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MARKETING AN INDEPENDENTLY PUBLISHED ALBUM -  
CASE ENEYETEE'S DEBUT ALBUM TYHJÄTASKU

Degree Programme in International Business and Marketing Logistics  
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# ITSENÄISESTI JULKAISTUN LEVYN MARKKINOINTI - CASE ENEYETEEN DEBYTTIALBUMI TYHJÄTASKU

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Tämän opinnäytetyön tarkoituksena oli kerätä Tyhjätasku-albumin markkinointi-informaatio yhteen paikkaan ja analysoida sitä. Tämä informaatio tulee toimimaan ohjeena tulevalle markkinoinnille ja tulevien albumien julkaisuille. Varsinaisen markkinoinnin osalta tämä opinnäytetyö esittelee tavallisen markkinoinnin perusteet, sekä sissimarkkinoinnin ja sosiaalisen median markkinoinnin perusteet. Markkinointiosio sisältää markkinoinnin ”7 P:tä”, joita käytetään palveluiden markkinoinnissa. Musiikki nähdään palveluna, joten laajennettu markkinointimix valittiin parhaiten kuvaamaan prosessia. Opinnäytetyö sisältää Tyhjätaskun markkinointisuunnitelman, sekä sen toteutuksen.

Opinnäytetyön teoreettinen osuus koostuu Tyhjätaskun eri markkinointiosuuksista. Siihen sisältyy myös itse artistin (eneyetee) ja Tyhjätasku-albumin taustainformaatio ja SWOT –analyysi artistista ja hänen musiikistaan. Opinnäytetyö käy läpi itse albumin julkaisun.

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The purpose of the thesis was to gather information on the Tyhjätasku album's marketing and combine the information to one place. This information will further act as a guideline for the future marketing and publishing of eneyetee's albums. Building up to the actual marketing of the album the thesis goes through the basics of traditional marketing as well as guerrilla - and social media marketing. The marketing section contains the 7P's of marketing which is used for services marketing. Music is perceived as a service so the extended marketing mix was chosen to best describe the process. The thesis contains the marketing plan for Tyhjätasku and the implementation of the plan.

The theoretical part of the thesis consists of defining the different aspects of marketing used for Tyhjätasku. It also consists of the background information of the artist eneyetee and a SWOT analysis of him and his music, as well as information of his debut album Tyhjätasku. The thesis also includes a description of the actual publishing of the album.

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## 1 INTRODUCTION

The topic of the thesis is Marketing an Independently Published Album. The thesis will be covering the publishing and marketing of a music album by a Finnish independent musician called eneyetee. The album was published independently without a record label, therefore no help in the marketing and promoting. As an independent artist eneyetee created the marketing plan for his debut album himself and conducted the marketing. The album Tyhjätasku was published the 25<sup>th</sup> of May 2015. The thesis will go through the process of publishing and marketing Tyhjätasku debut album in Finland.

The author of the thesis has been making music since he was 12 and by the artist name eneyetee since he was 20 years old. He published his debut album at the age of 23 and this thesis will collect that information in one place. By writing the thesis he will get information on how well the marketing plan was executed and how well the marketing performed.

The end result of the thesis is a database of Tyhjätasku marketing results. It will probably not be of interest or assistance to a lot of future students but it will help eneyetee and is mainly created for his future reference. Although there might be other students that are musicians and want to know what it takes to independently publish an album. The end result will act as a guideline for eneyetee's next album and the marketing plan.

The international aspect of the thesis is the marketing methods of an independent album abroad. The case study for international aspect is the artist Macklemore. Macklemore is an artist that has made an acknowledged decision of staying independent. He has created the publicity of a signed artist around him selling millions of copies of his debut studio album. Still he paid for a radio promotion branch to get his album on the radios.

## 2 PURPOSE OF THE THESIS AND CONCEPTUAL FRAMEWORK

The purpose of this thesis is for the artist, eneyetee himself to gather the results of the album's marketing and analyse the effectiveness of the marketing plan. It will show how well the marketing plan and the execution worked and portrays the techniques that were used.

The thesis will act as a guideline for the future publications of eneyetee. Even though the thesis is for eneyetee and about his debut album it will be a guideline for other independent artists out there that are thinking of publishing an album.

### 2.1 The Project Tasks

The thesis was based on but not limited to the following project tasks:

*Find out and define what the target group is.*

Defining the target group is important to narrow down the whole population into a smaller segment. Targeting this smaller segment makes the marketing easier as you can focus on the right method and style instead of trying to reach everyone.

*Find out how to market an independent album.*

Finding out how to market an independent album is essential for the whole project to be successful. It is the essence of the thesis.

*Find out what guerilla marketing is and how to market an album using guerilla marketing.*

Due to the independency and low budget the marketing of the Tyhjätasku album utilizes guerrilla marketing. For the guerrilla marketing tactics to be successful eneyetee has to know what guerrilla marketing is and how to best use it.

*Find out how to use social media in marketing? The social media here includes Facebook, Twitter and Instagram.*

Social media marketing is the main marketing channel for Tyhjätasku and eneyetee has to find out how to use social media for marketing.

*Create a project / marketing plan.*

The most important part of the preparing tasks is to create a marketing plan for the album. Marketing plan creates the outline for the whole marketing and a marketing plan can determine the success of a project.

*Find out how independent albums are marketed in other countries.*

The thesis consists of marketing a Finnish album in Finland. The writer studies in an English degree programme and should include an international aspect to the thesis. For this reason he decided to research the independent album marketing abroad.

## 2.2 Conceptual Framework

The conceptual framework of the thesis will follow the progress of marketing an album. Figure 1 contains the pictorial progress of the album.

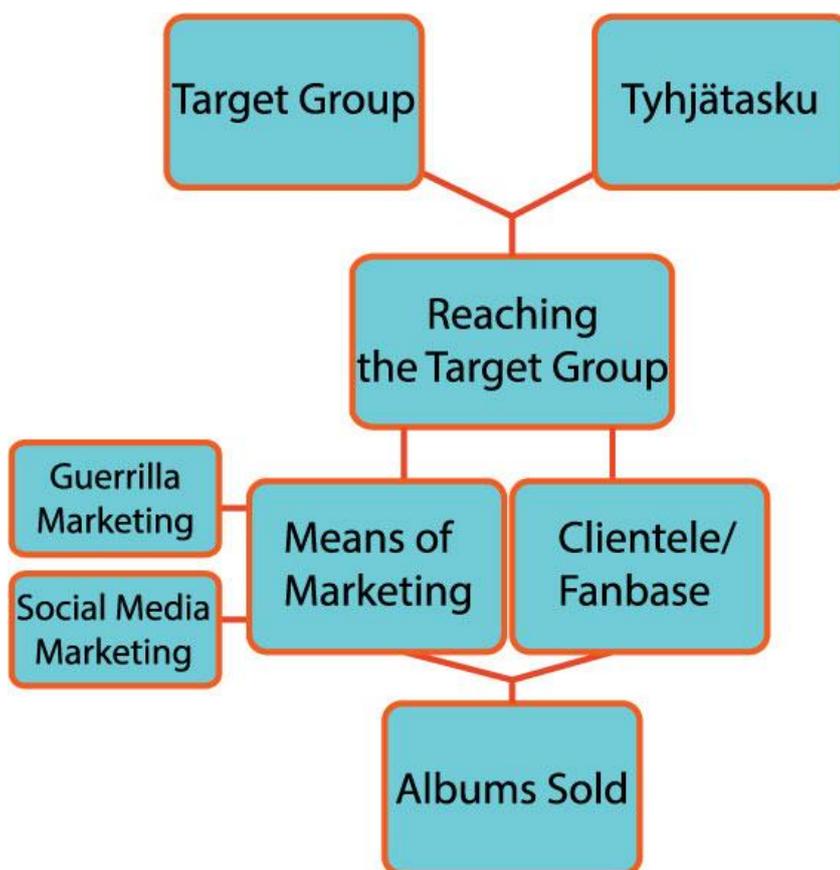


Figure 1. Conceptual Framework

The process starts with defining the target customers for the album. The album Tyhjätasku was targeted for 15 to 35-year-old men and women living in Finland. Eneyetee's style appeals to the younger demographic and thus already fits in that age distribution. While writing the songs for Tyhjätasku he maintained the style and created songs that speak to the target group.

