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The importance of marketing in the music industry



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ABSTRACT

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This thesis is a study, analysis, and development of marketing campaigns for aspiring musicians

The thesis will begin with a theory that includes the basic concepts, features, and concepts of marketing in the music industry. Next, the stages of the marketing campaigns of the successful band Behemoth will be reviewed and analyzed. Based on this analysis, it will be possible to understand exactly what actions made the band Behemoth successful. Next, a marketing strategy will be created for a budding and not very popular band, The Nomad. For this purpose, the musician of this band will be interviewed, on the basis of which the main marketing problems of the band and the direction of new strategies will be revealed. At the end of the work the main marketing campaigns for the development of the marketing strategy of the band at this stage will be made and their effectiveness will be evaluated.

The main goal: to develop marketing strategies for aspiring music groups in the music industry.

The main tasks: Learn the concepts, principles, and functions of marketing in the music industry and how to use them to create own marketing strategies.

TABLE OF CONTENTS

1. INTRODUCTION	3
2. Theoretical foundations of marketing in the music industry.....	6
2.1 Concepts, principles and functions of marketing in the music industry.....	6
2.2 Features of marketing in the music industry	9
2.3 Marketing strategies	16
3. Assessment and analysis of the marketing companies of "Behemoth" music band	21
3.1. Assessment of the band's status prior to the introduction of marketing companies	21
3.2. Characteristics and development of marketing companies	23
3.3. Assessment of the results of marketing companies	25
4. Development of marketing companies for beginners and non-popular music bands	27
4.1 Identification of the main problems and directions	27
4.1. Effectiveness of the proposed strategies.....	28
5. CONCLUSION	30
REFERENCES.....	32

1. INTRODUCTION

The music industry is very extensive and has a huge number of areas of activity that interact closely with each other. The music business has a huge potential and with the right use of this potential, you can achieve great success and make a big business in this industry. However, this field of activity is becoming more and more popular every year. The number of consumers of music products is growing, as well as those people who are engaged in its creation and promotion at all stages. According to the law of business, as demand increases, so does the number of offers.

In the modern world, there is competition in almost every field of activity. Business has affected all spheres of human activity and there is practically no sphere where there is no competition. In the music industry, the number of musicians, producers, labels, record companies, and record stores is rapidly increasing every year. The music market is crowded with various offers for potential consumers and this creates a huge competition in which the strongest will win.

In addition, high competition is the reason for the departure from the music industry of musicians and companies that could not survive in the harsh modern realities of the business vision. In such conditions, it is impossible to survive or become successful without good marketing. Marketing in the music business is one of the most important factors in achieving success. Without marketing, even the most talented band will not be able to declare itself, achieve popularity and attract new listeners without marketing companies.

Unfortunately, not all aspiring musicians have the knowledge, financial capacity, and understanding to create and maintain marketing strategies. Thousands of bands, including many Finnish bands, will be local if they do not start promote themselves. Sooner or later, every musician is faced with a choice - whether he will develop himself or use the help of a producer and a record company. The further strategy of the artist's promotion in the music market and, accordingly, the choice of marketing strategies and PR mechanisms depends on whose favor the decision will be made.

In any case, promotion involves mandatory monitoring of trends and the current situation in the music industry and organizing communication with consumers of music and other music products. The mass media is used for this purpose. Previously, they were mainly television, newspapers and radio. In the modern world, Internet resources and social networks are mainly used.

Media allows you to perform the main function of PR communications in music marketing - to provide a constant dialogue with the target audience in order to promote, broadcast certain values and establish trusting relationships. Mass media and media provide controllability of processes of formation of image and reputation of performers and influence brand recognition. This has an impact on the number of people who are listening to music on streaming services, the sales of music products, and the success of musicians.

Each musician's promotion strategy should be individual and unique. It must accurately convey positioning, uniqueness, and recognition. The Internet provides new resources and opportunities that require constant monitoring, study and search for relevant approaches when developing a promotion strategy (Konstantin Kulikov, 2020). This means that each promotion campaign is important for the formation of both theoretical and practical recommendations in the field of music marketing. One clear example is the «Behemoth» band, which, with the help of successful marketing companies, has grown from a small band to one of the most popular bands in the world. Their example will be used to analyze and compile the development of branding companies for aspiring musicians.

The importance of the topic of the thesis is to create a basic marketing strategy for aspiring musicians in order to gain a good reputation and interest from potential listeners from the very first steps. The relevance of this thesis for «Castle Rock» music store is the benefit from sales of music groups' products. The store cooperates with various popular musicians and participates in their promotion.

There is also a personal interest, since after the training it is planned to create own musical project, to which all the actions described in this thesis will be applied. **The object** of research of the master's thesis is promotion as a complex of marketing activities. **The subject** is PR-communications used in the music industry to increase the recognition of the artist and bring him to the music market. **The purpose** of this thesis is to develop a marketing campaign to promote aspiring musicians. It can also be applied to little-known musicians. The development will be based on modern forms of PR communications used in the music industry to increase the popularity of artists.

To achieve this goal, you need to solve the following tasks:

1. Based on the scientific and educational work of researchers in the field of public relations, to systematize ideas about marketing and technologies for developing a promotion strategy in the music industry.

2. Research and analyze the experience of promotion on the example of the successful Behemoth group in this field
3. Identify the specifics of PR-communications in music marketing.
4. Based on the data obtained, develop a marketing strategy to promote novice and little-known musicians

2. THEORETICAL FOUNDATIONS OF MARKETING IN THE MUSIC INDUSTRY

This chapter will discuss the nature, basic principles, and concepts of marketing in the music industry. The history of marketing and the characteristics of the audience influence the ways and characteristics of marketing. With the help of theoretical knowledge, we will be able to understand how to better create and regulate marketing campaigns for musicians based on the characteristics of listeners and the current situation in the world and the music business.

2.1 Concepts, principles and functions of marketing in the music industry

The music industry is part of a huge sector of the economy: the entertainment industry. The industry includes fashion, film, television, radio, computer games, and, of course, the music industry. The music industry is the production, distribution, and sale of musical works in various ways. Digital technology and digitalization have affected all areas of the entertainment industry, but the music industry has been particularly affected. For a long time, the music industry has remained unchanged.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other (Philip Kotler, 1984). Marketing is an organizational function and a set of processes for creating, promoting and delivering value to customers and managing customer relationships for the benefit of the organization. The primary objectives of marketing are to identify and meet human and societal needs. Music marketing seeks to transfer a product or service from the musician to the potential listener. The main objective of music marketing is to attract as many people as possible to the product and encourage them to buy or listen to it (Philip Kotler, Joanne Scheff, 1997). The commodity in this relationship is music in any form, whether it is a single, an entire album, or a concert by a favorite artist. To better understand music marketing, we first need to define marketing and understand its characteristics.

