



SONY MUSIC

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A STRATEGIC
COMMUNICATION
PLAN FOR 2024



ENHANCING THE SOCIAL MEDIA OF SONY MUSIC

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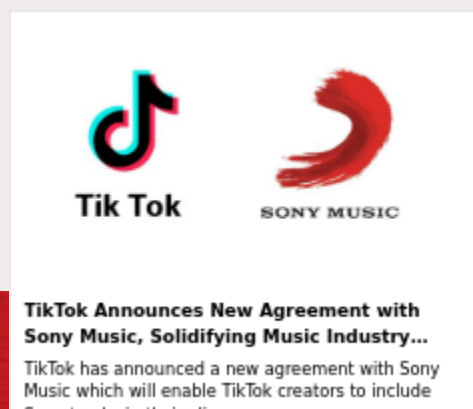


Sony Music is expanding its social media platforms by engaging audiences and creating relevant content for new music releases and promotions. Sony Music requires a strategic communication plan to develop and convert its current social media and website to influence behavioral outcomes and attendance to generate more sales in the music industry.

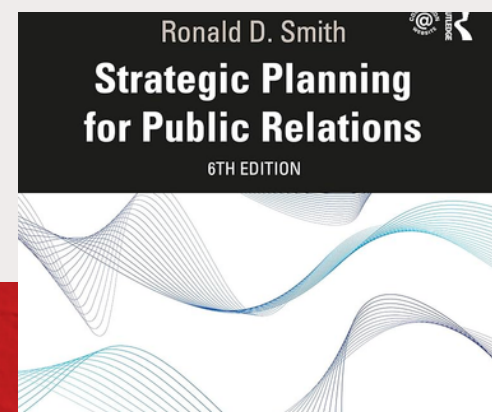
Situational research will help focus and learn about Sony Music's goals of creating more publicity and advertisements for new albums, songs, and music videos on all platforms, such as TikTok, Instagram, Twitter, Youtube, Radio Stations, Apple Music, and Spotify. This research will create a more engaged audience for more views. More viewers will want the songs to become famous and demand more new music downloads.



This source helped inform on background research because it expresses details of a different campaign Sony Music has done this year, 2023 on social impact with other organizations to work "alongside our artists and songwriters, to make a difference".



This article provided useful information and research about a recent partnership between TikTok and Sony Music that has access to sound clips of current hit songs from Sony's catalog.



Smith's textbook on strategic planning and communication helped analyze aspects of citation examples of formative research for companies.



INTERNAL ENVIRONMENT:

Sony Music is a recorded music company based in the heart of Manhattan, New York City. They have many prominent artists, such as Beyonce, Doja Cat, and Luke Combs. Most of these songwriters got a record deal with Sony to produce their music with the most well-known recording studios in the world, promote their music, and create art with the best producers that will take their image worldwide. In the past, some of the biggest names in history worked with Sony Music, including Prince and Michael Jackson.

Sony Music finds the most talent in the world and recruits them to join the team. Sony Music is the biggest record label in the world and oversees three other labels they own, such as Columbia Records, RCA Records, and Epic Records. The office in New York is run by many people who love music. Employees spend their days creating advertisements for new music releases, being on set to film music videos, and making daily content for social media sites such as Instagram, TikTok, X, and their website. It is not a typical desk job, especially when the hours are different than a nine to five, as the music industry's late nights and weekends have their prime time for shows. Sony Music has a massive budget for marketing and advertising as it is a multimillion-dollar company.

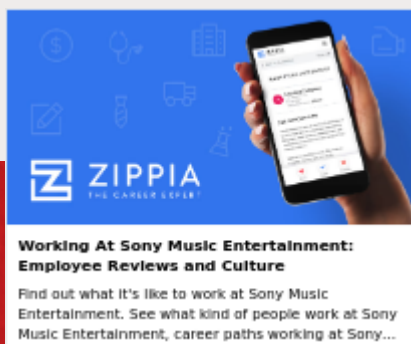


PUBLIC PERCEPTION:

Sony Music sees its reputation as top-notch as it runs the music industry and has enormous power to control what songs go on the Billboard Hot 100. The outside media has engaged with Sony Music on social platforms and received a positive review overall, as many fans have some artists they love assigned to one of the three record labels Sony Music owns. This increases purchases as consumers buy merchandise to support their artists, stream the songs, and buy concert tickets.