Once the target customers are clear the next task is to come up with a plan to make the album and the targeted customers meet. Eneyetee already had some fan base and social media presence before Tyhjätasku so he could utilize that to reach the target group. After reaching the customers there will be a certain fan base but the key to building it is marketing. This thesis goes through two main means of marketing; guerrilla marketing and social media marketing as used in the marketing of Tyhjätasku. Eneyetee created a marketing plan for the debut album to create structure to the marketing and get the full potential of it. The marketing plan included both guerrilla and social media marketing. All of these aspects combined will lead to a strong fan base and sold albums.

### 3 MARKETING OF SERVICES

#### 3.1 Definition of Marketing

Saiki Danyi explains marketing as “The process of planning and executing the conception, pricing, promotion, and distribution (4 Ps) of ideas, goods and services to create exchanges (with customers) that satisfy individual and organizational objectives” (Danyi 2008, 1).

Marketing is a wide concept and includes everything from promotion and advertising to selling. The simplest definition of marketing is that marketing is the act of fulfilling the needs and wants of customers in the market area. Even though the job of marketing is to meet the needs of customers it all starts with creating that need for a product or service. Marketing tries to catch the attention of a potential customer in the means of packaging, slogans, jingles and media exposure. It is communication between the seller and their customer with the objective of trying to sell their product or service. (Ramachandra, Chandrashekar & Shivakumar 2010, 9-13) (Website of American Marketing Association, 2015)

All companies need marketing to reach their current and potential customers. Using money to improve marketing the companies are making an investment in the future. The better their marketing the more likely they are to get sales.

William J. Stanton defines marketing as follows "A total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers" (Sherlekar & Gordon 2010, 4). (Website of the Chartered Institute of Marketing 2015)

Figure 2 shows that marketing is a vast concept and includes various parts.

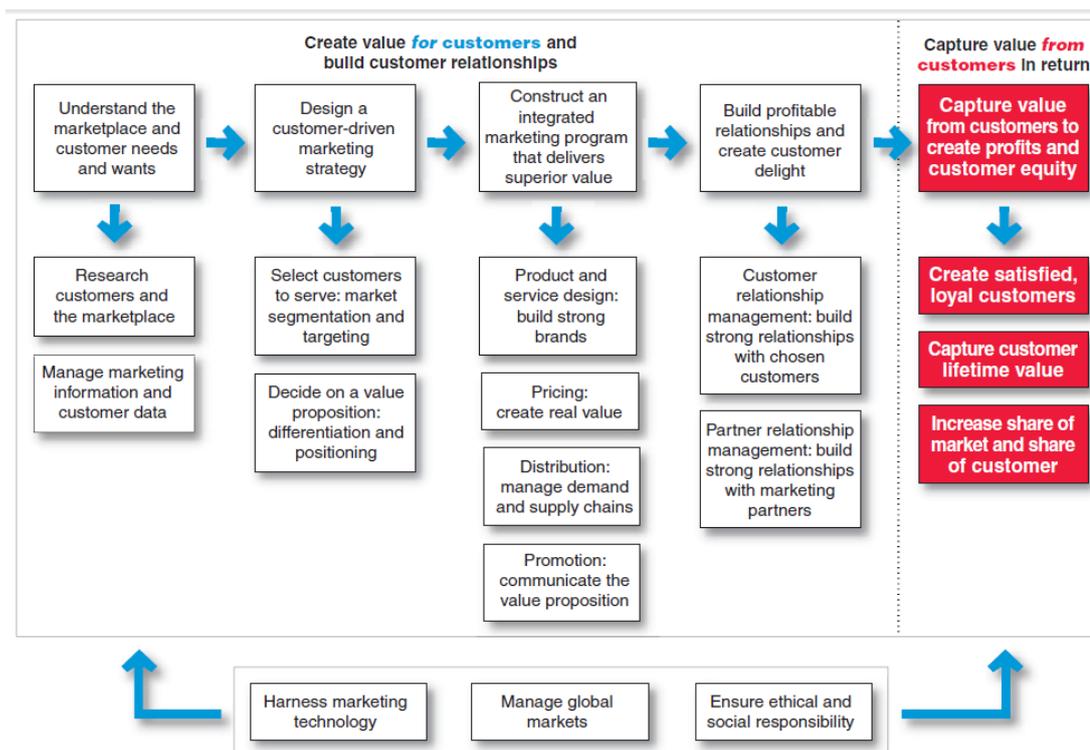


Figure 2. An expanded model of the Marketing process (Kotler & Armstrong 2012, 29)

The figure 2 describes the process of building profitable customer relationships. The first four steps are designed to create value for the customer. By researching customer need the company gains understanding of their market segment. With that information the company designs a marketing strategy based on the customers. The first steps create value for the customer but in the final fifth step the company creates value from its customers. (Kotler & Armstrong 2012, 29-30)

### 3.2 The Seven P's of Marketing

Marketing consists of four key elements, the four P's but especially in service marketing the four P's have three more aspects thus making it the seven P's of marketing. The seven P's are product, place, promotion and price and the extended part people, process and physical evidence. These seven key elements have to be in harmony together to create the perfect combination. (The website of Business Case Studies 2015) (The website of Professional Academy 2015)

Figure 3 shows the seven P's and their examples.



Figure 3. The elements of the marketing mix (Chaffey & Ellis-Chadwick 2009, 215)

### *Product*

A product can be a physical, tangible product that a company sells or a service that they provide to a certain target market. Developing a product company should consider the quality, design and packaging of the product. The more attractive the product looks the more likely a customer is to buy it. When designing a product or a service companies have to find out what the customers want and how to satisfy that need. An important part of a product is the name and how it is differentiated from the competitors' products. The company should also consider customer service and their image to retain the perceived reputation. (Sherlekar & Gordon 2010, 68-70) (Website of Professional Academy 2015)

Although tangible products are separated from the services, a product should still be considered to have a service to it. "Managers must select the features of both the core product and the bundle of supplementary service elements surrounding it" (Lovelock & Wright 2002, 14). When a customer buys a product they most likely buy it for what it can do for them or their company.

The product is the Tyhjätasku debut album. The design and packaging of the product have been carefully considered to appeal to the consumers. The tangible aspect that the Tyhjätasku album offers to the customers is good music and artistic cover photos.

