

Preface:

Below is a sample marketing plan I created focusing on pre-order sales for Jagjaguwar's artist: Folk Bitch Trio. I've seen a lot of really cool and exciting content about them lately, and it's got me excited for the new album. I created the following marketing plan in response to the content push I have seen as of late, prompting people to pre-order the physical album. [This post specifically is what sparked it.](#) I really loved the creative for it! In my previous role, I worked a lot with vinyl and ran several campaigns pushing people to pre-order new releases we got in. It was great!

Below, I split the plan up amongst **Goals, KPIs, Data, Methods, Creative**, and my sources. The majority of information below is focused on the data and the ad targeting itself. It's fairly dense, but I focused on **bolding** the highlights/important points. I collected it using Chartmetric, Viberate, and more. In smaller sections, I focused on the creative and listed several ideas I had. I would be happy to follow up with more specific visuals, and even create some of them myself.

Let me know if you have any questions or if I can clarify any sections. Thank you!

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Goal: To increase pre-order vinyl sales by 50% for Folk Bitch Trio's newest album *Now Would Be A Good Time* by July 18th, 2025 to be able to be shipped out in time for the official release date.

Strategy: Run paid advertisements on Instagram targeting individuals aged 25-34 based in the US and Australia. Target individuals who are already fans of Folk Bitch Trio, as fans here will already be farther down the customer journey funnel. The focus here is on conversions. Individuals will be located in Melbourne, Sydney, and Brisbane in Australia. In the US, individuals will be located in Chicago and Austin. Below can be seen the data that was used to inform these insights.

Data:

I focused on targeting people here who are **already familiar with Folk Bitch Trio**. Focusing on sales here, it was important that customers had already moved through the customer journey funnel past awareness and onto conversions.

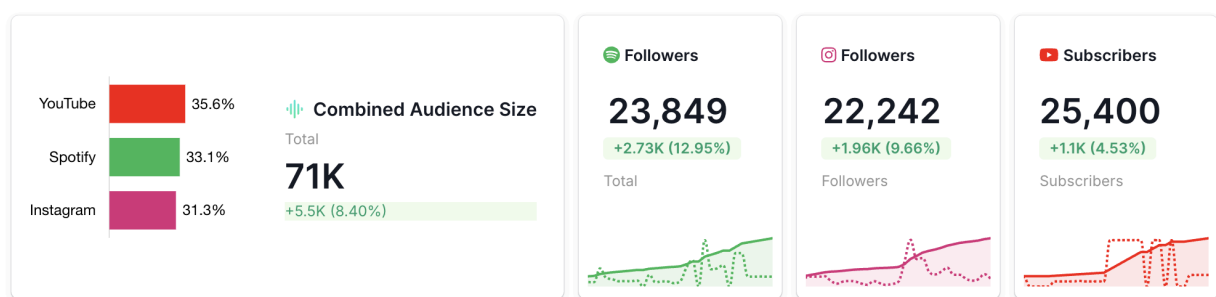
On the other side of things, however, there is an argument to be made that there is a subset of society who have a genuine interest in vinyl, and are willing to try out/purchase vinyl from artists they aren't as familiar with. Breaking new markets would be the goal here. However, for the sake of this marketing plan, I will focus on those who have already moved up through the customer journey funnel.

Overall Audience:

As far as FBT's online audience goes, the majority of fans are located on YouTube, Spotify, and Instagram. There has been a big increase in activity on TikTok as well, but as I am targeting already engaged fans, I wanted to go to where people already are.

For this plan, I chose to target users on Instagram specifically. While YouTube does have the largest overall reach (accounting for 35.6% of their total audience), it has seen less growth in recent months compared to Spotify and Instagram. I chose to "piggyback" on this momentum and newer fans who are more engaged/excited about this new album. I chose Instagram specifically through this, because of its ability to drive ecommerce. Tools like Instagram shop and easy use of smart links allow purchasing vinyl much more easily compared to Spotify.

All in-depth data can be seen below.



