

2025

ARIA RAE: DARK SOUL, NEW SOUND



EMERGING ARTIST

MY STRATEGY FOR MY DEBUT LP

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Executive Summary

VISION

As an emerging Vapor Soul and Alternative R&B artist, my goal is to build a large, engaged following and a portfolio that showcases my artistry. I aim to secure a record deal while retaining creative freedom to stay true to my vision. By prioritising authenticity, I hope to forge a deeper connection with my audience and cultivate a loyal fanbase that supports my journey.

MISSION

My mission is to grow my following by releasing singles leading up to an LP, then securing an artist manager to handle finances and gigs as my audience expands. From there, I aspire to tour nationally, if not internationally, and continue to produce music. I aim to reach the right listeners through strategic marketing.

Executive Summary

MUSICAL STYLE

Musical Style:

- Vapour Soul – a blend of R&B, Soul, and Electronic elements.

Vocal Dynamics:

- Soft yet powerful vocals that match the dreamy, experimental instrumentals.

Creative Approach:

- I prefer creating music digitally rather than in traditional studios, which feels more authentic to me.
- My sound balances mellow tones with uplifting synth combinations.

Lyrics:

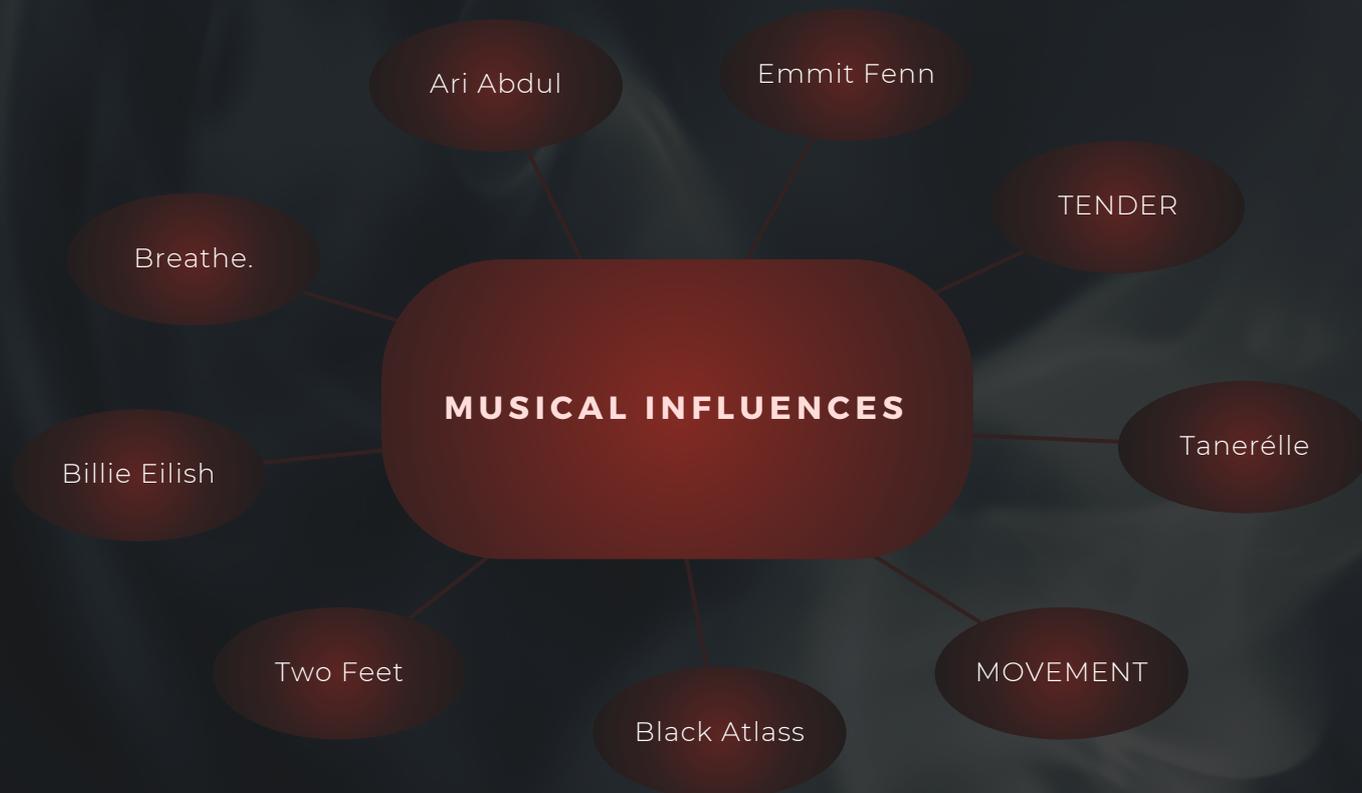
- Relatable and emotional, expressing my feelings and situations that resonate with listeners.