The intangible part, the “what it can do for them” is the message in the songs. En-eyetee writes every song thoughtfully and pays attention to the details and lyrics. This way when a consumer is listening to the album the music can take them to a whole other situation. The music can lift their spirits and help them cope with their problems.

### *Place*

Place means the decisions about when, where, and how in the means of delivering the service or product to the customers. “Delivering product elements to customers involves decisions on both the place and time of delivery and may involve physical or electronic distribution channels” (Lovelock & Wright 2002, 14). Place is the market area in which the company is selling the product or service. For a service the “place” would be more appropriate to be called accessibility. The Place decisions can include deciding on the physical location in which the service or product is being sold and which third parties to use to get the service or product to the customers if it is needed. (Ramachandra, Chandrashekara & Shivakumar 2010, 36).

The company must find out where their customers are buying at the moment and get their product on sale there to reach the customers. The company should consider how to access the right distribution channels, and do they need sales force or do they have to send samples. In selecting the place, too companies need to know what their competitors are doing and how they can benefit from that and how they can differentiate themselves.

The place for Tyhjätasku is the music market, more specifically the rap genre. The album will be sold in most of the digital music stores including Amazon, iTunes and Play Store as well as a physical copy. The album will also be up for streaming online in such platforms as Spotify and Apple Music.

### *Promotion*

Promotion is the act of a company communicating their product and the value of it to the customers. Promotion answers the question “What is the best way to reach your potential customers?” In doing so the company is trying to assure consumers that their product is the best in the market. “Essentially promotion is persuasive communication to inform potential customers of the existence of products, to persuade and convince them that those products have want satisfying capabilities” (Hundekar, Appannaiah & Reddy 2009, 103). The company has to decide whether the best channel for marketing their product or service is using the more conventional outlets like press, television or radio or through the social media. When promoting a product or service the company has to take into consideration when is the best time to promote that particular product or service? If the product is a seasonal product the best time to promote it is before the season.

The Tyhjätasku album’s promotion used both conventional and more modern channels. The publication was covered in various newspapers before the actual publishing of the album. It was also mentioned in a few blogs on the internet. The single *Soon Kesä Ny* was published in 24.4.2015. It was a conscious decision to publish the single that date since it was the birthday of the artist. It acted as a birthday “present”. The date was also set for another reason. The single is a summer song and the sooner in the spring it was released the better the reception in the summer and the more time the listeners to drive it in.

The album itself was published in 25.5.2015. The plan was to release it in the spring when the consumers are more receptive. The album is more of a summer album and this way the season for it was spring and summer.

There was a mistake made in the analyzing of the competitors. Whereas spring is a good time to publish an album and it was an auspicious time for Tyhjätasku it is also that for the other artists in the industry. On the same day as eneyetee published his single there were publications of other, more established artists as well. On the 24<sup>th</sup> of April Sanni and Stig published their albums. These publications could either have added to the promotion value of eneyetee’s single by grabbing consumers’ interests

in the musical publications therefore also eneyetee's single. Or it could have taken away some of its potential by being left in the shadow of more established artists. (Website of Radio Nova 2015) (Äänitetietokanta Fono 2015)

### *Price*

Price is the monetary value of the product that the customer has to pay in order to receive the product or service. Setting the price is important to the company since it will determine the profit of the product or service and the company. It will also determine whether the product or service will be appealing to the customers and whether they will be willing to prefer the product to the rival's product. "Price can effect the way customers behave and, because 'price' is perceived as being the single largest indicator of value, it will impact on their perceptions of the company's offering versus that of the competition (Ruskin-Brown 2006, 168)."

Setting a price the company needs to take into consideration whether there is a price point for that particular product or service. A price point is a suggested price that is able to compete with other products. Mindtools defines price point as a point "where consumer demand equals the amount that suppliers are willing to supply" (Website of Mindtools 2015). The company will determine whether the price is consistent throughout the market or if a slight change will be of benefit. Will decreasing the price gain more customers or will increasing the price gain extra profit? If the price point is strict and customers are price sensitive there is not much room for price changes.

A company should also consider giving discounts on the price. Giving discounts on the price will gain advantage over the competitors' products or services. (Sherlekar & Gordon 2010, 113-114)

The industry standards and a price point mainly determined the price of Tyhjätasku. Since the prices of music have come down from the golden era of music sales due to the easy access of online streaming the price of Tyhjätasku had to comply with the standards. The price was kept low enough to compete with the more established artists but high enough to preserve the image of a high-end product.

### *People*

In the seven P's of marketing the "People" refer to anyone in a company's payroll that is in contact with the customers and the customers themselves. The customers are the judges of a company's reputation so in the end how a company is perceived is largely based on the customer review. When buying a service a customer rarely sees anything tangible or material benefits from the money that they will spend. "As a consequence, the purchase decision is affected by the degree of trust a consumer associates with an organization and in turn is heavily influenced by the individual who actually makes the initial contact with the consumer and carries out the sale" (Krishna, Gopala, Raghavan & Reddy 2010, 86). This is the reason why a company should invest time and money in training the staff. The company values and image are to be clear on every worker so they can convey that to the customers. A customer will have an impression of the person they are dealing with and that impression will inevitably be that of the whole company's.

The customers and their satisfaction have always been one of the primary concerns of eneyetee and his marketing team. Eneyetee's marketing team and everyone in contact with the customers and fans are aware of the image and brand of eneyetee. This ensures that the customer satisfaction and the perceived image are consistent. Being the biggest and most visible commercial of his music eneyetee has to contemplate the way he dresses up. The way eneyetee acts and looks in the public reflect greatly in the way the consumers and fans perceive his music.

### *Process*

Lovelock and Wright define process as "a particular method of operations or series of actions, typically involving steps that need to occur in a defined sequence" (Lovelock & Wright 2002, 14). Process means the way a service is delivered to the consumer. It also means the way the person servicing a customer behaves. The process includes waiting times, the staff helpfulness and information given to customers. If

the customers have to wait for an unreasonable time or they do not get relevant information they are more likely to disregard your company. Much like in the People part also the process includes the workers that are in contact with the customers. If the company's workers are helpful and interact appropriately, the customers will leave with a positive image of the company being more likely to refer it to a friend.

The process of eneyetee's debut album Tyhjätasku started when eneyetee came up with the idea for the album. He then started writing the lyrics for the songs and created the theme of the album.

The process of the end product i.e. the finished album and its distribution to the customer is largely determined by the digital distribution and stores. The album is sold digitally in stores such as Amazon, iTunes and the phone operator stores so the process of selling the album is tied to them. Although it all starts from the buying decision and probably being in contact with eneyetee himself or one of the team members. This part is particularly crucial for the customer satisfaction. If the person in contact with the customer is able to convey the message and image the rest of the process will carry itself through in the digital store.

The physical process in Tyhjätasku is more complex since eneyetee has no physical distributor. The physical distribution will mainly take place by hand-to-hand and business-to-customer selling. Only a few consumers know where to get the physical copy and this possesses a problem in Tyhjätasku's process. Eneyetee was able to get some physical copies in stores such as Prisma Loimaa and they were all sold out.

