

Raphael Verma

How can a digital marketing plan aid in the growth and development of an online music production company?

Case Study: Ghost Beats

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The purpose of this thesis is to find out how a digital marketing plan can aid in the growth and the development of an online music production company that primarily sells instrumentals to aspiring artists and record labels. Additional goals were to identify the best digital marketing tools for the company to utilize, defining their target market and how to increase their customer base and increase sales.

The structure for this thesis was done by using a case study model for the company "Ghost Beats." The company has seen steady growth since the beginning of 2017 and has started making sales, however, without a clear and strategic digital marketing plan, the company could be hindering their development in terms of growth and sales; this was the reason for why this study was conducted.

The literature review was written based on fundamental marketing and digital marketing theories and terms which were used to establish a basis for the creation of the digital marketing plan. Furthermore, the digital marketing plan created for this study was done by analyzing the needs of the company and discovering what digital marketing tools would be of the greatest benefit to Ghost Beats.

The findings of the study demonstrated that the digital marketing plan designed for Ghost Beats was successful and aided in the growth of the company. The results showed an increase in brand awareness, sales, customers and growth.

Keywords	Digital Marketing, Marketing, Social Media, Strategy
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1 Introduction

The purpose of this thesis is to find out how a digital marketing plan can aid in the growth of the music production company "Ghost Beats," an online business that primarily sells beats to aspiring artists and record labels. By utilizing effective and suitable digital marketing tools, the aim of this study is to prove how the company can expand its online reach, grow its customer base and see an increase in sales. Other objectives were to define the company's target market, discover ways to build a stronger brand and how to make valuable investments in order to promote growth.

Consumers no longer search for beats and instrumentals on websites dedicated to selling beats. Today, most consumers search for beats on YouTube and then follow purchase links in order to acquire their desired beats. Traditionally, producers have worked with record labels and artists in person, however, due to the rise of selling beats online, it is now possible and easier for producers to make a living by selling their music through YouTube and internet beat stores.

Due the vast number of online producers, the market has become saturated. It is very difficult to enter the beat selling market, acquire your own share and succeed. However, it is not impossible. By having an innovative sound, attractive pricing and having the ability to predict demand, there is a way to stand out from the competition and grow a sustainable business. This will be discussed more when analyzing the market in further detail.

Ghost Beats was founded with the intention to produce professional beats at affordable prices and with the intention to make instrumentals that consumers were demanding. Through branding, consistency and timing, Ghost Beats has found a small following of dedicated customers and has found its market niche.

Currently the company has seen steady growth and has seen an increase in sales, however, without a concrete digital marketing plan, the company could be stalling their growth and losing opportunities that could be essential for their success. The company

began developing their brand in the beginning of 2017 and with the aid of a digital marketing plan, Ghost Beats should be able to raise their brand equity significantly through strategic investments and marketing tactics. This was the reason for why there was a need to perform this study and digital marketing plan for the company.

The most popular platforms for automating the beat selling and buying process are offered by two websites called, "AirBit" and "Beat Stars." Ghost Beats operates their business through their YouTube channel and through Airbit. The YouTube channel is used to create videos to showcase and promote the beats or "products" and Airbit is used to create direct purchase links for consumers. By using Airbit, consumers can purchase their desired beats with any device e.g. smartphone or desktop computer and then receive instant download links for the beats. Airbit is an excellent tool for automating the beat selling process, however, it does not allow for the buyer and seller to interact with one another. For this reason, YouTube is used to showcase the products because it creates an environment where buyers and sellers can interact with each other, ask questions and develop a strong customer relationship.

Most of Ghost Beats' customers are from North America and their top competitors also reside in this region. Since the business is online, Ghost Beats does work with numerous customers from various other nations, such as Canada, Germany, Finland and France. Artists and producers no longer work together as much as they used to in the studio because collaborating on music online has become easier and more efficient. This is a major advantage for Ghost Beats because it solely exists as an online entity and has no physical location.

1.1 Company Background

Ghost Beats is a music production company created by Raphael Verma. In 2015, Verma saw an opportunity to enter the beat production business and discovered a need in the market that was not being met. Verma noticed that the top producers on YouTube were incredibly skilled and experienced, however, they were not very affordable and were difficult to get in contact with. A major section of beat consumers are between the ages of 15-25 and most cannot afford the prices that top producers offer. In addition, top producers have such a large following that they do not have the time to answer all consumer questions, which leads to many consumers being completely ignored. This is where Verma recognized the lack of affordability and the lack of customer recognition in the market.

Due to the market being so crowded, Verma knew that his first video on YouTube would have to break through the millions of other beats on YouTube and somehow stand out. By researching what beats and instrumentals were in demand, Verma created his first instrumental video as Ghost Beats on March 20, 2015. To this date the video has over 118,000 views. Ghost Beats officially became a registered business in January 2017 and now is looking to expand, develop the brand and increase sales. Other goals include investing in promotional strategies, dominating new niches, partnering with top producers in order to gain more exposure and drive traffic back to the Ghost Beats YouTube channel.

Ghost Beats hopes to grow their YouTube channel by developing a sustainable business model and successful branding. The company brands their products by creating cover art for each beat, which can be seen as a form of "packaging." Furthermore, cover art is designed for YouTube thumbnails, Airbit thumbnails and the beat videos that are uploaded to the main channel are designed to be creative, visual and aesthetic. By creating a product that not only sounds good but looks good, Ghost Beats believes this will lead to greater brand equity.



Picture 1. Visual branding done through cover art for beats (Ghost Beats 2017)

The company's business model is a combination of the Direct Sales and the Freemium Model. Ghost Beats is under a direct sales business model because their salespeople are responsible for selling their products and services directly to their customers in order to generate revenue. There is also no fixed retail location for Ghost Beats (Forbes 2013). Furthermore, the company is also under the Freemium Model because they give away beats for free to consumers for evaluation purposes and then provide them with an option to upgrade (Forbes 2015). Consumers can download beats for free, consider if the beat is suitable for a song of their own and then are referred to a purchase link which allows them to purchase a license for the beat that is suitable for their needs.

2 Literature Review

This section will discuss fundamental marketing and digital marketing terms and theories in order to be able to better understand how to create an effective digital marketing plan for Ghost Beats. Since Ghost Beats is an online business/e-business and practices e-commerce, it is important to define these terms before we can move forward to other marketing theories. E-commerce is generally about selling online or having the ability to transact online. This includes online shopping which involves transactions where "buyers actually buy and shoppers actually shop" (Chaffey and Smith 2008: 12). Furthermore, an e-business "creates the ability to run a business online. This includes e-marketing and e-commerce" (Chaffey and Smith 2008: 12). Since Ghost Beats falls under these definitions, it is essential for the company to develop and utilize a digital marketing plan in order to meet their goals and to gain a greater market share in the future.

2.1 Marketing

Many people share the same false understanding that marketing is only about advertising and promoting. However, this is not true. Advertising and promoting are a part of marketing and marketing as a whole concept is much larger and more intricate than that. These two areas of marketing are very important; however, they are just a few tools of a larger mix of tools called "the marketing mix." The concept of the marketing mix or "the 4P's" will be discussed in further detail in the section "The Marketing Mix."

Kotler defines marketing as "a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others," (Kotler 1999: 31). In a sense, the fundamental concept behind marketing is developing products and services of value based on customer needs, wants and desires. Understanding customer needs, wants and desires provides marketers with important information which can then be used to create marketing strategies. (Kotler 1999: 31).

2.2 Marketing Plan

Every company should have a marketing plan. It is a document which outlines a company's marketing strategy and strategic actions. Marketing plans can be created for specific periods of time and can be created for a company, product or brand. Generally, marketing plans change and are revised as a company's changes and grows. A product or brand plan should contain "an executive summary, current marketing situation, threats and opportunities, objectives and issues, marketing strategies, action programmes, budgets and controls" (Kotler 1999: 111). The main purpose of a marketing plan is to provide a company with a framework which they can refer to see what marketing goals they have and how they will achieve these goals.