Music marketing is an effective tool for emotionally influencing the consumer. An important task of music marketing is the dissemination of information about the product and the artist. Only a high level of awareness among potential buyers can lead to a purchase. Another task of marketing is to create a product that satisfies the needs of the listener. Therefore, each performer must not only have a unique quality, but also a unique style.

Music marketing must maintain a constant interaction between the listener and the performer. Changes in the consumer's perception of the product must be taken into account. A loyal attitude toward the product on the part of the consumer must be formed.

In music marketing, there are several objects of promotion. First and foremost is the performer or band. When a new performer appears in the music market, the task of marketing is to make the target audience aware of him or her. The promotion of bands and artists begins with the development of positioning, and then the communication is planned. Demand is generated and stimulated. The performer needs branding. Branding is the process of creating your own brand or trademark. A brand is a set of images, values and intangible characteristics united around one phenomenon and clearly readable by consumers. Every musician strives to become a brand. This leads to consistently high sales. Because of a lot of competition, this is hard to achieve. Therefore, it is important to be unique and have your own style. Also the object of promotion can be an audio product. A record, concert audio, concert videos and music videos all require a well thought out promotional plan to maximize interest with the public. This will increase demand and profits.

It is impossible to sell the same product to everyone. In today's world of technology, the communication space is rapidly evolving and expanding. Because of this, there is a lot of competition. Music creators must use additional leverage to ensure the attention and interest of the audience. The music industry is rapidly evolving and needs to be promoted through a systematic set of marketing communications.

Let us consider the classification of the music industry stakeholders. First of all, they are divided into two groups: external and internal stakeholders of the organization. Internal stakeholders include the label with which the artist has signed a contract and the artist's team (music video directors, sound directors, technical staff, etc.).

External social groups are consumers, which in turn are divided into 3 subcategories:

- Fans - fans of the band or musician's work;
- Listeners - people who know about the activities of the musician, who periodically listen to his music.
- Potential listeners.

External groups can also include the following:

- Record companies. They are an important stakeholder. The major forces are concentrated in the hands of industry giants, but independent labels are strengthening their position. Young and up-and-coming musicians are choosing to sign with them rather than with huge corporations.
- Media. They are an integral part of any industry, and of course the music industry. The main role is played by specialized magazines - Billboard, VIBE, Rolling Stone and others. Since the 20th century, music culture has been media-oriented and organized accordingly.
- Sponsorship. Many musicians agree to sponsorships and partnerships. Cobranding has become a widespread phenomenon. A recent example is the joint project of singer Rihanna with Samsung.
- Agents. They are one of the key players in the concert business. This sector generates most of the profits.

All of these stakeholders depend on each other and influence the creative work of the musicians in different ways.

Let's look at the four main areas of music marketing:

- Radio promotion
- PR-communications;
- Concert activities;
- Retail sales of musical goods.

Radio promotion is the promotion of songs, concerts, and other various events closely related to a musician's life by promoting them on the radio. This method is very costly, because it can cost a large part of the budget that the label has allocated. A place for a musical product on the radio must be bought. It should be done right away for a long period of time. Little-known artists who are starting out don't have that kind of money. That's why it's very rare to hear aspiring musicians on the radio.

Concerts are the favorite part of every artist's career. It's meeting the audience, which is very inspiring. This emotional exchange comes from both the performer and the audience. Secondly, it is the most proven way to make money from the music the musician has created.

Organizing a concert also involves selling merchandising related to the artist or band. At the concert listener gets the maximum pleasure from a long-awaited meeting with his idol and wants to buy a souvenir of the concert. It can be clothing with the band's logo, albums on physical media and other things with symbols (Shubin, G. O., 2018).

For a budding musician, concerts are important and a must, no matter how large an audience they already have. The main thing about concert activities of the day for aspiring musicians is gaining experience. For example, musicians learn how to behave on stage and interact with the audience at concerts. Therefore, it is very important to participate in various concerts and festivals where you have the opportunity to make yourself known.

2.2 Features of marketing in the music industry

For half a century, record companies had almost complete control over recording, promoting musicians, and selling music products. Because of this monopoly, the companies were able to make huge profits on sales, while the musicians received only a percentage. Therefore, the musicians' main source of income was revenue from concert tickets sold. Most of the music business was under the control of the labels. The label

By the beginning of the 21st century there were four global labels in the music industry. They were Universal Music Group, Sony, EMI, and Warner Music Group. Now they account for 70 to 85% of the entire global music market.

The marketing budgets of music corporations in the 20th century could sometimes exceed production budgets many times over. The ideology formed within the framework of music marketing fit perfectly into the system of values of the consumer society. Success lay in one of its main principles: the quality of the product was less important than the quality of its advertising and the mythology created around it.

This system was profitable for labels and record companies, but sometimes musicians' royalties were unevenly distributed, and musicians' rights were sometimes violated. The system assigned only duties to musicians and rights to corporations. This was unfair to the musicians.

In 1999 the file sharing network Napster (New Artist Program) appeared, where listeners could easily get their favorite music. Labels lost their former influence, as the number of people who continued to buy music on physical media decreased. For example, vinyl records, CDs, and cassettes. According to the RIAA (Recording Industry Association of America), a graph was made (Chart 1), which shows how the demand for a variety of music media changed from 1977 to 2017, how the profit from one type of media or another changed, and also shows the development of streaming (Visualizing 40 Years of Music Industry Sales, 2018).

The chart shows that the most profitable peak year for the music industry was 1999. In that year, profits totaled \$21.8 billion, and the most declining year was 2015, in which the industry made only \$6.9 billion. However, in 2017, for the first time in this millennium, music profits began to rise again.

The increase in profits is due to the popularization of the phenomenon of streaming. Streaming is the format of listening to music directly from the Internet using special applications or services. Streaming services are recognized as the fastest growing form of media: they gain more and more momentum every year.