Audience Appeal:

- Appeals to fans who enjoy both lyrics and instrumental-focused music.

What Sets Me Apart:

- I avoid being pigeonholed into one genre.
- I blend ethereal vocals with soft, experimental instrumentals to create a dreamy, immersive, and aesthetic sound.



Business Plan

Short-Term Goals (6-12 Months):

- Release my first LP within 6 months, followed by singles from month 8.
- Perform live gigs regularly to promote my LP.
- Engage with fans on social media and streaming platforms.
- Network with musicians, producers, and industry professionals for collaboration opportunities.
- Pitch to blogs, playlists, and local radio stations.
- Create Music videos or lyric videos to complement my songs.

Long Term Goals (1-3 Years):

- Sign with a label or manager to handle social media, revenue, and industry networking.
- Release 3 EPs/LPs within 3 years.
- Expand my fan base to tens of thousands and tour internationally.
- Build a strong brand identity through visuals, merch, and consistent creative output.
- Collaborate with well-known artists, producers, or influencers.
- Develop sustainable income through live performances, digital sales, streaming, and partnerships.
- Perform at major festivals or open for established artists.
- Explore music licensing opportunities for film, TV, and advertising.

Business Plan

Revenue Streams

The table below outlines platforms and opportunities for generating revenue from music distribution, streaming, and live performances over a 6 month timeline.

Platform	Per Stream/View	Max Expected Streams/Views	Total Revenue
Spotify	£0.004	10,000	£40
Apple Music	£0.008	2,500	£20
SoundCloud	£0.003	2,500	£7.50
YouTube Music	£0.0025	5,000	£7.50
YouTube (ad revenue)	£2 CPM (per 1000 views)	25,000	£50

Estimated Gig Revenue:

- Small local venues/opening slots: £50-£200 per gig
2-6 gigs = £100-£700
- Ticketed Events: 50-100 people at £10-£15 ticket price
50-100 people = £500-£1,500

Business Plan

Budget Allocation:

£ 1000

I plan on using £1000 saved to kickstart my career as an artist. Below, I have detailed the cost of certain tools.

Studio Sessions:

- 2 x £300/10hr days at Basement Studio, located in Wimborne.

SoundCloud Artist:

- SoundCloud Artist allows me to access enhanced analytics and monetisation.
- £27 a year.

BandZoogle:

- Website builder designed for musicians.
- Costs £9.81 a month for a minimum of 6 months starting from my LP announcement.

PRO (SongTrust):