2.3 Defining Market

When a company is defining their market, there are a number of factors they must take into consideration. When the market is large, it can be very difficult for companies to reach all of the market's consumers. Not every company can satisfy all the needs, wants and desires that consumers have, which is why it is important for companies to find their target consumers, understand how to practice segmentation and understand how to utilize their market strategy effectively. This section of this study will go over these essentials marketing steps.

2.3.1 Segmentation

Market segmentation is when a company will divide consumers into groups or "segments" based on their shared needs, wants and desires. "Segmentation involves the identification of potential buyers on the basis of a shared similarity, such as need, a particular characteristic or similar purchase behavior or use," (Stone and Desmond 2007: 200). The reason why companies choose to practice market segmentation is because it allows them to distribute their consumers into categories which then allows them to design products and services more effectively and efficiently based on the needs of these certain types of consumers.

Since the market has numerous and different types of consumers, a common way to group them into different categories is by separating consumers based on factors relating to geography, demographics and psychographics. Geographic factors look at what country, city and region a person is from, demographic factors look at the age, sex, income, and education of the consumer and psychographic factors examine what social class the consumer belongs to and what sort of lifestyle they live and lead (Kotler 1999: 107).

2.3.2 Target Marketing

Following segmentation, marketers can begin to evaluate what segment(s) to pursue and what would be the most attractive market for them to target. Companies should target segments where they can obtain a competitive advantage over their competitors. In addition, companies should consider targeting segments where they can "generate the greatest customer value and sustain it over time," (Kotler 1999: 107). When choosing what segment to target, it is important to take into account the following factors: is there a competitive advantage, can this grow, are there opportunities and is this sustainable?

Figure 6.2
The process of
target market
selection

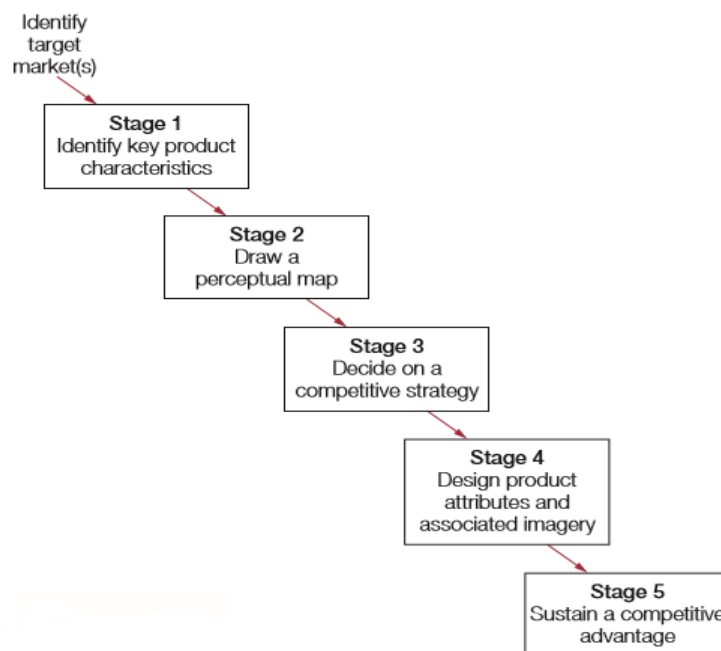


Figure 1. Influences on marketing strategy (Stone and Desmond 2007: 194)

The figure above illustrates the process of target market selection. Stage 1 shows how marketers begin by identifying key product characteristics. Stage 2 suggests to create and draw a perceptual map to be able to better visualize the process of target market selection. During stage 3 marketers decide on a competitive strategy which will be based on the target market. Stage 4 moves on to identifying product attributes and associated imagery which will lead to positioning and the final stage of the target market selection process is to identify and sustain a competitive advantage.

2.3.3 Positioning

After choosing a target market, companies must select what position they want to take regarding their chosen target market. "A product's position is the place the product occupies in consumers' minds," (Kotler 1999: 108). Market positioning is beneficial for companies because it creates a clear and distinct image of the product in the minds of consumers. Furthermore, proper market positioning separates a company's product from a competitor's product. Generally, a company will identify their competitive advantage and then build their market positioning around that advantage. To ensure successful positioning, a company must choose their position and then communicate this to their consumers effectively.

2.3.4 Competitive Advantage

In marketing, one of the most important areas companies should pursue is obtaining a competitive advantage. A competitive advantage is a form of leverage a company has over its competitors by offering their consumers something of great value. This can be achieved by having lower prices than competitors or then by offering benefits to consumers that competitors cannot match (Kotler 1999: 108). In order for a company to sustain their competitive advantage, they must maintain and update their marketing data. This is done to make sure that the company's target market's needs are being met and to see that the company's offering of value is greater than their competitor's (Stone and Desmond 2007: 197).

2.4 Marketing Mix

After defining what is marketing and discussing marketing strategy, now we can move forward to covering "The Marketing Mix." This is one of the most fundamental concepts of marketing. Kotler defines the marketing mix as "the set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market," (Kotler 1999: 109). The Marketing Mix can also be referred to as the 4P's, which stands for "Product, Promotion, Price, Place. The following section of this study will go over each element of the marketing mix.

The first "P" of the marketing mix is "Product." Product entails the goods and services a company sells to its consumers. It is anything that is offered to the market for purchase and consumption that can satisfy consumers needs and wants (Kotler 1999: 110). This includes physical objects, services and ideas. The second "P" of the marketing mix is "Promotion." Promotion refers to the activities a company performs to bring their goods and services to the attention of consumers to "persuade them to buy," (Kotler 1999: 110). The third "P" of the marketing mix is "Price." Price is the amount of money consumers pay for a good or service. The last "P" of the marketing mix stands for "Place." Place refers to the activities a company performs to make their goods and services available for their consumers to purchase. The figure below illustrates the different elements of the marketing mix and what they can consist of.

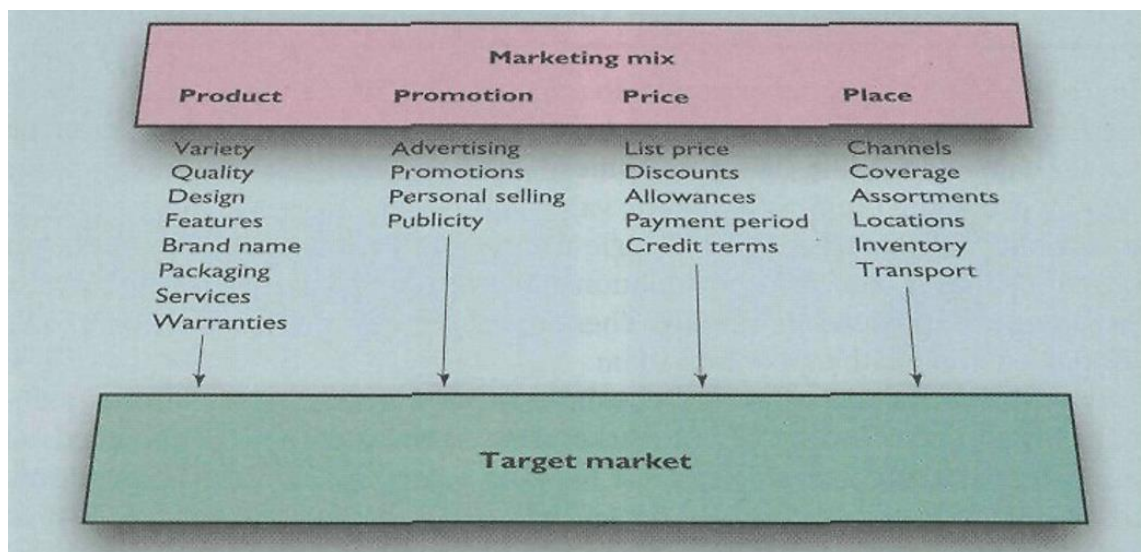


Figure 2. The Marketing Mix (Kotler 1999: 110)

2.5 Branding

Branding is an essential component of product development in marketing. A well branded company and a well branded product, creates value in the mind of the consumer. Thus, branding is fundamentally about perception, creating value through the mind and influencing the price of a product without adding any new physical components to the product. However, great branding takes time, requires financial investments, extensive marketing, innovative promotion and packaging. The right kind of branding can create customer loyalty and a strong following of consumers that learn to trust a company. This is why branding has become such an integral part of product strategy and an area of great focus for marketers.

