

Social Media Marketing Plan for OneFromTheNorth

How to do effective social media marketing for an independent music artist towards international market?



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TIIVISTELMÄ

Tämä päättötyö etsii parhaita sosiaalisen median alustoja itsenäiselle artistille oman musiikkinsa markkinointiin hänen pyrkiessään kansainvälisille markkinoille. Tavoitteena on selvittää parhaat sosiaalisen median markkinointialustat ja edelleen, kuinka tehdä markkinointia näillä valituilla alustoilla. Tarkoituksena on kasvattaa OneFromTheNorth -nimisen kohdeartistin seuraajamäärää sosiaalisessa mediassa. Tavoitteena on myös houkutella uusia yhteistyökumppaneita artistille. Ensimmäisessä osiossa työ käy läpi musiikin kulutuksen nykytilaa, miten ihmiset kuluttavat musiikkia internetissä ja mitkä tekijät ovat osaltaan johtaneet tähän kulutuskäyttäytymiseen sekä miksi sosiaalinen media on tärkeä pienen budjetin omaavalle artistille. Osiossa käsitellään myös eri sosiaalisen median alustoja ja miten eri markkinoinnin ammattilaiset käyttävät hyväkseen sosiaalisen median mahdollisuuksia markkinoinnissa. Sosiaalisen median alustat ovat erilaisia ja käyttäytyvät eri tavalla eri käyttötilanteissa. Tästä syystä tutkimus käsittelee myös teoriassa, kuinka artistin on tehtävä päivityksiä sosiaaliseen mediaan saadakseen huomiota käyttäjien keskuudessa. Määrällisessä tutkimuksessa keskitytään etsimään suuren yleisön joukosta suosituimmat musiikin suoratoistopalvelut sekä sosiaalisen median kanavat, joissa eri ihmiset etsivät musiikkia itselleen ja jakavat sitä eteenpäin toisille käyttäjille. Tutkimus näytti tämän hetken parhaat kanavat, joihin artistin tulisi markkinoinnissaan keskittyä. Tutkimuksen pohjalta artisti valitsi itselleen strategian, tutkimuksessa esiin nousseille ja valitsemilleen sosiaalisen median kanaville ja teki markkinointia strategian mukaisesti. Itse tutkimus osoitti selkeästi sosiaalisen media alustat, joihin tulisi keskittyä. Kuukausien työn jälkeen yhdessä kanavassa seuraajamäärät nousivat vakuuttavasti. Kuitenkin toisilla alustoilla seuraajamäärät eivät nousseet yhtä voimakkaasti, mitä olisi syytä tutkia lisää ja mahdollisesti kehittää uusi lähestymistapa kanavien käyttäjien keskuuteen. Päättötyö kokonaisuudessaan oli antoisa, onnistunut ja silmiä avaava, joskin lisää tutkimusta seuraajien houkuttelusta tulisi tehdä.

Avainsanat Sosiaalinen media, markkinointi sosiaalisessa mediassa, riippumaton artisti, musiikkiteollisuus

Sivut 61 sivua, joista liitteitä 7 sivua

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ABSTRACT

This thesis is looking for the best social media platforms for an independent artist to market their own music and to point their music towards the international market. The goal of the dissertation is to find out the best social media platforms to do marketing and further, how to do marketing on these selected platforms. The purpose and goal is to increase the audience and followers of the target artist named OneFromTheNorth on social media to create a stronger foundation to take the music forward toward bigger stages as well as the negotiating of industry influencers. The thesis reviews the current state of music consumption, how people consume music on the internet, and what factors have contributed to this consumption behavior, and why social media is important for a low-budget artist. It also discusses the role of theory in exploring different social media platforms and how different marketing professionals take advantage of the potential of social media in marketing today. Social media platforms are different and behave differently by users. For this reason, the work also deals in theory with how, on a practical level, an artist must make posts to social media in order to gain attention among users. Quantitative research focuses on finding among the general public the most popular music streaming services as well as social media channels where different people search for music for themselves and share it on to other users. Quantitative research shows the channels that the artist should focus on marketing. Based on the research, the artist chose a strategy for the social media channels that emerged and selected in the research and did marketing in accordance with the strategy. The study itself clearly showed the social media platforms on which one should focus. After months of work on one channel, follower numbers rose convincingly. However, on other platforms, the number of followers did not increase as strongly, which should be further explored, and a new approach developed among channel users. The thesis as a whole was rewarding, successful and eye-opening, although more research should be done to attract followers.

Keywords Social media, social media marketing, independent artist, music industry

Pages 61 pages including 7 appendix pages

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1 INTRODUCTION

This thesis is a marketing plan on social media for an artist called OneFromTheNorth (OFTN). This Thesis is investigating the effective social media channels for marketing an independent music artist towards international markets. The thesis is also searching for main effective ways to market an independent artist on social media on different channels. The thesis is going through a theory of music marketing on social media and the popular channels for people to spend time with new music on social media in general.

Project work in this thesis is a social media marketing plan for a real artist song releasing based on the research and the theory of an effective social media marketing today. The project work comprehends; marketing plan on different social media channels, premarketing, marketing after the song release, and analyzing the results. The social media marketing plan aims to get attention to the artist's social media pages with increased followers, subscribers, and listeners. With increased fans and listeners, possibilities increase when looking for live shows to perform and cooperation negotiations with different labels, partners, and stakeholders. A quantitative research method is used in this thesis, and the survey is done by using Survey Monkey because it is crucial to know for a music artist where people are listening to music on social media and how they are sharing it. Several streaming services are today online, so different people use different service providers. This is why the quantitative research method was chosen. The research question to help OFTN is: What are the effective social media channels for an independent artist to seek international markets?

1.1 The starting point

Riku Mäkinen is an independent music artist, making music under the name of OFTN. Mäkinen has played music in different bands now over twenty years and have promoted those bands with other band members. As an independent artist, Mäkinen has used social media, but we have not ever really investigated how to do proper marketing on social media. This research aims to know where people are trying to discover new music and how they are sharing it. This thesis aims to help to do the marketing properly to get music forward. OFTN has been using Facebook and Instagram for marketing to share videos from YouTube and link the Spotify profile. OFTN has not used YouTube and Spotify but as a platform where to upload videos and music. Bandcamp has used as a channel for people to buy OFTN's music, and OFTN also has an artist website. Twitter is used because of a notice that there are many users, and many other active bands as well. OFTN released a debut album in 2018 but noticed that it did

not gain many listeners, so OFTN lacked good marketing on the right channels. For example, OFTN has many followers on Instagram, but at the same time noticed that the artist did not have many listeners on Spotify or YouTube. This thesis aims to find the right social media channels and what social media channels could be the most useful to promote independent music. OFTN seeks listeners from 20 to 40-year-old music consumers, not particularly seeking only female or male listeners. In general, there are a lot of different social media channels with many users. However, it is noticeable that people are using different channels for different purposes, and for the artist, it is crucial to know where to aim promotion.

Social media marketing is not scheduled, and the content on posts is related to boost music on social media. OneFromTheNorth took a small break after the album when posting on social media was smaller, and only a few posts were created in a longer time frame. At the start of the project, the situation was that the engagement was minimal and many of those who gave post likes were familiar people. After the debut album, the social media use lacked, and the content was not something people liked and want to support. According to Mäkinen, social media content creation was only to boost already created content and all different platforms to get followers and listeners to the music. Mäkinen says that all content on social media repeated itself and recognized that the outcome was only always related to the music and already published material. To get some attraction, something needs to be done as the outcome was pretty straightforward, that people do not want to follow and support. For example, on Instagram, the post reach and like level was low even the account has many followers, more than 3000 people. When the OFTN started to make posts, the engagement level was high, even if there were no single song released. The focus and the goal are to get much attraction on social media to get the music to reach the right people and get fans. The advantage of followers and fans is that it will give a chance to play in festivals, get good and valuable live shows, and get the artist at the same table with the industry leaders regarding marketing and record companies.

1.2 The change of the music industry

In recent years the music industry has changed significantly, which has affected the artists in many ways. Before, an artist needed a company to back up a career financially and support. Thus, an artist or a band had a chance to succeed in the music industry and make money and a career. The downside was that many other good artists did not have a chance to prove their ability to succeed in the industry because of a lack of money. Studio time needed much financial support, along with marketing in traditional media. Today the thing is different. Today, every artist has a chance to succeed in the music industry without any big labels to cover behind. When the internet started to take place among people, the music industry changed in the late nineties. Shaun Fanning, in 1999, invented a digital music exchange channel called Napster, where people were able

to download music for free, which changed the whole music industry (Hracs, 2012, p. 446). Napster changed the whole industry when those who have the knowledge to use Napster downloaded music for free from the internet, which affected the industry itself.

People started to download music, which showed decreasing physical record sales. In three years, the results of physical record selling showed drastically decreasing. According to Hracs, in 2001, global music sales dropped 5 percent, and in 2002 it fell to 9 percent and had a serious effect on the whole industry (Hracs, 2012, p. 446). When record companies dropped on record sales, they needed to do something to ensure to save the business. As the whole industry changed because of this, labels started to sign fewer new artists and focused on promoting top artists, so the variety and diversity of music lacked (Hracs, 2012, p. 447). This development affected independent artists so that now an independent artist needs to create a fanbase before contacting the leading labels. To get the independent music forward, an artist needs to do music marketing to gain followers to prove to labels or partners to invest in their music and thus let an artist into the industry make a living. This means that an average independent artist has a chance to turn their hobby into a real business, but the music is not the only thing to consider anymore. An artist needs to create a whole brand in beforehand to offer it forward. Because of the high usage of different social media channels today, social media is crucial to take the business forward, and an artist needs to know how to use it in a highly competitive industry.

1.3 Streaming

As Napster changed the behavior of consuming music in early 2000, the streaming services were a consequence. Napster engendered illegal piracy websites without any paying to the artists. When people downloaded music for free and illegally, the music industry suffered by its cause. Legal actions did help top close a few sites, but there were always new ones available where people can download for free of charge music and movies. International Federation of the Phonographic Industry (IFPI) is representing globally in the music industry (IFPI, n.d.). IFPI estimated that approximately 95% of music was illegally downloaded from the piracy sites. As the fight to save the industry was hard at that time, something needed to be done. Streaming services were an answer against piracy and to save the industry. There is no clear sight of the first streaming service, but Spotify was launched in the mid-2000s, which was officially the first legal streaming service. (Pastukhov, 2019)

2 SOCIAL MEDIA USAGE

Social media is a way to communicate with people online wherever the user is. In social media, people can create groups, share information, and other content as pictures, videos, and music and write personal messages to each other (Langmia, Tyree, & O'Brien, 2013, p. 10). When thinking about different businesses, including artists, social media has become an excellent opportunity to market the product. Social media is an essential channel for artists to share their music because it involves millions of people, so it is possible to gain more listeners and fans through social media. Social media has become a huge phenomenon within most people's everyday lives and follows the user all the time. According to Langmia, Tyree, and O'Brien, people are following social media many times every day. (Langmia, Tyree, & O'Brien, 2013, p. 14)

Facebook and Twitter are familiar channels for many people to follow different news and contact each other. Digital Information World listed the most popular Social Media platforms of 2019, and Facebook and YouTube were holding the top two places. Twitter is in sixth place on the list. Facebook messenger is a service within Facebook to offer users a way to communicate privately with each other. The same goes for the WhatsApp, which is a messenger type of application. However, if we take Facebook Messenger and WhatsApp, personal communication platforms, away from the list, the top 4 includes Facebook, Instagram, YouTube, and Twitter. (Digital information world, n.d.)

2.1.1 YouTube

YouTube is a platform for video-sharing. YouTube has become a popular place to upload videos, and it is widely used, for example, to give lessons and share information through videos. YouTube is a popular place to share blog videos as well, where anyone of us can create content from our everyday life, a one to mention (Langmia, Tyree, & O'Brien, 2013, p. 47). It is possible to comment on different videos, like or dislike them. The user can subscribe to the channel and get alert when the video has been uploaded to the channel owner's subscribed channel. YouTube is not today only a video platform but also a music streaming service. A consumer can pay the monthly fee to get access to listen to the music. According to Edwards, music videos are an essential way to make money and to get visibility, and YouTube has a significant role (Edwards, 2018). YouTube is a popular place to stream music, and music videos can be a powerful way to promote music. As an independent artist may not have enough financial effort to put on a music video, many artists are doing lyrics videos to replace an actual music video. Lyrics videos are possible to make with lower costs, and it is an easy way to produce videos, for example, on YouTube (Robley, 2018). Thus, an artist can create content on YouTube as well as it is a popular platform among people.

2.1.2 Facebook

Facebook is a broader social media channel than Twitter when sharing different content. It is also possible, for example, to share videos on Twitter, but it is more common to do on Facebook. Facebook is a simple channel to share videos, pictures, and messages within a group and friends. Many businesses use Facebook, even their home website, and create a site on Facebook for the company. Bands and artists are no exception. Different artists are using Facebook to boost their messages, news, and connect with fans and followers. Because of many users, different companies are using Facebook for advertising and as a homepage. (Langmia, Tyree, & O'Brien, 2013, p. 46)

2.1.3 Instagram

Instagram is a photo and video sharing social media channel (Instagram, 2019). The difference between Instagram and Twitter, for example, is that on Twitter, it is possible to communicate by posting text maximum of 140 characters. However, on Instagram, it is always needed to post a picture or a video (Instagram, 2019). According to the CNBC article in 2017, Instagram announced to have 800 million users, and 500 million users are active daily (Balakrishnan & Boorstin, 2017). Instagram Business Team also announced in 2017 to have two million monthly advertisers (Instagram, 2017).

Instagram is widely used as a platform for social media influencers who are making their living by making posts. Influencer marketing hub says that people use Instagram more and more all the time, as, in five years, the usage has grown ten times. The biggest accounts on Instagram belong to people like famous football player Cristiano Ronaldo and actress and singer Selena Gomez, but smaller influencers have their niche. It inspires people to spend time on the platform more and more. This is why businesses, artists, and bands are holding accounts as well as visibility is possible for everyone at a low cost. (Influencer Marketing Hub, 2020)

2.1.4 Twitter

Twitter is for fast communication with a limited amount of letters to use in one post. According to Langmia, Tyree, and O'Brien, Twitter is one of the most popular social media channels. It is designed for fast communication with limited 140 characters per tweet (Langmia, Tyree, & O'Brien, 2013, p. 44). Many business organizations, and politicians, for example, are using Twitter as a new platform for information sharing. On Twitter, it is normal to use Hashtags when people can find exact content by using hashtags and follow the topic under the specific hashtag (Langmia, Tyree, & O'Brien, 2013, p. 45).

2.1.5 Algorithm

An algorithm is a developed function on social media that automatically determines what a social media user will see on a social media platform wall (Kilroy, Sullivan, Hejny, 2017, p. 3).

Digital Marketing Institute explains how algorithms are changing all the time, and social media needs algorithms to create an order for the posts because of the high number of users. Social media channels have their algorithms and are working differently. For example, on Instagram, comments, likes, and content sharing are boosting content visibility by algorithms. According to the article, short videos and inviting users to follow the content increase follower actions, which positively affects the algorithms (Digital Marketing Institute, n.d.).

2.1.6 Spotify

Spotify is a music streaming service where the user can listen to music. Users can create their channels and playlists and share Spotify content to different social media platforms, like Facebook (Spotify, 2019). Spotify has become one of the most popular music streaming services in the world. In 2017 Spotify informed to have 157 million active users with 71 million paying subscribers (IFPIa, 2018, p. 48).

