

**KSHIDAY**





# BIO

Former New 1017 artist K. Shiday has only been rapping since 2019, although she's always wanted to be a musician. At home in San Antonio, TX, K Shiday remembers her parents playing more R&B than hip-hop: a tradition that influenced her to want to become an R&B singer. "My mom, she was a singer. And my stepdad, he was a singer," she says. "My whole entire family was really big into church. They always sang in the choir." During this time, K Shiday developed her love for Lauryn Hill and Aaliyah, alongside other classic favorites like Joe, New Edition, 112, and Boyz II Men. It wasn't until high school that K Shiday was fully recognized as an artist. One of her earliest performances was from a song she wrote and played on the piano. After she graduated high school in 2010, she began doing local shows and club appearances in San Antonio. "Life happens" as she describes, and she briefly quit music to join the army in 2012. She served for almost eight years as a sergeant, stationed in Campbell, Kentucky and Seattle, Washington while earning a Bachelor's Degree in Justice Administration and working towards her Master's Degree in Jurisprudence under the Green to Gold program in hopes of becoming a lawyer. In 2018, during her last two years in the army, her schedule as a full-time student allowed for the creative freedom to do music again.








# KSHIDAY ARTIST DEVELOPMENT PLAN


## Q4 RUN / FOCUS AREAS


- Review & Track Music and Social Media Analytics
- Complete project/mixtape (Q4)
- Release 2 singles with visuals
- Complete visuals for 5-7 songs on mixtape
- Secure distribution deal
- Establish at least 2-3 brand endorsements/partnerships
- Press Run
- Mixtape Release Event
- Private Producer/Industry Listening Event
- Meet & Greet
- Blogs/Magazines/Placements
- Launch personal skin care line
- Show Run (After mixtape release)
- In-Studio listening sessions
- **Documents To Release Songs** (Split Sheets/Registering Songs)
- **Secure Distribution**
- Shoot 5 Videos
- 1 -2 Freestyles a month
- More Professional Content
- **More Industry/Celebrity Driven Events/Stay In The Press**
- Look into Booking Agent
- Tap in with Radio DJ's / **with a leading single or project**
- Create/Update One Sheet
- 10 Photo Shoots - **Themed Photoshoots** (Holidays are approaching, we can use pics for holiday cards)


 United States


CPP Rank: 103,036th 

United States: 21,383rd 

Hip-Hop & Rap: 27,318th 


Engagement Rank: 95,424th 


Fan Base Rank: 106,919th 


 TikTok


Followers1.4K (9,952nd)


Likes1.9K (10,724th)

 Pandora

Monthly Listeners 89.9K (5,838th)


Streams 824.5K (34,058th)


Artist Stations 1.2K (55,706th)


 Spotify


Followers5.3K (104,909th)


Monthly Listeners107.1K (47,551st)

Popularity 41/100 (48,743rd)


Playlist Reach 349.4K

Fan Conversion Rate 4.94%

Playlist Reach / Followers Ratio 66.0x


 Deezer

Fans72 (188,426th)






 YouTube

Channel Subscribers7.5K (34,257th)

Channel Views140.4K (65,548th)

 Instagram

Followers197.9K (15,225th)

Playlist Overview		
Stream	Editorial	Total
	8	2,565
	N/A	2
	N/A	N/A
	N/A	N/A
	N/A	N/A

Genres

- Hip-Hop/Rap
- R&B/Soul

Fans Also Like

- Asian Doll (519.2K)
- Queen Key (262.2K)
- Foogiano (114.4K)
- LightSkinKeisha (96K)
- Rubi Rose (92.4K)
- Big Scarr (88K)
- Renni Rucci (81.4K)
- Jucee Froot (62.2K)
- Lakeyah (44.5K)
- Bankroll Freddie (36.5K)
- KenTheMan (35.4K)
- Kali (32.1K)
- Enchanting (17.2K)
- S3nsi Molly (16K)
- Big Moochie Grape (15.5K)
- Monaleo (11.5K)
- Big Jade (5.4K)
- Roboy (4.5K)
- So Icy Girlz (2.6K)
- Geezy Escobar (1.7K)

Top Songwriters:

Kierra Shiday, Channing Nicole Larry, Anthony Germaine White, Radric Davis, Markeyvius Cathey & Alexander Woods, RadricDavis, Alexander Williams, Elijah Best, Kwame Khalil Brown, Lavonte Powers, Lontrell Williams & Radric Davis, Lontrell Williams & RadricDavis, Anthony Germaine White & Radric Davis

In The News:

Jul 03, 2020: Complex - [Gucci Mane on Signing Female Rap Artists: 'We Need More Female Rappers in the Game'](#)   
[View More](#)

Artist Insights:

Showing Top Insights  

Aug 25, 2021: [No Luv \(feat. Gucci Mane, Key Glock, Big Scarr\)](#) had streamed more than 1M times on Pandora.

Jul 24, 2021: [1017 Loaded \(feat. Gucci Mane, Big Scarr, Enchanti...](#) had streamed more than 1M times on Pandora.

Jun 18, 2021: [Homeboy On A Shirt \(feat. Gucci Mane\)](#) had streamed more than 1M times on Pandora.