A brand is a name, term, sign, symbol, design or a combination of these, which is used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler 1999: 571). Brands are how consumers recognize the maker of a certain good or service and how they perceive a product or company. Furthermore, branding is not a new phenomenon and it can actually be viewed as a form of property. It is possible for businesses to claim ownership of their brands, titles and logos via trademark laws and by registering their trademarks.

Brands can convey specific features in a company or product. They can also convey benefits and services to consumers. In addition, a brand symbolizes the value of a good or service and a company with a strong brand generally signifies quality and reliability. Kotler states that there are four levels of meaning in branding: attributes, benefits, values and personality.

I. Attributes

The first level of brand meaning is "attributes," which brings to the consumers mind specific attributes of a good or service. For example, the Chinese smartphone that took 2017 by storm, OnePlus, suggests attributes such as "affordable," "high quality" and "durable."

II. Benefits

The second level of brand meaning is "benefits." Kotler says that consumers do not buy attributes but instead buy benefits. He goes on to say that brand attributes should be words that are easy to translate to benefits (Kotler 1999: 571). For example, the attribute "affordable" could be translated to the benefit "I am getting my money's worth." The attribute high quality could translate to the benefit "I have something of great value and this product makes me feel secure." The attribute "durable" could translate to the benefit, "This product makes me feel safe and it is a product I can rely on."

III. Values

The third level of brand meaning is "values." Kotler explains that a brand does not just reflect the value in a product or service, however, it also says something about the values of the consumer. For example, if the attributes of the OnePlus phone are affordable, high quality and durable, then this means that brand marketers must identify these attributes to specific groups of OnePlus phone buyers.

IV. Personality

The fourth level of brand meaning is "personality." If this brand was a person, what would he or she be like? This fourth level of brand meaning helps give a brand human characteristics which makes visualizing the brand easier and more relatable for consumers. Personality also helps consumers identify similarities between the consumer and the brand.

All things considered, a brand is not just a name and thorough branding develops several levels of meaning for a brand. It is the marketer's challenge to understand and evaluate what levels of brand meaning they should focus on and build on for their company. It is important to remember that consumers do not focus on a brand's attributes but the benefits a brand offers them and it is vital for a brand to focus on building their brand strategy, if the company wishes to develop a successful brand identity.

2.6 Brand Equity

Any company or business can have a brand, however, companies that heavily invest in their brand and strive to create a strong brand identity are the brands that consumers often recognize. Companies that do little to promote their brands often fall short of developing a recognizable brand and often are ignored by consumers. Kotler says that brands with high brand equity have powerful brands. In addition, brands with high brand equity have "higher brand loyalty, name awareness, perceived quality, strong brand associations and other assets such as patents, trademarks and channel relationships," (Kotler 1999: 572). Furthermore, a brand with high brand equity is often a valuable asset. It is not uncommon for brands to be sold, however, since their value can be fairly difficult to measure, companies do not usually add brand equity to their balance sheets.

In order to preserve high brand equity, marketers must constantly collect data and revise their brand strategies. As mentioned earlier, to create a strong brand takes time, strategy and consistency. Companies should also invest in R&D to look for new and innovative ways to grow their brand identity and to meet new trends and consumer needs, wants and desires.

2.7 Digital Marketing

This section of this thesis will go over what "Digital Marketing" is and how it evolved and differs from traditional marketing. Digital Marketing is based on traditional marketing and shares the same fundamental principles (Stokes 2008: 19). However, digital marketing emerged to satisfy consumer needs, wants and desires that resulted by the creation of the internet. The online web created a new platform for marketers to enter and utilize to promote their strategies and companies. It is an excellent platform for buyers and sellers to connect with each other and a place to exchange values, ideas and services. With that being said, the complete scope of traditional marketing is now executed on the online web and just like in traditional marketing, goods and services are positioned, purchased, sold and distributed on the internet.

The online web offers new opportunities for companies to promote themselves and raise brand awareness. In addition, consumers now have an easier way to share their thoughts with brands and through new innovations and technologies, consumers have choices and opportunities in their buying process which they did not have before.

Marketers utilize various digital marketing tactics to execute their marketing strategies. The next section will take a look into areas such as various social media channels and terms such as SEO, search advertising, online advertising, affiliate marketing, video marketing and email marketing.

2.7.1 Social Media

Social Media today is how people connect and share information with one another from anywhere and with any device. Social Media has been called the "Web 2.0" and is also known as "consumer generated media" and can be in the form of text, images, video and audio (Stokes 2008: 31). The rise of social media and its many channels has given marketers a new way to engage with consumers and provided new opportunities to display information and develop company brands digitally.

Social Media channels allow people from all over the world that have access to the internet to share their thoughts on their life, their values and their ideas. With that being said, social media also allows companies to promote their products and services to people all over the world in an efficient and cost-effective manner. When consumers and companies share their content on social media channels, this create an environment where people can discuss, comment, like, dislike and share ideas.

Many companies, organizations and sections of government utilize social media channels for marketing and public communication purposes (Evans and McKee 2010: 4). Due to the amount of active users of social media channels, bringing current events and issues to social media is an effective way to get people aware of what is going on in the world. Social Media channels such as "Facebook" and "Twitter" are excellent platforms for companies to engage with people. The next section will go over several social media channels and how they are used today.

2.7.1.1 Facebook

Founded in 2004, Facebook is currently the world's largest social networking website. Their mission is to provide people with the power and the ability to be able to stay connected with friends and family, to have a place to go to for discovering current trends and events and to have the opportunity to share and express their thoughts and ideas with the world (Facebook 2017).

According to official figures, Facebook has more than 1 billion people registered to their website. Due to the large amount of Facebook users, marketers tend to gravitate to Facebook to advertise their products and brands. Facebook as it has evolved over the years, offers companies and brands excellent methods to advertise products and services and to reach out to consumers which they normally could not or then could not reach in a cost-effective manner (Stokes 2008: 270).

2.7.1.2 Instagram

Instagram is a social media channel and a community of 600 million people that capture pictures and visuals with the intention to share them with their friends and other users (Instagram 2017). Instagram is a tool people use to take and share pictures and videos of everyday life and provides users with the ability to modify their creations to their liking (Stokes 2008: 376).

It is an online environment which allows people to show others what they are interested in and respectively to see what others are interested in. It is also a social media platform which marketers use to advertise their products and services due to its cost effectiveness and ability to reach the average consumer.

2.7.1.3 Twitter

Twitter is social media channel which began in 2013 and now has 313 million active users. It allows users to post "tweets" or messages on the platform with a limited range of 140 characters. The company is on a mission to provide people from all over

the world the ability "to create and share ideas and information instantly, without barriers" (Twitter 2017). It is also known as form of "microblogging," meaning that it allows people to publish brief messages to the world that others can view and read (Stokes 2008: 385).

As for businesses, Twitter has become a very popular and useful tool for marketers. It allows consumers and companies to engage with one another effortlessly and is often use for "rapid customer service" (Stokes 2008: 385). In addition, similarly to Facebook, Twitter provides companies and brands with the possibilities to advertise their products and services on their website in a valuable and cost-effective way.