To date, the most popular global streaming online services are: Apple Music, Spotify and Pandora. The revenue from paid subscriptions on these services for the period 2011-2017 in the form of a graph is shown in the chart 2. The graph in chart 2 clearly demonstrates how the streaming services' profits grew almost every year (about 60%). The 2014 numbers were small- just a 20% increase in profits. In 2016, the numbers showed a plus of 83% compared to 2015. Today, the most popular type of listening to music is still exactly streaming, it accounts for half of the music market as a whole.

However, there is a large percentage of people who fundamentally buy music on physical media. In today's world, retail sales of musical goods are very problematic and are only in demand by those people who are fundamentally interested in having music on physical media. Selling music on physical media, like CD or vinyl, is still part of the sales revenue. However, it is important to consider the fact that consumers today have significantly increased their consumption of digital music on online and mobile services. One of the main reasons people buy music subscriptions is the ability to listen to an unlimited number of songs on a search query without having to listen to ads.

The introduction of innovation has really turned the entire music business upside down, and this is especially well evidenced by the development of Apple's iTunes Music. The launch of iTunes

Music in 2003 simply forced people to give up the usual way of getting music, because the service from Apple provided the most convenient, and most importantly, legal way to download music from the Internet. The launch of this service can really be considered the beginning of a new revolution in the music industry. The main reason for the change in the functional role of music is the socio-cultural transformation of society. The development of technology has led to globalization, which has changed people's attitude to many things.

Mass culture is becoming global. But mass culture in most cases depersonalizes people, and all individuality and originality disappear in them. The level of mass intelligence is always lower than that of an individual. This also affects the creativity of musicians.

The music industry is the engine of the economy. Music and other creative industries, contribute to economic growth by providing jobs and paying taxes. Not to forget technological social platforms such as Facebook and Twitter. These platforms, too, benefit from the presence of popular musicians. They attract a huge mass of users by actively maintaining their profiles. They develop engagement and drive business. Music dominates other platforms as well. The most popular videos on YouTube are music-related.

Music helps make money from sales of mobile devices and new technologies. In countries where major music festivals take place, there is a significant increase in tourism. Music tourism in Britain in 2014 brought more than three billion pounds sterling to the national economy. So we can see that the music industry is constantly changing. This allows it to become a leader among other creative fields.

It used to be that live performances were the main source of income for musicians. But nowadays, there are many ways to monetize music. Concert activity involves and profits from it:

- The performer;
- Account manager;
- Agent;
- Promoter;
- Venue manager.

Personal managers work with performers at all stages all the time to help them develop their overall career strategy. Some managers are part of a larger firm. Others work independently in a local group in hopes of helping them succeed. But even early on, they can offer constructive criticism of the music and live performance. This can help the musicians get a contract with a label. Managers usually have a vision and a plan to promote the band they are working with.

If a musician becomes successful, the manager's responsibilities also increase. He begins to deal with public relations and other marketing strategy issues. In concert management, managers make decisions about venues, the size of a concert hall or club, and the dates and times of performances. For their efforts, managers receive an average of 15 to 20 percent of the musicians' total income.

Historically, labels have only participated in concert activities because it helps promote record sales. Labels financially support their artists' tours to expand audiences and increase interest. This leads to more record sales.

Live performances bring income from ticket sales. The income depends on the promotional and marketing activities of the band as a whole. Concert organizers also derive some of their profits from additional sources, such as donations and merchandising. Concert activities have grown rapidly over the past decade and have concentrated huge profits in them. An analysis by Pollstar showed that the concert industry earned a record \$5.1 billion in North America in 2017, thanks to near-record prices and celebrity performers. The top 50 world tours generated \$3.8 billion in revenue.

It is also possible to trace the different dynamics of this sphere in different countries. Russia turned out to be a clear leader in the growth of the live performance sector - between 2007 and 2017, contributions increased by 105%, in Italy and France - by 15%, and the German market, showed a 20% decrease in revenue.

Investing in artists is still one of the foundations of the music industry. In recent years, this figure has been largely stable and proportional to the industry's revenues. Major record companies focus on finding talented artists. They help them unlock their creative potential and connect with fans. The difference with the past is that companies are using new digital tools to do this job better than before. They are investing in unknown but talented artists so they can become superstars tomorrow and charge a percentage of the profits.

The rapid advancement of technology and digital networks in the 21st century has allowed record companies to successfully continue to grow their business. A new, smaller and more flexible music business has emerged. This gives artists a wide reach and creates new ways to make money from music sales, performances, and merchandising.

The music business has undergone significant changes and now operates primarily in two directions: using social media to adapt to new digital technologies and live performances as the new and most popular business strategy.

For the aspiring artist, using music platforms is the easiest way to make a statement. After all, anyone can upload their material there and earn a certain income.

Public Relations is a very important part of an artist's successful promotion. PR is an elaborate set of communication programs for a company, including:

- Publication of important news in popular social networks;
- Mass media;
- TV appearances;
- Recommendations and advice;
- Other actions aimed at creating a favorable reputation and image of the artist.

It is a time-consuming process of influencing the public and its opinion through certain means and tools (Vasil'chenko, S. A., 2017). There are three approaches to PR:

- The altruistic approach is a collaborative effort between the music producer, the *ménageur* and the artist. The approach is based on enthusiasm, not on favorable material conditions;
- Compromise approach - the orientation of the artist's team is aimed at the public mood. The approach is based on adjusting to the audience, but its own goals are achieved;
- Pragmatic approach - used much more often than the others. The producer and team set specific goals and objectives, and create a plan of action for the PR department. The most professional approach of all.

Now that we have considered different approaches of interaction with the audience, we can more accurately formulate the definition. Public Relations is a professional activity, which aims to achieve effective communication not only within the organization, but also in relation to the organization with the external environment. It is also the formation of a competent image of the performer and ensuring publicity for it. In this context, the term publicity has the following meaning - it is a high level of publicity, prevalence (Dushkina, M. R.,2010).

Now the media is not as popular among young people as social networks. In the field of show business, one of the most important meanings is the relationship between the artist and the listener. Thanks to the Internet and the rapidly growing development of technology, this is easier than ever.

Social media allows fans to connect with their idols and follow their personal lives and musical projects. The explosion in the popularity of social media in the 21st century has made life easier for musicians. It has become easier to share news, easier to find their audience and communicate with them directly.