The process of Tyhjätasku ends when a customer is listening to the music from Tyhjätasku. This completes the process from the beginning when Tyhjätasku was only an idea till the end when the targeted customers listen to the music and use the service. The end of the process also includes live performances and gigs of eneyetee where he performs the songs from the album.

### *Physical Evidence*

Selling something intangible such as a service to a customer can be challenging since the customer has no way of evaluating what they are buying. For this reason a company should offer something tangible for the customer to reassure them for the buying decision. The physical evidence can be anything from a good review to the way your staff is dressed. Lovelock and Wright define physical evidence as “visual or other tangible clues that provide evidence of service quality” (Lovelock & Wright 2002, 15).

The physical evidence in eneyetee’s music and Tyhjätasku include the cover art of the album which will create the first impression of the music that it will contain. In this case the social media platforms such as Facebook, Twitter, Instagram and the official web page of eneyetee all act as physical evidence, for the possible customer can have a preview of the product/service and the image of eneyetee from there. Customer reviews are a part of physical evidence of Tyhjätasku, too.

When it comes to quality eneyetee’s music is stylish and he promises to provide the listener with high quality music. The way eneyetee dresses and carries himself in the public is a part of the quality perception of his music. If he misbehaves or goes out in public with raggedy clothes the consumers will think that his music is sloppy and get a wrong idea.

### 3.3 Social Media Marketing

Stephanie Agresta defines social media as “The act of creating and posting content in any and all of the following hosted environments: online, mobile, virtual, or as yet to be named” (Agresta, Bough & Miletsky 2010, 2). One of the biggest advantages for social media over normal media is that social media allows the interaction between the company and the consumers. It allows immediate feedback from the consumers online. A company can have direct exchange of ideas with their customers and this way is able to react with the possible issues. The content can also be shared with a larger audience and created by a larger scope of people. Social media marketing aims

to produce contents that the consumers can share online to their own social networks thus increasing the brand's exposure and reaching more customers. Using social media a company can give a more personal image. "Participatory online media where news, photos, videos, and podcasts are made public via social media websites through submission. Normally accompanied by a voting process to make media items become "popular"" (Evans & Bratton 2012, 38).

Many of the social networks let their users provide geographical, demographic and personal information of them on the sites. This helps the marketers to craft their message so that it will reach the right consumers. It allows companies to focus their resources and use them as efficiently as possible.

Social Media Marketing is like the title states marketing that takes place in the social platforms. Social media means that you can interact with someone through a network and get an immediate response. (Chaffey & Ellis-Chadwick 2009, 3-5) There are several social media platforms that a company can use for marketing.

### *Facebook*

Facebook is perhaps the most well known social media and the platform that is considered to be the beginning of "social media". It is a website that allows the user to connect and share with his/her family and friends anywhere in the world at any time. Facebook started as a platform for college students and was created by Mark Zuckerberg in 2004. In 2016 Facebook has more than one billion monthly active users.

In Facebook a user sends a friend request to a person he/she knows and then the person either accepts or declines it. If the request is accepted the two people will be friends and can see each other's posts and extended information. Facebook also has an option to create a page. Pages can be for public figures such as actors, artists or athletes and for businesses. Users can like these pages and by liking the page they will get the latest updates from the page and engage.

In the new era of marketing social media is used by businesses as a way of interacting with their customers, potential and existing. Facebook is the most popular social media among businesses as the users can post text, pictures, audio and video making it easier to engage the customers. Ways of engaging in Facebook include like, comment and share options. (An Introduction to Facebook, Twitter, Foursquare, and other popular social media marketing sites 2016, 3-4) (The Definitive Guide to Social Media Marketing 2013, 6-7)

### *Twitter*

Twitter is one of the biggest platforms after Facebook. It is popular for its ease of use and it can be casually updated almost anywhere. In 2016 Twitter has around 310 million monthly active users. And in 2015 they were sending 500 million tweets (=posts) every day. Users send many tweets daily because one tweet can only include 140 characters. Twitter pushes the users to be creative and concise and users need to come up with innovative tweets to capture other users' attention. (Website of Internetlivestats 2016)

Twitter is one of the fastest ways for a company or a private person to get a message to the audience that are interested. The users that follow a company will get the company's tweets in real time on their private twitter account. This makes it possible for a company to almost chat with the audience and customers. It also allows the company to receive instant feedback from the customers and followers.

Much like in Facebook Twitter also has the same features. The users can post text, pictures, audio and video but it is more constricted. In Twitter the users can also like a tweet, comment on it and "re-tweet" i.e. share a tweet. (An Introduction to Facebook, Twitter, Foursquare, and other popular social media marketing sites 2016, 5-6) (The Definitive Guide to Social Media Marketing 2013, 19-20)

## *Instagram*

Instagram is an image-sharing platform where a person can post a photo or a video for the whole world to see. The social aspect of Instagram is that the users can like and comment on the pictures and videos. The users can follow any account they want to and then they will get that account's pictures and videos on their private timeline. Instagram is solely for images and videos and does not allow the user to post text or audio. The videos were also restricted to 15 seconds but Instagram recently updated the video length to one minute. Instagram has more than 400 million users all over the world posting approximately 100 million pictures daily. (Instagram 2015)

### 3.4 Guerrilla Marketing

Guerrilla Marketing refers to the marketing measures that utilize engaging with customers in manners that are unconventional and unexpected. It relies on personal interaction with consumers, imagination and surprising the consumer with out of the box thinking. Jay Conrad Levinson first introduced the term "Guerrilla Marketing" in his book "Guerrilla Advertising" in 1984. "The term *guerrilla marketing* was inspired by guerrilla warfare which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians." (Website of Creative Guerrilla Marketing 2015)

Guerrilla marketing is usually perceived as more creative than normal marketing. In general guerrilla marketing uses less money and more of the resources that are available right now. The company/marketer invests time and energy into guerrilla marketing rather than money. Guerrilla marketing creates transactions with customers and social buzz. The guerrilla marketing is also more likely to generate word of mouth among the consumers. One of the tactics in guerrilla marketing is to get the act of marketing to go viral over the internet and social media. This way the marketing stunt will get more views and attention without having to pay any money. Guerrilla marketing is often targeted to younger population that is more likely to react positively towards it and post about it on social media helping it go viral. This is why

guerrilla marketing is usually conducted on edgy out-of-the-ordinary products. (Levinson & Gibson 2010, XII) (Levinson & Levinson 2011, 3-6)

Big companies with a lot of money and funding hardly use guerrilla marketing. These types of companies only use it as a device for marketing to really stand out. For small companies and entrepreneurs on the other hand guerrilla marketing might be the only way of marketing. (Levinson, Meyerson & Scarborough 2008, 6)

## 4 ENEYETEE

Eneyetee (Eemeli Rasi) is a 23-year-old rap artist from Rauma, Finland. He represents the new wave of Finnish music and rap scene in particular. The music of eneyetee is impressionist hipster hop with emphasis on the message and details rather than just the instrumental. The tracks all tell a story of his own life and eneyetee speaks out to the audience through his music. The motto of eneyetee's music is "When you need music that listens."

There are several dimensions hidden in eneyetee's music and lyrics and the listeners can find something new every time they listen to his songs. Details are a great part of eneyetee's music and he creates sceneries with his lyrics like painters in their paintings. As a versatile artist eneyetee can manage more than one style of music.