2.1.7 Bandcamp

Bandcamp is a website where artists can set up their own store and keep 85% of their selling's by themselves when Bandcamp is taking a 15% share of items sold (Bandcamp, n.d.). Bandcamp is an easy and user-friendly platform to sell music and merchandise without bigger investments by the artist. Artists can sell their music and merchandise in Bandcamp, and The New York Times published an article where they said that Bandcamp is "one of the greatest underground-culture bazaars of our time" (Ratliff, 2016).

2.1.8 Tumblr

Tumblr is a blog posting social media platform since 2007. Users can make and modify their own webpages, and the service is directed to anyone who wants to make blogging. The site itself supports all industries and is a platform for anyone to use. (Make Use Of, 2019)

2.1.9 Message platforms

WhatsApp and Facebook messenger are applications where users can send messages and share videos and pictures. Users can create groups for

content sharing, but both applications work for private messaging also. (Webwise, n.d.) (Black, 2018)

2.1.10 Streaming

An online service can offer a platform where a consumer can listen to music online for free or paying a monthly fee. One of the most significant music streaming services today is Spotify and Apple Music, a few to mention as an example. (Pastukhov, 2019)

2.1.11 Branding

Gronlund is opening up the branding with a story where the old way to mark everything owned was to burn a sign onto an object. Thus, people would recognize the ownership of products. This is called branding to get people to understand the brand and the image when seeing one. For example, when a company is making advertisements, it must be recognizable. It can be a logo, a text, a cloth, or a recognizable mark to be connected to the company. In this project, the artist represents the brand of OneFromTheNorth with every post online, and it should be recognizable. A brand represents the personality and is involved in everything an artist or any business will do. Branding is how people will learn how to recognize the company, and a company would be something to remember for. (Gronlund, 2013, p. 2)

2.2 **Hashtags #**

The hashtag is a keyword with a symbol - # used in social media. With hashtags, people can follow, for example, different conversations or search content on different social media platforms, for example, on Twitter (Twitter, 2019).

3 SOCIAL MEDIA IN MARKETING

Different companies and artists are using social media as a marketing platform, and almost everything is in sight on the internet and social media today. Social media helps producers interact with potential customers, and social media is an appropriate channel to share information and news. According to Moriuchi, it is crucial to understand that not all social media channels benefit marketing. It is vital to know where to aim the marketing (Moriuchi, 2015, p. 85).

3.1 Different social media channels for different purposes

Social media can be used for marketing for different purposes. For example, when trying to reach as many people as possible, marketing content can be different on Instagram compared to the content on Twitter. Instagram can be used to share everyday pictures and lead users to other social media channels, such as Facebook, where the artist can use it for different media content purposes. Twitter is for fast communication, and artists can share, for example, a link to Twitter for the user to follow the link to the YouTube channel where videos can take place. Britney Spears, a famous American pop artist, is doing this with her team, where they are doing different campaigns to lead people from different social media account to another. (Kaplan & Haenlein, 2011)

Marketing in social media is essential when doing music business. Social media need content, and the artist needs to drive it into social media to engage the audience. According to Kaplan and Haenlein's article, it is essential to know how to use social media if they want to gain more viewers and listeners, and fans. Social media can be used for many purposes, from different content sharing to collaboration between different artists and musical influencers. It may not be a good to focus on all the social media applications but to choose a few to update on the own web page. Lauren Kozak, The Britney Spears social media manager, stated to have only three social media channels in 2011, which were YouTube, Facebook, and Twitter. They decided to have only three channels to avoid the complexity of different channels, and according to Kozak, businesses need to aim the marketing for a few specific channels only. (Kaplan & Haenlein, 2011)

3.2 Marketing brand on social media

Helena Alves, Mário Raposo, and Cristina Fernandes investigate different studies made of social media usage for the companies in the article. According to their investigations, social media usage is an excellent way to increase word of mouth knowledge about brands among people. From a consumer point of view, companies must act differently in social media marketing with different types of products. They are also concluding that

smartphones with applications where people can upload photos and share their personalization are the most popular ones, and post sharing has a straight impact on post popularity. According to the main conclusions of what they have found, Twitter and Facebook are excellent channels for improving brand awareness among user attitudes. (Alves, Fernandes, Raposo, 2016, p. 1033)

Jones is telling in her Thesis that creating a brand is very important for an artist or a company, and according to the Thesis, only the visual side of the artist is not important but the content. Images are also relevant when doing marketing on social media. For Jones, as an Opera singer, it is a great way to share content on social media when sharing photos of costumes, for instance. Jones also tells that professional images are good to post and personal images to share exclusive content for the followers. (Jones, 2016, p. 30)

According to Jones' Thesis, video content can be very powerful for marketing in general (Jones, 2016, p. 32). The results of video marketing statistics show that an average internet user spends 88 percent more time with videos (Jones, 2016, p. 32). Smartphones enable users to take photos and videos and share them right away to different social media channels. Jones is telling that according to Mobile Video Statistics in 2015, 92% of mobile users are sharing videos with other users (Jones, 2016, p. 34). Jones is sharing the idea of blogs to use in marketing and strengthen the brand. According to Jones' researching, an easy way to share their own opinions and interact with followers is by making a blog. Companies can cooperate with bloggers, where bloggers can test products and write about them on their blogs (Jones, 2016, pp. 37 - 38). Jones is introducing as an Opera singer the idea of Digital Persona and its seven principles: Content, Images, Personality, Opera, Recording, Networking, and Social Media (Jones, 2016, pp. 46 - 47). The idea behind these principles is that an artist, so-called digital persona, drives content from all of these sectors into social media (Jones, 2016, pp. 46 - 47).

3.3 Music marketing agency Burstimo and social media

Burstimo is going through usual social media channels and listing the pros and cons to help artists choose their social media channels for marketing. According to Burstimo's article, it is good to share different content on different channels, and because social media platforms are different, the content should be different as well. Facebook is a versatile platform where an artist can share different content, from videos to photos and links. However, it is a challenging platform because followers may not see the latest posts because of Facebook settings. Twitter is a good platform for interaction with fans, but as it is a platform for fast communication, people will act in that way and may not follow the links. According to the article, Instagram is a popular place with many users, and it is an excellent place to gain followers. The problem with Instagram is that when posting

content, users cannot put links to the posts. This practice can be a problem; for example, when an artist releases a new music video on YouTube, they cannot share the link on Instagram posts. YouTube is a place for music videos, and when the follower subscribes to the artist channel, the follower will get alarmed when the artist is uploading a new video. Even YouTube is a place for music videos, it is not designed for music, but users who upload many videos and thus impact algorithms. (Burstimo, 2018)

3.4 Social media marketing in music business

IFPI is representing recording industry members worldwide, promoting and investigating the present state of the music industry. According to IFPI's Global Music Report 2018, physical revenues decreased 5 percent when Digital revenue increased by 19 percent in 2017. Music download revenue also decreased over 20 percent when music streaming increased by over 40 percent. It is legible that digital music is more popular today than physical releases, so as music streaming compared to downloading. (IFPI, 2018a)

The top 5 music markets in 2017 were the USA, Japan, Germany, the United Kingdom, and France, so three out of five countries are from Europe (IFPI, 2018a, p. 11). IFPI Music consumer insight report 2018 (MCIR) states that globally an average music consumer is listening to music 17.8 hours per week, and 86 per cents of consumers are streaming the music. Fifty percent have answered that they would choose audio streaming as a channel to listen to music if it would be the only way. (IFPI, 2018b, p. 6)

According to MCIR, 30 percent of people follow artists on social media, but social media is a notified place where to share their own opinions and discuss music and artists. On Facebook, 30 percent of consumers share music with friends, and on Instagram, 23 percent are talking about music on the server. It is also notable that people are using smartphones to listen to music. The apps and increasing digital music streaming play a significant role in the music industry today. (IFPI, 2018b, p. 11)

3.5 Content on Social media

This chapter is going through what kind of content an artist should publish and when. There can be questions like, "Is it good to post whatever on the social media to gain followers?" or "Does it really matter what kind of content to upload on a specific channel?". OFTN has created content for social media during the years without succeeding in gaining followers and fans. As social media platforms vary, the content should be concentrated on the specific platform to get the best result out of it. As research indicated, the most important social media sites for an artist are Instagram, Facebook, YouTube, and Spotify. OFTN has used these sites for music marketing, and the results vary a lot between different channels.

OFTN has forty followers and 16 to 30 monthly listeners on Spotify, depending on an ongoing social media campaign. There are 308 followers on the Facebook page with low commitment. The coverage of one single post on Facebook is between 20 to 35. Instagram is the most active place among the followers and engagement. On Instagram, OFTN has 3906 followers, and the number of post likes is 40 in general, varying from a post. OFTN has a YouTube channel with 32 subscribers. It is not many, and the focus on marketing the YouTube channel has been minimalistic. Amount of views of one video varies from 300 to 400.

Louise Myers is an awarded social media marketing blogger, and she is holding one of the top marketing blogs (Myers, 2020a). According to Myers, Facebook is a good platform to use, as there are over 2 billion active users. Myers also challenges to think, what type of content the follower wants to see. As OneFromTheNorth creates content around the already published music, videos, and boosting its own music, the content creating needs to be thought over. Myers is giving a hint and use the restaurant business as an example of creating content. A restaurant could share some recipes, make videos about cooking, and use some hints instead of trying to market just the restaurant in every turn. (Myers, 2020c)

3.5.1 Instagram marketing

In the research, Instagram is a prominent place to follow artists and seek and share new music. Instagram is a popular place among artists and other content creators to share their art and engage fans and followers.

Social Buddy website is an Instagram growth service that helps customers grow on Instagram with proper marketing. According to Social Buddy, it is important to post on Instagram often. When making many posts, it will gain likes and comments. It is vital to make posts often to keep the followers engaged to the site without the haggle of quality. Social Buddy is advising to post one to three times a day and gives an example of how major brands post average is 1,5 times a day. According to Social Buddy, posting frequently is still more important, and if the user cannot so post consistently, it would be better to do post frequently and with quality. (Social Buddy, n.d.)

Allison Lips is a Data-Driven Marketer who wrote an article on LinkedIn to give Instagram marketer tips. Lips is writing that Instagram is changing its algorithm behavior every once in a while. For an Instagram marketer, it is important to absorb the behavior and use of the features. Lips support the idea of using hashtags and adds that even if Instagram is giving an option to use 30 hashtags, the server can read it as spam (Lips, 2018). Spam can be read as a trash message sent to numerous people without an actual single receiver (Merriam Webster, 2020). To prevent the post from reading as spam, Lips suggests using only five unique hashtags to support the post (Lips, 2018). Lips is suggesting using all the features on Instagram to

support the visibility as the Stories feature. According to Lips, Instagram calculates the time people spend on a specific content creator and thus helps to future posts to be seen better with algorithms (Lips, 2018).

Myers is saying that making posts frequently is important on Instagram as well. Myers is saying that making a post in a week is a minimum, and the best would be to make a post every single day. If the site holder cannot do quality content, that is still more important than just post anything every day. According to Myers, the content creator should avoid sharing much content in a short time and avoid disappear for weeks of not creating anything. (Myers, 2020b)

3.5.2 Facebook marketing

Photos and videos are in a relevant role on Facebook what comes to content creation. Kilroy, Sullivan, and Hejny are writing that videos and photos with interesting content are good ways to create posts on Facebook, and posts should be likable and shareable. For example, they say that photo is good, but a post should include that type of content where the user wants to share the post, like, or make a comment. Straight questions are also a way to engage people to take action. (Kilroy, Sullivan, & Hejny, p.4, 2017)

Facebook advertising is a way to enhance post visibility and get more attention on the social media site. On Facebook, a user can create ads and target them to the desired target group. The adds can be targeted, for example, by age, gender, people who like the page, and people who like similar page content and aims to make the site more visible. An advertiser can boost posts by using the Boosted Post function, which is nearly the same as advertising. With boosted post function, the user can boost single posts to users who are already following the site, their friends, or both. Kilroy, Sullivan & Hejny suggest following a strategy on advertising where 80% of the Facebook marketing budget goes to advertising, and 20% is used to boost posts and gain post engagement. (Kilroy, Sullivan, & Hejny, p.5, 2017)

According to Louise Myers, frequent posting is an excellent way to enhance post reaches, which means how many followers one post will reach. The content must be high quality as Myers is saying that lack of good content will take down the page when talking about post reach. (Myers, 2020a)

According to Myers, a good number of posts is flickering. Making a post three times a week is low and two posts in a day is a maximum. Myers is saying that according to the researches, the content needs to be good, and as many good content posts, the user can be, the better it is. Content creation is still a top priority matter, so frequently with good content is more important. (Myers, 2020b)

3.5.3 YouTube marketing

YouTube is a popular channel to add videos, and many people are using it to watch videos which can vary from comedy to teaching videos uploaded by regular users. Video blogs (VLOG) are a popular phenomenon on YouTube, and different users do the content, and today some of them are doing serious business with vlogs on YouTube. Users can subscribe to the channel they like to get notified when the channel owner adds a new video to the channel. According to Singh and Diamond, the content must be interesting to get subscribers, and if it is not, the subscribers will not grow or last. Writers also mention the importance of branding and logo awareness. It must be in front of the users to get the artist recognizable within the mass of videos. Keywords describe video content, and it is useful to add the right keywords for the uploaded video. This helps other users to find wanted video better. According to Singh & Diamond, the topic should also be describing the possible way of the video and how the content creator would think the other users would search the video. (Singh & Diamond, 2012, pp. 154 - 155)

Singh and Diamond are writing that the content must be aimed at YouTube directly. Videos should be not over five minutes long, but only a few minutes with low file sizes (Singh & Diamond, 2012, p. 157). Lori McNee is a blogger referenced in articles by Huffington Post and The Wall Street Journal Online, and she is an owner of site Fine Art Tips (Fine Art Tips, n.d.b). McNee is on the same lane with Singh and Diamond about the video that it should be under 5 minutes (Fine Art Tips, n.d.a). Writers tell that the idea is that the user would share the video with friends, and with long and ponderous size videos, it is unlikely to happen. (Singh & Diamond, 2012, p. 156). Tags are in a crucial role in social media. On YouTube, tags are helping the possible subscriber to find interesting video content from categorized content. (Singh & Diamond, 2012, p. 157).

Harsh Agrawal is a blogging scientist who is the creator of the award-winning blog, ShoutMeLoud! (Shout Me Loud, n.d.). He is introducing a list of ways to do vlogging on YouTube. Agrawal also supports starting the blog on YouTube as the platform supports this idea itself (Agrawal, 2019). The video title must be optimized to get attention (Agrawal, 2019). The title should be short and catchy with power words, like "incredible," "amazing," etc. Keywords are crucial, and the title should include the right keywords that people are searching for (Agrawal, 2019). McNee supports the idea of using keywords in a video title to represent and support the video content in a few words (Fine Art Tips, n.d.a).

Agrawal is supporting the idea of video tags, as these help users to find the right content. Incorrect tags can harm as the viewers may not find the artist videos (Agrawal, 2019). Keywords can be used here to describe the video. Proper keywords and tags can be found from other similar videos, and also unique keywords are suggested to use (Agrawal, 2019). Thumbnail is a visible picture on video, which can help support the brand

and add visibility, and Thumbnail must be done with a proper resolution and pixel size (Agrawal, 2019). According to Agrawal, when uploading a video, it is important to add an intro and outro video within the actual video to support the brand (Agrawal, 2019). The intro video can be around 3-5 seconds long, and the outro video is good to ask the viewer to watch more videos or subscribe to the channel (Agrawal, 2019). McNee does not mention the intro and outro videos but tells that branding in general, with logos and clearly mentioning an artist name, supports the branding on videos (Fine Art Tips, n.d.a).