Thus, the global trend in this aspect is as follows: musicians strive to establish contact with their audiences, which can be called "face-to-face". An interesting phenomenon of 2015 was the social network Periscope, which allows live broadcasts from a gadget. This service was not popular enough, but in terms of monetization, it allowed artists to organize free online concerts. This helps to attract new audiences.

The main factor in the spread of this app in the world was a trend that can be called FOMO. Fear of Missing Out (FOMO) is the fear of missing something. This principle works in the apps Instagram and Snapchat, in which users can share photos that disappear after a certain time .

Today's audiences are bored with watching performances on YouTube. They are more interested in the here and now. This is one of the major trends of the present. This concept also fits into the mainstream of the music industry, the movement from Download to Access. When Periscope's explosion in popularity passed, the popularity came to social network Instagram, an app for sharing audio and video content. That was originally the case when Instagram first launched in October 2010.

- Since then, a lot of changes have been made. Now the popularity of the network can be attributed to the app's several features:

- The ability to apply filters and masks in photo and video mode;
- Sending voice messages;
- Keeping personal stories and viewing their subscriptions (publications that disappear 24 hours after they've been posted);
- Most importantly, the ability to go live and the function of saving the broadcast.

The developers of Instagram have made an almost perfect social network for consumers. But there is still one more thing they insist on taking into account - the possibility to add audio files to their posts in the feed. This capability is in the stories, but not in the main profile. If such a change really happens, Instagram will become the leader of all social networks, although it already takes the 3rd place by popularity, second only to Facebook and YouTube.

More and more often, people are following their favorite artist not only because he is a great musician, but also because he is an interesting person. Nowadays, artists, in addition to competing with each other, are trying to draw the audience's attention from other art forms to the musical sphere. So here bright, memorable, and sometimes shocking images are the most important components for the successful promotion of an artist or a musical group. Quite often it is not the music itself that becomes popular in its pure form, but the characters in the images that perform it. As an example we can bring the Polish black metal band Behemoth and its frontman - Adam Nergal Darski. We will analyze this band in more detail in the analytical part.

The media pays great and close attention to the personal life of musicians. They blow up scandals around them and carefully monitor all the events that happen to them. Concert shows are now filled with a large number of characters who are each in their own image, behind which there is often an unreal or very transformed personality.

Creating an image is important so that the musical group or solo artist is clearly identified and remembered in the minds of the audience. To be easily distinguishable from competitors and colleagues, and to build an emotional connection with the audience, immersing them in the right atmosphere. And, of course, the image is necessary to form a good long-term attitude toward the performer or band. When each person perceives an artist, in addition to forming a certain attitude toward him, there is a correlation of himself with him. He wants to be like him.

This phenomenon in music is called imitation. It has a psychological basis: a person wants to be as successful, popular, loved by many, talented, as their idol. Imitation is more common among

young people aged 14-20 years, who at this age are beginning to actively engage in music. They can create their own school musical ensembles, compose songs. Sometimes these high school musicians grow up to be successful musicians. Their favorite performer is a role model for them. Whatever he does is taken into consideration by the fans. Consumption of the musical product increases as fans begin to buy up CDs, poster magazines, concert tickets, and anything else that can be associated with the artist.

It is on this psychological phenomenon that the work of PR campaigns to promote musicians should be built. It is necessary that the image of musicians was memorable, aroused the interest of listeners and the desire to imitate them. To achieve this goal it is necessary to:

- Present information about the band in an accessible form;
- Transmit certain values, close to both the band and the target audience;
- Constant interaction with listeners, giving them the opportunity to learn more about the group. This is the way to create a relationship of trust.

It can be concluded that the image is an integral part of the promotion of the musician and his musical product.

2.3 Marketing strategies

Music hits are most often the result of a deliberate marketing effort. A long-term plan for developing a musical product is called a marketing strategy. In order to develop a strategy, it is necessary to know the current state of the market and the specifics of the segment in which the product is promoted. Music marketing, like other activities, activities can not apply all existing marketing strategies. Here you need a special approach that takes into account the peculiarities of each music product (Korneeva, S. M., 2006).

The most popular strategies are intensive growth strategies, which are based on increasing marketing efforts in existing markets. It is also possible to apply a deep market penetration strategy. In this case, marketing programs encourage the purchase of more of the product as well as related products and services. Strategies should promote long-term and sustained demand in the music market. Therefore, the image of the performer is important and must be carefully planned to maintain.

There are two options for marketing aspiring musicians: find a label, a good manager and producer to solve all the problems and develop marketing strategies or try to promote yourself. In the case of promoting the artist as a producer is clear. But what should a person who decided to promote himself by himself do?

Each artist chooses their own way to promote themselves. But there is always some insecurity and confusion when a musician hasn't been self-promotional before (Cole B.,2020). He can doubt his abilities and wonder if he can really do it on his own. Sometimes it's over-reflection that leads to poor marketing of a musician. These questions worry every musician or artist, at the very beginning of their creative journey. It's normal, because any of them dreams of a successful career, endless popularity and universal love from their fans.

Of course, not every musician can achieve what he or she wanted. But at the same time, there are many examples of musicians who broke through the cruel world of music business and became successful, living in misery, with blood and sweat. And it is worth noting that they did it on their own, thereby changing the rules of the music game, in which it was once thought that it was impossible to achieve fame and popularity without a contract with a record label.

Next, let's look at the basic tools and methods of self-promotion. One of the main goals of any aspiring artist is popularity and recognition. The desire to be recognized by as many people as possible motivates people. At the same time to remain independent from the labels and to do their business, getting the maximum profit.

Unfortunately, there is no universal algorithm for promotion in the market. The approach to each musician must be individual. Each musician or artist is unique and talented in his own way. Musical tastes of listeners and trends in the music industry change quickly and often, and sometimes even radically. That's why it's important to choose an individual strategy, to follow a plan and make adjustments on time. This will allow you to stay relevant.

As a rule, none of the strategies is without four basic principles, on which the whole promotion is based:

- Creativity - the musician's inspiration and source, talent, and the musical product or service itself;
- Marketing - solving all the issues related to the target audience. The way listeners will learn about you and your music;

- Business - the funds you have available and can invest in your competent promotion;
- Mindset - one of the most important points, not only for everyone in general, but especially for creative people like musicians. Here you have to understand for yourself and what you really want to do and what you want to follow. Can you even be able to combine several separate professions to achieve the single goal of becoming a famous musician without having any experience as a marketer, producer or analyst.