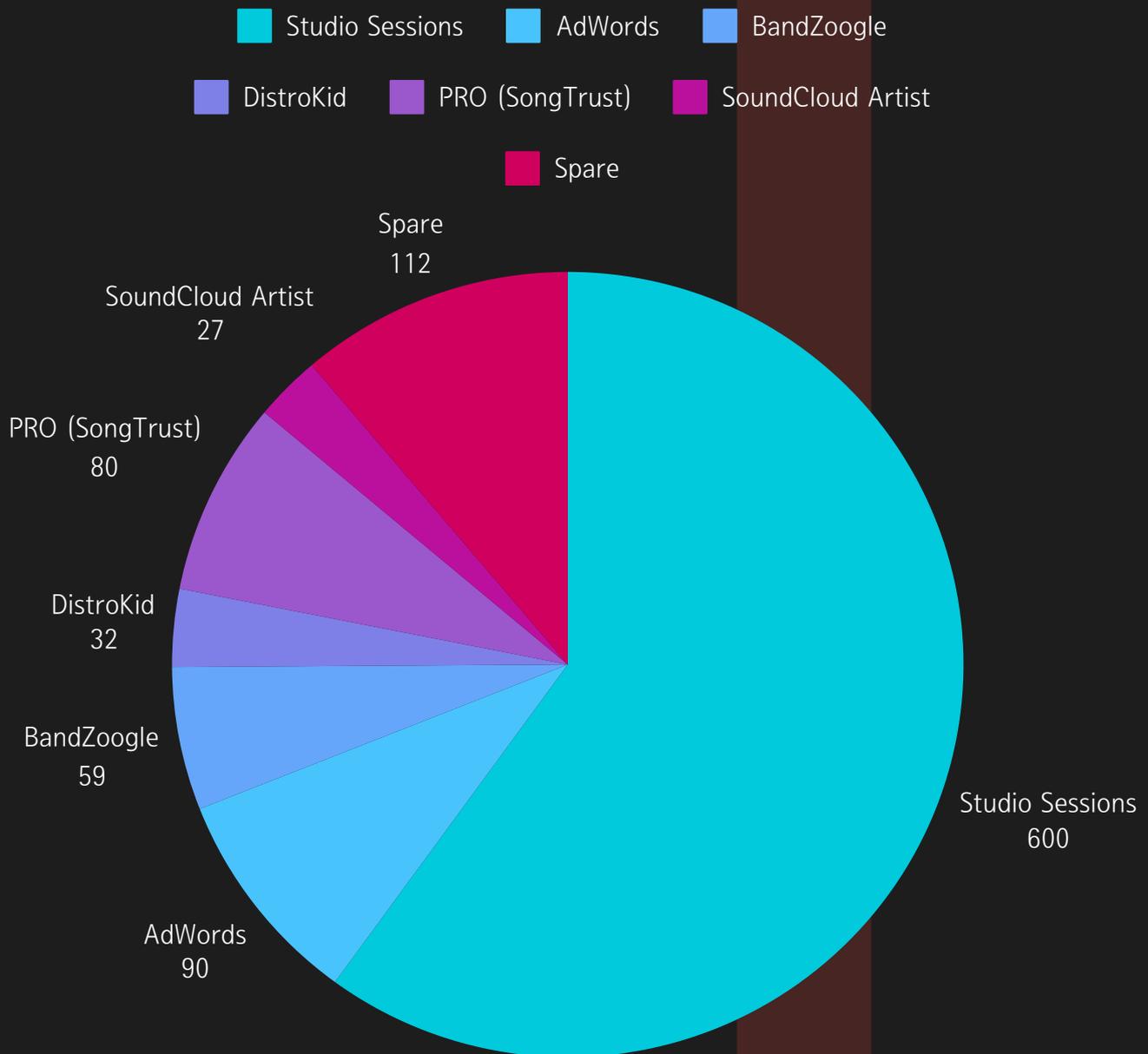
- SongTrust is a platform that helps musicians collect their publishing royalties worldwide.
- Registration fee of £80

DistroKid:

- DistroKid is a music distribution platform that lets artists upload to major streaming services for a yearly fee.
- £31.99/year

Business Plan

Budget Allocation: £ 1000 - Visualised



Marketing Strategy

Target Audience Analysis

Demographic:

- Target Audience: Ages 15-34 primarily in urban centres.
- Music Preferences: Fans of experimental, underground, nostalgic, and melancholic sounds.
- Similar Artists: The Weeknd, SZA, Ari Abdul, TENDER.
- Community: Likely to include the LGBTQ+ community - drawn to emotional vulnerability and artistic freedom.
- Platforms: SoundCloud, Bandcamp and YouTube (popular for niche, independent genres).
- Mainstream Discovery: Spotify, Apple Music via curated playlists.

Psychographic:

- Emotional Connection: Audience drawn to introspective, slow-paced music with themes of longing, heartbreak, isolation, and self-discovery.
- Purpose: Emotional release or self-reflection.
- Creative Interests: Likely to appreciate art, design, and alternative expression.
- Community: Involved in creative fields like visual art, graphic design, fashion, or content creation.

In the background are some albums/artists my audience are likely to listen to

Marketing Strategy

Artistic Branding and Visual Identity

Description:

I aim to create an aesthetic that combines soft, faded hues with bold colors like deep red, murky blue, green, and black, reflecting the chill yet deeper qualities of my music. Inspired by Billie Eilish and Ari Abdul, I will incorporate retro elements like VHS filters and grain for a nostalgic, R&B-inspired feel.