2.7.1.4 SoundCloud

SoundCloud is one of the world's biggest platforms for sharing and discovering music online. It is a platform which has created a community for people to engage with one another and to share and like their favorite songs and artists. The company began in 2008 and has been widely used by many independent artists for promoting and sharing their music. Due to its easy functionality and community, new releases from new artists can rapidly begin to trend and develop virality. Moreover, SoundCloud provides users with a free experience as well as the ability to upgrade their accounts and gain access to sharing more music and listener analytics. The platform can be incredibly useful for artists and record label companies to track how artists are performing and to monitor and evaluate consumer activities (SoundCloud 2017).

2.7.1.5 YouTube

YouTube is one of the world's largest video social media platforms with over 1 billion users. They provide people with the opportunity to join a community of users sharing their ideas and creations through video. The company aims to inspire people all over the globe and to act as a platform for "original content creators and advertisers large and small" (YouTube 2017).

Many companies and brands choose to advertise their products and services on YouTube due to its easy and effective advertising functionalities. YouTube provides companies with the ability to advertise videos on top of other videos to reach their target consumers. Furthermore, YouTube is an excellent community for companies to showcase their products and services and to inform consumers of vital information regarding their company, brand and goods.

2.7.1.6 Google+

Google+ is the creation of Google and is their take on a social media platform. It is designed to allow people to share and exchange ideas with others on a single Google community with their features known as, "Circles, Hangouts and Local" (Stokes 2008: 374). The "Circles" function enables users of Google+ to create groups for themselves where they can engage with a select few, e.g. friends and family. Google+ users can also chat with each other through video chats by using the "Hangout" function. The "Local" function is used by Google+ users to share information based on their location to identify nearby restaurants, places, events, etc (Stokes 2008: 375).

2.7.1.7 LinkedIn

LinkedIn is a social networking website designed for professionals, companies and organizations. The company began in 2003 and has now more than 500 million users with users coming from over 200 countries (LinkedIn 2017). In addition, the website is commonly used for job searching, recruiting and the sharing of business ideas, events and trends. Marketers commonly use LinkedIn for recruitment purposes and use their built-in advertising services to promote job vacancies.

2.7.2 SEO

SEO stands for "Search Engine Optimization" and entails the process of improving website rank for search engines such as Google and Bing. Marketers practice SEO to improve the ranking of their company webpages for their respective keywords and

search terms. SEO involves producing new and relevant content to boost a firm's webpage ranking. Having an effective SEO strategy is imperative for many companies because it allows potential consumers to find their products and services easily (Stokes 2008: 30).

2.7.3 Search Advertising

Search Advertising is also known as PPC which stands for Pay-Per-Click advertising. In search advertising, every time a person clicks on an ad, the advertiser has to pay for the click. PPC works based on given keywords. When a person inputs a certain term in a search engine which has the same keywords as an ad, that ad will be displayed to that person (Stokes 2008: 30).

2.7.4 Online Advertising

Online advertising consists of all advertising performed online, e.g. email ads, Facebook ads, Instagram ads, pop-ups, etc (Stokes 2008: 30). Online advertising is just like traditional advertising which is used to promote and raise product, company and brand awareness. Due to the various approaches and functionalities to online advertising, marketers can tailor ads to consumers based on their location, demographics and online searches.

2.7.5 Affiliate Marketing

Stokes defines affiliate marketing as a "system of reward whereby referrers are given a 'finder's fee' for every referral they give" (Stokes 2008: 30). This type of marketing is extensively used for the promotion of eCommerce webpages and is especially useful for marketers for building company brands.

2.7.6 Video Marketing

Video marketing is form of marketing that uses videos in the creation of ads. Advertisements made under video marketing can be seen on YouTube and other social media channels and can also be used for content marketing (Stokes 2008: 30). Video marketing is an excellent approach for marketers to take when trying to promote their brands because video ads are visually engaging and can clearly inform consumers about their products and services.

2.7.7 Email Marketing

Email marketing is viewed as a type of direct marketing and is one of the most powerful digital marketing tools today (Stokes 2008: 31). It can be used to deliver commercial and content based messages to people solely through email. Moreover, email marketing is incredibly useful for marketers because it is cost-effective and allows companies to send tailored emails to large amounts of people in a moment. Furthermore, it is especially useful to build and develop customer relationships and to introduce new products and services to new and existing customers (Stokes 2008: 31).

3 Research Methodology

Now that we have covered the essential marketing theories and defined many of the fundamental marketing terms relevant to this study, we can move forward to the research process and how this study was conducted and put together.

The main objective of this study was to create a digital marketing plan for the company Ghost Beats. As mentioned earlier, Ghost Beats is a new company that primarily sells beats online to artists and record labels. The company's main objectives are to grow, develop a strong brand, increase sales and develop a sustainable business model. In order for the company to meet their goals, Ghost Beats has to develop and follow a digital marketing plan and release new products/beats regularly and consistently.

Other areas that the study aimed to examine were: how can Ghost Beats dominate new niches, what are the most effective investments the company can make, what is the company's target market and how can the company raise their brand equity?

3.1 Research Types

For this study, we will define research as the "systematic investigation of a particular phenomenon in order to develop or increase knowledge of that phenomenon" (Bryman, Bell, Mills, Yue 2011: 3). In marketing research, there are three different types of research that can be conducted, "exploratory, descriptive and causal." In this study, exploratory research was primarily used.

The first research type is "exploratory," which is normally used in areas of study where information is limited. Exploratory research is also used usually in the first stage of a project to develop a hypothesis and a "specific research design" (Cooper and Schindler 2014: 139). This type of research is especially useful for when the researcher is seeking to solve a problem instead of gathering statistical data. Next is the research type known as "descriptive," which is used to describe "phenomena associated with a subject population or to estimate proportions of the population that have certain characteristics" (Cooper and Schindler 2014: 139). Following the descriptive research type is, "causal," which is used "to discover the effect that a variable(s) has on another (or others) or why certain outcomes are obtained" (Cooper and Schindler 2014: 139).

Thus, for this study, exploratory research was used because it sought to explore how a digital marketing plan can aid in the growth of the music production company, "Ghost Beats." Descriptive and causal research types were not used because this study did not investigate any phenomena related to subject population or the effect one variable has on another.

3.2 Structure and Research Design

Research design is the strategy as to how the researcher chooses to put together the different sections of his/her study in a clear and comprehensible manner in order to answer the research question. Research design can also be seen as “the blueprint for fulfilling objectives and answering questions” (Cooper and Schindler 2014: 82). For this study, qualitative research was chosen and used rather than quantitative research.

“Qualitative research includes an array of interpretive techniques that seek to describe, decode, translate, and otherwise come to terms with the meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world” (Cooper and Schindler 2014: 167). This type of research allows the researcher to gather information which is descriptive rather than numerical or statistical data, which is why it was chosen to be used for this study.

Quantitative research is used to gather information via numerical or statistical data to understand and investigate a research topic. It is unlike qualitative research; however, it can be more precise due to its use of statistical data.

Regarding the structure of this study, the research was structured by using a case study model. A case study is used by researchers with the intention and aim “to generate an intensive examination of a single case, in relation to which they then engage in a theoretical analysis” (Bryman, Bell, Mills, Yue 2011: 93). Since the aim of this study was to create a digital marketing plan for the company Ghost Beats, we can view this research under the case study model.

Data for this case study was gathered through a number of ways. YouTube and Airbit analytics were used to understand where the company’s traffic was coming from and it helped define the company’s target market. The analytics showed aspects such as consumer demographics and geography. Relevant literature was used as the foundation for the study and to develop the digital marketing plan for Ghost Beats.

The research for this study began in January 2017 after Ghost Beats officially became a registered online business. The topic for this study arose after identifying the problem that Ghost Beats had no digital marketing plan and in order to solve this problem, this study was performed which led to the creation of a digital marketing plan for the company.

Following the discovery of the research topic, relevant literature was gathered for the planning of the research design. During the research process, Ghost Beats began executing several of the marketing actions from the digital marketing plan, such as branding through cover art and promoting the company through partners.