When the uploaded video is ready, it can be shared on other social media channels. Thus, the artist can create content for other channels and direct the possible viewers on YouTube channel to watch the actual video. (Agrawal, 2019). Britney Spear's team supported this idea as well to give different social media content on different channels when creating content on social media (Kaplan & Haenlein. 2011). A playlist is a list of videos that every user can make on YouTube. Agrawal is presenting the idea of adding a newly uploaded video onto the playlist, and if the artist does not have one, it advisable to make one (Agrawal, 2019). Playlist increases the possibility of awareness, and adding a new video on the playlist might help to get more viewers (Agrawal, 2019).

Calls-To-Action is a popular and widely used way to ask the viewer to do a certain thing after the video. Calls to Action is a simple way to ask someone who just viewed the video to do something; this can be to ask the viewer to share the video forward to similar users, ask to subscribe to the channel, or just leave a comment. According to David Zheng from the Daily Egg, this method is widely used in different marketing campaigns, from basic business marketing to political campaigns. (Zheng, 2020)

Myers is saying that there is no answer to the question of how many times a content creator should do videos on YouTube. Myers is underlining consistency in making content, and a video every week is something to achieve. (Myers, 2020b)

3.5.4 Spotify marketing

Playlist on Spotify is an excellent way to get the music heard. An artist cannot do specified marketing on Spotify itself, as the marketing possibilities are out of use in Finland. As Spotify is a platform to stream music, the platform itself is an important way to get the music heard among the right listeners who are listening to the type of music as the artist makes. To get the music on the playlist of many followers, the listener can find new music he likes, and the artist would get the music heard for the right people – possible fans. A band or an artist cannot just add their music to the Spotify playlist, but they need to send it to the Spotify playlist curators to consider if they would add the music on the playlist. It is not obvious that the song would end there, and that is why an artist needs to

make an application and pitch the song for the curators. If the song ends up on the playlist with the right target market, the song plays will rise a lot. If the song does not get there, possible plays for the song will end with low numbers as an independent artist. Thus, Spotify curators' playlists on the platform are a way to get the music heard among the users. (Stem, 2018)

Spotify has given way for smaller artists without a company in the background to promote their music by pitching the song to the curators. This helps bands to possibly get their music to the broader audience, which helps to get more attention around the music. In Rolling Stone magazine, the company says that twenty percent of the pitched songs end up to the playlists. The company also says that no one cannot buy the song to the playlist and all, never mind the company size or an artist's success, needs to pitch the song to the playlist curators. The company tells an example where an unknown artist uploaded the song on Spotify and ended up on the right playlist; the followers' growth was tremendous as millions of fans found the new artist. Afterward, the artist found himself from a successful international record company, Interscope Records. (Wang & Wang, 2020) (Reference for Business, 2020)

Stem is a Los Angeles-based corporation that helps artists promote their music, and Stem is underlining that the music industry is regularly changing nowadays. Playlists have an important role in today's music business (Stem, 2020). Spotify is offering a platform to pitch an unreleased song to its playlist curators. This helps independent and smaller artists possibly get their music onto the playlist, enhancing the chances to get the music into the right ears. Even if the pitched song would not end onto the playlist, Spotify has developed the Release Radar playlist. Release Radar is a playlist where everyone who follows the artist will get the song onto the user's own release radar playlist. Thus, the pitching will not ever be totally waste of time as the followers will get the notification when the new song is out. (Stem, 2018)

4 RESEARCH

A survey was a chosen method for the research to ask people where they are searching for new music and listening to music in general on social media. Survey Monkey was used and implemented through the thesis writer's social media channel on Facebook and also asked connections to share this in their WhatsApp-groups to get as many answers as possible.

4.1 Survey basics and results in a nutshell

The survey reached 107 persons with this anonymous survey pending one week by Survey Monkey in March 2019. The answers get 35 by males, 68 by females, and four of the answerers did not want to share their gender. This survey was defined to three different age categories: 10 to 25, 26 to 45, and 46 to unlimited. The younger target group was more willing to participate in this survey with 61 answers when the middle group answered 38 times altogether, and the group of age over 46 collected eight answers altogether.

Based on this survey, people are more likely to streaming music by using Spotify and YouTube. Spotify is the most common way to stream music by 67% of the answers, and YouTube is the second with 30%. According to this survey, two out of three answerers are searching for new music from social media with 66 percents. People are searching for new music on social media, and results showed that Spotify and YouTube are the most common ways to search for new music, so this correlates with the theory of music streaming. As music streaming is popular and music users are using different channels for searching for new music, but Spotify has 47 percent majority of all answers, and YouTube has 38 percent.

The survey and the theory show that music videos are a powerful way to promote an artist's music and let the music be expressed visibly. Music videos with a proper production can cost much money, and the objectives to gain viewers and fans may turn to be insipid. As the theory indicated, lyric videos are a good option with low costs. YouTube is a place to watch videos and, at the same time, stream music, and 70 percent of the answerers said that they are watching music videos.

As the survey shows, music consumers are searching for new music using social media, so it is essential to understand how. Because social media channels work differently, the survey aimed to know how people are searching for new music. Sixty-nine percent of the answerers said to listen to similar artists proposed by social media platforms when asking what keywords consumers are using when searching for new music. A genre is vital to be specified by an artist to promote its music to the right target group. The survey supported this as 28 percent of the answerers are looking for new music by a genre. Spotify and YouTube suggest if the user

wants to listen to a similar artist to what the consumer is listening to. It was congenial to know if people are willing to listen to the proposed similar artist. The survey found out that 80 percent of all answerers are listening to proposed similar artists.

According to this survey, people share music most from YouTube to their social media channels. Over 30 percent of the answerers are using YouTube as a source to share music, and 23 percent uses Spotify, but also Facebook is a source to share music for some attendees with 17 percent. Facebook is also a popular way to share music when 42 of the survey attendees share their findings to Facebook, and the theory also showed that people like to share images and videos. When some people share their music, for example, from YouTube to Facebook, some answerers are re-sharing the music link with their connections in social media. The survey exposes that Instagram is a popular way to share music, but altogether 20 percent of the answerers are using message platforms like Snapchat and WhatsApp to share their findings.

4.2 A closer look into the survey

This survey was divided into three age categories; 10-25 years old (1), 26 to 45 years old (2), and over 46 years old (3). This survey gathered answers the most from group 1, where 45 of the answerers were females. Spotify turned to be the most familiar music streaming channel with 82 percent of the answers, and with a 15 percent share, YouTube is the platform to listen to music. Age category 2 collected 21 male and 17 female answers, and music consumption seems to be more constant between Spotify and YouTube. However, Spotify turns to be still the most common streaming platform, with 58 percent of the answers. Age group 3 is not using Spotify at all to listen to music, but it is also notable that only 8 of the answerers belongs to this group category.

The survey attendees are searching for new music from social media, and in both groups 1 and 2, about 70 percent of the consumers answered positively to search for new music. The only exception to this question was a group 3, where seven out of eight answerers told not to search for new music. When asking where people are searching for new music, again, Spotify raised to be the number one place for group 1 when in-group people rely on YouTube when searching for new music. Music videos are popular within group 3 when 7 out of eight answerers are watching music videos. This notice also explains the popularity of YouTube within this age group because YouTube is a place for music videos. Group 1 is spending less time with music videos, although 64 percent of answers watch music videos when 76 percent of age group 3 are watching music videos. This result is also explaining the popularity of YouTube within this group. All age groups are rather listening to suggested similar artists instead of searching for by genre, for example. Within all groups, people listen to similar artists, but in every group, one out of three is searching for music by a genre.

People are sharing music on social media, and it was helpful to know the social media source from where they are sharing their findings. Different age groups act differently, and ever-changing social media and applications explain a different action between groups. Age group 1 uses Spotify as the primary source to share music, but there is a dispersion between answers. For group 1, Facebook and Instagram are not primary sources to share music, and Spotify and YouTube are the most common options for this group. Age group 2 is using YouTube as a primary source to share music, but within this age group, Facebook is also a common channel to do this. Only 18 percent of the answerers are using Spotify as a primary source. Facebook is also a common source within the age group 3, such as YouTube. When in general, Facebook, Instagram, and WhatsApp are the most used channels to share findings regarding music, there are still different behavior when we are taking a better look into these age groups. Group 1 prefers to use Instagram with 44 percent of the answers, and 25 percent uses WhatsApp application to send private messages to share their musical findings. Group 2 prefer to use Facebook with a 74 percent majority, and only 8 percent of the answers are more likely to use Instagram and WhatsApp. When we are investigating group 3, we can notice that seven out of eight answerers are using Facebook as a platform to share their findings.

5 THE RESEARCH SUMMARY

According to this research, it is essential to understand the activity of different age groups. If an artist makes music for teenagers, it is crucial to understand the right channels to do the marketing so as when making music for the elderly group. When OneFromTheNorth is aiming to make music for the 20 years old to 40 years old music consumers, an artist needs to know where to aim the marketing, and this survey proved that the younger generation uses different channels than group 2 attendees. Facebook and Instagram are the right places to do the marketing, and when we are looking at the survey, general music streaming is taking place on YouTube and Spotify. According to this research, these are the places to aim the proper marketing along with Facebook and Instagram. OneFromTheNorth is operating on the right channels but focusing only on a few channels. OneFromTheNorth should aim more marketing on Spotify and YouTube, along with current marketing and, in general, think about the content for different social media platforms.

In theory, Bandcamp is the right place for an artist to sell music and merchandise, but it may not be the best possible channel for music marketing. Twitter is a popular social media channel for fast communication. In theory, there are a lot of potential users. However, according to this research, it turned out to be a less favorable place for music marketing when taking a closer look at other social media platforms, although it is a good channel to keep up with. Even Facebook is one of the most effective social media channels; this research indicates that the younger generation (group 1) is not holding Facebook as the number one channel to spend time. Still, in general, the research exposed that people want to share images and videos, so Facebook and Instagram are excellent platforms for this type of content.

The theory and the research indicated that Spotify and YouTube are both effective channels to do marketing because of the popularity of music streaming. People are streaming music through these channels and share their findings from these social media channels to other platforms. It is essential for an independent music artist to be there where people are searching for new music and target promoting to the right channels. Content posting on social media must be systematic, and an artist should create a bridge from a different platform to another with different content. This research indicated that Facebook, Instagram, Spotify, and YouTube are effective social media channels for an independent music artist to seek international markets.

Social media is a popular concept today, with many users and always increasing. There are different social media channels with a different idea, and a company or an artist should know the idea behind the channels when doing marketing on social media. There are pros and cons within platforms, so it is good to know what to do on different channels. Some

professionals suggest having only a few different platforms when having an artist profile on social media because of more comfortable controlling. People are active on social media by using their smartphones, and the trend is increasing all the time. Channels like Facebook, Instagram, and Twitter are the most popular among the people in general, and these channels are a good way to interact with followers. However, according to Burstimo's article, for example, Twitter is for fast communication, and people may not follow the posted links (Burstimo, 2018). According to theory, people like to watch images and video posts, and these posts turned out to be the most popular ones, so Facebook and Instagram are both excellent platforms for these posts. Streaming music on the internet has become very popular in general, and YouTube and Spotify are well-known places for music streaming.

6 SOCIAL MEDIA MARKETING STRATEGY

Before the project, the content creation and posting were arbitrary without any other goal than just to have some attraction on social media. The posting was haphazard content creating without a schedule or the actual idea, why social media users would follow and engage with the artist. The content creation focused on promoting only the music in all different forms, and because of lacked live shows, the content creation was to boost up already created content on different social media channels, and any new and surprising content lacked as well.

As the Britney Spears social media team indicated, it is good to choose a few social media channels to make content on. Many different platforms online, and the content itself is hard to make when there are many different channels to manage. This is why the project is focusing on making content on the following platforms; Instagram, Facebook, YouTube, and Twitter. The project focuses on Instagram, especially, and posts can do from there to Tumblr, Twitter, and Facebook. Instagram pointed out to be a popular place among the new music searchers and people in general. Instagram is a fast-growing platform where an artist can easily make content with pictures and use hashtags to gain up more new followers. Spotify was chosen to be the streaming service because of the research results and the popularity of the platform among people. Spotify offers an interesting possibility to get new music on Spotify's playlist made by playlist curators. All marketing will be focused on boosting up Spotify channels and algorithms for new audiences to find the music.

YouTube is focusing on this project to show video material about the making of the song and let people see how the song is actually made. According to the theory part, the lyric video is a popular way to make a low-cost video to strengthen the song release and popular channel. The lyric video will be on YouTube when the song is out so the audience will have a chance to look at an actual video simultaneously when listening to it.

6.1 Content creating

According to the history, research, and the theory of content creating obliged to create a different kind of content and schedule it based on the found timing of posting. Louise Myers showed the example of the restaurant, how a single business could do content that is not straight selling to the product itself. OneFromTheNorth uses this idea to create content on social media platforms. The content and the idea behind are to show to people how independent artists make music from the beginning to the end when the song is out. In this project, the idea is to make a song from scratch and take the audience to join in making the song. The project is a first single song from the second album, which is planned to be

released by the end of the year 2020. The project started from the first part of the song, and OFTN took the audience right away to follow the song making. In this project, the artist took the people to actually make the song by letting the followers choose between two melodies. The second part was when the artist gave two lines for the followers to choose between them, which was then used in the chorus. The idea behind this was to engage people straight away to the song and give the feeling that people would actually be part of making the song, which is then on Spotify and streaming services, just like the other favorite artist's songs. The idea was not to share too many parts from the song, so the song would still be able to be surprising when the outcome is ready.

6.2 Branding

OneFromTheNorth focused on branding when making social media posts. As the strategy was to take fans and make music, the artist must show himself more clearly when the artist branding itself based on music needs to be thought again. The artist focused on the same style of post pictures to let the artist image be recognizable among social media users. Branding was focusing on also this project to tell clearly different phases in song making to open up the actual process for the people. Thus, people would instantly know that the post was not just a photo, but there is a story behind it and thus get the artist more interesting to follow.

The content on social media was branded on the way of the progress of the project. The first posts were trying to find the image the artist wanted to represent. The chosen brand idea was to make a lot of black and white pictures with a specific setting. The text color on the content chose to be orange, which created a nice contrast between the black and white pictures.

6.3 Posting strategy

As the theory part pointed out, the frequent posting is important to gain attention on social media and boost algorithms to show one post to more people. For this project posting schedule was too tight to make a post every day, so the chosen strategy was to make a post every other day. The project idea was to live with the results and analyze engagement along with the project work. The reason behind the decision not to post every day was the quality of the content and keeping quality at a good and interesting level. The strategy was to also focus on timing when it is to the best time to make a post to ensure the good post reach among the followers and new possible followers.

6.3.1 Posting schedule

The strategy was to make a good content post with a good text on every other day. The artist is focusing on the quality over the making of many low-quality posts. The artist focused on making posts and analyze to find out the best days and time to make a post. Low-engagement posts were meant to analyze carefully if the content and the timing encounter and take action to get the post engagement better right away for the next post.

6.4 Engage to the audience

According to the theory section, engage with the followers is important to boost the social media channels. The strategy for this project was to ask questions from the audience and comment back to every comment to show that the artist is interested in the followers and what they have to say. As mentioned, the overall strategy was to take listeners and followers along to make the song itself and a few parts of deciding by a poll what they would choose to do in a situation when there is a need to choose between two-song part options. The aim was to differentiate from the other artists to actually take people to make decisions. According to Mäkinen, former experiences have shown for the artist itself that different artists want to keep the distance with the audience to hold up the artistic mysticism and thus the interest towards an artist. The differentiation is a key thing to differentiate among the other artists, what social media nowadays holds thousands and thousands because of the music industry change during the years. The aim is to show the fans and followers that the artist cares for them and value their opinion as an end-user.