If a musician is confident in each of these points and is ready to use each of them independently, only then it is worth starting to implement a self-PR project. Below we will look at its basic tools:

Internet. The music industry has changed a lot over the years, because physical media have been replaced by the Internet. This global change has given a lot of room for artists, as their chances of making a statement and attracting attention on the Internet have greatly increased. With the advancement of technology and globalization, it became possible for the whole world to know and hear about an artist from the comfort of their own home. Examples of this are the new popular artists, who in a short period of time have become popular thanks to the Internet services.

The Internet is a way to get a significant amount of information, but unfortunately not all musicians are able to earn money with it. Among the artists there is a widespread method of making money online: a music album is released for free on various sites and is available for free downloading. But the album is accompanied by the artists' details for those listeners who voluntarily wish to support their favorite artist and make donations - pay as much as they see fit. But this model, as practice shows, is not applicable in Russia because of the low solvency of the public and low reliability of the electronic payment system. An important role is played by such a human emotion as greed - people do not understand why they should spend money on something if it is already free. It is amazing, but even today you can find someone who seriously thinks that a musician should make music and work for free. This opinion was even personally heard from a teacher at a Russian university. However, this is rather an exceptional case.

Russia is not lacking in Internet heroes. In the West, those who are talented and original become stars. But all that becomes popular in our country are called "virus videos," which have everything they need to promote informal performers who would hardly make it on television if it weren't for the Internet. An example of such a "hero" is Peter Nalich, an unknown guy who, in 2007, uploaded a video clip to YouTube for a song of his own composition called "Guitar". The clip went

viral, thanks to the lines that stuck in your memory, sung with an interesting accent: "Guitar, come to my boudoir" and "Guitar, jump to my jaguar". People listened, watched, and shared the clip with each other. Because of this, the video received two million views in two years. In addition, the clip was included in the top most popular YouTube videos. In 2007, Peter had only a guitar and a wild passion for music, and now he has his own band "Peter Nalich Music Collective," to his credit - participation in the 2010 Eurovision Song Contest, concerts and tours around the country and abroad, and a huge fan club.

There is the simplest scheme for an initial statement: a video with music, a live performance or a music video is uploaded to the network. First it is distributed to friends and acquaintances. They promote it further to their acquaintances. Thus, the number of views and comments increases, the video becomes discussed and begins to appear in recommendations in various social networks. In such cases, it is important that the video appears on sites with a large number of subscribers and a multimillion flow of new users.

In addition to popular sites like Facebook, YouTube, Twitter, there are other useful sites for promotion. They are a huge valid platform for effective promotion of creativity among potential listeners. This is a good way to find useful new contacts among the music community. Most importantly, there is a way to get in touch with organizers, managers and other people involved in the music industry.

The German site Soundcloud.com is a very productive site for aspiring musicians. Thanks to it many artists became popular in the blink of an eye, just by posting their demo recordings there. A prime example of a successful use of the site is American singer Billie Eilish. She became popular when she posted her debut single "Ocean Eyes" on soundcloud.com in 2016. Since then, she has topped the top charts in many countries. Her single "Bad guy" topped the Billboard Hot 100. Such cases are not rare and young artists should know that not only music labels, but also different event organizers and promoters are interested in finding new talents. This allows aspiring artists to increase their audience and help them win the music market.

Another such similar site is promodj.ru. This Russian site is fully specialized on the promotion of themselves and their creativity. At promodj.ru it is possible to order reviews of their own songs or clips. Also there are held various competitions, participation in which increases the rating of the musician on the site. As a result of a high rating, the profile appears on the home page of the site more often and, accordingly, the views of the page also increase.

Mobile apps. With the development of technology, namely digital platforms that allow people to have access to music from all over the world, new opportunities are opening up for artists to make their music known. The Band Of The Day app has recently become popular among smartphone users. This application is interesting because every day an artist is randomly selected. This can be a famous musician or a beginner. If you publish your music on this resource, you can get an unprecedented reach. This means that just registering your project on Band Of The Day is enough to get an advertising campaign for an audience of millions.

This resource values creativity, so the fuller, brighter and more harmonious the different numbers and days of the week are in the application form, the more "authentic" and original the songs and their visual accompaniment are, the more likely it is that the song called "Saturday" will get on the list of headlining songs this Saturday by Band Of The Day users all over the world.

The music industry today is full of performers. Potential listeners are finding it increasingly difficult to find what they really go for. This leads to a paradox - supply exceeds demand, but the greater the supply, the less loyal the audience becomes. But this audience is not able to find the right music among the multitude of music on offer. It is apps like SoundHound and Spotify that are created to help musicians around the world share their favorite songs.

Don't forget that a portion of popularity and fame is based on trivial communication between people.

Movies. One of the main and important tasks of an artist is to constantly keep track of current trends in the industry as well as forecasting them. You need to be able to analyze and predict future trends and how trends will change. If there's news about a new high-budget movie or TV series coming out, you should try to write a soundtrack for it, and then try to contact the producer and offer him the material. It's possible that the song won't become a soundtrack, but it would be a great fit for one of the film's episodes, which would also be a great start for an unknown artist to start his career. This is how some Russian bands like Gorod 312, Marselle and Uma2rman gained popularity. That is how they became famous. There are a huge number of methods and ways of self-promotion, and this list is not limited to the most popular ways. This also includes media channels, radio, targeted advertising, etc. Each case is different and it is simply impossible to prescribe a standard strategy for all.

3. ASSESSMENT AND ANALYSIS OF THE MARKETING COMPANIES OF "BEHEMOTH" MUSIC BAND

This part will examine the experiences and results of Behemoth's marketing campaigns. We will look at the prerequisites for marketing at the beginning of a career and the moment of launching marketing campaigns to increase the popularity and commercial success of the band. The marketing actions of the band will be evaluated.

3.1. Assessment of the band's status prior to the introduction of marketing companies

Polish black death metal band Behemoth was formed in the early 1990s in Gdansk, Poland. Until 1992, the band's name was Baphomet. The band was founded by guitarist and vocalist Adam Darski, who took the pseudonym Nergal. The musician himself was only 14 years old at that moment. Behemoth recorded several demos, the most famous of which was in the end of 1993.