EXTERNAL ENVIRONMENT:

The music industry has been competitive for newer artists trying to make a name for themselves, especially in the Big Apple. However, it has always been one of the most competitive fields to get into, and this industry is challenging to be signed to as they are very particular about who they will take under their wings. With large amounts of funding, creative freedom, and more prominent artists, it has an untouchable atmosphere. The competition that challenges Sony Music would be Universal Music as they have more current significant artists such as Taylor Swift, Kendrick Lamar, Lana Del Ray, Drake, Justin Bieber, and Selena Gomez, to name a few out of hundreds. Universal Music is more global and well-known and generates more engagement on its social media as it has the most vital artists in history, making it a tough competitor. Universal Music's website is way more organized and professional than Sony's, making them a top-tier competitor, as Sony Music is hard to navigate, and Universal's is very straightforward.



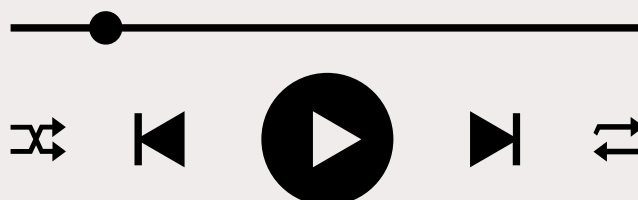
This source was detrimental to this research as this website gave reliable information about the salary of working for Sony and provided many demographics about who typically works there and their jobs.



This source helped conclude through background research as it was Universal Music's website, and this is the first time I have checked it out. This research has helped discover interesting information about the music industry and its core values that Sony Music does not have.



This article helped me examine the company background of Sony Music and how they tend to run their company as one of the top labels in the world.



KEY PUBLICS

FANS

The fandom of these artists is a key public because they care a lot about the music and the person they will always support; they are vital purchasers.

MEDIA

The media creates more attention towards the music industry, leading to more online engagement.

ARTISTS

The artists are a key public themselves as they rely on Sony Music to create more music, go on tour, and have what they need to be significant artists.

PRODUCERS

The producers care a lot about the music they are putting out to the world and are a key public for always creating the next big thing for these record labels.

ANALYSIS OF KEY CHARACTERISTICS

FANS

Issue: The fans need more communication and better management for new releases from their favorite artists.

Organization: This key public supports Sony Music as they regard them to the highest standard and respect the hard work they put in to make incredible music they will listen to by their favorite artists.

Communication: Sony Music has a mailing list for fans to be updated on all the latest tours and new music releases. They also promote all new songs and albums on all social media platforms and emails with the information.

Personality Preferences: Some fans would instead get access to Sony Music's information by following the artists signed to the label to promote and post about new music. In contrast, others want to know immediately and be on the email list, knowing something is coming out sooner.

Demographics: A wide range of demographics are primarily women and young adults.

Benefits Statement: Sony Music can promptly inform fans about new information, such as releases and upcoming projects.

ARTISTS

Issue: The artists need more say in music promotions, such as music videos and advertisements.