6.5 Paid marketing

The project plan is to make post-boosts and do paid marketing when the single release is near. Paid marketing is a way to get more listeners to the streaming services to enhance the followers and shares between the users. Paid marketing will be done on Facebook and Instagram and will be directed to the Spotify, which was chosen streaming service to boost up on this project, but also to YouTube to watch the lyric video of the song. The marketing will be narrowed between social media users to focus on possible listeners of similar music types. The marketing will focus on the chosen age category on those channels, where the research showed where people are spending time on social media.

Instagram is the main social media page for the artist and has been since the start. The paid marketing will be made on Instagram to gain more followers and post reaches to start a collaboration with possible music industry influencers. The page will be the main platform on negotiations to get the possible deal with the label or to get beneficial live shows in the future.

The artist made paid marketing on Facebook to get more attraction on this platform as well. When Instagram has been the most popular place for OneFromTheNorth, Facebook has lacked followers during the years. The paid marketing aimed to boost up the channel as the research showed that people are still spending time on Facebook as well. Paid marketing focused on the song release, before and after the release.

YouTube marketing is focusing on boosting the channel itself from other channels, like Facebook. The marketing and the aim are to get the channels familiar among the followers so they can be aware when the song itself is out and ready to listen to. Research indicated the popularity of the platform, so it is important to have content there as well. Videos have become more popular on social media, so an independent artist cannot escape from it. Paid YouTube marketing will be done when the song is out to attract more followers on this platform as well.

Spotify was selected to be the main streaming service for this project. There are many other services as well, but as the research indicated, Spotify seemed to be still the most popular streaming platform among the listeners. OneFromTheNorth directed people to the Spotify when marketing the single. As the marketing on Spotify was not possible, the only way to boost up the Spotify account was to take people from different social media channels to Spotify to boost algorithms and thus spread the music within the platform. Also, paid marketing was directing people to Spotify to enhance the followers and gain streams.

6.6 After marketing

When the song is out, the marketing continued one more week. The content focused on the song and paid marketing was made after the release and deeply focusing on the song itself, the video, and the music on Spotify.

7 THE SOCIAL MEDIA MARKETING PROJECT

The actual project started on Instagram 16th of March 2020. Instagram was chosen to be the posting platform as posts can be directed to Facebook, Twitter, and Tumblr from Instagram. Thus, this helped the artist to make posts from one single page instead of multiple different sites. Tumblr was important as well because the artist webpage is made on the Tumblr page, so making a post and doing content could directly be aimed to home webpage as well. The project plan was to make both video and picture posts and link them all from Instagram to Facebook, Twitter, and to the home page, which is made on Tumblr.

7.1 Analyzing the project

The project plan and chosen strategy worked well on Instagram, but the other main channel, Facebook, was not that successful when analyzing the results. On Instagram, the follower amount increased dramatically with active use and the structure of the application.

7.2 Instagram posts

The project plan was to make both video and picture posts and link them all from Instagram to Facebook, Twitter, and to the home page, which is made on Tumblr. In this project, the Instagram stood up as a home base where to make posts multiple platforms. This chapter will show the most significant posts within the project.

7.2.1 The first post and the start on Instagram

The first post was a photo converted to video and music added on it. The post was made on 16th March 2020, which gained altogether 105 views 26 likes.

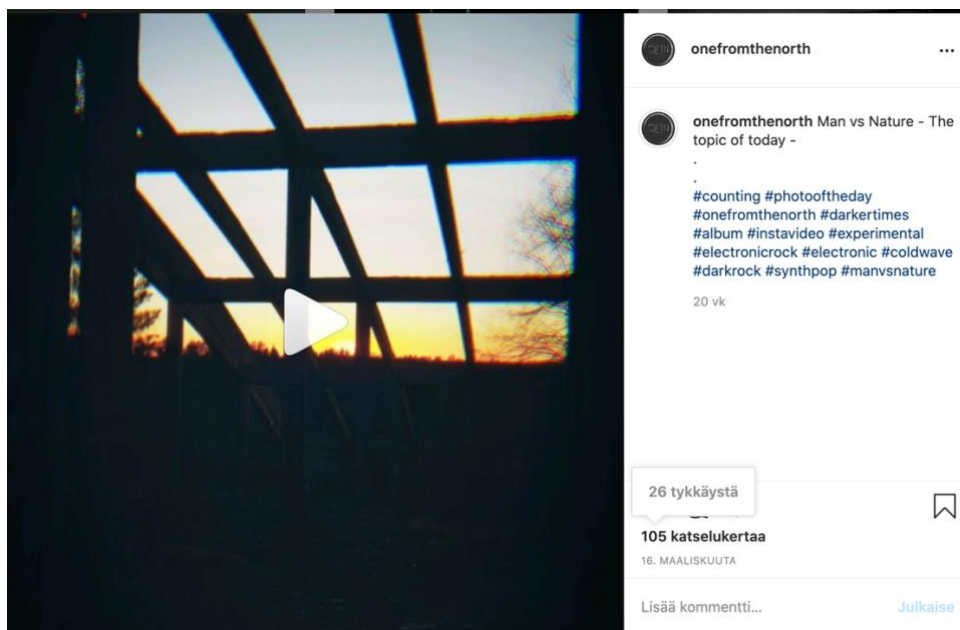


Figure 1. (OneFromTheNorth, 2020a)

The post was an average result of posts made previously by the artist. Hashtags were used with consideration. The first post represented what the content was before the project, and the text was artistic with a lack of actual content and the information about the artist.

7.2.2 The second post

The second post took some new perspective when the artist posted a good-looking photo from the studio. The content let the follower understand that the artist was recording new material for the fans. What differentiated the post was that the artist made a question on a post. The result was 30 likes and one comment. The artist commented as well to engage the people to follow for more and interact with followers. This affected the post to be more visible for the followers. As the algorithms are following the content commitment, the number of comments and posts helps the content to be more visible on social media.

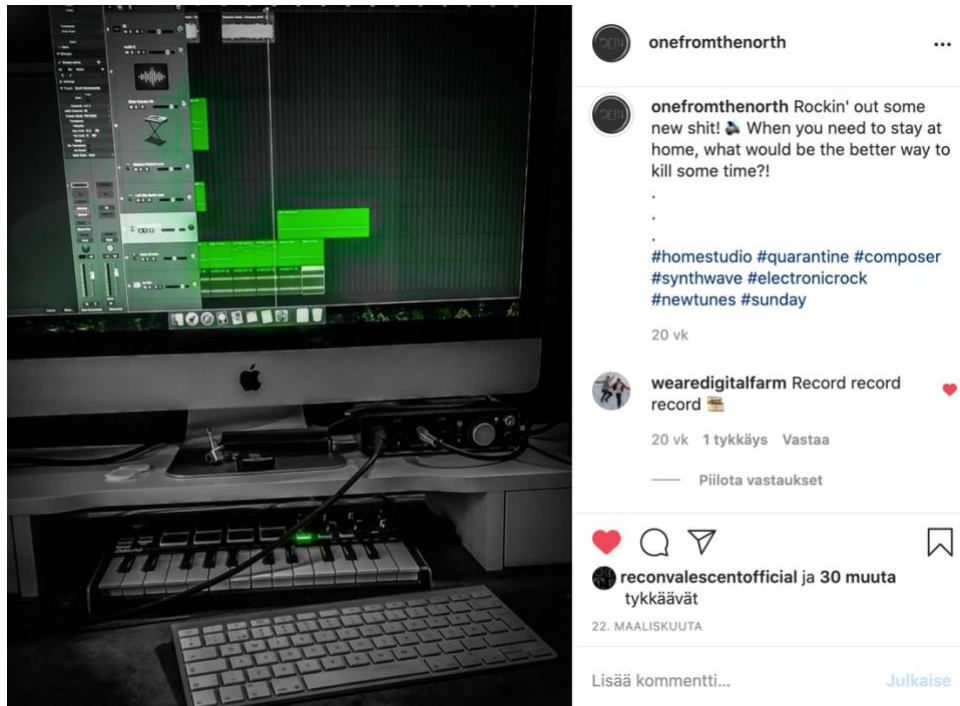


Figure 2. (OneFromTheNorth, 2020b)

7.2.3 The third post

The third post was the first video with high quality sound which was a part of the later released single song. The post included a video which was about making the song, playing the instruments and creating the song itself.

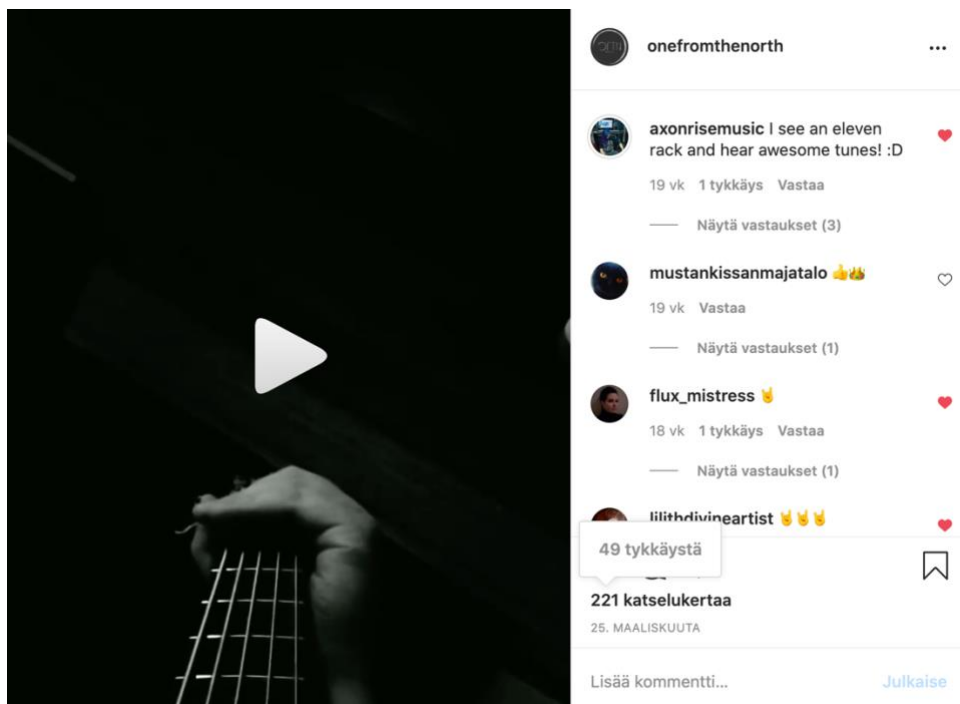


Figure 3. (OneFromTheNorth, 2020c)

The post was a first success for the project as it claimed 221 views and 49 likes altogether. More importantly, the post gained a lot of comments, which helped the algorithms to notice further posts better. The post gained altogether six comments where the artist commented on each one, so the post created traffic on the site itself.

7.2.4 The fourth post

The fourth post idea was to take followers along to decide the main part of the song. Followers needed to decide on which one of two melodies they would choose to be the main lead part in the song. This gained a lot of answers and deliberation among followers. Unfortunately, the post made on the Instagram feed was not good quality and lacked, showing both parts. Thus, the views for the post were 156 times, and only 30 likes. Only two people commented on the post. The result to take the audience along to make the song was good, but the content created on the feed section was poor quality and lacked good results.

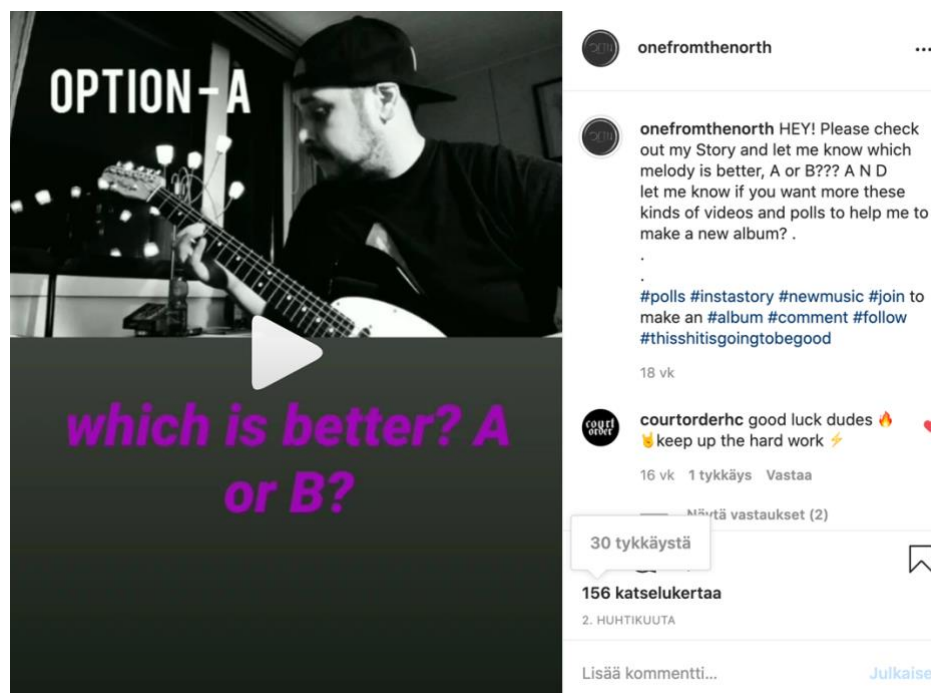


Figure 4. (OneFromTheNorth, 2020d)

7.2.5 The eight post

The eight-post started to bring more content engagement. The post was a video just like the previous one where the artist introduced song making parts. The artist played many instruments in the video and represented the parts of the song. The text part was also more storytelling and taking followers along to make the song by explaining what is happening at that moment and what it takes to make a song and invent parts to the song. The post gained 60 likes and 206 views altogether. The post got five

comments altogether, and as the strategy obliged, the artist answered all the comments and thus created more actions on the comment section.



Figure 5. (OneFromTheNorth, 2020e)

The strategy chosen worked at this part as the artist gained more likes on future posts considering the content quality. The like quantity gained on many posts over 80 likes by this far of the project.

7.2.6 The 11th post

As the strategy obliged to make posts frequently, the content to share started to worry about the artist. The artist indicated the problem to do posts all the time just from the studio, so the project needed to expand a view little by making a different kind of posts as well but not from the studio. The artist made a quick song cover where the artist played other artists' songs and made a quiz on social media for followers to guess the song he was playing. This happened to be a good post and right chosen method to expand the content away from the making of the album itself. The post gathered altogether 254 views, 80 likes, and seven comments, all replied by the artist.