Thanks to this record the band got attention of a Polish label. In 1994 label Pagan Records helped the starting musicians to release their first record "...From Pagan Vastlands". At that time the musical material was the usual black metal with Nordic pagan lyrics. This release became popular and attracted a lot of fans, and the musicians felt in themselves the strength to continue working, while remaining in fact a studio band. During that period, the band did not perform.

Behemoth's first full-length album, "Sventevith (Storming Near The Baltic)", was released on Pagan Records in April 1995 and brought the band even more attention. The second album, "Grom", was recorded at the end of the year and was released in early January 1996. Nergal added epic motifs, keyboard arrangements, female vocals and acoustic guitars to draw even more attention to the record. However, Behemoth was still a black metal band that didn't tend to draw attention to itself through marketing means. At that time, young Adam didn't even know how to use them.

After this record, the musicians finally started performing. This contributed to the fact that listeners started to come to the band and distribute albums among themselves. After gaining experience, Behemoth began preparing and recording their third album "Pandemonic Incantations", which marked the band's transition from black metal to black death metal. The band changed the lineup.

Interestingly, the original edition featured 66 small tracks of silence before the last song, "Outro". This was probably done to attract attention, as no one had ever done such a thing before. The album was released by the German label Solistitium Records, but because of bad publicity, it happened that fans didn't know about it. So Behemoth embarked on a new tour to remedy the situation and make a name for themselves. At that time, when there was no internet, this was one of the most effective ways to make a name for yourself.

In the fall of 1998 the band managed to sign a contract with the Italian label Avantgarde Music to release several albums. The first release "Satanica", released in October 1999, showed the public that this is now a completely new Behemoth. The music became a dense mix of death metal and black metal. The lyrics became based on occultism, thelemic and oriental mythology and satanism. It was very evocative at the time, which the musicians took advantage of.

A great album and label backing helped Behemoth go on a European tour, first opening for the more successful bands of the time. At the same time the band renewed their line-up, which influenced the quality of their performance. The first video for the song "Decade of Therion" was filmed, which gave the band even more resonance.

A fifth album, "Thelema.6", was recorded with the new line-up, which brought even more success and further strengthened the style and position of Behemoth. The band became the talk of the media. The disc was released on the Polish Mystic label in November 2000. Before that, in July, the first official video concert "Live Eschaton" was released. Besides successful touring as a headliner the band played on many metal festivals all over Europe and CIS countries. The band was actively gaining popularity in other countries.

In 2001 the band was actively working on a new album, which resulted in the sixth album "Zos Kia Cultis (Here And Beyond)", released in October 2002. The material became even more reminiscent of death metal, which caused some fans to reject the disc. This did a certain amount of damage to the record's sales. But at the same time it gave a new resonance, as fans started to discuss the sudden change of style.

However, this didn't stop Nergal from playing countless concerts in Europe and countries where the musicians had never been before. They also went on their first U.S. tour with reputable American bands. This attracted the interest of American audiences and opened up new opportunities for album sales in the US market. In total, Behemoth gave nearly three consecutive tours of the U.S. and Canada. The band also performed at various major music festivals.

After the extensive tours that had brought Behemoth recognition in Europe and America, the band recorded the album "Demigod", released in October 2004 through Century Media and Regain Records. The guest on the song "XUL" was musician Carl Saunders of Nile, which brought Nile fans' interest in Behemoth. The album climbed to number 15 on the Polish album charts. The band went on big tour again. At the same time the band was noticed by various cultural politicians for their too brave gigs. There were requests to ban the band from touring, and Nergal was even sued. However, most of the controversy was settled. These political incidents caused a huge resonance, both among people in the music community and ordinary people, who drew attention to it from various media outlets.

A year after the release of the August 2009 album "Evangelion", Adam was diagnosed with leukemia, which disrupted all the musicians' plans and after that the band had a lull that could cut his career short. Fortunately the musician was successfully operated on and soon regained his strength. At this time Adam took part in the Polish Talent Show as a judge, which brought him popularity among people far away from metal music. After the recovery period Behemoth started to perform again and a videoclip for the song "Lucifer" was shot, which again became a cause for political resonance. Many celebrities, not even in metal music, expressed their support and asked their fans to do the same. Each time it attracted more and more new people who were interested in this band.

In 2014, during the Russian tour, there was an incident that provoked the cancellation of the entire tour and an international outcry. Religious activists, who at the time had the support of local authorities, filed a cancellation petition and blocked the band's concerts, including by their own means. In Russia there is a criminal article for insulting the feelings of believers, which led to the arrest of the musicians and their deportation from Russia with a further ban on entry until 2020. Though the band had been using promotional methods before, these methods were mostly used by the label. But this very moment was the starting point for the global use of the band's marketing not only by the label, but by the band itself (Portal of Alternative Music, 2012).

3.2. Characteristics and development of marketing companies

To be fair, Behemoth uses this image only as a creative concept, thereby working with provocative marketing, which works great. They don't aim to offend or insult anyone. They also do not call for anything, but simply create artistic images in their lyrics and music, which are fictional, and any coincidence is coincidental. The active use of marketing campaigns by the band started right after

the political incident with the musicians in Russia, with subsequent trials and entry bans. Such resonance was good for the band, and they couldn't lose such a high-profile opportunity. This is what they decided, making a great marketing move to show everyone how devoted they were to their concept.

The same year they released their new album, with the very provocative title "The Satanist", which made a huge splash in what was already a major scandal. The fact that the cover for the album was drawn by a Russian artist with Nergal's blood on it added more oil to the fire. With the album released the band started to actively use social networks and internet services to spread the latest information about the band, PR-communications, album sales and all kinds of merchandising.

After 4 years of already successful marketing, the band reaches the absolute peak of their popularity, having released the album "I loved you at your darkest". The musicians, with the help of Nuclear Blast Records, thought over the concept, stylistics, marketing strategy and companies while creating the album. The concept was based on active interaction with the public through the Internet and social networks to promote and sell the new album (Behemoth Official Website, 2021). Important condition was to follow the same concept in all stages of band's activity.