Eneyetee is an independent artist so he is publishing music without a record label. Eneyetee started making music when he was 12-years-old. The first songs were recorded in English at the age of 17. Eneyetee started out in a duo called "Poetic Mindz" and they published songs every now and then and performed live. At the age of 19 he started his solo career and afterwards changed the language to Finnish. (Website of eneyetee 2015)

Picture 1 is from a promotional photo shoot in 2013.



Picture 1. Eneyetee promotional shoot 2013. (© Arsi Koivula Photography 2013)

#### 4.1 The Marketing Team / Tactical Team

In his early career eneyetee did everything by himself. He would produce some of the tracks, write the lyrics, record them and then mix and master all of them. Since then eneyetee has been connecting with people in the industry and people with the same passion as he has. Eneyetee now works with a team of highly passionate and professional people from different backgrounds. The main team includes a “manag-

er”, PR person and a booking agent. There are a number of people in the background including an internationally established producer, dance crew SFG Dancers, a DJ and a backing vocalist and many more.

During the years of making music eneyetee has realized that it is impossible to proceed without any help. It is important to have a team of people that are as passionate as you to ensure that everyone’s effort is top notch.

Eneyetee has a booking contract with a Finnish PR company called “Smura Events Oy”.

#### 4.2 SWOT

The SWOT is a technique that helps a business analyse and identify their product’s or service’s strengths and weaknesses. And the threats and opportunities of the market area in which they operate. These words and their first letters create the title SWOT. Individual persons like artists; eneyetee in this case, can also use a SWOT analysis (Newton & Bristoll 2013, 6) (Fine 2010, 1). In table 1 you can see the SWOT analysis for eneyetee as an artist and his music.

Table 1. SWOT analysis of eneyetee.



### *Strengths*

Eneyetee is a skilled rap-artist. He has been writing lyrics since he was 13 years old. During the years he has been consciously practicing his skills both as a writer and a performer. Eneyetee is very critical about himself and his own work. This allows him to better himself as an artist. He pays attention to details and thus is able to create songs that are intriguing.

### *Weaknesses*

Eneyetee's self-criticism can also pose a problem. During the making of the debut album Tyhjätasku he recorded the songs 3, some even 4 times. Due to over-thinking and criticism eneyetee risks his songs sounding too planned and lacking the authentic feeling in the lyrics. Even though eneyetee has been making music since he was 13 he is still relatively inexperienced.

### *Opportunities*

Rap music is more popular in Finland now than ever and that creates an opportunity for eneyetee to break through with his music. Eneyetee has gathered a group of talented and passionate people around him to work with. This group is well connected and the contacts are professionals of among others the entertainment business.

### *Threats*

Being independent eneyetee has to pay for everything himself. If something is out of budget there is a low chance of that making the cut. Eneyetee started at a young age when he made music purely as a hobby. For this reason eneyetee's base in for example social media is not professional and needs to be handled by a PR person.

As rap music's popularity creates an opportunity for eneyetee's music it also creates a lot of competition. There are rappers emerging all the time, which almost creates oversupply in the genre. Eneyetee must differentiate his music from the competition to be able to break through.

## 5 TYHJÄTASKU (DEBUT ALBUM)

Eneyetee published his debut studio album Tyhjätasku in the 25<sup>th</sup> of May 2015. The album was his first solo album as well as his first studio album and therefore the turning point in his career.

Tyhjätasku is a guerrilla hipster hop album that has been published independently. The independency is strongly present in the album and all of the 10 songs cover the life of eneyetee. The album is full of life and the listeners know that they are listening to genuine music. Tyhjätasku represents the new wave of hip hop and with all the nuances will definitely be a pleasant experience for the listener. In his lyrics eneyetee is telling about his life and what he sees around him and he's own experience. The detailed storytelling is characteristic trait in eneyetee's music and it captures the listener deep in to the song.

When you buy Tyhjätasku you are not only buying an album but 22 years of life on a cd. The themes in the songs vary from deep and dark ballads to more upbeat music. There are two ways of seeing the album; it is either so good that it is annoying or it is so annoying that it is good.

The picture 2 and 3 are the covers of eneyetee's debut album Tyhjätasku.



Picture 2. Tyhjätasku front cover. (© Arsi Koivula Photography / Melina Charlotte Productions 2014)



Picture 3. Tyhjätasku back cover. (© Arsi Koivula Photography / Melina Charlotte Productions 2014)

## 6 MARKETING PLAN & UTILIZATION

One of the ideas behind the marketing plan was to utilize business-to-business marketing instead of business-to-customer marketing. The reason for this was that when marketing a service business-to-customer it reaches only that one person and creates one potential fan with a little word of mouth at best. But when marketing business-to-business it reaches the client company's customers and allows for more new potential fans to hear about the service and thus more word of mouth.

### 6.1 Target Audience

The target audience of the album is 15-35-year-old men and women that are living in Finland. The music is in Finnish so the audience needs to understand what they are listening to. The music is rap so the targeted customers are relatively young due to the assumption that rap is young people's music and that the older citizens are not interested in the type of music.

Their interests are good music and music that speaks out to them. Eneyetee's music contains subjects that are easy to relate to and especially the teenagers and young adults can find themselves in the lyrics. Eneyetee handles his own life in the lyrics and gives voice to the young.

The target audience contains of people looking for high quality music with affordable price. Eneyetee is an independent artist and produces high quality music with prices that are affordable for students for example. Many young men and women are students and so is eneyetee so he has knowledge of the monetary situation of students and young people in general.

Eneyetee was born and raised in a city called Loimaa. Loimaa is a fairly small city and therefore the citizens are up to date with almost everything that goes on there. This will create an advantage for eneyetee since there will always be people that want to help someone they know or someone that comes from the same city that they are from. We are also targeting this type of people while selling and marketing the

album. We try to appeal to their need for subsidizing the boy that comes from their hometown.

The targeting of eneyetee and the debut album Tyhjätasku was successful. The target customers were 15-35-year-old men and women and the following chart shows the reach. The age distribution that was reached the most was 18-24-year-olds, followed by 25-34-year-olds. The reach scattered fairly evenly between men and women but there were 11% more women than men.

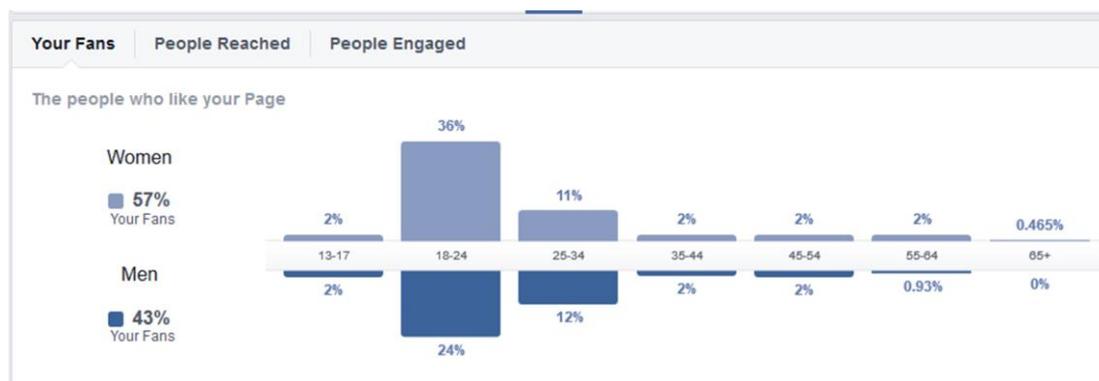


Figure 4. Target customer reach. (The Facebook page of eneyetee, 21.10.2015)

## 6.2 Price & Positioning Strategy

The album Tyhjätasku will be positioned with its new perspective to the Finnish music scene and the rap genre in particular.