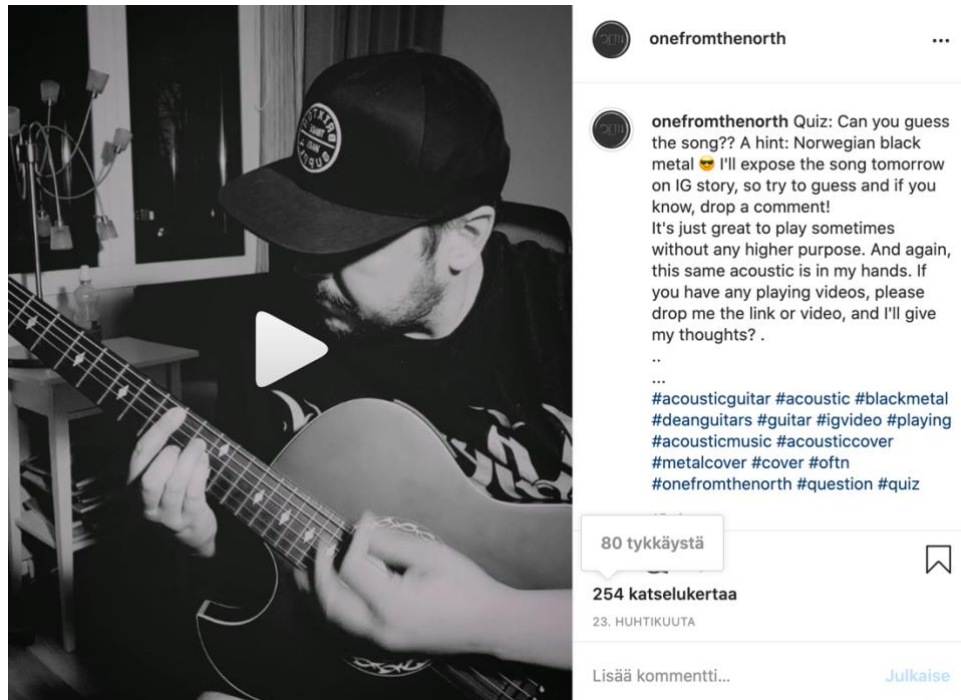


Figure 6. (OneFromTheNorth, 2020f)

7.2.7 The 16th post

The 16th post was a good reminder for making high-quality content all the time. The post quality was low and average, even if the text part was in line with the strategy. The post gained 34 likes and one comment, which is a disappointment at this point where the average post gets post likes between 60 to 90.



Figure 7. (OneFromTheNorth, 2020g)

7.2.8 The 26th post

The 26th post was the first one, which reached over 100 likes. The result of the post was altogether 123 likes and one comment. The post was made on Sunday afternoon, and the timing succeeded in reaching many people. The text part only included a part of the song lyrics, and the picture was from the artist.



Figure 8. (OneFromTheNorth, 2020h)

7.2.9 The project progress

After the start, the progress has been positive on Instagram. Many new followers have found the page and the average post-like level is between 100 and 130 likes by the end of the project. The chosen strategy for the project to let the people know more about the artist itself and take the followers along to follow to make an album, and the song has been positive. The picture below is about the guitar that the artist used to record the song guitar parts. In this post, the artist explained how busy the week is going to be on the song and the album. The guitar was to show to followers that it is this guitar that would be used to record the song. The post collected 141 likes altogether.



Figure 9. (OneFromTheNorth, 2020i)

The post likes started to be over 100 on every post, and the top was the post below, where the post like reached 164 likes. The post was about making of lyrics while jogging. The post also took a deeper perspective to think about what was going on in the world at the moment and in the year 2020. The picture was about a nice and calm view of the lake in at Aulanko, Hämeenlinna, Finland.



Figure 10. (OneFromTheNorth. 2020j)

It was clear that Instagram is a photo posting platform as the posts and photos with a quality touch were the best outcome. The short videos were also good when the content was thought through before the post. The chosen strategy on Instagram was well executed, and the results were evidently positive. The overall follower amount one week after the project end was 4572 followers. The last post one week after the project gained 121 likes altogether and growing.

7.3 Twitter on the social media marketing plan project

The artist made posts on Twitter as well, even it was not the place where to aim the marketing because of the character of the platform and because of the research results. Twitter was chosen to make posts as well because of the easy linking from Instagram. At the same time, when the artist made a post, he linked the post on Twitter as well. The results of post engagement on Twitter were poor.

7.4 The project on Facebook

As Instagram was chosen to be the platform where all the posts were published, Facebook concentrated more on paid marketing.

7.5 Paid marketing

The artist made posts for marketing purposes to support the song release on social media. The artist made four paid advertisements during the project altogether and spent 36€.

7.5.1 The first paid add

The first paid add was meant to be a practice where the artist could get used to the settings and the policy of advertisement. The rehearsal add was about to indicate what to do with the actual adds when the song is released. The artist spent money on the first add 6€, and the duration for the add was three days. The add reached 681 Facebook users altogether, and 25 of them actually engaged in the post. The area where add was shown was Germany, France, and England. According to the artist, the area was chosen because of the music culture of these countries and the purpose of doing live shows in the future. As the research indicated, the age group was chosen to be between 22 and 40 years old. Cost-per-click on the add cost 0,24€. The content was to release the song release date and thus create some excitement among the followers and potential new fans. The post gained 33 likes altogether.

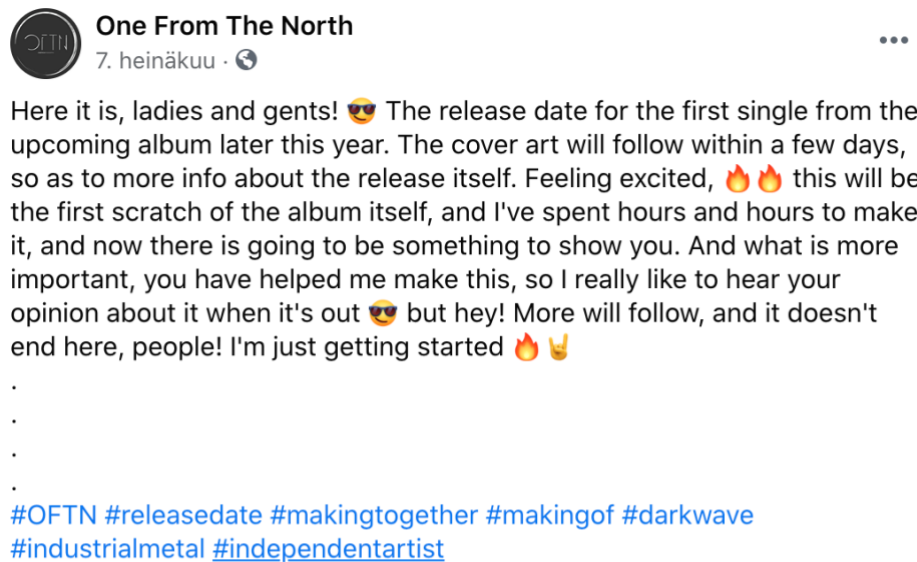
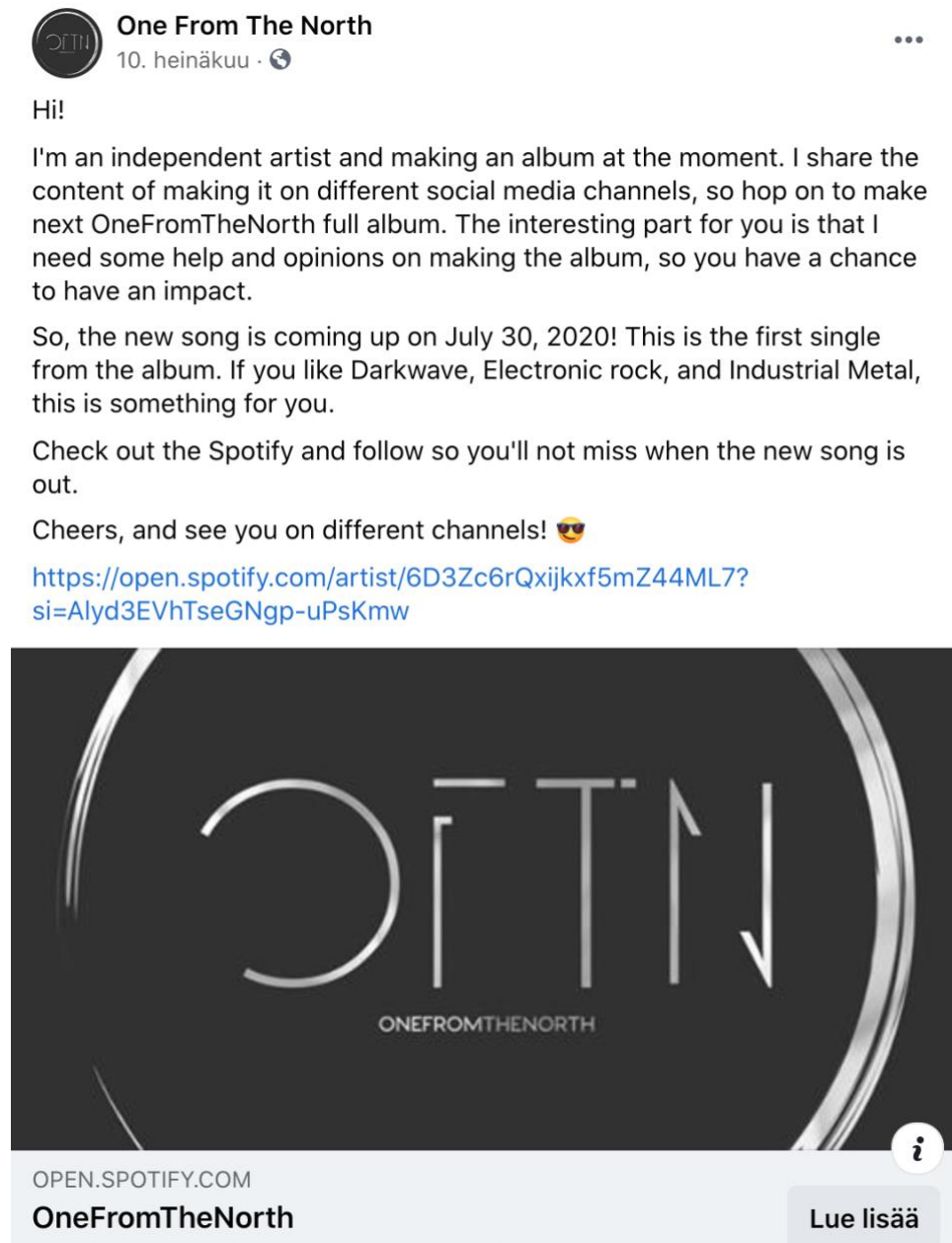


Figure 11. (OneFromTheNorth, 2020k)

7.5.2 The second paid add

For the second ad, the artist chose to change the setting a bit and changed the area to gather: Austria, Germany, France, United Kingdom, Italy, Poland, and the United States. The United States was chosen to do advertisements because of the followers and fans recognized by the debut album. The age range was chosen to be between 22- and 44-years old women and men. The interest for the targeted group was rock and metal music, industrial metal genre, electronic rock music, synthwave as a genre. The money spent on the add was 10€, and the duration was seven days. Altogether 48 people clicked the post link, and the post reach was 5130 people. The click-per-cost amount was 0,21€, so lower than the previous add. The content was to explain shortly what is OneFromTheNorth and

what people will expect from the content if they would follow the artist. The post indicated the Spotify link where people could listen to the previous releases while waiting for the new release. The post gained four likes.



One From The North
10. heinäkuu · 🌐

Hi!


I'm an independent artist and making an album at the moment. I share the content of making it on different social media channels, so hop on to make next OneFromTheNorth full album. The interesting part for you is that I need some help and opinions on making the album, so you have a chance to have an impact.

So, the new song is coming up on July 30, 2020! This is the first single from the album. If you like Darkwave, Electronic rock, and Industrial Metal, this is something for you.

Check out the Spotify and follow so you'll not miss when the new song is out.

Cheers, and see you on different channels! 😎

<https://open.spotify.com/artist/6D3Zc6rQxijkxf5mZ44ML7?si=Alyd3EVhTseGNgp-uPsKmw>



OPEN.SPOTIFY.COM
OneFromTheNorth
Lue lisää

Figure 11. (OneFromTheNorth, 2020)

7.5.3 The third add

 **One From The North**
30. heinäkuu klo 18.54 · 🌐

New electronic rock music from Finland 🔥 if you wanna hear new and fresh electronic metal sounds, check this out. Click the link, and you won't be disappointed 📌



YOUTUBE.COM
OneFromTheNorth - Bad Taste (Official lyric video)
The first single release from the upcoming second album. <https://linktr.e...>

2 479 **120**
Tavoitetut henkilöt Sitoutumiset [Mainosta uudelleen](#)

Mainostettu 30. heinäkuu klo 18.56 Valmis
Tekijältä Riku Mäkinen

Tavoitetut henkilöt 2,5 t.	Linkin klikkauksia 134
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Näytä tulokset

Figure 12. (OneFromTheNorth, 2020m)

The post was to boost the YouTube site where the lyric video was located. The aim of the post was to direct people to click the link and watch the video on YouTube. The post cost was 10 euros and lasted for seven days. The post was targeted to certain countries: Austria, Belgium, Germany, France, United Kingdom, Italy, Japan, Norway, Poland, Sweden, and the United States. The age group target was between 22 to 44 years old men and women. Most of the reached people were the age of 25 to 44 years old. Targets of interest of the targeted group were mostly genres for the type of music; Darkwave, Synthwave, Electronic rock, Independent music, and Industrial metal. The add was carefully thought through by the artist to target the paid add to people who have the most interest to this type of music.

The post reached 2479 Facebook users altogether, and 21,4% of the audience were women, and the rest 78,6% were men. Five top regions for the post reach were Greater Poland Voivodeship, Campania area, Emilia-Romagna, England, and Friuli-Venezia Giulia. The results indicated that the EU area and especially Italy was the most successful place for the add. Although Poland was the top place for the post reach with 104 reach Facebook users. Altogether 142 people engaged to the post, and 134 users clicked to the link. The reaction amount was not outstanding, with six reactions and two post shares. Cost-per-click was counted to be 0,07€. When taking a closer look at the post, the engagement was poor compared to the post reach.

The second paid add was a video that was originally posted on Instagram. The video was a short teaser about the artist, and text directed people to listen to the song. The reached amount of people were altogether 2937 users with an engagement amount of 44. Users played the video altogether 1830 times. The artist made the post first and afterward made it to paid add. The artist used 10€ for the post, and the click-cost for one spin was 0,01€. Altogether the post fared better than the first one even if the targeted segmentation was the same. Because of the post made through Instagram affected the result because of the artist's rather high follower amount and the post reach and engagement level achieved by the project plan. The duration for the post was five days, and the aim set by the artist was to gain more video views.



One From The North

30. heinäkuu klo 15.19 · 🌐



You wanna hear something different? Guess what; New song 'BAD TASTE' is out! 🔥🔥 Link in bio! The feedback so far has been tremendous and I'm so grateful to you all! Thank you! Take a listen to the song and drop me a comment on how did you like it? I'd really like to hear your opinions about it as many of you helped me to make the song. I think that was great and I'll definitely ask your help in the future as well. But now; Bad Taste! 🔥🔥 BRING IT ON!!