The final phases of the research were performed in April 2017. This involved putting together all the relevant information and data that was gathered for the study, organizing the information based on the structure of the research and finalizing the digital marketing plan.

3.3 Reliability and Validity

Reliability and validity may sound like synonyms, however, in research they are seen as separate words and have two different definitions. Reliability pertains to the "consistency of a measure of a concept" (Bryman, Bell, Mills, Yue 2011: 110). Validity on the other hand pertains "to the issue of whether or not an indicator (or set of indicators) that is devised to gauge a concept really measures that concept" (Bryman, Bell, Mills, Yue 2011: 110).

To ensure reliability and validity, references used for this study were all from credible sources. When using qualitative research, it can be difficult to ensure reliability and validity since the research method relies on critical thinking and drawing conclusions through logical deductions, unlike quantitative research which relies on accurate and statistical data.

4 Digital Marketing Plan

This section will go over the digital marketing plan made for the company Ghost Beats. To create a successful marketing strategy, it is essential for a company to analyse their market potential, target market and competition. By understanding these areas, the company can then move forward to better understanding how to create their marketing mix and how to brand their product/services.

4.1 Market Potential

Ghost Beats is a music production company that sells beats and instrumentals online mostly to consumers from the United States. To begin this section on market potential, we must begin by analyzing the world's most "technologically powerful economy" (Forbes 2016). The United States has a GDP (gross domestic product) of \$17,946 billion, with a population of 324 million.

With technology constantly evolving, the buying behavior of consumers is also evolving. It is now very common for consumers to purchase their products and services online rather than from a physical location. "Shoppers made 51 percent of their purchases on the web in 2016 compared with 48 percent in 2015 and 47 percent in 2014" (Forbes 2017). In addition, 44 percent of consumers with smartphones used their mobile devices to make their purchases online (Forbes 2017). This shows us that consumers are definitely moving towards the web to make their purchases and that is absolutely possible to thrive as a business online.

Since Ghost Beats is an online beat selling business and operates through AirBit, it is important to examine the music industry, its market and the earnings of AirBit. According to Forbes, the music industry is projected to be worth \$15 billion this year. For years now the industry has been in a decline, however, thanks to online music streaming, the industry is starting to make up for its losses. Airbit is used by thousands of music producers online and according to their website, Airbit has sold \$19,358,166 through their services (Airbit 2017).

The findings above show us that the market is large and that there is an opportunity for Ghost Beats to enter the market. However, the market is also very crowded which means the company must market themselves effectively to stand out and to create a strong brand.

4.2 Target Market

On YouTube, consumers search for beats in two different ways:

1. [Insert Artist Name] "Type beat"
2. [Insert Adjective] "Beat/Instrumental]"

By searching for beats in these two primary ways, consumers can find exactly what they're looking for. Consumers influenced by artists such as "Drake" or "Eminem," will search for "Drake Type Beat" or "Eminem Type Beat." Moreover, consumers that are looking for a beat or instrumental based on a mood or feeling, will generally search for beats with adjectives and keywords such as, "Aggressive Trap Beat" or "Sad Emotional Piano Beat."

From analyzing the YouTube analytics of the Ghost Beats channel, we can discover the target market for which the company should pursue. In addition, by analyzing the most popular beats and by analyzing the needs and wants of consumers, we can better segment the market and discover the most suitable niche for Ghost Beats to pursue as well.

The figure below shows us that Ghost Beats has a large male following and a small female following. Most rappers and hip-hop artists are male, which would explain the numbers below. The analytics show us that the Ghost Beats subscriber base is 95% male and 4.7% female.

Gender

Views

- Male (95%)
- Female (4.7%)



Figure 3. Gender of Ghost Beats' Subscriber Base (Ghost Beats 2017)

The analytics also show us the age of the subscribers. From the graph below we can see that most of Ghost Beats' followers are between the ages of 18 and 24. This section almost accounts for half of the subscriber base. Furthermore, the second largest age group of the Ghost Beats' subscriber base is between the ages of 25 and 34 which accounts for about 37%.

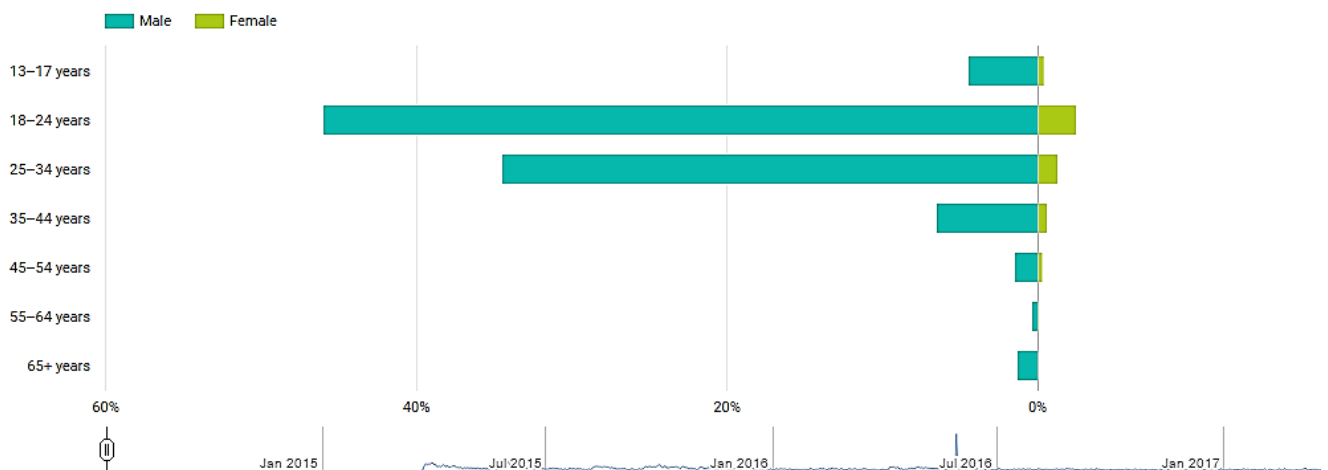


Figure 4. Ages of Ghost Beats' Subscriber Base (Ghost Beats 2017)

After analysing the age and gender of the target market, we can examine the geography of Ghost Beats' subscriber base. Based on the information given from the chart below, we can see that most of Ghost Beats' followers come from the United States. The followers from the United States account for 69.7% of the subscriber base.

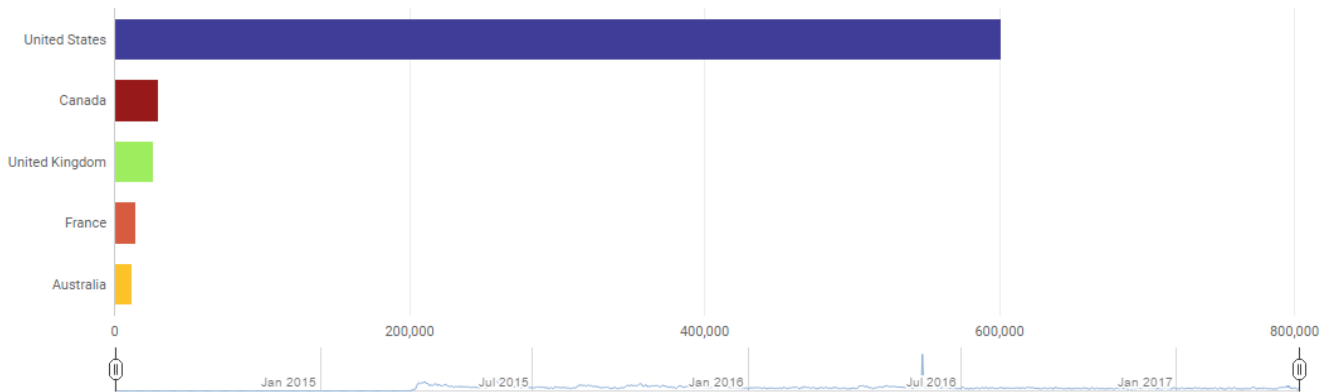


Figure 5. Geography of Ghost Beats' Subscriber Base (Ghost Beats 2017)

Kotler said that companies should consider targeting segments where they can "generate the greatest customer value and sustain it over time," (Kotler 1999: 107). By looking at the sales via AirBit, it is clear that the most popular type beat that consumers want from Ghost Beats is "NF Type Beats." Thus, the target market for Ghost Beats is a consumer base of males from the United States between the ages of 18 and 34, looking for "NF Type Beats."

