows performances was two years ago. Even that he continues to engage with his fans in recent years especially on Instagram, he has an inactive brand that need a new start if he wants to be successful inside the Hip-Hop industry.</p> <p><u>Do not have a website:</u> Loe Vale, unfortunately, do not have a website and social media platforms with content that can help him to engage with new audiences and fans, he needs to create new platforms and content that is capable to give a perfect impression for the viewers and fans.</p>	<p><u>Step Away to make a living:</u> Loe Vale biggest threat is if he did not start making success and revenue in music he will need to step away from in order to make a living. Where he need to stop his dreams of becoming a hip-hop artist and continue to be an entrepreneur inside the barber industry.</p> <p><u>Competition:</u> Loe Vale is inside a huge competitive industry. Hip-Hop together with R&B was responsible for 25.1% of all music consumption in the U.S in 2017. With an increase growth of 29% in on-demand streams across the country in 2017. (McIntyre, 2017).</p>

B. Editorial Calendar

This editorial calendar explains how the campaigns will happen each day.

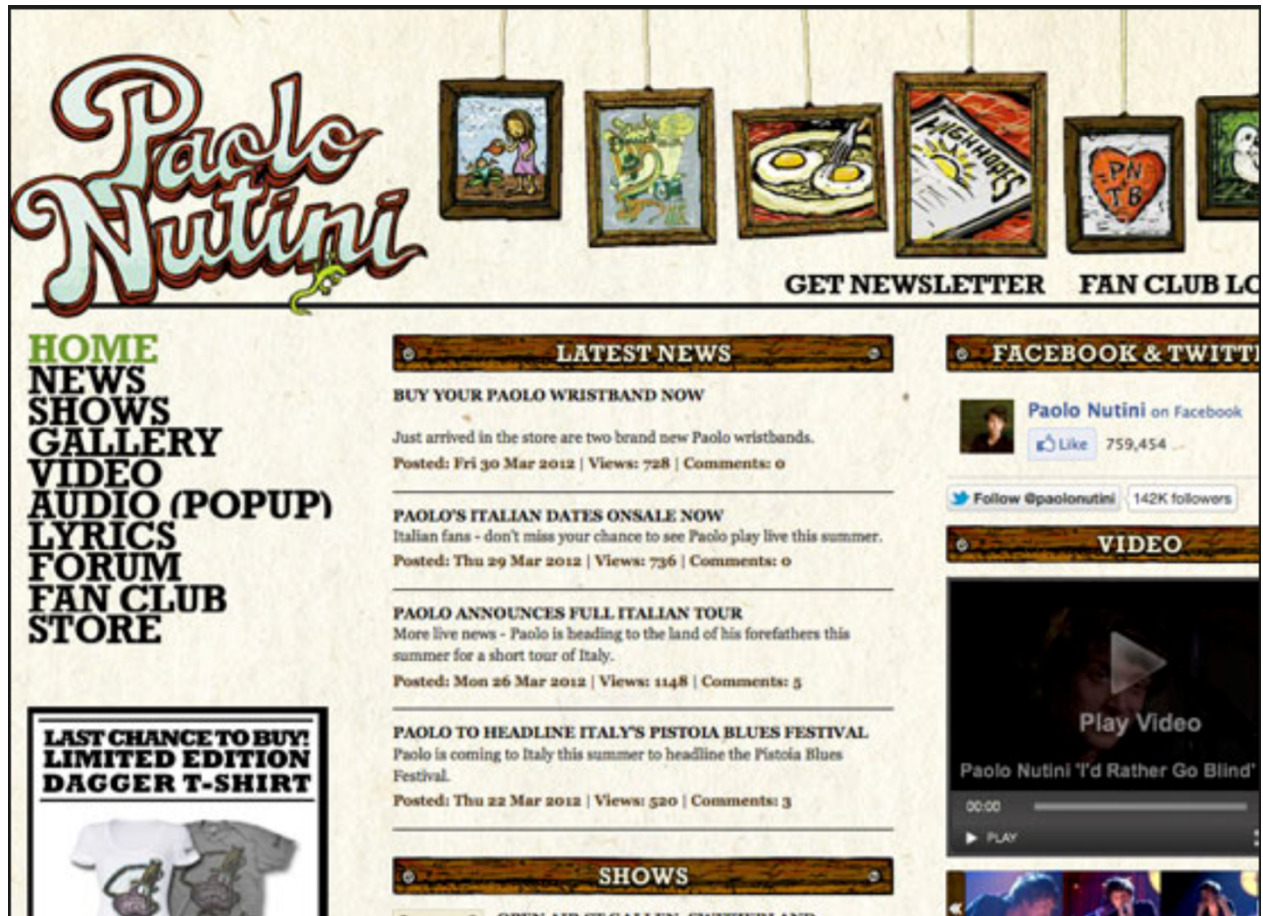
Editorial Calendar, June 2018: Loe Vale

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C. Sample Logo



D. Website Mock-up



E. Merchandise