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[#newsong](#) [#newrelease](#) [#artist](#) [#single](#) [#newmusic](#) [#oftn](#) [#darkwave](#)
[#synthwave](#) [#electronicrock](#) [#industrialmetal](#) [#finnishmetal](#)

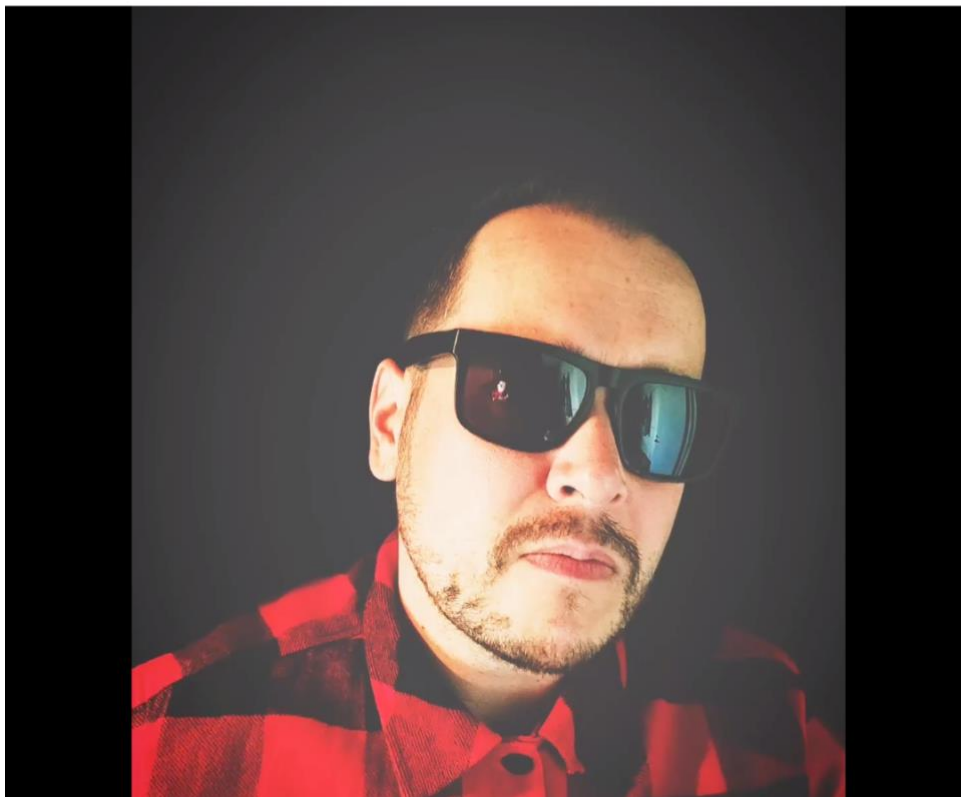


Figure 13. (OneFromTheNorth, 2020n)

The video add was released on Facebook as well. The likes amount for the video was poor: only two likes. For some reason, Facebook did not do as well as Instagram. The number of followers is greater on Instagram than on Facebook, but the results were poor, after all.

7.6 YouTube videos and the song release

After seven weeks from the start of the project, the artist started to make content on YouTube as well. The idea of videos was the same as in the project itself in general – to show to the fans how an independent artist makes the song and what it takes. The videos were about to show the fans some steps on making and recording the song itself. The idea was to show

how much work the song takes before it is out for everyone to listen to. The artist made three videos altogether to show some steps which he needs to take towards the finished song. The videos were video blogs about making the album, and the idea was to follow the same guidance to make posts frequently on the platform. The original plan was to make one video every week, which was planned to be out on every Sunday. After the project, the subscriber amount on YouTube was 52 when at the start, it was 32. (OneFromTheNorth, 2020r)

7.6.1 The first video

The first video was about to tell what those videos were about to consider and what the viewers may expect from the videos. When the video was released, it gained 51 views seven likes altogether. The post was boosted on Instagram as a single post to let the followers know about the new video. The video was published on the 5th of May 2020. One week after, the project video has gained 69 views and eight likes. (OneFromTheNorth, 2020o)

7.6.2 The second video

The second video was published on the 11th of May 2020. The video gained 38 views and three likes. The video was boosted the same way as the first one on Instagram to let followers know about the new video. After the project, the video has gained 60 views and five likes. (OneFromTheNorth, 2020p)

7.6.3 The third video

The third video was published on the 21st of May 2020 and gained only 32 views with two likes. After the project, the video has gained 37 views when the likes have stayed the same. After this video, the artist chose not to do any more blogging videos but investigate more what type of content to put there to get more attraction. (OneFromTheNorth, 2020q)

7.6.4 The lyric video

OneFromTheNorth made a lyric video on YouTube to provide content on that platform as well. As the music videos are expensive to execute, a lyric video was the chosen format to represent the song. The video was made with Adobe Premiere. After four days of the end of the project, the video has gained 221 views and 14 likes altogether. The comment section gained zero comments on the video. The video was published on the same day as the song on streaming services and on Bandcamp available to buy. (OneFromTheNorth, 2020r)

7.7 Best days for posting a content and right timing

According to months of posting and following the results, Friday is not the best day for posting. The engagement on the post on Friday is one-third lower than on Sunday or weekdays. On weekdays people are spending time on social media which can be seen on post likes and comments. Thus, the weekdays turned out to be the best days to post content to get the attraction. Turned out that between Monday and Thursday is a good time for posting content. Also, Sunday was good, according to the engagement. The timing was important as it turned out that the best engagement was when the posts were made between 5 pm and 9 pm EET on weekdays.

8 CONCLUSION

The theory part indicated how important it is to understand where the music industry is at the moment and what were the realities to succeed within the music business. For an independent artist, the industry has changed a lot where a single artist can succeed in doing real business out of the hobby with right and thoughtful marketing. The project indicated how difficult it is to grow the fanbase within many channels. Instagram worked well for the artist, but the rest of the channels and results were not as good as on Instagram. When Britney Spears team indicated that only a few channels is more than enough to make marketing and not in all of them. The project research was a way to find out where people are listening to music, how they share it, and where they are sharing it to. As social media is a rapidly changing and fast-growing platform to do marketing, the research was important to make to know the situation among consumers what comes to finding new music and listening to it. With the research, it was clearly seen where people are spending time online listening to music and how they act with it.

The project started from the point where the artist did not know which channels to use on posting but just guessed the best ones. Posts were made without actual content, and the post content did not have the idea behind it. The theory part indicated that understanding social media is crucial to success as an independent artist in today's world when trying to head up abroad to bigger stages and get attraction among the industry's bigger companies. The theory part focused on investigating the background of the music business and what is good for a new artist to understand when making promotions on social media. The theory is not just the only way to get closer to this subject, but the market research showed where people are finding and streaming for music today and what specifically are the channels to do music marketing as an independent artist with a limited budget. The research exposed the main channels that people use to stream and find new music, and these channels were chosen to be the main channels to take the project OneFromTheNorth forward.

The project focused on gaining attraction on social media and grow the fanbase, which the theory part indicated to be a crucial thing to have for an independent artist to take forward and further own business. Posts were made mostly through Instagram and thus directed to other channels as well. The project and the strategy were to choose a direction on how to attract people to follow the artist on social media. Project work followed the chosen strategy where the artist exposed the work behind the single of what and how everything needs to be done, from the songwriting to mixing up the song. Posts indicated that people are eager to find out how songs are actually made of, and thus the follower amount increased on Instagram. The project followed the strategy but the follower amount on Facebook, and YouTube was not as it was on Instagram. The artist started to make YouTube videos and a diary about making the song and the album

but stopped due to a lack of followers and interest. After months of work, the project included analyzing the project and significant posts made by the artist. The paid advertisement was made, as well as the investment did not bring too many new followers. The paid advertisement was shown to be still good, and with better content and continuing, marketing results may be a lot better.

As a conclusion can be said that the theory part indicated to be to the point, and the research supported the project work. As social media is changing all the time today's world, it is crucial to understand the right platforms, how they work, what type of people they have as users, and how do users act on these platforms. The artist focused on making content that was chosen for this project. Instagram was a good platform to do marketing, but Facebook and YouTube were platforms to investigate more to get better results.

9 RECOMMENDATIONS

As the research indicated, platforms like Facebook, Instagram, Spotify, and YouTube are still valid channels for marketing in 2020. This research can be taken forward to investigate more about how to do social media marketing and how to market music online. On each of these channels' follower numbers increased when the marketing was active and followed the chosen strategy. Instagram was clearly the most successful platform but needed to mention that almost every post was made by using that specific platform. The artist should try to use multiple channels when making posts to clearly see if that would affect running algorithms on each platform. YouTube subscribers and post likes increased when the blog videos started, but because of only three videos, the results were meager. The artist could follow the same strategy as on Instagram and Facebook to post frequently good and strategic content to effect on YouTube's algorithms to get more followers. Posts made by the artist were good when taking a closer look at posts as the follower amount increased on Instagram and on every channel. The frequent posting was clearly seen to be an effective way to enhance the algorithms and get more followers. The artist would try to make more paid advertisements with better content, for example, video to Facebook to see if the algorithms would start to reach more post engagement on Facebook as well. The artist should be aware of the new applications as the music industry is changing fast today. It is also good to understand where the best place is to market and create content. As OneFromTheNorth used Instagram and directed every post to Twitter as well, Twitter engagement was poor all the way through, so it can be seen that Twitter might not be the best place to spend marketing time for this specific artist. But as the research indicated, every artist should find the best platform to do effective marketing. As OneFromTheNorth chose only the most common places where to do marketing and where to direct people, results indicated that even then, it is not easy to do social media marketing. As Britney Spears's marketing group said, that an artist should choose only a few platforms and stick to it, the project showed that they were right. With only a few channels, good content, and frequent posting, results would be good in the long run. The project indicated that social media marketing is not short-term marketing but a huge number of working hours and frequent strategic posting. Social media is in a crucial role that comes to an independent artist marketing but is not all. The online includes more than just social media, and the research can be taken further to investigate the behavior online and online possibilities. For instance, this research focused on listening and finding music from social media, but for example, blog posts were not taken into consideration on this project. People are not only listening to music but reading different articles and following different music magazines, which can be found online as well. This project focused on social media and can be taken forward to investigate online behavior deeper. Platforms are good to understand how they work, and the artist should investigate more these social media platforms and be aware of the new ones. As the project

indicated, today's marketing is not just advertising products with prices but to tell and open up to people how the industry and projects work. As the project and the strategy were thought through, the artist could open up more personality to get the interest of the people and so fans could identify themselves to the artist.

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https://www.instagram.com/p/B-emm6TnPxx/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020e). How's your Friday? I'm making the next album, and it's going to be s-i-c-k 🤪

Now I'm in a songwriting part, and of course, for a musician, it is the best part, just to let it go and see what happens! Or what do you think?? It's great to swap instruments and try out some different things. The hard part is to decide which different parts to take to be in the album. I'll definitely need YOUR help in the future so follow, listen to the old songs on YouTube and Spotify so you can help me out when needed???

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#craftbeer #hämpton #electronicrock #synthwave #darkwave #electro #acousticguitar #telecaster #bass #recording #deanguitars #composition #producer #logic #beats #independent #artist #artistsoninstagram #tgif #friday #quarantine #life #oftn. Instagram update 17 April 2020. Retrieved 31 August 2020 from

https://www.instagram.com/p/B_F2fsun2YM/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020f). Quiz: Can you guess the song?? A hint: Norwegian black metal 😊 I'll expose the song tomorrow on IG story, so try to guess and if you know, drop a comment!

It's just great to play sometimes without any higher purpose. And again, this same acoustic is in my hands. If you have any playing videos, please drop me the link or video, and I'll give my thoughts? .

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#acousticguitar #acoustic #blackmetal #deanguitars #guitar #igvideo #playing #acousticmusic #acousticcover #metalcover #cover #oftn #onefromthenorth #question #quiz. Instagram update 23 April 2020. Retrieved 31 August 2020 from

https://www.instagram.com/p/B_VdWy9H3qk/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020g). Uutta (new) .. yeah right 😊 I did this song in June 2018, a couple of months before the debut album release. Sometimes it takes some time to complete the song. The first complete version was ready in 2018, but I have always felt that this is missing something: some sounds, different parts, the atmosphere, and everything. I was very close to seal the song last year when I already wrote the lyrics and vocal melodies. I let the song be (thought it was ready) and wait for the rest of the album to be ready. But then I listened again, and again, and it was still missing something, and I wasn't happy about it.

So I deleted the lyrics, the melodies and opened up this whole song structure again. And yes, today, I finished the song with the new structure and excited to start to think about vocal melodies again, and in general, vocals will be very different than the original ones. Now I have

the feeling it is not missing anything, and it is whole.

Any music composers over there? How do you handle these kinds of problems when writing music? Or any art? .

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#composer #problems #solved #newsong #OFTN #onefromthenorth #electronicrock #darkwave #synthwave. Instagram update 1 May 2020.

Retrieved 31 August 2020 from

https://www.instagram.com/p/B_pMZrSHg5L/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020h). "Barking is the voice that is following me - I was the Devil you wanted me to be" .

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#making #lyrics #newalbum #single #OFTN #onefromthenorth #darkwave #synthwave #electronicrock. Instagram update 24 May 2020. Retrieved

31 August 2020 from

https://www.instagram.com/p/CAk4IJFHv_i/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020i). Monday, the best day of the week, right? I made a list of the actions I need to do this week, and the week gonna be busy. Something still needs to be done related to the Bad Taste song, kind of prepare the publish, but the main thing this week is to make new music and finish some songs. 😊 And that's the best! I've been listening to a lot of different music to get more ideas to the pool where to pick up the best ones. I still lack one energetic song to the album, and I think this is the week I'm gonna make one, let's see. But an exciting week that I can tell! I will let you know during the week how things are going forward 🙌 oh btw, this axe in the picture is the one which I'm using to record the guitars, sounds pretty nice. That's gonna be familiar during the week.

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#monday #guitar #todolist #composing #artist #independent #darkwave #electronicrock #plans. Instagram update 6 July 2020. Retrieved 31

August 2020 from

https://www.instagram.com/p/CCTkixCHarg/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020j). Nice view to think about lyrics, right? This very nice place to be at the moment, it's quiet here, and the landscape is relaxing, etc. Especially if you think about the year 2020 what has happened and don't even want to think about what will come. Brasil forest fires, Australia forest fires, Covid-19, BLM movement, China riots,

China versus the USA, the war in Syria, Europe, and Turkey tense atmosphere, refugees, you name it. A friend of mine shared the YouTube link on Facebook, and it was a trailer about if the year 2020 would be a movie. All I can say, the world is on fire at the moment everywhere and we cannot escape it. How's your Thursday? 🤖

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#covid19 #worldisonfire #messedup #youcanthide #sodontevenbother #year2020 #lyrics #finland #landscape #younameit #wearefucked.

Instagram update 16 July 2020. Retrieved 31 August 2020 from

https://www.instagram.com/p/CCtXx8Hn4cZ/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020k). Here it is, ladies and gents! 😁 The release date for the first single from the upcoming album later this year. The cover art will follow within a few days, so as to more info about the release itself. Feeling excited, 🤖🤖 this will be the first scratch of the album itself, and I've spent hours and hours to make it, and now there is going to be something to show you. And what is more important, you have helped me make this, so I really like to hear your opinion about it when it's out 😁 but hey! More will follow, and it doesn't end here, people! I'm just getting started 🤖🤖

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#OFTN #releasedate #makingtogether #makingof #darkwave #industrialmetal #independentartist. Instagram update 7 July 2020. Retrieved 31 August 2020 from

https://www.instagram.com/p/CCWLLaAn90B/?utm_source=ig_web_copy_link

OneFromTheNorth. (2020l). Hi!

I'm an independent artist and making an album at the moment. I share the content of making it on different social media channels, so hop on to make next OneFromTheNorth full album. The interesting part for you is that I need some help and opinions on making the album, so you have a chance to have an impact.

So, the new song is coming up on July 30, 2020! This is the first single from the album. If you like Darkwave, Electronic rock, and Industrial Metal, this is something for you. Check out the Spotify and follow so you'll not miss when the new song is out. Cheers, and see you on

different channels! 😎

<https://open.spotify.com/artist/6D3Zc6rQxijkxf5mZ44ML7?si=Alyd3EVhTseGNgp-uPsKmw>. Facebook update 7 July 2020. Retrieved 31 August 2020 from

<https://www.facebook.com/onefromthenorth/>

OneFromTheNorth. (2020m). New electronic rock music from Finland 🔥 if you wanna hear new and fresh electronic metal sounds, check this out.