Since Tyhjätasku is an independently published album the price of a hard copy can be determined solely by the artist and his marketing team. Töölön Musiikkituokku will handle the digital distribution of Tyhjätasku so the price of a digital copy will be determined by the industry standards. The price was set low enough to attract the younger end of the target customers so that the threshold to buying the album would be as low as possible. It will also be suitable for the new listeners that are thinking of buying the album. The price has to be kept high enough to preserve the high end quality of the product.

Tyhjätasku album hard copy was set to be sold at the price of 10€. A digital copy of the album is sold at Amazon for 8.4€ and a single track for 1.1€. The digital price is

the same as the industry standard but the hard copy price sets eneyetee aside from the other albums in the market.

### 6.3 Selling & Distribution

The album will be sold by eneyetee himself hand-to-hand straight to the customers. This has proven to be the best way to reach the targeted customers closest to him in his hometown and vicinity.

There will also be a digital distributor to distribute the album to the leading digital music streaming services and stores in the market. The distributor is called “Töölön Musiikkitukku”. The album will be on Spotify, Apple Music, iTunes, Amazon and many others to stream online and purchase as a digital copy. It is not profitable / reasonable to get a physical distributor at this time since the physical distribution and selling is constantly decreasing.

Since eneyetee will handle the physical distribution himself he will also take care of the distribution to the ground floor shops. Digital copies can also be bought straight from the official website of eneyetee.

### 6.4 Offers

The first 50 buyers of the album will get a signed sticker with the album. The sticker design is one of a kind and will never be produced again so it will be a collector’s item. The sticker offer will draw attention to itself making the album appear even more desired.

There will be competitions for fans that they can win prizes like signed albums, t-shirts and more. These competitions include Facebook competitions such as “Like eneyetee’s Facebook page and you can win the debut album.” There will also be a referral competition in which the fans to refer the most new fans to the site will win a package of eneyetee items.

The album will be sold with a discount in bigger quantities. For example if a company or a city decides to buy a bigger quantity, for example 50 albums they will get a certain percentage off the final price.

The offer strategy worked as expected. The sticker for the first 50 buyers was an offer that raised interest among consumers. There were customers that specifically asked for the sticker when buying an album.

The marketing team arranged a competition in Facebook. The customers were to like eneyetee's Facebook page and share a picture for a chance to win a signed copy of the debut album. The competition reached a lot of people and gained new likes on the page. The following table shows the results of the competition.

Table 2. The reach of page like competition. (The Facebook page of eneyetee, .10.2015)



## 6.5 Marketing Material

There will be various marketing materials in the marketing of the debut album Tyhjätasku. Since eneyetee is an independent artist and is publishing the album independently there will not be any help in the marketing by record labels. The main marketing route will be social media and word of mouth.

The album will be marketed mainly through social media. The channels that will be used include Facebook, Twitter, Instagram and YouTube.

Since there will not be any help from big labels, most of the marketing will be guerilla marketing. One of the guerilla marketing strategies is eneyetee stickers that will be posted around Finland in various places and various cities.

Eneyetee's official website and the social media channels will act as marketing platforms when the album is marketed. All of the relevant information regarding the album, such as contests, offers and how to buy the album will be updated there. Also all relevant information about live shows and more will be updated in the social channels.

The Tyhjätasku promotion strategy consists of various tactics that include free promotion and promotion that costs money.

### *Album covers*

The marketing will start with the designing of the album covers. The covers of the album are designed so that they will be artwork by themselves. The covers need to be eye-catching to get impulse listeners just because of the intriguing look.

As the first thing a consumer lays eyes on are the covers eneyetee wanted to make them as appealing as possible. Eneyetee had a certain theme in mind for the covers from the beginning. The location was found easily after the plan was finalized. The album covers were shot in the "Panimoravintola Koulu" in Turku, Finland.

### *Newspaper coverage*

Being an artist eneyetee needs all publicity he can get and as many eyes and ears on the album as possible. Tyhjätasku album's publication will be informed to a variety of newspaper so that they can cover a story about it. Newspaper coverage is free marketing for the album and it reaches many households. Getting a story on a newspaper is one of the easiest ways of marketing. It is also one of the best ways to reach hundreds or thousands of people with little or no money at all, making them potential fans.

Eneyetee contacted the local newspapers near to him. This way he ensured that they would cover a story. The bigger newspapers such as Helsingin Sanomat will be contacted shortly afterwards. The reception eneyetee's debut album received from the newspapers was more than he had expected. All of the contacted papers wanted to write a story about Tyhjätasku. It raises a question that should he have contacted more and bigger newspapers, too from the beginning since they could have been interested also. This way Tyhjätasku would have received more free advertising. The newspapers that covered Tyhjätasku were Loimaan Lehti, Länsi-Suomi, Seutu-Sanomat and Turun Sanomat. The marketing team is still working on getting eneyetee featured on Helsingin Sanomat and on a magazine.

### *Eneyetee Sticker*

One of the guerilla marketing techniques used in the marketing of Tyhjätasku is the eneyetee stickers posted around in different cities. The sticker features eneyetee's logo: an "N" made up with fingers, and a banner with "eneyetee" written on it. It also has eneyetee's Facebook page and official webpage links.

The stickers will be posted in places where there will be the most customers of the target market. These places include the schools, grocery stores and restaurants and bars. This way people will notice the sticker even before the album is published and

their interests are sparked. They will start looking eneyetee up on Google and end up on the social media channels and familiarize themselves with eneyetee. Now that they have seen eneyetee the album publication will get more publicity and reach more people.



Picture 4. Eneyetee sticker in Citymarket's main entrance.



Picture 5. Eneyetee sticker in school elevator.



Picture 6. Eneyetee sticker in Café Sali.

### *Single publication*

There will be a single that will be published a few months earlier than the album. The single will be a teaser for the album and it will work with the same principle as the sticker. It creates a good conversation around the album and sparks the consumers' interest.

The single is called *Soon Kesä Ny* and is a summery song with a catching melody and lyrics. It represents a more upbeat feel-good side of the album and is suitable for radio. *Soon Kesä Ny* acts as a bumper for radio play; it will be sent out to the radio stations in Finland to gain plays and furthermore open a way for the rest of the album to be played in the radios.

The single *Soon Kesä Ny* performed as expected. It created interest around the album publication and received radio play. *Soon Kesä Ny* was picked as the "week's

choice” on Basso Radio’s midsummer special by DJ Sir Jake. It was also played on Radio KLF on almost weekly basis.

### *Tyhjätasku Publication Event*

The publication of Tyhjätasku will be celebrated with a publication event. The event will be a live performance by eneyetee and start a series of gigs. The event will be held in a venue preferably in Helsinki to gain the maximum amount of audience and publicity.