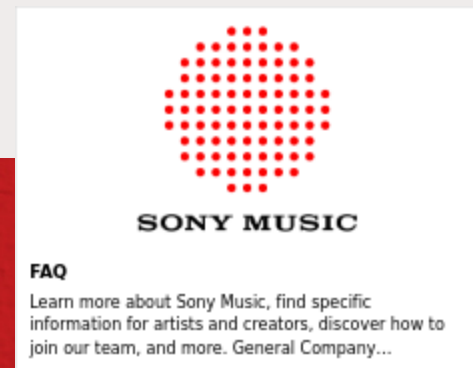
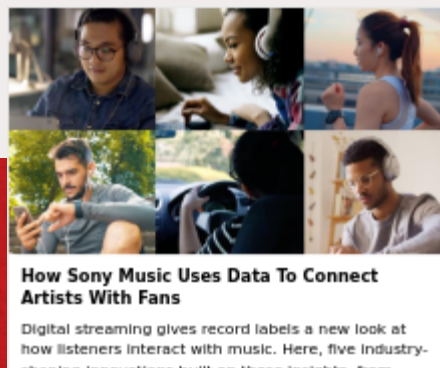
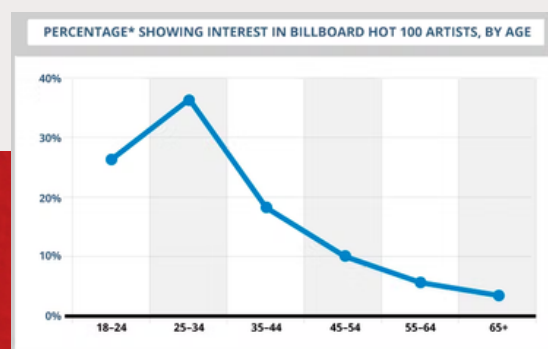
Organization: This key public provides the immense value they add to the company as they expand into immense artists. They are very understanding and cooperative and listen to what the label wants, what is best for them and their career.

Communication: Sony Music has an artist portal for their artists to sign in, get in touch, and access all information, and they get emails and texts from producers.

Personality Preferences: Artists can receive emails, texts, or calls from the Sony Music team, as some would prefer to have contact much sooner.

Demographics: Demographics for artists of Sony Music Corporation include a wide range of ethnicities as they have many different genres and types of musical artists. Primarily women and artists ranging in age from 20 to 36.

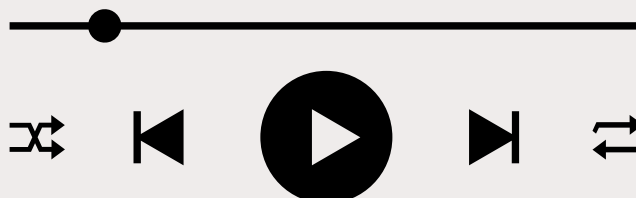
Benefits Statement: Sony Music communicates well with its musical artists and gives them ultimate control over hearing new information.



This source was helpful because it provided many statistics and demographics of music and music trends that helped complete this analysis.

This source was useful because it shows how Sony Music uses data to connect with its fans and make meaningful connections.

This source is important because it explains how Sony Music communicates with its artists, which is very important.



STRATEGIC PLANNING FOR SONY MUSIC FANS

GOALS

- Allow more VIP passes and contests in order to get more fans to connect with their favorite artists face-to-face. This goal is relationship-based as we focus on our connections with our publics and try to enhance excitement and opportunities to give back to the supportive fans.
- Create social media contests and award the fan who wins in a raffle in exchange for streaming songs and following other artists for the chance to win free concert tickets to a Sony artist of their choosing. This is a task management goal as Sony Music tries to increase, attract, and advance connecting fans with artists.

OBJECTIVES

- Creating more niche social media content will allow fans and consumers to be more engaged with our company and want to learn more information. This will spark an interest in buying more merchandise, tour tickets, and album streams. This is an action objective, as our goal is to get more purchases to influence behavior and attendance.
- Revamp the Sony Music website, as it can be hard to navigate, and redesign it to make it stand out and attract more fans to check out our artists and their new music. This is an example of an awareness objective as we are trying to increase the public's awareness of our website.
- Posting more heartfelt songs and videos of artists singing songs on social media platforms will engage more fans who can relate to this music. This objective is an example of acceptance because we are playing on emotions, trying to influence attitudes, and seeing if fans will react well to sad songs.



STRATEGIC PLANNING FOR SONY MUSIC ARTISTS

GOALS

- Do a giveaway from selected artists, such as a signed guitar or a free signed album and other merchandise, to connect with consumers on these platforms in exchange for more streams. This goal is reputation-based as we are trying to improve and enhance our strategic planning for connecting artists with more fans.
- Utilizing TikTok to have more face-to-face talking videos and explaining the process of writing the newest album will get more engagement on social media and is more meaningful than just a promotion. This goal would be a relationship management goal as we are building connections with our public.

