

## Marketing Plan for Rock on Neon's Guide to Independent Artists 2018

- Requirements: Must have 2 songs in the rotation for airplay on Rock on Neon  
Must have music for sale  
Must take part in the joint marketing effort
- Goal: 250 independent artists  
Minimum: 150 independent artists
- E-book: \$8.99 with active links throughout to listen to and buy music  
Paperback: price TBD, between \$15 and \$20
- Marketing strategy: Each independent artist will buy 5 e-books (approximately \$45)  
They can keep one, but must give 4 to people they know who:  
- listen to music  
- love music  
- look forward to (or are open to) listening to music from new artists
- At Goal: 4 books distributed, 250 artists  
- 1,000 music fans will get book with info and links to all artists  
- 996 will be to music fans of the other independent artists
- At minimum: 4 books distributed, 150 artists  
- 600 music fans will get book with info and links to all artists  
- 596 will be to music fans of the other independent artists
- Money: I will not collect any money  
The independent artists will purchase e-books from Amazon  
Everyone will be on their own honor, no tracking or follow-up by me  
(if do not buy will be getting benefit from fellow artists without returning the favor)  
Independent artists can have their music lovers buy the book rather than buy themselves  
(but be sure the right people, however, buy the book)
- Additional benefits: There are many people who have their own radio stations  
This book could be ideal for them to contact and get music from independent artists  
Same could go for bars, concert venues, etc. looking for local talent