The publication event for Tyhjätasku was not as successful as anticipated. There were difficulties in arranging the event in both Turku and Helsinki. The booking agent was able to book two gigs in Loimaa to start things off. This was meant to be the start of a short Tyhjätasku publication tour. The difficulties continued and the team was not able to book the rest of the tour making the publication event unsuccessful.

The marketing team hired a new booking agent that would be able to concentrate solely on booking gigs and shows, making it more efficient. With the new booking agent the Tyhjätasku publication tour has a new chance of succeeding. Even though called a “publication” tour and held half a year after the publishing of the album, the marketing team will turn it upside down to make it look like it was supposed to that way.

### *Music Video*

Eneyetee’s single Soon Kesä Ny will have a music video. The music video will give the audience something concrete to look at and thus generate more views and audience. The music video will be shot in a reservoir in Loimaa and the theme will be a beach party.

The party on the video will be an actual beach party with friends and not a fully staged one. This ensures that there are authentic emotions and expressions. The video consists of scenes shot from the party involving actual partying and a few staged rap scenes to ensure logical video and a smooth evolution.

Second music video will be shot for the track “Paikoillaan” which is a more personal and emotional track. The video for Paikoillaan will be shot in eneyetee’s hometown Loimaa in the late fall or early winter. The set for the video will be an old barn. The video will only feature eneyetee sitting on a chair in a dark barn in a cold air rapping the song. There will be aspects such as lighting that make the video spectacular even though it is very simple.

The music video for Soon Kesä Ny was never shot due to the weather. Finnish summer was not auspicious this year and the video would not have been good so the team decided to give it up. Even though the summer was not good enough to shoot the actual music video the single Soon Kesä Ny had a music video to it. Eneyetee created a kinetic lyric video of the song before the actual music video was to be filmed. This video stayed as the official music video of the single.

A kinetic lyric video is a video in which the words are animated to go with the song. As the song progresses the words flow with it. Since the official beach party video was not possible the kinetic lyric video was the next best thing. It has been viewed 940 times on YouTube.

The music video for Paikoillaan will be shot in the late 2015 when it is cold enough for breath to fog and dark enough to create a dramatic lighting.

## 6.6 VLOG (Video Blog)

Video blogging is a big deal in today’s social media and blogging world. Some video bloggers even do it professionally. Video blogging gives the audience something to watch kind of like music videos.

One of the marketing aspects for Tyhjätasku is video blogging. Video blogging as an artist gives a chance to interact with the fans and consumers. The outlet is easy to approach and gives a possibility for a large audience.

The VLOG will be called “eneyeteevee” as in eneyetee and TV (teevee). In the VLOG eneyetee will cover the latest news of his music, upcoming gigs and everything related to the album Tyhjätasku. The VLOG will be a once-a-month recap of what has happened during that month and what is going to happen next month.

The eneyeteevee VLOG will act as an easy access to eneyetee’s latest news. It will offer fans and possible fans a more tangible way of staying up to date with eneyetee. Eneyeteevee will help in attracting new fans.

## 6.7 Unique Selling Proposition (USP)

Creating and acknowledging a Unique Selling Proposition differentiates your product or service from the competitors. Unique Selling Proposition lets your customers and potential customers know why they should specifically pick your product or service.

The unique selling proposition of eneyetee is his relatable lyrics and the details in his songs. Eneyetee writes and has always written his own lyrics since he was 14. That way he’s music is always personal and speaks out to the audience instead of telling someone else’s story. Eneyetee gives a voice to the feelings and experiences that he has been through. By doing so he gives a chance for the listeners to find themselves and realize that there are others in the world, too that have been through the same things.

The motto of eneyetee’s music is “When you need music for YOU.” and “When you need music that listens.” This describes the Unique Selling Proposition of his music. What separates eneyetee from the rest of the artists nowadays is the attention to details and the effort put to his lyrics. Many artists in today’s music rely heavily on the repetition of their backgrounds and that the instrumentals are what consumers listen to and what will carry them to the top. Eneyetee strives to challenge himself.

## 6.8 Collaboration Strategy

The collaboration strategy is based on the benefit gained from a person or a company mentioning eneyetee's new album or playing the single. It is kind of like subliminal advertising. Collaboration will be suggested to a variety of people in various areas of social media and other medium.

### *Bloggers*

One of the media is bloggers. Bloggers get a lot of attention and they potentially have many people reading their blogs every day. The marketing team will contact bloggers in different fields to see if they are willing to collaborate and mention eneyetee's single in their blogs. Getting bloggers to mention Soon Kesä Ny and even sharing it in their blogs would help raising awareness of eneyetee's music. It would reach more people and potentially create more fans and customers.

Eneyetee contacted a blogger community called "Rosvot" which consists of music bloggers of different genres and interests. He sent them the Tyhjätasku album asking to get a review or a mention in the blogs. Eneyetee also contacted bloggers that he personally knows to ensure that they will mention his single on their blogs.

One blogger that decided to mention Soon Kesä Ny holds a maternity blog. This was the goal of reaching out to bloggers. To get bloggers from totally different aspects of life to post Soon Kesä Ny will reach people that might never have discovered eneyetee on their own.

Another blogger to post about eneyetee and Tyhjätasku was a Swim run team "Pink Seals". Eneyetee once featured a song on their introduction video so now that he published a debut album they wrote on their blog that the album would go great with Swimrun. This way the Swimrun community will have a chance to get to know eneyetee's music.

### *Stores and Events*

Collaborating with stores and events will be an essential part of Tyhjätasku debut album's pre marketing. Getting different stores and events to play the single prior to the publishing of the album will create a healthy buzz around Tyhjätasku.

A gaming/LAN event GIGAb1t played Soon Kesä Ny in their annual event in 2015. Of course the main interest in GIGAb1t is gaming and internet but as the single played in the background a few times it was bound to catch someone's attention and be left in their subconscious.

Eneyetee contacted the DJ that was playing music in the games of the Bisons, a basketball team from Loimaa. The team a contract with a Finnish radio station Radio Rock and the playlist comes from them. The contract is strict and allows no other music to be played so the DJ refused to play the single. After conducting his manager eneyetee was able to place his music on the playlist.

## 7 INDEPENDENT ALBUM MARKETING ABROAD

Due to the globalization and internet, publishing music is similar all around the world. There are only a few ways that you can differ from the next artist publishing his/her music. Marketing an independently published album internationally is like marketing it in Finland. The artist has to go through the same process from making the music, promoting it, to eventually selling the end product. There are a selection of different publishing tools and websites for independent artists to publish their music through. These tools work as distribution channels like “Töölön Musiikkitutku” in eneyetee’s case. For example CD Baby and Tunecore are distribution channels especially for independent artists to get their music to the major streaming services such as Spotify and online stores. (Website of CDbaby 2015) (Website of Music Business Journal 2015)

The market and audience is bigger internationally than in Finland and that creates both an opportunity and a threat for independent artists. As the audience is bigger and the artist is more likely to capture larger publicity, there are thousands of artists at the same situation trying to capture the same audience. One example of a major artist that is making music independently is Macklemore.

### *Macklemore*

Ben Haggerty is a 32-year-old rap artist from Seattle, United States. He is more publicly known as Macklemore. Macklemore is an independent artist like eneyetee and his debut studio album “The Heist”, published in 2012 was produced and published independently without the help of record labels. Macklemore is one of eneyetee’s musical idols.