OBJECTIVES

- Posting more personable and emotional content will get more fans engaged with the real side of artists' music. This objective is acceptance since we want affective outcomes on consumers' emotions.
- Posting more about the artist's authentic selves online will allow more knowledge about who they are and their story. This is an awareness objective because we are increasing fans' understanding of the artist and hoping for cognitive outcomes.
- Creating more advertisements and promotions for the artist to post on their own social media platforms will engage fans and get them more excited hearing it from them. This is an action objective as this will generate more purchases for new releases.



Sony Music will develop several strategies By creating an action objective for Sony Music, which would be to promote and engage audience behavior in new music releases and promotions.

PROACTIVE STRATEGY

- A proactive strategy statement for Sony Music would be to enhance publicity and news regarding new singles based on posting to social media accounts such as Instagram, TikTok, and X with a snippet of the song and video to draw attention. This strategy will work because it gets fans very excited and talking word-of-mouth.
- Involving the followers and audience on social media in a contest to win something special from a well-known and liked artist. This strategy would consist of creating a contest by downloading the new single or album, following Sony Music on all social media accounts, and signing up for the newsletter, which will allow fans to win concert tickets for that artist. This strategy will work as it engages audience behavior with fun contests they could win.
- Sony Music should form more partnerships with other music companies and use social media to engage and reach more people, as their website can use some enhancements. This strategy will be effective for his organization and help branch out as their competitor Universal Music has many partnerships.

REACTIVE STRATEGY

- A reactive strategy for Sony Music would be to have a crisis management team on deck if any of these strategies go wrong, as artists always tend to receive backlash. This strategy will come in handy because it is an extra layer of protection if anything goes wrong along the way, and these professionals know how to handle these types of situations for these artists.
- These proactive and reactive strategies will help accomplish specific objectives because these all engage consumers with Sony Music, new music, and the artist as a whole. These strategies use "both proactive and reactive approaches to your key publics" (Smith 245).

MESSAGE APPEALS

Ethos: Sony Music can harness ethos in message appeals because artists can use their personal branding on their music and use social media to discuss the elements of writing these hit songs. For example, Singer Tate Mcrae, who is signed to Sony Music, records a video of her talking about how her newest song, "Exes," was written, recorded, and created on her new album "Think Later." This shows strategic insights because she is letting the world in on her music journey as a young artist at the age of twenty. Her character makes her very credible and reliable with her music, which gained even more streams for her song and generated more publicity for her album, which released on December 8, 2023. These videos were shared on Sony Music's Instagram and TikTok, significantly impacting her message appeals.

Pathos: This organization can use pathos in message appeals by playing on the emotions of heartfelt songs. For example, Olivia Rodrigo's promotion video for her new song "Can't Catch Me Now" went viral on TikTok as it is a part of the soundtrack for the new Hunger Games movie. This song's music video makes the audience feel the emotions and pain in her voice as she sings this ballad. This was an emotional and persuasive approach to influence the audience's emotions about this new song that came out and resonated with fans.

Logos: Sony Music can harness logos in message appeals by using promotional videos to let the audience know music videos are coming out to excite fans. For example, singer Renne Rapp's new music video was posted on Sony's Instagram Reels with the caption, "Surprise tummy hurts music video tomorrow 10 AM PST with baby @cocojones. This post is an example of logos because it is logical and factual, as this information is realistic. This strategy clarifies to the audience that the music video and song are out soon. This shows strategic insights because Sony Music is very credible as a source of newsworthy information that can be trusted when music comes out or is announced. Renne Rapp also shared this news on her personal Instagram and TikTok accounts.



COMMUNICATION TACTICS

Sony Music will develop interpersonal communication tactics to publicize its new music releases through the media.