4.3 Competitive Advantage

As mentioned earlier, a competitive advantage is an advantage a company aims to have over its competitors by offering consumers something of great value that their competitors cannot offer. A competitive advantage can be achieved by offering lower prices or by offering other benefits to consumers that competitors cannot match.

Ghost Beats has sustained their competitive advantage by lowering their prices and making high quality beats at affordable prices. In addition, Ghost Beats offers benefits that their competitors do not offer, such as, "restructuring instrumentals." This means that if a customer wants to purchase a license for a beat, however, the structure of the beat is not to their liking, Ghost Beats will restructure the beat for the customer for free. Competitors do not offer this service for free. If a customer needs a beat restructured, competitors normally charge a custom fee which can range from \$100 - \$300. In addition, competitors cannot match this benefit because it is time consuming and they cannot afford to spend time restructuring instrumentals for free. By offering this

benefit to customers, Ghost Beats adds a personal touch to the customer relationship and by offering benefits like these, Ghost Beats can attain higher brand equity.

Another advantage that Ghost Beats has over its competitors is pricing and quality. Competitors with lower prices cannot match the quality found in Ghost Beats' products and competitors with high quality instrumentals cannot match the prices that Ghost Beats offers. This means that Ghost Beats has an excellent price/quality ratio.

The most sought-after license type is a lease with the full instrumental and the "track-outs." A trackout consists of each instrument and sound in the beat in separate files. For example, when consumers purchase a lease with trackouts, they receive sounds such as, "Kick, Snare, Cymbal, Melody, etc" in individual files. Trackouts are used by music engineers to create the highest quality mix. Mixing is when a producer creates an equal balance between the sounds. With that being said, trackouts generally are costly. Many competitors charge consumers anywhere from \$100-\$150 for trackouts. To offer a benefit to consumers that competitors find difficult to match, Ghost Beats offers trackouts for \$75.

Thus, by offering high quality products at lower prices and benefits that competitors cannot match, Ghost Beats is able to attain their competitive advantage. In order to sustain their competitive advantage, Ghost Beats must analyze market trends and adjust its pricing and benefits accordingly.

4.4 Competition

In any marketing plan, evaluating the competition is essential. By identifying the competition, companies are better able to formulate their competitive advantage and pricing strategy. The following section will focus on analyzing Ghost Beats' closest competitors.

YouTube is saturated with online producers that are dedicated to producing beats and instrumentals of all types and styles. Naturally, the market is full of highly experienced producers that have been producing beats for over 10 years and have established a

large following. It is very difficult to compete with these sorts of producers since they already have well established brands and businesses. It is also difficult to compete with any channel that has significantly more subscribers because any video that they release will get a higher ranking than a channel with a smaller number of subscribers. Therefore, this section of this study will focus on examining competitors that make NF type beats since Ghost Beats has a strong share in that market niche.

The top three competitors that Ghost Beats faces are, "Kevin Peterson Beats," "Zens Beats" and "Syndrome." The following is an analysis of the three mentioned competitors based on number of NF type beats, average daily views, average daily subscribers, total views and total subscribers.

	Kevin Peterson Beats	Zens Beats	Syndrome	Ghost Beats
Number of NF Type Beats	10	9	11	21
Average Daily Views	2,047	4,829	82.1k	622.2
Average Daily Subscribers	9.6	3.4	335.9	3.6
Total Views	497.4k	274k	17.3m	369.8k
Total Subscribers	2,634	1,179	73,767	1,491

Table 1. Ghost Beats Competitor Analysis (Ghost Beats 2017)

From analyzing the table above, we can see that Syndrome is the most difficult producer to compete with. Kevin Peterson Beats has a larger following than Ghost Beats and Zens Beats comes fairly close to Ghost Beats in terms of number of subscribers and total views. In order to compete with these channels, Ghost Beats must remain consistent with producing more NF type beats and should consider partnering up with these channels instead of only competing with them. By collaborating and producing a beat together with these competitors, Ghost Beats can gain access to a new subscriber base, improve ranking, increase views, increase subscribers and increase sales.

4.5 Marketing Mix

After evaluating the competition, we can move on to the 4P's. The next section will focus on analysing the marketing mix for Ghost Beats. It will evaluate the product, promotion, price and place elements for the company to obtain a successful marketing strategy.

4.5.1 Product

Each beat produced by Ghost Beats is seen as an individual product. Each "type beat" is seen as a market niche. Consumers demand various types of beats which is why different types of beats are made to satisfy consumer needs, wants and desires. However, it is difficult to produce certain types of beats due to the number of existing producers that have already made those certain type beats. For example, "Drake" and "Future" type beats are very popular and are produced by thousands of different producers, which is why Ghost Beats does not produce these type beats. Ghost Beats has produced many NF type beats successfully and the competition for this market niche is low, which is an advantage for Ghost Beats.

As Ghost Beats' subscriber base grows and the views for each product grows, Ghost Beats will be able to produce different type beats successfully and introduce new product lines to consumers. Thus, currently the only products produced by Ghost Beats are the beats themselves, however, in the future the company may attempt to introduce and sell sound kits designed for producers and satisfy new consumer needs, wants and desires.

4.5.2 Promotion

Online producers promote beats in various ways depending on their goals and objectives. Using Google ads or YouTube ads can be a viable option for many producers looking to gain more brand exposure and to drive traffic back to their channel. However, using promotional ads in these ways does not guarantee more sales and more subscribers. Consumer behavior shows that consumers subscribe to channels from which

they want to hear more from. Hearing a beat through an ad is not necessarily something consumers find appealing and they won't necessarily follow the ad back to the producer's channel. Furthermore, promoting beats through Google Ads and YouTube ads can be costly in the long run and not as efficient as other methods of paid promotion.

The most popular form of paid promotion in the online producer community is paying for collaborations. This means that producers will pay other producers to work on a beat together. Paying for collaborations can be more beneficial for a small producer than paying for ads. By collaborating with a producer with a large following, the paying producer gains access to a new and large subscriber base dedicated to listening to and purchasing beats. In addition, the initial investment made by the paying producer can be recouped if the product that the producers collaborate on sells well. Collaboration fees can range from \$75 - \$200 and sales are generally split 50/50. Google and YouTube ads can only be run for a certain period of time, however, the beat made through a paid collaboration can exist on both producers' channels for an infinite amount of time. Therefore, investing in a paid collaboration can be the safest and most effective paid promotional strategy for a producer to take.

Another way for a producer to promote their beats and increase brand awareness is by sending their beats to beat promotional channels. There are several pros and cons to sending beats to promotional channels. The pros are that a producer can get their beat in front of a large subscriber base dedicated to listening to and purchasing beats. By getting a beat on a promotional channel, the producer can gain a large amount of traffic back to their own channel. This promotional tool can work for many producers and most of the time it is effective. However, the cons are that the waiting list to get on these channels can be very long and there isn't much a producer can do to influence the upload date of their beat.

4.5.3 Price

Ghost Beats has strived to position the company as a brand that offers professional quality instrumentals at affordable prices. To make purchasing beats easier and more affordable for consumers, the company offers four different types of licenses. The following is Ghost Beats' product offering and pricing information.