Click the link, and you won't be disappointed 🙌 . Facebook update 30 July 2020. Retrieved 31 August 2020 from

<https://www.facebook.com/onefromthenorth/>

OneFromTheNorth. (2020n). You wanna hear something different? Guess what; New song 'BAD TASTE' is out! 🔥🔥 Link in bio! The feedback so far has been tremendous and I'm so grateful to you all! Thank you! Take a listen to the song and drop me a comment on how did you like it? I'd really like to hear your opinions about it as many of you helped me to make the song. I think that was great and I'll definitely ask your help in the future as well. But now; Bad Taste! 🔥🔥 BRING IT ON!!

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#newsong #newrelease #artist #single #newmusic #ofn #darkwave #synthwave #electronicrock #industrialmetal #finnishmetal. Facebook update 30 July 2020. Retrieved 31 August 2020 from

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https://youtu.be/W3PMt_yN2ro

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OneFromTheNorth. (2020q). OneFromTheNorth – Working on Logic Pro (VLOG #3). Retrieved 1 September 2020 from

<https://youtu.be/KZ8Q8WYwDXU>

OneFromTheNorth. (2020r). OneFromTheNorth – Bad Taste (Official lyric video). Retrieved 1 September 2020 from

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OneFromTheNorth. (2020r). One From The North. Retrieved 1 September 2020 from

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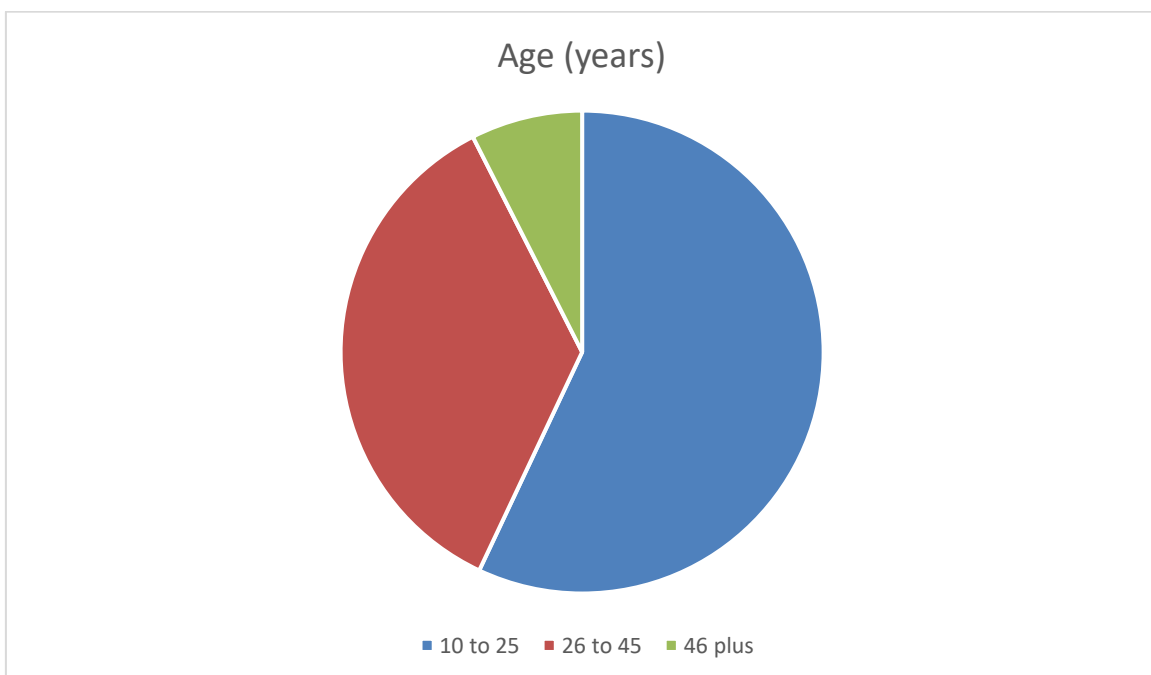
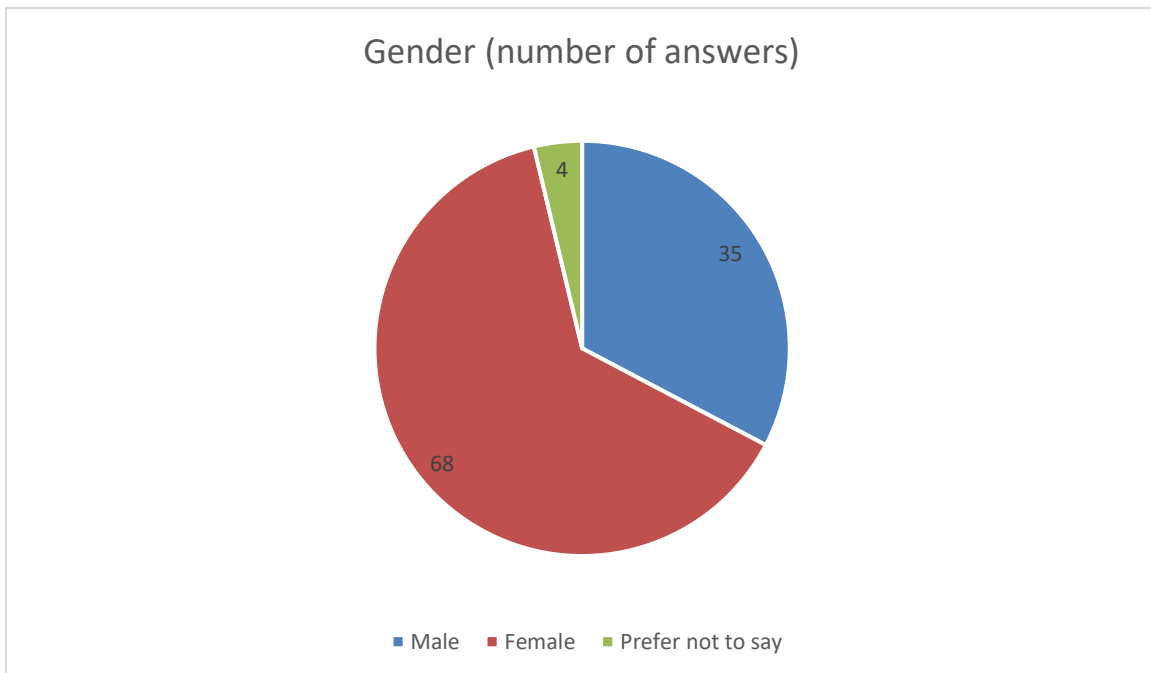
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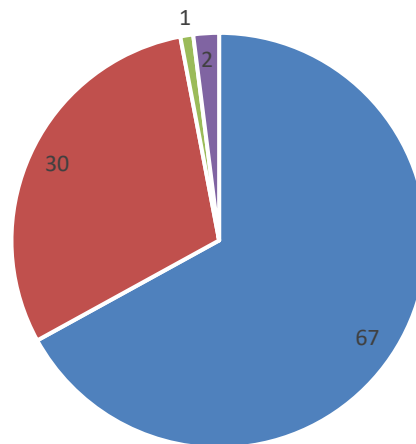
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SURVEY BASIC CHARTS

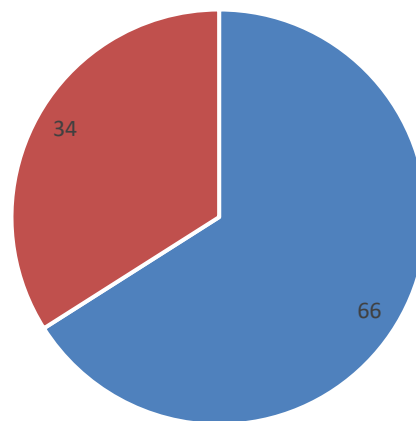


Where do you listen to music the most in social media? %



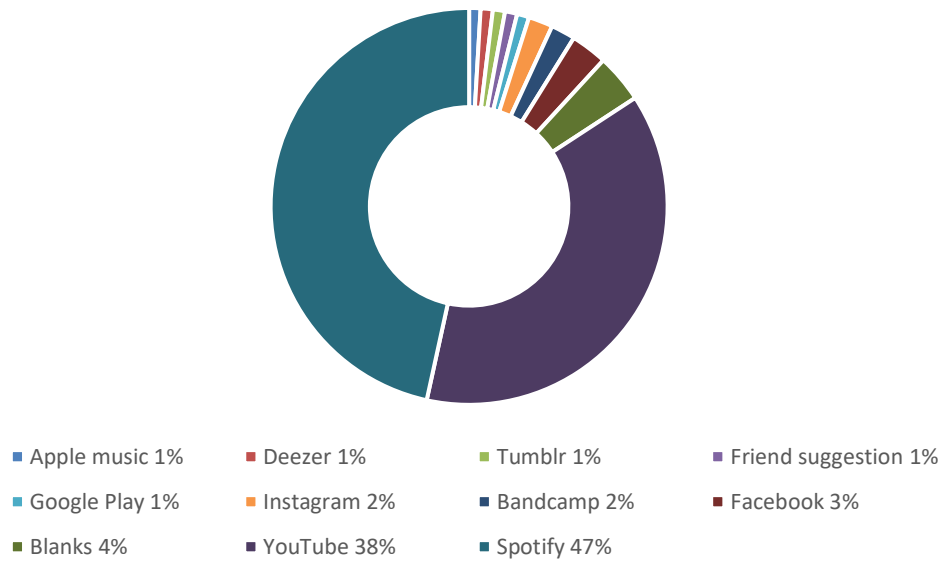
■ Spotify % ■ Youtube % ■ Deezer % ■ Itunes / Apple music %

Do you seek new music from social media? %

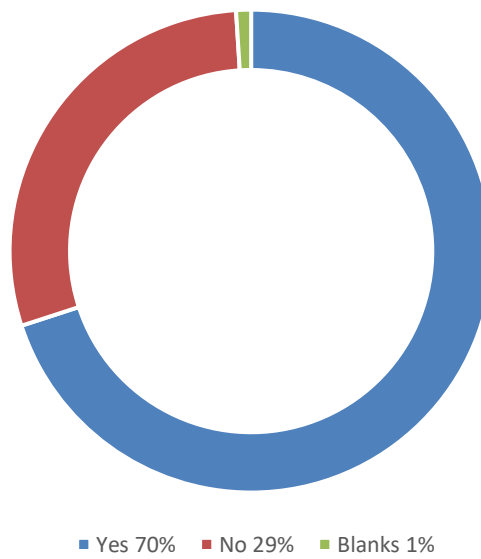


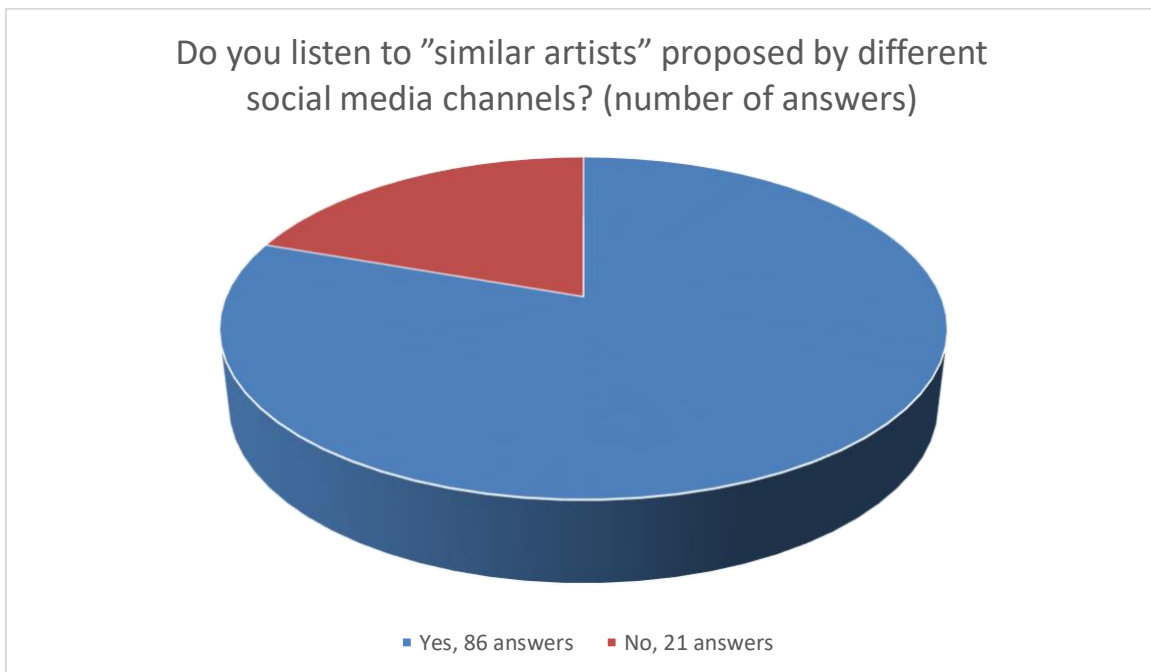
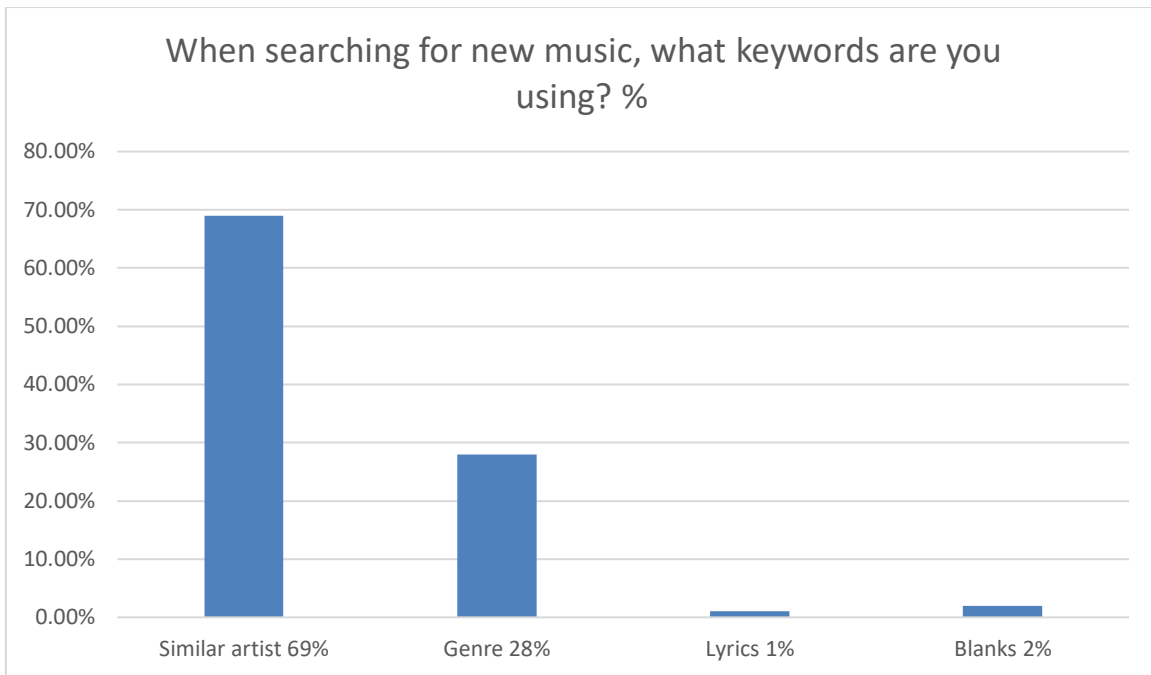
■ Yes % ■ No %