Macklemore has published various projects as a solo artist but he formed a duo with his promotional photographer in 2008. Ryan Lewis was Macklemore’s promotional photographer since 2006 but as he was also a producer and a DJ they decided to team up and create a duo. The two of them were only reliable for themselves since Ryan

Lewis produced the tracks and performed as a DJ on the gigs and Macklemore rapped. They also film and edit their own music videos. Two of their biggest YouTube videos have received 4.7 million and over 8 million views. The duo has decided to work independently and not signing to a major record label. The duo made an acknowledged decision to slowly build their fan base. (Website of RollingStone 2015) (Website of Billboard 2015)

### *The Heist*

The Heist is Macklemore and Ryan Lewis' debut studio album. The album is a great example of an independently published album that received major publicity. When creating The Heist Macklemore and Ryan Lewis decided not to use any samples since they would have been very expensive. The duo turned down major label offers wanting to publish The Heist independently. Even though The Heist was published independently Macklemore and Ryan Lewis paid the Universal Music Group's radio promotion department to boost the radio play. The duo used Alternative Distribution Alliance's services. The fourth single of The Heist, called "Thrift Shop" was the most successful single being number one on the Billboard Hot 100 and 17 other countries. The Heist sold 78 000 copies in its first week and as for now it has sold over a million copies.

## 8 SUMMARY AND CONCLUSIONS

The purpose of the thesis was to analyze the effectiveness of the marketing plan conducted for eneyetee's debut album Tyhjätasku. The need for analyzing the effectiveness strived from the artist's lack of analyzing tools thus he created the thesis for himself. It contains vital information for the artist of the case album, which he can use for the future albums and their marketing. The thesis consisted of four main themes. The first theoretical part introduced and explained marketing and the two aspects used in the marketing of the debut album i.e. social media marketing and guerrilla marketing. The second part introduced the artist and his background and the actual service behind the thesis the Tyhjätasku album. The third and empirical part contained the album's marketing plan with both the explanation and implementation. The fourth and final part of the thesis was the international aspect of the thesis. The author introduced the differences and similarities of independent music publishing in Finland and around the world. The example used in the thesis was the American independent artist Macklemore and his album The Heist.

The marketing of eneyetee's debut album Tyhjätasku was successful for a Finnish independent artist doing all of the marketing himself. The album was published on 25<sup>th</sup> of May and there were 500 physical copies of which eneyetee has sold approximately 400. The figure sold was lower since the process of the physical copy was inadequate. There was no physical distributor and eneyetee had to sell the physical cd from hand to hand to the customers and contact the stores. Due to the lack of time and resources he was not able to sell more than 400 copies. This is definitely a thing to take into consideration in the future albums. Eneyetee's music has also been on all of the major streaming services online such as Spotify, Amazon and Apple music since the 25<sup>th</sup> of May and has gathered 6 286 listens. The Single Soon Kesä Ny has 2364 listens. This is considered a big accomplishment and a good start to go even further. The next goal is to go over 10000 listens. Although reaching the figures of Macklemore seems impossible and frankly is impossible in Finland, eneyetee keeps working to achieve his goals and dreams.

### *The Marketing Plan*

The target market was met perfectly with Tyhjätasku. Even the older end of the target consumers was interested in the music and was able to relate to the lyrics. For being able to sell nearly all of the 500 physical copies the price and positioning strategy was well executed. Although the physical distribution was not as successful as it should have been the selling and distribution were handled well. Töölön Musiikkitukku was a good business partner and eneyetee will use their services in the future as well. The offer strategy was successful and generated much needed publicity and traffic to eneyetee's social media. The fans and listeners also identified the unique selling proposition of eneyetee and his music. Eneyetee describes himself as a lyrically creative artist and he challenges himself with every song. Being able to convey the message and be recognized for that by the audience is a great achievement.

The marketing plan created prior to the publishing of Tyhjätasku was executed as planned apart from a few exceptions. The booking agent was not able to sell a publication event for Tyhjätasku, which would have been crucial for the acquiring of publicity. The music video for the single Soon Kesä Ny was not shot because of the bad weather during the summer. The video for Paikoillaan and Paha Ämmä will still be shot but the important views for the single were lost. The eneyetee sticker strategy should have been made even bigger and even more outside the box. It was concentrated in a small area and did not cover as much as expected. The stickers worked as they were designed to but the idea will need to be taken further with the next album.

There are still many things to improve and to consider in the next album's marketing plan. But the first step has now been taken and the mistakes made in the marketing of the debut album will be corrected in the next album's marketing. So far the marketing of Tyhjätasku has been successful and will grow even bigger with the post-marketing matters. There should be a bigger marketing team, maybe even a company doing the marketing of the next album to ensure the best possible outcome and publicity. Eneyetee has also considered doing like Macklemore and hiring a radio promotion company/branch to get the next album on the radio. These companies/branches have major contacts in the radios and they usually work with a bigger record label so they have leverage over the music on the radios.

As a part of the whole guerrilla marketing theme of the album eneyetee decided to make his thesis of the marketing of Tyhjätasku. The seminars would each be a piece of marketing and subliminally act towards the goal of marketing the album. The first two seminars were successful and went according to the plan but the third and final seminar was held on HILL and therefore was not as effective as the first two. In the third seminar eneyetee was supposed to rap a song or two of the album in front of the class but this aspect will now be excluded. There might still be something surprising.

A certain record label's production team showed interest in eneyetee's music and wanted to create two tracks with him and see where it goes from there. If they are successful there might be a future with eneyetee and the label. This will take place in January 2016 and will hopefully be the big break for eneyetee and his music career. Grabbing the attention of record labels was the ultimate goal of the debut album Tyhjätasku and it appears as if that goal has now been met.

## 9 FINAL WORDS

The idea for the thesis sparked when I published the album and realised that I did not have a tool to measure the marketing plan's efficiency. Being able to see which parts of the plan worked and which needed to be better executed is vital for the future albums. During the thesis I was able to generate the needed information and writing the thesis opened my eyes to many of the problems in my marketing plan that would have gone unnoticed without the thesis. At first when I started writing the thesis I thought that it would be easy because it was about me, and the marketing of my album. It turned out to be harder than I expected because I needed to be unbiased at times and really focus on the findings. I also needed to critically view myself as an artist and the album for my thesis to not end up being affected by false results or biased views.

In the end the whole process of publishing the album was more successful than I had hoped for. It has been a year since I published the album and it has generated 42 515 streams on Spotify. The most listened track Paha Ämmä has generated 30 541 streams which is 30 times more than I had hoped. As I stated in the conclusions a certain record label's production team showed interest in my music. They wanted to create a demo pack with 2 to 3 tracks with me for the label to see whether they wanted to sign me. I recorded the demos and they liked them but before we got to record them professionally and sent them to the label executives I signed a record deal with another label called Olari 21 Musiikki. We now have three new singles and the first one will be published in 2016, either summer or fall.

As the debut album performed so well with only my output on the marketing I have set a new goal for my upcoming singles. The goal is to hit the gold track line, which is two million streams. I acknowledge that the goal is very hard to reach in, Finland especially but I have full trust on the label and my manager and first and foremost on my music. I am confident that we will reach the goal.

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