This aligns with Vapour Soul's blend of modern digital aesthetics and vintage influences.

Inspiration:

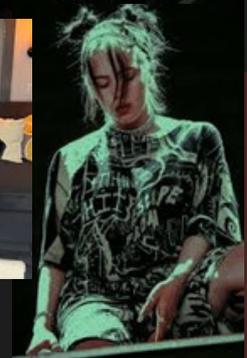
'intimate'/personal photos

mix of professional and at home



'careless' style

"candid"



play with colours

Collaboration & Networking Opportunities

Use social media to connect with artists and curators

Remix popular songs in my style

Collaborate with local artists

Join music communities online

Feature on other artists' songs

Pitch to producers as a vocalist

Attend local/virtual music events

Submit my music to get reviewed by curators and bloggers

Online Presence

Marketing Channels and Platforms

I plan to use TikTok, YouTube Music, Instagram, Facebook, Discord and AdWords to promote myself as an artist and help both find and engage my target audience.

Platform	How Often to Post	Content	Effort (Out of 5)	Return (Out of 5)	Notes
Instagram & Facebook	2 Posts Weekly, 3+ Stories Weekly	<ul style="list-style-type: none">• “Personal, Candid” Photos• Behind-the-Scenes in the Studio• Lyrics as Captions	4	4	<ul style="list-style-type: none">• Keep older posts to show authenticity and artistic growth.• Showcase my style and use posts for promotion.• Share exclusive, deeper messages about my music.• Join genre-specific groups to promote my music.
TikTok	Up to 5 Times Weekly	<ul style="list-style-type: none">• Creative Process• Sneak Peeks• Funny/“Gone Wrong” Moments	3	5	<ul style="list-style-type: none">• Using as promotion and to connect with fans on a personal level.• Less polished content than other platforms.
YouTube Music	No Set Schedule	<ul style="list-style-type: none">• Lyric Video• Behind-The-Scenes of Recording• Live Performances	4	3	<ul style="list-style-type: none">• Maintain momentum.• Join YouTube Partner Program to monetise content.

Online Presence

Marketing Channels and Platforms

Discord:

I plan to set up a Discord server for fans to communicate easier with myself and each other.

Channels	Content	Post
#welcome	Greet new members, link to social media	Short intro, links
#rules	Server rules	
#announcements	Share music updates, livestreams, new releases, events	
#introductions	Let fans introduce themselves and build community	Encourage new members to share who they are and how they found you.
#general-chat	Casual discussions about music, my tracks, the genre and related topics	Share thoughts, polls, or ask for feedback.
#exclusive-content	Offer behind-the-scenes, sneak peeks, or demos	Early access to music, studio footage, unreleased tracks
#events	Announce live Q&A's or livestreams	Event details and reminders
#off-topic	Space for casual chats unrelated to music	Light-hearted content

Google Ads:

Total Spend:
£3/day for 30 days (£2 YouTube skippable ads, £1 Google Ads)

YouTube Strategy:

- Use CPV (cost-per-view): £0.05 per view
- Only pay if viewers watch 30+ seconds
- Use lyric video snippet for the ad
- End with a CTA (e.g. stream, website, social media)

Target Audience:

- Interests: Vapour Soul, Chillwave, Lo-Fi, R&B, Dark R&B, Ambient Soundscapes
- Adjust age and region to match demographic

Outcome:

- ~40 views/day ($£2 \div £0.05 = 40$ views)

Balanced strategy for exposure and high engagement potential.

Online Presence

Website and Email Marketing Campaigns

Website Overview and Features

Purpose

- Provide access to all released songs and LP/EPs for fans, professionals, and collaborators.
- Build credibility and grow fanbase with additional features.

Core Pages

- Homepage: Introduction and key navigation.
- About/Bio Page: Personal story and contact information.
- Music Page: Full catalog of released songs and EP/LPs.
- Events/Tour Page (future): Show tour dates and locations.
- Merch Page (future): Sell branded merchandise like T-Shirts, CDs, and posters.
- Contact Page: Easy way to get in touch.
- Newsletter Sign-Up: Invite fans to join the mailing list.