Goals were set for the following marketing campaigns: Creating and maintaining a new unified style. Group changed their exterior image according to the theme of the album. One style of decoration was thought over, which has the spirit of Renaissance:

- The Album
- The themes and atmosphere of the music
- The images of the musicians
- Concert show
- Internet and social media design
- Huge range of merchandising in the same style

Creation of official accounts and pages in absolutely all social networks and music platforms. Including personal profiles on social networks, as musicians of the band. Interaction with the public

through social networks. Conducting live Q&A and backstage broadcasts. Posting actual information about the activities of the group and advertising. As well as constant posting photos, reposts records, related to the group in the official accounts, which creates a huge trust limit in the audience, because everyone is pleased if they pay attention to their favorite musician.

Collaborations and collaborations with well-known brands. Behemoth is an endorser of various musical equipment, including guitars. Each guitarist in the band has their own signature model from ESP Guitars, which has made production models with custom guitar specifications. These guitars can also be purchased by band fans, which is an additional source of revenue from a percentage of sales.

Brand work. Work has been done on creating all sorts of merchandising for the band that can compete with popular brand name clothing in terms of quality and range of merchandise. While the musicians previously only had relatively cheap products, there has been a change in the quality of merchandise. A line of exclusive jewelry has also been created for the wealthy. By paying a lot of attention to this point and making the name Behemoth synonymous with quality products, the band is now a full-fledged brand.

Increased staff. Where previously the band only had tour technical staff, the band now has a personal photographer, a team of videographers, marketing people and the staff responsible for selling merchandise in the online store during the tour. This is the band's personal executive staff, independent of the label and the band's organizational issues.

New Resonances. Such a charismatic band with a scandalous reputation has to maintain its status to be constantly on the radar. New resonance this time were the new clips and lyrics. And also the show with pyrotechnics and artificial blood, which is spilled on the audience at a certain moment of the show.

3.3. Assessment of the results of marketing companies

At the beginning Behemoth didn't pay much attention to marketing and trusted it to the label that promoted the band. One way or another, the band was marketing themselves without realizing it through their actions and evocative music. However, with the development of modern technology, the band realized the importance of marketing on the Internet and began to use it for their own commercial purposes. The success of the band was due to the fact that not many

bands in this genre used serious marketing, so in the absence of serious competitors the band managed to become the first in black metal to use marketing so extensively in all areas.

With the help of a huge team of workers, the band regularly creates quality content that is fun for the audience to watch. The band's popularity growth has never stopped growing, and they are attracting more and more fans from all over the world with their activities. Currently, the band has about 700,000 followers on Instagram, which only confirms the success of the band's pro-movement in social media. On Spotify, the most popular track "Blow Your Trumpets Gabriel" has been listened to over 12,000,000 times. That's a huge amount of user reach, which is manipulated, generating a huge amount of revenue for the band. However, the success of the band lies not only in the marketing, but also in the quality of the music production, the band's serious attitude to business and a huge amount of invested mil, time and nerves. This is the reason why the band is so successful.

4. DEVELOPMENT OF MARKETING COMPANIES FOR BEGINNERS AND NON-POPULAR MUSIC BANDS

This chapter will analyze an interview with the musician of an up-and-coming, little-known band. Then, based on the identified problems and characteristics of the musician, a promotion strategy and basic marketing campaigns will be compiled. The band from St. Petersburg, The Nomad, was chosen as an example. The band has released two albums, but performs infrequently and is not very well known among metal fans. The style of the music can be described as death metal and melodic death metal.

There was an interview with the vocalist and at the same time the guitarist of the band Dmitry Warheart. The purpose of the interview was to find out about the current marketing campaigns of the band and on the basis of this to develop a suitable marketing strategy for the band. A transcript of the interview can be found in appendix 3.

4.1 Identification of the main problems and directions

In order to identify the marketing problems of the band and the ways to solve them, an interview was conducted with a member of The Nomad, which contained several basic questions that will clearly show the state of the band's marketing. After conducting the interview and analyzing it, we can conclude that the band is trying to use social media marketing, but due to the fact that the band cannot afford to invest much money in the band's marketing campaigns, the effectiveness of the advertising produced is minimal.

However, advertising still works to invite potential listeners to the band's concerts. Social networking algorithms select potential visitors from the same city and topic of interest, offering them an advertising record with information about the concert.

Since the band does not have a lot of financial resources, it is worth focusing on a marketing strategy for promotion in social networks and Internet platforms. It is worth dividing the marketing strategy into several directions, which will be closely related to each other and promoted at the expense of the Internet.

1. Social networks and platforms. The most popular social network in Russia is Vkontakte. This is the Russian-language analog of Facebook with a huge audience from Russia and

the CIS. It has the ability to set up a targeting advertisement to attract potential listeners. You can easily set up an online store in this social network, uploading the information about your products to a special section, which will be seen by all users who visit the page of the group. It is necessary to create official band pages in all social networks, music platforms and streaming services in order to maximize the probability of awareness for potential listeners.

2. **Concept and style.** The band should think about and create an image for the chosen concept and stick to it on stage. This stylistics should be seen in all areas of the band and become a characteristic recognizable feature of the band.
3. **Merchandising.** The band only has music albums and t-shirts for sale. Fans want to support the musicians by buying all kinds of products, so it's necessary to design and produce a variety of products with the band's logo. The products can be sold online through social networks, as well as at concerts. This will bring the band additional profits, which can be used to produce new merchandising and promote the band.
4. **Collaboration.** Collaborations with different musicians or bands can be a great marketing campaign. This will attract an audience of other musicians to the band. It is possible to do a collaboration with a music brand. Collaborating with musical instrument companies is a good option. Musicians can be endorsers of the products. It is beneficial both to musicians and to the company.
5. **Active concert activity.** Since the band performs little, the public's interest gradually fades. It is worth working on the creation of a concert show, because people are interested not only in the band's music during the performance, but also in what is happening on stage. Adding scenery and special effects will arouse additional interest in the audience.

4.1. Effectiveness of the proposed strategies

The effectiveness of the proposed strategies depends on many factors. Some may be influenced by the group, some may not. The proposed strategy is easy to understand for people who have never been involved in marketing and promotion before. To follow this strategy a minimal financial investment on the part of the musicians is enough, but a lot of effort and patience. It is also

necessary to have analytical qualities in order to change or improve something in time, adjusting to a certain situation.

It is quite difficult to assess the effectiveness of this strategy, because the timing of its implementation and the result depends on many factors that cannot be objectively evaluated. If you stick to all requirements, constantly improving strategy and creating new marketing campaigns, the band will in any case gain popularity, attracting new listeners and making money from selling tickets, albums and other band products.