INTERPERSONAL TACTICS



Top-tier advertisements
(key publics: high cost,
audience engagement,
promoting)



Live concerts
(high price, good
exposure, news value)



Interviews
(low-cost, high-impact)

Sony Music will sponsor the "Scarlet" live concert by Doja Cat this weekend at the Hollywood Bowl in Los Angeles, CA. One day only (Friday evening). Showing off the new album played live for the first time since release. This event will include interviews with Doja, live music, and food catered. Enter for a chance to win below for a once-in-a-lifetime opportunity. (advertisement to be posted on social media)

Owned Media Tactics: A day in the life as an artist working for social media for Sony Music will get people more invested in this industry, increase interest, and drive our audience to our social media pages and website. By creating these highly-liked videos, we can accomplish our objectives by influencing behavior and paying more attention to new releases.

Shared Media Tactics: Using Instagram and TikTok to increase online engagement is a crucial element of shared media because this type of marketing relies heavily on interaction and quality of content. This will help accomplish the action objective by having consumers like to repost, share, or comment on our post, resulting in a shared interaction.

Earned Media Tactics: Using trending hashtags to get more views, especially on TikTok, is extremely important since many music releases often move to the top of the trending sounds chart. By using these diverse and unique hashtags, Sony Music will be able to draw more attention and get more people to participate in using the new sound that is blowing up on their "For You Page" and result in more profit. This tactic will help accomplish our objectives by promoting new content and gaining followers.

Paid Media Tactics: Creating advertisements for Apple Music, Spotify, and TikTok will create more consumer engagement in new releases that will produce more of a following and generate more streams, resulting in more publicity for the artist. This tactic will accomplish our objectives because advertisements can ultimately influence consumers to buy and listen to new music.

IMPLEMENTATION

The following schedule shows an upcoming event with initiatives of the strategic plan to promote and engage audience behavior in new music releases and promotions. Below, it shows the event and tactics, along with the cost and a start date to implement this plan in advance to prepare for the event.

EVENT:

LIVE CONCERT

TIMELINE

COST

Tactic 1: Start posting on social media accounts and emailing advertisements to fans for the live Doja Cat concert.	12 weeks in advance	\$1,000.00
Tactic 2: Create a promotional video of all snippets of Doja Cat's song to get fans excited.	12 weeks in advance	\$30,000.00
Tactic 3: Announce the ticket release date on Ticketmaster and promote it as a one-night show.	10 weeks in advance	\$1,000.00
Tactic 4: Invite reporters and interviewers to the event to speak on behalf of the album and ask Doja Cat questions.	8 weeks in advance	\$5,000.00
Tactic 5: Create Doja Cat merchandise for her album such as vinyls, sweatshirts, t-shirts, tote bags, and cds.	6 weeks in advance	\$500,000.00

There is an unlimited promotional budget as Sony Music has the budget to create an epic show that fills 17,500

EVALUATION

This campaign will be evaluated for success because the strategic insights used to create these objectives for our target audience will allow us to measure the achievements of these objectives by "considering the criteria on which you will judge something to be effective" (Smith 440). The objectives set in place will receive outstanding achievements as they are realistic, appropriate, and valuable to the business. Metrics are essential as a fundamental resource as they are "ethical and socially responsible" (Smith 440). Methods to evaluate different types of ultimate objectives include "focus on bottom-line issues for an organization, mainly the action sought from the key publics" (Smith 460). Other evaluation methods include "careful consideration" to measure these objectives. (Smith 460)

FUTURE DIRECTIONS

To conduct post-campaign evaluative research, such as a survey, to receive feedback from specific and niche data collected from survey results as a type of after-only study. This type of evaluative research will allow consumers to report their opinions on Sony Music's social media accounts and website. This will then evaluate "a type of research design that reviews a situation after a communication project has been implemented" (Smith 446). A meaningful outcome for this organization would be generating more positive reviews and allowing more fans to be part of an artist's musical journey, especially by using social media and having the correct type of promotions on many platforms. A fundamental objective is giving back to the fans and creating more advanced events to generate more song streams and sales.

Public relations provides positive reinforcement for Sony Music by creating awareness, building credible sources, and even influencing public attitudes while maintaining crucial relationships. Sony Music would have a bright future if this campaign plan is implemented, as it will significantly enhance this company.