Features

- Mailing List: Fans can sign up and provide their city to help plan tours and maximise ticket sales.
- Performance Footage: Include student-photographed performances (free/low-cost).

Competitor Analysis

A R I A B D U L

Ari Abdul is an American singer-songwriter known for dark, alternative pop. Her debut single "BABYDOLL" went viral on TikTok, reaching 160 million streams, with a sped-up remix surpassing 255 million (Brown, 2024). This success secured her a deal with RCA Records, leading to her debut EP *Fallen Angel* and a sold-out UK/Europe tour. She expanded her audience through collaborations with artists like Two Feet and performances at festivals like Lollapalooza. Ari connects with fans via Instagram, TikTok, and a well-designed website featuring music, videos, tours, and merch. Her strategy of remixes, tours, and social media has driven her success.



Launch Strategy & Creative Risks

Timeline: LP Launch Strategy

Pre-Launch Phase

Month 1: Planning & Teasers

- Finalise LP concept, track list, and plan/book studio schedule (2x10hr sessions).
- Share a cryptic teaser (photo or short video) with captions like "Something big is coming..."
- Post polls or Q&A sessions to engage followers and learn their music preferences.
- Announce LP title & release date with a strong visual.
- Promote email sign-ups for exclusive updates.

Month 2: Recording & Single #1 Hype

- Record vocals, instruments, and production.
- Share a 15-second snippet of Single #1 with a "Pre-save now" CTA.
- Post behind-the-scenes content to include fans in the journey.
- Use countdowns to tease Single #1.

Month 3: Single #1 Release & Build Momentum

- Release Single #1 across all platforms with a strong CTA.
- Post high-quality snippets of the song's best part (e.g., lip-sync visuals).
- Reach out to artists, influencers, and blogs to share music or create content.
- Share user-generated content and tease the full LP tracklist.
- Announce pre-save for the LP and promote across platforms.

Launch Strategy & Creative Risks

Timeline: LP Launch Strategy

Launch Phase

Month 4: Single #2 & LP Release

- Release Single #2 (2 weeks before the LP) with strong visual content and CTA.
- Post LP announcements across platforms and mailing lists. Add streaming links to all bios.
- Highlight milestones (e.g., "1,000 streams in 24 hours!") and shout out fans who share.
- Encourage fans to react, share, and add songs to playlists using a custom hashtag.

Launch Week

- Post daily updates, announcements, and reminders to stream, share, and playlist the LP.
- Release lyric videos for the two singles first released.

Post-Launch Phase

Month 4: Single #2 & LP Release

- Pitch tracks to niche playlists and share acoustic versions or remixes.
- Release lyric videos, remixes, and collaborations to maintain interest.
- Post studio moments, fan art, user content, and interact with comments.
- Encourage followers to recommend the LP and continue sharing it.

Ongoing: Measurement & Analysis

- Monitor streaming data (geographic and demographic insights).
- Reach out to radio stations for airplay.
- Update your website with new releases, photos, and links.

Launch Strategy & Creative Risks

Financial

Limited Budget

Efficient Music Production

- Create music using instruments and DAWs at home
- Use studio time sparingly

Cost-Effective Promotion

- Play for free at local gigs

Crowdfunding Options

- Use Kickstarter for pre-release funding
- Offer exclusive content to incentivise contributions