I. Standard Lease

A "standard lease" consists of the instrumental in a high-quality MP3 format. It comes with 3000 units, meaning that the buyer of the beat can only sell up to 3000 copies of the beat. If the buyer wishes to sell more than 3000 units, they must renew their lease or upgrade to a lease with more units. Since a lease is a form of license, Ghost Beats still retains full ownership of the instrumental after it has been leased by a customer and has the right to lease the beat to other artists and customers. Lastly, when using a lease, the buyer must give credit to the producer of the beat when using the beat in a song.

II. Premium Lease

A "premium lease" is essentially the same as a standard lease except that it consists of the instrumental in a high-quality WAV format with trackouts and is valid for 10,000 copies of the beat. All other terms and conditions that are found in a standard lease also exist in a premium lease.

III. Unlimited Lease

An "unlimited lease" is essentially the same as a standard and premium lease except that it consists of the instrumental in a high-quality WAV format with trackouts and can be used in an unlimited amount of songs. All other terms and conditions that are found in a standard and premium lease also exist in an unlimited lease. Even though with an unlimited lease a customer can use the beat as much as they desire, they do not own the rights to the beat; Ghost Beats still retains full ownership.

IV. Exclusive Rights

“Exclusive rights” pertains to the customer purchasing full ownership of the beat. After exclusive rights have been bought out, Ghost Beats transfers ownership of the beat to the paying customer and can no longer lease the beat to any other customer. Moreover, exclusive rights consist of the instrumental in a high-quality WAV format with trackouts and can be used in an unlimited amount of songs. Lastly, when purchasing exclusive rights, the buyer must give credit to the producer of the beat when using the beat in a song.

This is the pricing strategy that Ghost Beats has developed and continues to use. Selling leases to beats is a common pricing strategy used by online producers and it has been used for decades. By selling and offering different types of leases, consumers can purchase leases based on their needs, wants and desires and the producer of the beat enjoys selling multiple leases to multiple customers.

4.5.4 Place

The next element of the marketing mix is “Place.” This is where and how the products will be sold and transported. As mentioned in previous sections, Ghost Beats operates its beat store through Airbit, which is a service that automates the beat buying and selling process. The product catalogue is put on display on the Ghost Beats YouTube channel, which is the most popular platform to exhibit beats and instrumentals.

To save costs, currently Ghost Beats does not have an official website. In the future when sales increase and the company grows, Ghost Beats will invest in a website. However, having a beat store is more essential than having a website for selling beats, which is why Ghost Beats has chosen to invest in a beat store rather than a traditional web page.

4.6 Branding

There are thousands of producers online and especially on YouTube, however, many of them do not spend time branding their channels and developing a distinct and innovative sound. When consumers search for beats, the first thing that they see is the thumbnail for the video. Even before hearing the beat, they have already formed an opinion and an impression of the beat and of the producer of the beat. If the overall image and “packaging” of the beat does not look professional, the consumer will not value the company’s brand or the beat. Therefore, it is crucial for producers to create aesthetic thumbnails, cover art, video designs and clear and descriptive titles. When consumers feel that a producer and his/her channel is professional, they form a sense of trust and reliability for that company.

Ghost Beats has extensively invested their time and resources in order to promote a professional and positive image of the brand. Every thumbnail, cover art and video design has been formulated and considered. The idea is to have an innovative and professional sound which is complimented with a professional and aesthetically pleasing packaging. When consumers recognize that the beats are high quality and the art is high quality, this leads to an increase in brand equity.

Another way the company has branded themselves is by creating products that provoke emotions in consumers. Ghost Beats is known for producing emotional and aggressive beats, which has created a customer segment that has become emotionally invested in the brand. After Ghost Beats began making NF type beats, the response to the new line of products was overwhelming. Consumers fell in love with the products and demanded more. This was a major experience and event for the company and now when they create new beats, they first think of how the music will influence the listener.

4.7 Social Media

As discussed earlier, social media is how people connect and share information with one another from anywhere and with any device. Due to the large number of social media channels, Ghost Beats tries to go to where the consumers are. The idea is to go to where the consumers spend their time and to engage with them and share and exchange ideas and thoughts. The following is an analysis of how Ghost Beats operates and uses their social media channels.

Currently, Ghost Beats has a very strong presence on YouTube when compared to its presence on channels such as Facebook and Instagram. The company uses YouTube to showcase their products and to engage with consumers through the comment sections of the videos. YouTube enables users to like, share and comment on videos and to subscribe/follow certain channels. Most of the company's customers come from YouTube and have discovered their products through direct searches of relative key words, recommended videos or then by promotional YouTube channels.

Facebook is normally used for posting and sharing the company's products and to engage with followers. Essentially, Ghost Beats uses Facebook to keep its followers up-to-date on new beats and news. However, many customers use Facebook as platform to chat with the company and to discuss purchases and pricing. Therefore, Facebook is used as a platform for the company to communicate directly to its customers and to build and develop customer relationships.

Instagram is primarily used by Ghost Beats to show consumers the human side of the company by posting and sharing their daily activities and previews of upcoming beats. The social media channel is also used to engage with consumers by sending direct messages to potential customers and initiating a dialogue between "seller and buyer."

Soundcloud is used to promote the company's latest products and to allow people to simply listen to and enjoy the music. Ghost Beats has never made a sale through SoundCloud, however, they have been able to use the social media channel to grow their fanbase and to raise brand awareness.

Google+ has not been very fruitful for Ghost Beats since the music production scene has not made its way to the social media channel. Consumers do not generally search for beats on Google+, however, producers do post and share their beats on Google+ to improve their SEO ranking through content marketing.

LinkedIn is also used rarely by the company due to the music production industry's low involvement with the social media channel. Ghost Beats does have a LinkedIn page; however, it primarily serves as a branding tool to create a professional image for the company.

5 Marketing Actions and Results

The purpose of this study was to create a digital marketing plan for Ghost Beats and to see how it could aid in the growth and development of the company. This section will go over the marketing actions and results of the digital marketing plan.

The first step that came before creating the digital marketing plan was to create a literature view which would establish the basis for the digital marketing plan. By understanding and defining key marketing terms and theories, it was possible to begin working on a marketing strategy for Ghost Beats. Following the creation of the digital marketing plan, the company began implementing and executing their newly acquired strategy. This section will discuss the results of the digital marketing plan.

After returning to the analysis of Ghost Beats' target market, NF Type Beats are still the most sold type beats for the company, however, with new subscribers and requests, other type beats are gaining traction and attention, e.g. Hopsin and Alina Baraz Type Beats. As subscribers and views grow, the company will continue to create new products and services.

Ghost Beats has been able to maintain their competitive advantage and has proven that their pricing strategy has been effective. Furthermore, their marketing mix has also been proven to work successfully. Prior to the creation and execution of the digital marketing plan, Ghost Beats did not offer an Unlimited Lease option, however, now

that the new pricing option has been created, consumers have enjoyed and purchased this type of lease.

The company's strategy to collaborate instead of competing with their competitors was also a success and has been vital to their growth. By inviting competitors to collaborate on the production of new beats and dividing sales 50/50, Ghost Beats was able to gain access to a new and foreign subscriber base. As mentioned earlier, Ghost Beats' top competitors are "Kevin Peterson Beats, Zens Beats and Syndrome." So far, the company has collaborated with Kevin Peterson and has released a dual-production together which increased sales for Ghost Beats and increased their subscribers. A collaboration with Zens Beats is still pending and unfortunately, Syndrome never responded to the collaboration inquiry.

As for the promotional tactics of the digital marketing plan, Ghost Beats has now been able to work with new promotional channels which have brought the company a large amount of traffic from new viewers and has increased sales, as well as brand awareness. Kyu Tracks has been an excellent source of traffic for Ghost Beats and currently the company's most viewed beat has over 238,000 views. In addition to Kyu Tracks, the company has partnered up with a new promotional channel called "Galaxy Tracks" which uploads Ghost Beats' instrumentals to their YouTube channel and sells them on the company's behalf. This has been incredibly beneficial for Ghost Beats and has brought them new customers, subscribers and traffic.