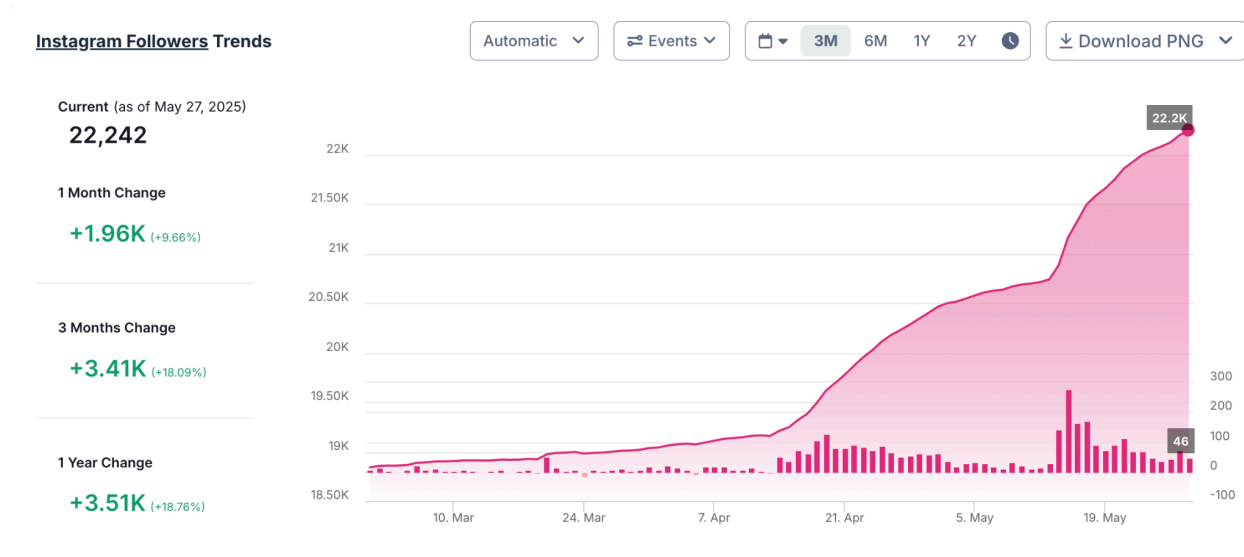
For The Above Graphic:

- Overall social audience size of Folk Bitch Trio according to chart metric on the **left**.
- Overall social audience size of Folk Bitch Trio for platforms on the **right**.

- It can be seen here that while **Instagram** does have a slightly smaller audience size than YouTube, **it has seen the second biggest increase in new followers** both by number and in percentage.

*For The **Two** Graphics Below:*

- Below, you can see **more specific audience growth trend stats for Instagram.**



Where Their Audience Is Located:

- The **top two markets** for Folk Bitch Trio are **Australia** (where they're originally from) and the **United States**.
- The **top cities** for **Australia** are **Melbourne, Sydney, and Brisbane**
- The **top cities** for the US are **Chicago and Austin**.
- The majority of their audience is located in Australia, but the US market for them has been growing as of late.

Instagram Specific:

#	City	Country ↓	🔊 Estimated Overall Audience ⓘ
1	Chicago	🇺🇸 United States	5.00%
2	Austin	🇺🇸 United States	0.39%

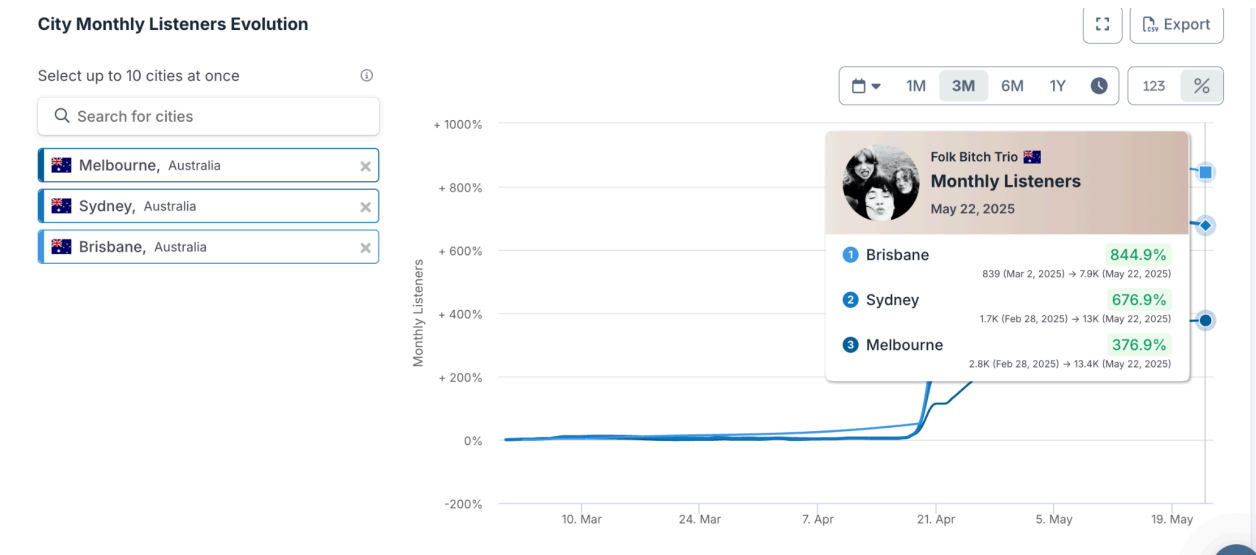
#	Country	📷 Followers ↓ (Last Updated 5/28)
1	🇦🇺 Australia	12.3K -100 (-0.82%)
2	🇺🇸 United States	3.3K +8 (0.23%)

- Through research using Chartmetric and other music analytics tools, I was not able to find specific enough data without having access to the account. Pulling what I could from Chartmetric, however, **in the US, the majority of FBT's audience is located in Chicago and Austin.**
- They have a total of **3.3k Instagram followers located in the US.**
- Going along with assumptions, it can be assumed from my outside perspective that **Chicago and Austin** would be the top two U.S cities for Instagram as a result of this.

#	City	Country	📷 Followers ↓	📷 Likes	Affinity
1	Melbourne	🇦🇺 Australia	5.9K -123 (-2.07%)	📊 8.91x	
2	Sydney	🇦🇺 Australia	1K +37 (3.56%)	📊 1.3x	
3	Brisbane	🇦🇺 Australia	994 +4 (0.36%)	📊 1.19x	

- In Australia, **Melbourne, Sydney, and Brisbane** are where the majority of their Instagram followers are located.

Sidenote, Interesting Data Point, not directly related to this campaign, but could be used in different campaigns:



- For Australia, the top three cities, same as before, are **Melbourne, Sydney, and Brisbane**.
- It's interesting, however, that **Brisbane is seeing the quickest growth compared to the other two**. This could be an exciting new market to target.

Audience Demographics:

Below is audience demographic information for Folk Bitch Trio for both **Instagram**. It's important to note that for gender demographic info, it is in the binary. This is causing incorrect labeling for fans, and isn't a very valid/accurate data point. I included it because most marketing reports will have information on this, but I focused more here on information surrounding age range and interest.

Instagram Specific:

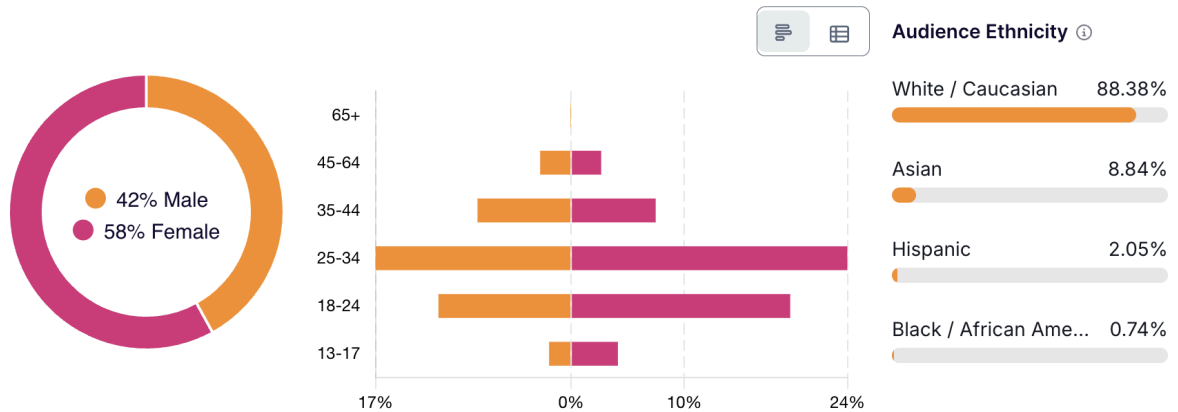
Instagram Audience Demographics

Data as of

May 28, 2025

See changes over time

Like



- The majority of fans fall into the **25-34 age range group**, which is fairly common in this genre (art pop if I had to label). Bands like *Free Range* are another example of a band in the genre falling into the same fanbase category.

Ad Creative Ideas:

- Animated Graphics Showcasing Album:

Content using the seen-below scrapbook style animation I've seen more and more online as of late, and it usually performs quite well. Linked below are a few examples of this, as well as one I created for a tour, however, it still could be applicable here. This type of content performs quite well on Instagram, and could be used for this ad campaign.

Include an action button allowing users to buy directly from the Instagram store, or direct them to a smart link in bio.

<https://jackstebbins.work/big-bloodwickies-tour-2024>

<https://www.instagram.com/p/DJORLEEv9MW/>

https://www.instagram.com/p/CGx0_vWjknC/

- Unboxing Video:

Content focused on the physical album itself performs quite well on Instagram and could help push sales here. Linked below are a few examples of content featuring the artists themselves showcasing the album and unboxing it. The content focuses on the physical LP itself and any variants that might've been pressed.

Include an action button allowing users to buy directly from the Instagram store, or direct them to a smart link in bio.

<https://www.instagram.com/p/DJuIh8ps3bB/>

<https://www.instagram.com/p/DJ2C96VP--v/>

<https://www.instagram.com/p/DHTIAJzOr7Y/>

- Performance Content/Montage:

Content featuring the artists themselves, either performing directly or the song playing in the background, performs quite well and could help drive album sales here. Below are a few ideas with content coming from Benét, who is signed to Bayonet Records and distributed by Secretly Distributio. Additionally, content from FBT themselves, promoting sales for the album.

Include an action button allowing users to buy directly from the Instagram store, or direct them to a smart link in bio.

<https://www.instagram.com/p/DJrYnGLRW33/>

https://www.instagram.com/p/DJ88CVrsVge/?img_index=1

KPIs:

Conversion Rate: Increase the Big Cartel Website conversion rate from 3.5% by the July 15th through Instagram Ads.

Sales Volume: Boost pre-order sales volume by 20% by July 15th through promotional ads on Instagram.

Click Through Rate: Focus on a high CTR on paid ad campaigns on Instagram, growing to 2.5% by July 15th.

Sources:

<https://www.instagram.com/ftband/>

<https://app.chartmetric.com/artist/1456703#overall>

<https://app.chartmetric.com/artist/8423985>

<https://medium.com/viberate-blog/top-5-chartmetric-alternatives-for-music-industry-analytics-a788ac289399>

<https://app.viberate.com/>

For A Deluxe Album Release/Or Shows:

- Video of them in Hex Girls
- In an artist they love, like a trio
- Boygenius comparison, perhaps a classic folk women trio
- SG Goodman Collab
- Video going back to low-key roots, perhaps a small performance for super fans or a stripped-down set for a local audience
 - not like a pop in, but a lower quality but well-show performance, very natural and real
 - focus on the harmonies
 - and the trio over anything else