Music Distribution & Royalties

Distribute Music Effectively

- Use platforms like DistroKid to release music

Ensure Royalty Collection

- Sign up with a PRO

Artist Development

Low Initial Exposure

Promote LP Before The Release Date

- Share exclusive content, teasers, countdowns
- Use social media analytics

Playlist Promotion

- Contact playlist curators to promote singles and increase exposure

Finding Unique Sound & Identity

Authenticity Over Trends

- Stay true to my unique style

Creative Experimentation

- Take creative risks with my songs

Engage With Fans

- Listen to fan feedback
- Use analytics

Access to Industry Gatekeepers

Networking Opportunities

- Attend industry events
- Connect on social media

Tailored Pitches

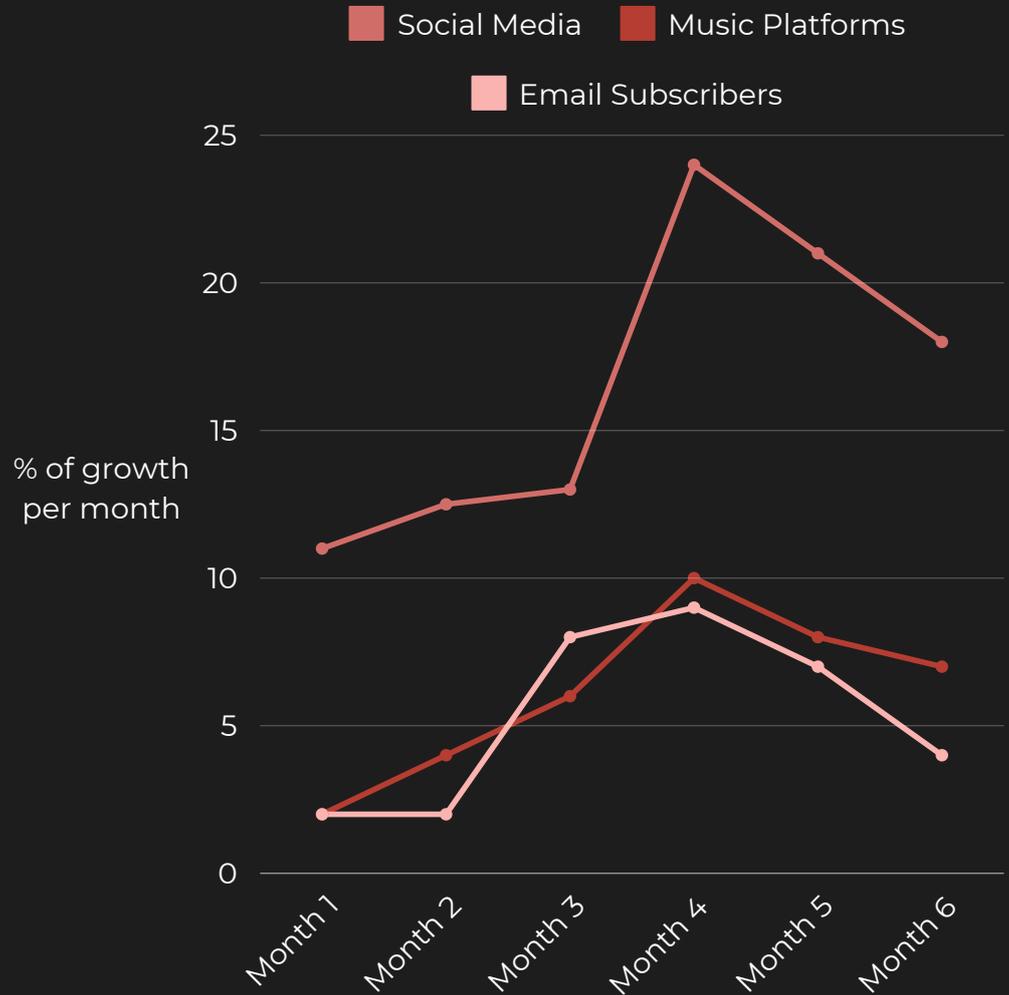
- Pitch to blogs, playlists, radio stations, and influencers
- Personalise pitches

Strategy Adjustments:

- Having set KPI's and analysing data regularly will allow me to review the effectiveness of my campaigns .
- Reviewing my metrics monthly to assure whether my marketing plan is proving effective or not.
- If not, I can explore different approaches through promotion and/or style experimentation.
- Listening to fans and their feedback and use it as constructive criticism.
- Experiment with posting at different times, referring back to geographic data, to see if timing affects my overall engagement.

Measurement and Evaluation

Percentages:



Metrics:

Streams per Track (Spotify & Soundcloud):

100-500

Streams (all platforms):

5,000-10,000

Saves/Playlist Additions per Track:

50-100

Playlist Additions (independent curator or genre-specific playlists):

5+

Followers Across Platforms:

2000-5000

Engagement Rate (Likes, Comments, Shares):

2-5%

Social Media Interactions per post(DM's, Story Replies, Comments):

10-20

Instagram/TikTok Views per Post/Story:

300+

Instagram/TikTok Shares per Video:

5-10

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