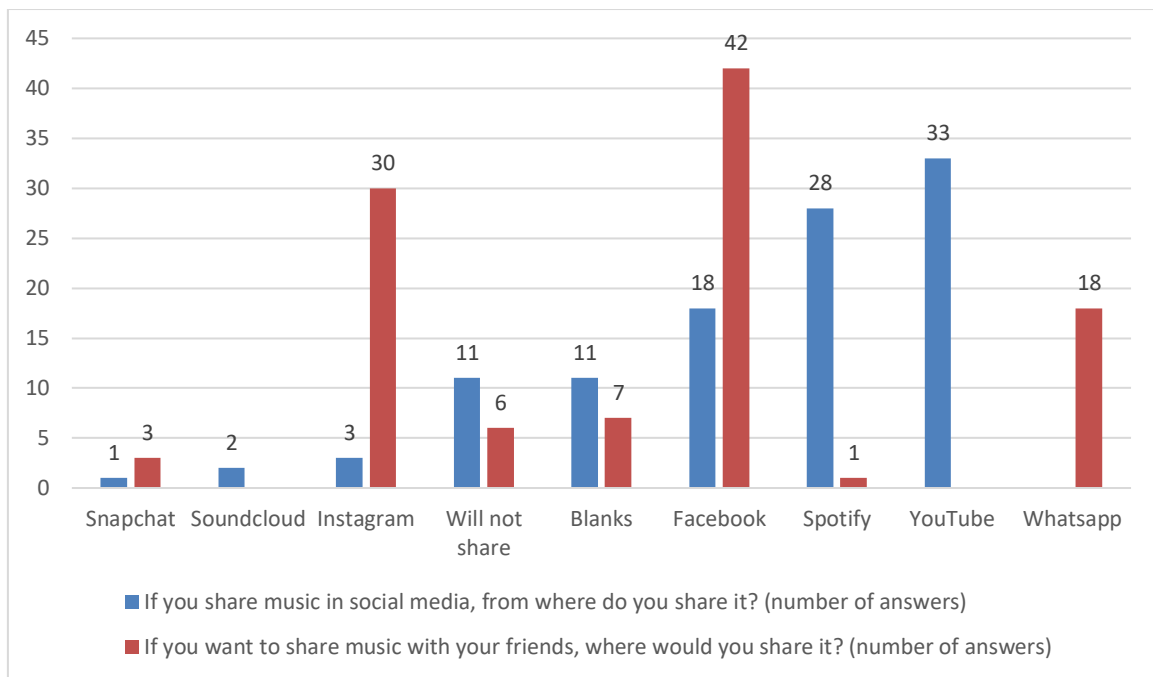
Where do you seek new music? %



Do you watch music videos? %







SURVEY RAW DATA

	Your Gender?	Your Age? (1=represents 10-25, 2=represents 26-45, 3=represents 46-)	Where do you listen to music the most on social media?	Do you seek new music from social media?	Where do you seek new music?	Do you watch music videos?	When searching for new music, what keywords are you using?	Do you listen to "similar artists" proposed by different social media channels?	If you share music on social media, from where do you share it?	If you want to share music with your friends, where would you share it?
Person 1	male		2	Spotify	yes	Spotify	yes	Spotify	Facebook	
Person 2	male		2	spotify	no	spotify	no	spotify	whatsapp	
Person 3	female		1	spotify	yes	spotify	no	spotify	instagram	
Person 4	female		2	spotify	no	spotify	yes	facebook	facebook	
Person 5	female		1	spotify	yes	spotify	no	spotify	instagram	
Person 6	male		2	spotify	yes	spotify	yes	youtube	facebook	
Person 7	female		2	spotify	yes	youtube	yes	facebook	facebook	
Person 8	female		2	spotify	no	spotify	no	youtube	whatsapp	
Person 9	female		2	spotify	yes	spotify	yes	spotify	instagram	
Person 10	male		1	youtube	yes	youtube	yes	youtube	whatsapp	
Person 11	female		2	spotify	yes	spotify	no	spotify	instagram	
Person 12	female		1	spotify	yes	spotify	yes	spotify	instagram	
Person 13	prefer not to say		1	spotify	yes	spotify	yes	spotify	instagram	
Person 14	male		1	spotify	yes	spotify	yes	instagram	instagram	
Person 15	female		1	spotify	yes	spotify	no	spotify	instagram	
Person 16	female		1	youtube	no	spotify	yes	spotify	no	
Person 17	female		1	spotify	no	facebook	yes	youtube	whatsapp	
Person 18	female		1	spotify	yes	spotify	no	spotify	whatsapp	
Person 19	prefer not to say		1	apple music	yes	youtube	yes	youtube		
Person 20	female		1	spotify	yes	instagram	yes	youtube		
Person 21	female		1	itunes	yes	youtube	yes	instagram	instagram	
Person 22	female		1	spotify	yes	youtube	yes	youtube	instagram	
Person 23	male		2	youtube	yes	youtube	yes	spotify	facebook	
Person 24	female		1	spotify	yes	spotify	yes	spotify	whatsapp	
Person 25	female		1	spotify	yes	spotify	yes	spotify	instagram	
Person 26	female		1	spotify	no	spotify	no	spotify	whatsapp	
Person 27	female		2	youtube	yes	youtube	yes	youtube	facebook	
Person 28	female		1	youtube	yes	facebook	no	facebook	facebook	
Person 29	female		1	spotify	yes	spotify	yes	spotify	whatsapp	
Person 30	female		1	youtube	no	spotify	yes	no	no	
Person 31	female		1	spotify	yes	youtube	yes	spotify	instagram	
Person 32	female		1	spotify	yes	spotify	yes	snapchat	snapchat	
Person 33	male		1	youtube	yes	youtube	yes	soundcloud	instagram	
Person 34	female		3	youtube	yes	youtube	yes	youtube	facebook	
Person 35	female		1	spotify	yes	spotify	yes	no	no	
Person 36	female		1	spotify	yes	spotify	no	genre	instagram	
Person 37	male		1	spotify	no	friend suggestio	no	similar artist	no	
Person 38	female		1	spotify	yes	friend suggestio	yes	similar artist	no	
Person 39	female		1	spotify	yes	youtube	no	similar artist	youtube	
Person 40	male		1	spotify	yes	youtube	yes	similar artist	whatsapp	
Person 41	female		1	spotify	yes	youtube	no	similar artist	spotify	
Person 42	male		1	youtube	no	youtube	yes	genre	instagram	
Person 43	female		1	youtube	no	youtube	yes	similar artist	no	
Person 44	female		1	spotify	no	spotify	yes	similar artist	youtube	
Person 45	female		2	spotify	yes	spotify	no	similar artist	facebook	
Person 46	female		1	spotify	yes	spotify	yes	similar artist	whatsapp	
Person 47	female		1	youtube	yes	youtube	yes	genre	youtube	
Person 48	female		1	spotify	yes	youtube	yes	genre	youtube	
Person 49	prefer not to say		1	spotify	yes	youtube	yes	similar artist	facebook	
Person 50	female		1	spotify	yes	youtube	yes	similar artist	instagram	
Person 51	female		1	spotify	yes	bandcamp	yes	similar artist	no	
Person 52	female		1	spotify	no	bandcamp	no	genre	spotify	
Person 53	female		1	spotify	no	spotify	yes	genre	snapchat	
Person 54	female		1	spotify	yes	youtube	no	similar artist	spotify	
Person 55	male		2	spotify	no	youtube	yes	similar artist	instagram	
Person 56	prefer not to say		1	spotify	no	youtube	no	similar artist	no	
Person 57	male		2	spotify	yes	spotify	no	similar artist	youtube	
Person 58	female		1	spotify	no	spotify	no	genre	whatsapp	
Person 59	male		2	youtube	no	youtube	yes	similar artist	spotify	
Person 60	female		2	youtube	no	youtube	yes	similar artist	facebook	
Person 61	male		1	spotify	yes	spotify	yes	similar artist	youtube	
Person 62	female		1	youtube	yes	youtube	yes	genre	facebook	
Person 63	female		1	spotify	yes	spotify	no	similar artist	spotify	
Person 64	male		1	spotify	yes	spotify	yes	similar artist	spotify	
Person 65	female		1	spotify	yes	spotify	yes	similar artist	instagram	
Person 66	female		1	spotify	yes	spotify	no	similar artist	facebook	
Person 67	female		3	youtube	no	facebook	yes	similar artist	whatsapp	
Person 68	female		3	youtube	no	youtube	yes	similar artist	facebook	
Person 69	female		2	spotify	yes	spotify	no	genre	facebook	
Person 70	female		3	youtube	no	youtube	yes	genre	facebook	
Person 71	female		3	youtube	no	youtube	yes	similar artist	facebook	
Person 72	male		1	spotify	no	spotify	no	similar artist	no	
Person 73	female		1	spotify	yes	spotify	no	similar artist	spotify	
Person 74	male		2	spotify	yes	youtube	no	similar artist	youtube	
Person 75	male		2	spotify	yes	bandcamp	yes	genre	facebook	
Person 76	male		2	youtube	yes	apple music	yes	genre	spotify	
Person 77	male		2	youtube	no	youtube	yes	lyrics	youtube	
Person 78	female		2	spotify	yes	youtube	yes	similar artist	facebook	
Person 79	male		1	spotify	no	spotify	yes	genre	facebook	
Person 80	female		2	deezer	yes	deezer	yes	genre	youtube	
Person 81	female		1	spotify	no	spotify	yes	similar artist	no	
Person 82	female		1	spotify	yes	tumblr	yes	similar artist	youtube	
Person 83	female		1	spotify	yes	spotify	no	similar artist	whatsapp	
Person 84	female		2	youtube	no	google play	yes	similar artist	facebook	
Person 85	male		3	youtube	no	youtube	yes	no	facebook	
Person 86	female		1	spotify	no	spotify	no	similar artist	no	
Person 87	male		2	youtube	no	youtube	yes	genre	spotify	
Person 88	female		1	spotify	yes	spotify	no	genre	facebook	
Person 89	male		2	spotify	yes	instagram	yes	similar artist	facebook	
Person 90	male		3	youtube	no	youtube	no	similar artist	instagram	
Person 91	male		1	spotify	yes	spotify	yes	similar artist	facebook	
Person 92	male		2	youtube	no	spotify	yes	similar artist	facebook	
Person 93	male		2	spotify	yes	youtube	yes	similar artist	facebook	
Person 94	female		3	youtube	no	spotify	yes	genre	facebook	
Person 95	male		2	youtube	yes	youtube	yes	genre	facebook	
Person 96	female		2	youtube	yes	youtube	yes	similar artist	youtube	
Person 97	female		2	youtube	yes	youtube	yes	similar artist	facebook	
Person 98	male		2	spotify	yes	youtube	yes	genre	facebook	
Person 99	male		1	spotify	yes	spotify	yes	similar artist	spotify	
Person 100	female		2	youtube	yes	youtube	no	similar artist	facebook	
Person 101	female		2	youtube	no	youtube	no	similar artist	youtube	
Person 102	female		2	spotify	yes	youtube	yes	similar artist	facebook	
Person 103	male		2	spotify	yes	youtube	yes	similar artist	facebook	
Person 104	male		2	spotify	no	spotify	no	genre	no	
Person 105	male		2	spotify	yes	spotify	yes	similar artist	facebook	
Person 106	male		2	youtube	yes	youtube	yes	similar artist	facebook	
Person 107	female		1	spotify	no	spotify	yes	genre	youtube	

SURVEY AGE CATEGORIES

age category 1			age category 2			age category 3		
Male answers	Female answers	Prefer not to say	Male answers	Female answers	Prefer not to say	Male answers	Female answers	Prefer not to say
12	45	4	21	17	0	2	6	0
20 %	74 %	7 %	55 %	45 %	0 %	25 %	75 %	0 %
Where do you listen to music the most on social media?			Where do you listen to music the most on social media?			Where do you listen to music the most on social media?		
channel	answers	%	channel	answers	%	channel	answers	%
Spotify	50	82 %	Spotify	22	58 %	Spotify		0 %
Youtube	9	15 %	Youtube	15	39 %	Youtube	8	100 %
Itunes/Apple music	2	3 %	Deezer	1	3 %	Deezer		0 %
Do you seek new music from social media?			Do you seek new music from social media?			Do you seek new music from social media?		
Yes	44	72 %	Yes	26	68 %	Yes	1	13 %
No	17	28 %	No	12	32 %	No	7	88 %
Where do you seek new music?			Where do you seek new music?			Where do you seek new music?		
Apple music		0 %	Apple music	1	3 %	Apple music		0 %
Spotify	37	61 %	Spotify	12	32 %	Spotify	1	13 %
Instagram	1	2 %	Instagram	1	3 %	Instagram		0 %
Facebook	2	3 %	Facebook		0 %	Facebook	1	13 %
Bandcamp	1	2 %	Bandcamp	1	3 %	Bandcamp		0 %
Deezer		0 %	Deezer	1	3 %	Deezer		0 %
Youtube	18	30 %	Youtube	19	50 %	Youtube	4	50 %
Tumblr	1	2 %	Tumblr		0 %	Tumblr		0 %
Friend suggestion	1	2 %	Friend suggestion		0 %	Friend suggestion		0 %
Google Play		0 %	Google Play	1	3 %	Google Play		0 %
Blanks		0 %	Blanks	2	5 %	Blanks	2	25 %
Do you watch music videos?			Do you watch music videos?			Do you watch music videos?		
No	21	34 %	No	9	24 %	No	1	13 %
Yes	39	64 %	Yes	29	76 %	Yes	7	88 %
Blanks	1	2 %	Blanks		0 %	Blanks		0 %
When searching for new music, what keywords are you using?			When searching for new music, what keywords are you using?			When searching for new music, what keywords are you using?		
Genre	16	26 %	Genre	12	32 %	Genre	2	25 %
Similar			Similar			Similar		
Artists	44	72 %	Artists	24	63 %	Artists	5	63 %
spotify	1	2 %	Lyrics	1	3 %	Lyrics		0 %
		0 %	Blanks	1	3 %	Blanks	1	13 %
Do you listen to "similar artists" proposed by different social media channels?			Do you listen to "similar artists" proposed by different social media channels?			Do you listen to "similar artists" proposed by different social media channels?		
No	10	16 %	No	4	11 %	No	7	88 %
Yes	51	84 %	Yes	34	89 %	Yes	1	13 %
If you share music on social media, from where do you share it?			If you share music on social media, from where do you share it?			If you share music on social media, from where do you share it?		
Facebook	1	2 %	Facebook	13	34 %	Facebook	4	50 %
Instagram	3	5 %	Instagram		0 %	Instagram		0 %
Spotify	21	34 %	Spotify	7	18 %	Spotify		0 %
Youtube	16	26 %	Youtube	15	39 %	Youtube	2	25 %
Snapchat	1	2 %	Snapchat		0 %	Snapchat		0 %
Soundcloud	2	3 %	Soundcloud		0 %	Soundcloud		0 %
Will not share	9	15 %	Will not share	1	3 %	Will not share	1	13 %
blanks	8	13 %	blanks	2	5 %	blanks	1	13 %
If you want to share music with your friends, where would you share it?			If you want to share music with your friends, where would you share it?			If you want to share music with your friends, where would you share it?		
Facebook	7	11 %	Facebook	28	74 %	Facebook	7	88 %
Instagram	27	44 %	Instagram	3	8 %	Instagram		0 %
Spotify playlist	1	2 %	Spotify playlist		0 %	Spotify playlist		0 %
Snapchat	3	5 %	Snapchat		0 %	Snapchat		0 %
Whatsapp	15	25 %	Whatsapp	3	8 %	Whatsapp		0 %
Will not share	5	8 %	Will not share	1	3 %	Will not share		0 %
blanks	3	5 %	blanks	3	8 %	blanks	1	13 %