The company's branding strategy has also worked well and its new "packaging" has served their branding purposes. In addition, by creating emotional beats and creating music that provokes emotions in the listener, Ghost Beats has created emotionally invested customers.

Lastly, Ghost Beats' social media channels are steadily growing and their underperforming channels such as SoundCloud and Instagram have delivered in terms of engaging with potential customers. Following the execution of the digital marketing plan, Ghost Beats was contacted by an artist from Warner Music through Instagram and artists from Universal Music had reached out to the company via Facebook.

6 Conclusion

To conclude, this study was performed to identify how a digital marketing plan could benefit and aid a music production company that primarily sells beats online to artists and record labels. The study began by conducting a literature review on marketing and digital marketing which was then used to create a digital marketing plan for the company "Ghost Beats." After the creation of the digital marketing plan, the strategy was executed by the company and the results showed that the plan was successful in reaching their set goals; increase sales, brand awareness and grow as a company. In order for Ghost Beats to maintain their growth and to develop further as a company, this thesis recommends that the company follows the guidelines presented in this digital marketing plan and revises it in the future according to changing demands and trends.

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Customer Feedback and Reviews

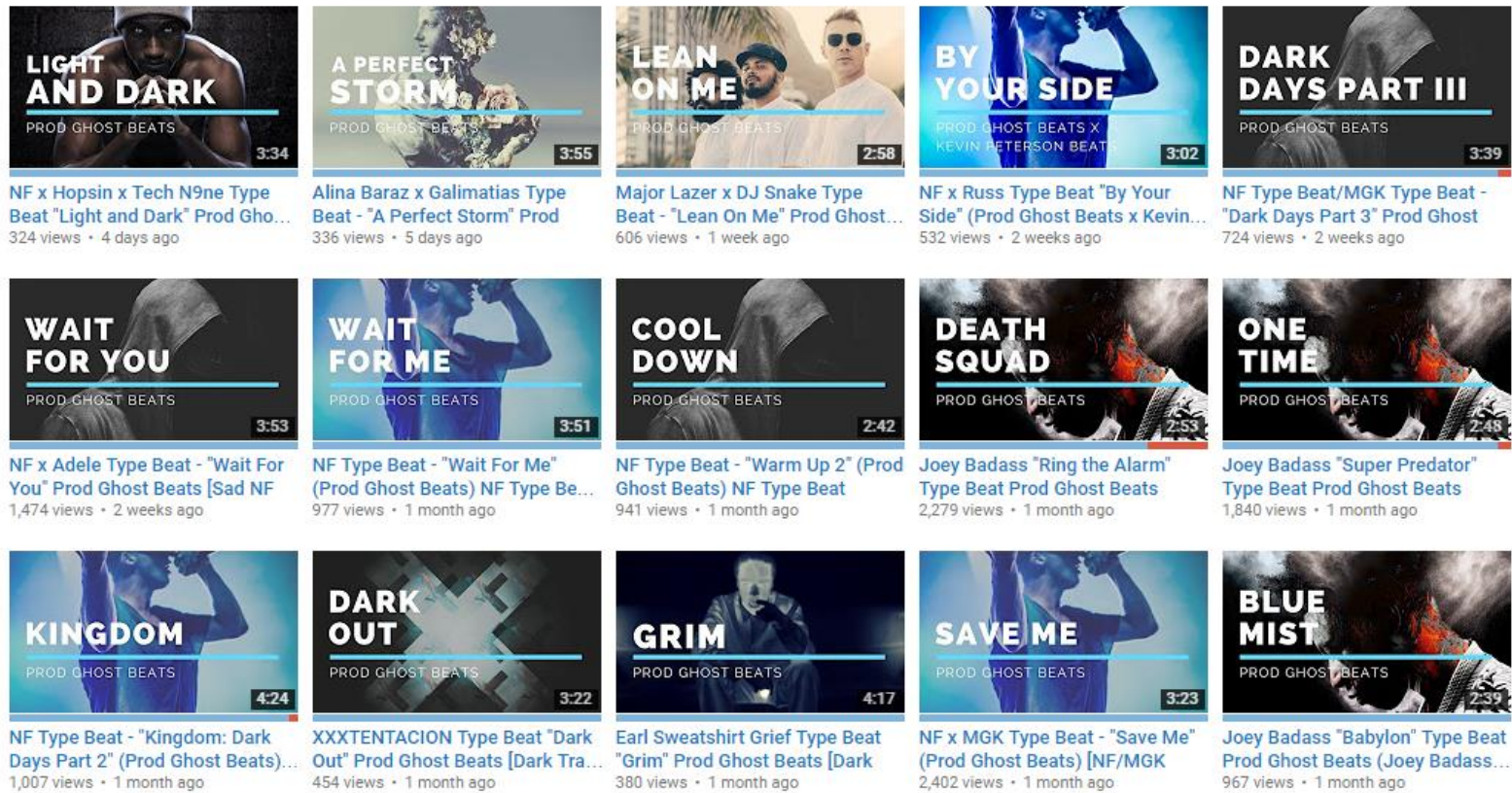
"Ghost Beats in general is a company with huge potential. It's already growing super-fast and I personally expect them to take over the industry very soon. Once one big artist hears their beats - it's game over. The branding is very professionally done and handled equally so. My overall experience working with them has been fast delivery and the focus on the product being exactly what the customer wants. It's awesome! Purchasing custom beats is stress free and the purchasing process is always smooth. Love it!" – Ryan Oakes

Overall, I think the company is great! Personally, I had no problems that couldn't be solved easily. The branding looks great and the beat store has an excellent layout. Working with Ghost Beats was awesome and I would recommend anyone that needs beats to go to Ghost Beats! - The Rapper Dukes

Ghost Beats' production and style caught my attention immediately! Their cover art shows me exactly what style and mood the beat is going to portray and I absolutely love that. Also their new beat store is super easy to navigate! Love it man!

– Brandon Austin

Ghost Beats YouTube Channel Thumbnail Branding



Most Sold and Viewed Beat on Promotional Channel "Kyu Tracks"



Sad Trap Beat | Emotional Rap Instrumental (prod. Ghost Beats)

Rap Beats | Hip Hop Instrumentals - Kyu Tracks

Subscribed 218K

240,095 views

3,989 likes 48 comments

+ Add to Share More

Beat Store Layout

The screenshot displays a digital storefront for 'Ghost Beats', a 'GOLD' producer. The interface is dark-themed and includes a header with the producer's name, a 'GOLD' badge, and engagement metrics: 1.8K views, 0 likes, and 0 comments. Below the header, there are two main sections: a 'BEATS (22)' list and a 'LEASES' sidebar.

BEATS (22)

Search...


- Light and Dark (Prod Ghost Beats)**
Hip Hop
From \$25.00
- A Perfect Storm (Prod Ghost Beats)**
Trap
From \$25.00
- Lean On Me (Prod Ghost Beats)**
House

LEASES

- STANDARD LEASE**
✓ MP3
Licence Terms
- PREMIUM LEASE**
✓ MP3 ✓ WAV ✓ Trackout
Licence Terms
- UNLIMITED LEASE**
✓ MP3 ✓ WAV ✓ Trackout

At the bottom, there is a music player interface with navigation controls (back, play, forward), a progress bar, and volume/more options icons.

YouTube Thumbnail Cover Art



COOL DOWN

PROD GHOST BEATS

Airbit Beat Cover Art/Artwork

**COOL
DOWN**

PROD GHOST BEATS

Collaboration with Kevin Peterson Beats



Deep Piano Hip Hop/Pop Beat | "By Your Side" (Prod. Kevin Peterson x Ghost Beats)

 Kevin Peterson Beats
✓ Subscribed  2.8K 

1,991 views

YouTube Channel Cover/Banner Art