Jun 03, 2021: [No Luv \(feat. Gucci Mane, Key Glock, Big Scarr\)](#) had streamed more than 500K times on Pandora.

May 06, 2021: [No Luv \(feat. Gucci Mane, Key Glock, Big Scarr\)](#) had streamed more than 500K times on Pandora.

[View More](#)

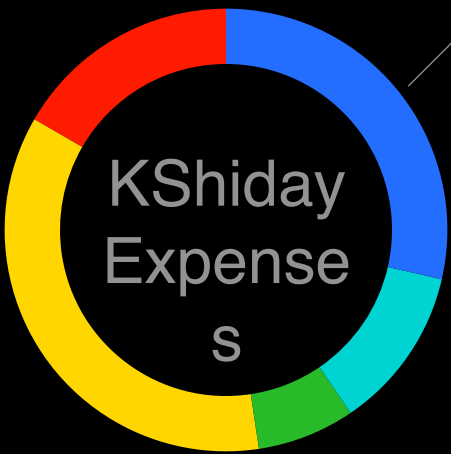
# BUDGET OVERVIEW

## PROJECT / MONTHLY BASES

- Studio Time
  - Features/Remixes (5-7% OB)
  - Targeting musicians that's going to yield greater exposure
- Content creation (30-40% OB)
  - Influencers/Models ( 2-5% OB)
  - Media/Artwork /Photos) (10-15% OB)
  - Visuals
- Marketing/Digital Marketing
  - Paid Ad Campaigns
  - Paid Promo
  - Small, exploratory campaigns
  - Advertising (15-20% OB)
  - Use Audience to push call to action (CTA marketing)
  - Digital
  - Guerilla Style Marketing
  - Radio (5% OB)s
  - Promotion
- Project Campaigns (Priority singles or when appropriate)
- Glam
  - Makeup
  - Wardrobe/Styling
  - Makeup
- Travel/Nightlife

Glam  
17%

Music  
36%



Content Creation  
29%

Branding & Marketing  
12%

Travel/Nightlife  
7%

Category	Budget
Glam	\$7,000.00
Content Creation	\$12,000.00
Branding & Marketing	\$5,000.00
Travel/Nightlife	\$3,000.00
Music	\$15,000.00
Total	\$42,000.00

- Content Creation
- Branding & Marketing
- Travel/Nightlife
- Music
- Glam

# ROI OPPORTUNITIES

- Publishing/Record Percentage
- Revenue from Merch
- Revenue from shows/concerts/  
performances
- Revenue from DSP streaming

## METRICS FOR MEASURING ROI

- YOUTUBE CHANNEL SUBSCRIBERS
- YOUTUBE PLAYS
- YOUTUBE UPLOADS OF YOUR SONGS BY OTHER USERS
- MIXTAPE/ALBUM DOWNLOADS
- INDIVIDUAL TRACK DOWNLOADS
- P2P DOWNLOADS AND SHARING OF YOUR MUSIC
- PLAYS ON INTERNET RADIO STATIONS
- USE OF YOUR MUSIC BY DJS IN ONLINE BROADCASTS OR IN NIGHT CLUBS
- YOUR SONGS FEATURED ON DIGITAL MIXTAPES BY WELL-KNOWN DJS
- ONLINE PLAYS STREAMED LONGER THAN 30 SECONDS (ON VARIOUS MUSIC SOCIAL NETWORKS)
- DIGITAL SINGLES SALES
- ALBUM SALES
- REMIXES OF YOUR MUSIC
- ATTENDANCE NUMBERS FOR YOUR LIVE CONCERTS
- ATTENDANCE NUMBERS FOR YOUR CONCERTS
- NUMBER OF CREDIBLE PROFESSIONALS IN ENTERTAINMENT, JOURNALISM, MARKETING, AND OTHER RELATED INDUSTRIES WHO SUPPORT YOUR MUSIC

# CONTENT CREATORS

## PHOTOGRAPHERS

@shotbtycastro  
@norwood.trey  
@xclusiveproduction  
@kingdeja  
@jeremiah\_drummond

## VIDEOGRAPHERS

- Omar the director
- Dangfilms - dangfilms@gmail.com
- 20k - 20kmediagrouo@gmail.com
- Halfpintfilms
- Inightlyfe
- Joeyungspike
- Foolwitthecamera
- Desgrey
- Shotbyspencer
- Jeff.jsquared
- Itstru1
- Alphamale visuals
- Marko Steeze
- NDHO



# READY TO GO VISUALS



Don't Make Sense  
Visual Treatment



Tell Me How  
Visual Treatment



*K SHIDAY - SPEND A TICKET  
DIRECTED BY NDOH*

SAT  
Visual Treatment



# JUKEBOX

## TRACK LIST

- 1.SHAME ON US
- 2.NO WHERE
- 3.PIPE DOWN
- 4.TELL ME NOW
- 5.READ THE ROOM
- 6.REMIND U
- 7.SPRUNG
- 8.JUKEBOX
- 9.DEMON TIME
- 10.GIRLS NEXT DOOR

## PRIVATE LINK TO MIXTAPE

**\*\*MIXTAPE TO BE RELEASED Q4 \*\***

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