The approximate effectiveness can be counted by the number of listens on streaming services, the number of views on social networks, as well as the number of tickets and products sold. It will also affect the interest and activity of the public, from whom you can hear an opinion in person or via social networks.

5. CONCLUSION

Music is in great demand in the 21st century, and not only does it occupy a significant part of the country's economy. Music is one of the main components of the cultural life of modern society. In the music industry there is fierce competition among established artists and those who are just beginning their creative journey. Budding bands need help in developing and promoting their creativity. Beginning musicians, having boundless talent, but uninformed in the field of PR, cannot go beyond the narrow circle of their target audience.

Relevance of the chosen theme is connected with the necessity of constant monitoring, studying and searching for modern approaches to the development of the promotion strategy of the beginner artists. The main objective of this thesis was to form a promotion strategy for the artist, based on PR-communications. In the course of the research were described and applied actual PR-instruments to achieve the most successful result.

The analytical section looked at Behemoth's creative journey, tracing the marketing campaigns and the moment when the band realized the need for promotion through new modern means. Having studied the theory, features and experience of the successful metal band Behemoth, we were able to clearly understand the impact of a successfully built marketing strategy on the success of the music business and popularity. Having studied the theory, features and experience of the successful metal band Behemoth, we were able to clearly understand the impact of a successfully built marketing strategy on the success of the music business and popularity.

In a practical part a marketing strategy for the promotion of a beginner and unpopular band The Nomad was developed. For this purpose an interview with the band's musician was conducted, where questions about current marketing campaigns, problems and their realization at this stage by the band itself were asked. Having analyzed the interview we were able to find problems in the current marketing strategy of The Nomad band and also to form a marketing strategy, appropriate for the band's position, based on PR-communication and music promotion in social networks and online platforms. This requires constant monitoring of the current situation in the music market, following trends and solving current problems. These marketing campaigns can be implemented independently without significant financial investments, using the help of a label or a music manager.

Such marketing strategies can be used by aspiring and unpopular musicians all over the world. This method is the most effective and popular today, as everyone can apply it. This makes it the most popular and ever-evolving marketing method in the music industry, and its importance is hard to diminish in today's world.

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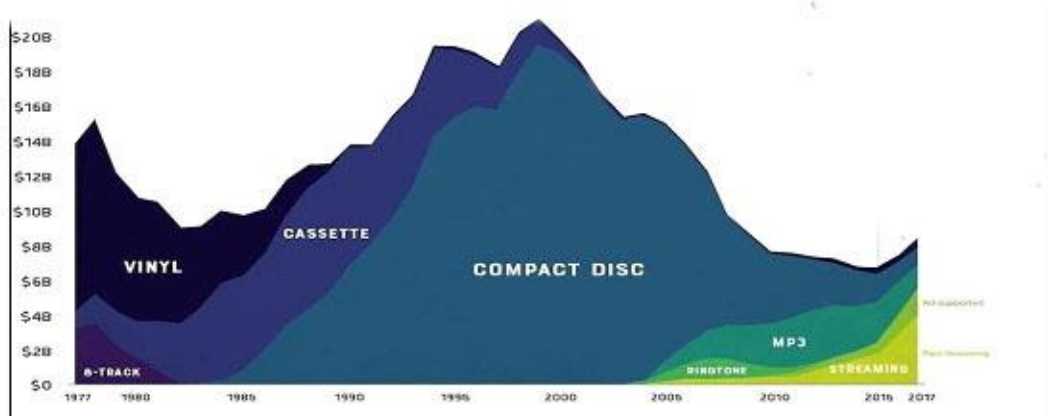


Chart 1: Changes in music industry profits between 1977 and 2017

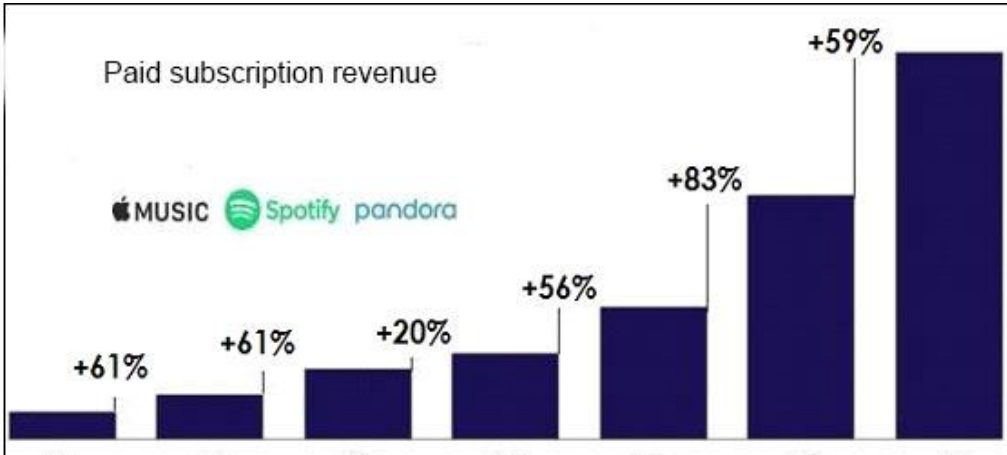


Chart 2. Streaming: revenue from paid subscriptions to services in the period 2011-2017.

TRANSCRIPT OF INTERVIEW

Interview: 16 of May 2021; 18:00 – 18:10h

Interviewer: Ekimov Mikhail (**EM**)

Responder: Vocalist and lead guitarist of The Nomad - Dmitry Warheart (**DW**)

Place: Skype

Translated from Russian language

(EM): Hi, nice to interview you! Thank you for agreeing! I haven't heard the news about your band in a while. What types of marketing do you use to promote your group?

(DW): We only use ads on social networks and sometimes post photos there.

(EM): How successfully do they work?

(DW): I will not say that it is very successful, but sometimes because of advertising, several people subscribe. However, this works well with the announcements of our concerts.

(EM): What do you think is the cause of the problem?

(DW): Too many ads are shown to those who are not interested in it.

(EM): Are you willing to pay regularly for marketing campaigns?

(DW): We already pay for advertising on social networks, but it doesn't work very well. Since a large amount of money is already spent on music, we can't afford large investments.

(EM): Okay, I see. Thanks for the interview, see you!

(DW): See you!