

N3RVE PRESENTS:
AUDIENCE
ENGAGEMENT
SERVICES

MARKETING GUIDE

QUESTION:

WHAT IS AUDIENCE ENGAGEMENT?



WHAT IS AUDIENCE ENGAGEMENT?

- * N3RVE's Audience Engagement team works directly with the Marketing Strategy team and our clients to help shape, nurture & grow their artist's audience in the Media and on Digital & Social platforms.
- * This service does not come under a client's regular aggregation percentage and is engaged with on a mutually agreed per-project basis.
- * The team provides a bespoke service around promotion, digital marketing, advertising and social media strategies to generate awareness, build new audiences, engage fans and drive sales and revenue for new releases and catalogue.
- * The Audience Engagement team thinks like a fan, artist, creative and marketer all at once.

SERVICE OFFERING

WHAT IS THE SERVICE OFFERING?

The Audience Engagement team analyze who the artists' current and target audience is by looking at their demographics and music consumption methods. Once there is an understanding of who and where this audience is or who and where it should be, we create a plan to engage with these fans.

THIS PLAN CAN INCLUDE

- * AUDIENCE INSIGHTS*
- * PRESS
- * RADIO
- * TV
- * SOCIAL MEDIA STRATEGY*
- * DIGITAL ADVERTISING*
- * CREATIVE SERVICES*
- * SYNCH & BRAND PARTNERSHIPS*
- * VIDEO CHANNEL MANAGEMENT*
- * * IN-HOUSE N3RVE SERVICES

1. PRESS

The Audience Engagement team has a network of experienced third-party press partners to help position our clients' artists in the current media landscape. Together we create bespoke publicity campaigns in key territories for print and online media.

THIS SERVICE INCLUDES BUT IS NOT LIMITED TO:

- * PREMIERES
- * BIOGRAPHY WRITING
- * MEDIA LOCALIZATION & TRANSLATION
- * PR STUNTS
- * EXCLUSIVES
- * INTERVIEWS & PRESS DAYS
- * LIVE PERFORMANCES
- * MEDIA PARTNERSHIPS
- * TOUR PRESS
- * CRISIS MANAGEMENT

2.

RADIO & TV

The Audience Engagement team also has a network of radio and TV pluggers to fully service our clients' releases in key territories.

THIS SERVICE INCLUDES

- * PLUGGING THE CONTENT AT ANY COMMERCIAL, NON-COMMERCIAL SPECIALTY OR TRIPLE-A STATIONS
- * INTERVIEW OPPORTUNITIES
- * LIVE PERFORMANCES

3.

SOCIAL MEDIA STRATEGY

Our in-house team can support our clients with their social media strategies across Facebook, Instagram, Twitter, Snapchat, TikTok & YouTube to complement their release campaign and foster the fan relationship.

THIS SERVICE INCLUDES

- * A full digital health check to identify successes and gaps
- * Content brainstorming, strategy development and implementation including creative direction for each social platform
- * Updates on best practices, trends and new products to maximize reach and potential on every platform

4.

AUDIENCE INSIGHTS

At N3RVE we believe the starting point of each campaign is working with our clients to gain a full understanding of their artist's proposition and who their current and target audience are so that a strategic plan can be developed that is based on their unique characteristics.

It allows us to optimize campaigns to maximize ROI on all marketing activities by ensuring that we are targeting the right people with our content and messaging strategies. It also allows us to identify potential growth opportunities and determine KPIs which will drive incremental revenues.

This is all pulled together in a report that will look at data across the artists' DSP and social profiles along with general consumer, industry, genre, and N3RVE data to weight and benchmark against but also give context.

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THIS SERVICE INCLUDES

- * Audience Identification - Who is the artist's audience?
- * Statistics: what is their following across all points of contact between their fans and themselves?
- * Demographics: who they are, where are they from, how old are they, etc
- * Psychographics: why they buy - insights based on audience activities, interest and opinions (hobbies etc)
- * Personality: what are their needs, values, attitudes and behaviors?
- * Consumption methods: how & where do they listen to the artist's music?
- * Purchasing methods: are they influenced into buying by social media? Spur of the moment purchases?
- * Interests: what other interests do they have and what brands do they have affinity with?
- * Social listening: understanding the sentiment towards the artist or genre
- * Technology use: what technology they use to listen, buy & connect with the artist
- * This is then split into audience segmentation & clustering (identifying subgroups within the audience that are precise, simple and representative of their individuality) that can be effectively used for strategic marketing.

5.

DIGITAL ADVERTISING

Our in-house team functions as a digital agency across multiple platforms to offer a full-service advertising solution.

Our clients benefit from a coordinated effect with all activities linking back to the overall campaign objectives.

THIS SERVICE INCLUDES

- * Full digital advertising audit
- * Campaign strategy, planning and buying
- * Targeting and optimisation
- * Advertising across Facebook, Instagram, Spotify, YouTube, TikTok, Snapchat, Google
- * Influencer marketing
- * Reporting & analytics

6.

CREATIVE SERVICES

Our in-house creative studio can help manage our clients' creative process from concept to completion.

For bigger scale productions, we can connect with our network of creatives to bring a project to fruition.

THIS SERVICE INCLUDES BUT IS NOT LIMITED TO:

- * Art direction
- * Motion graphics
- * Moving Artwork
- * Animation
- * Web design
- * Branding
- * Lyric videos and trailers
- * Gifs, stickers, filters & lenses
- * Artwork & logos
- * Social and advertising assets
- * Music videos
- * Behind-the-scenes content
- * Live sessions

7.

SYNCH & BRAND PARTNERSHIPS

N3RVE's Synch and Brand Partnerships team oversees the promotion of our clients' catalogue to music licensors. This covers advertising, film, TV, trailers and games.

We also work to create opportunities for artists in lifestyle brand partnerships, sports, music video product placements, tour sponsorships, endorsements, content and social media partners

SYNCH SERVICE INCLUDES:

- * Securing placements for film, tv, games
- * Organizing client repertoire by gathering all audio assets, co-rights information and metadata
- * Work closely with global music supervisors and ad agencies to increase revenue and promotional opportunities
- * Pitching includes: servicing brief requests, mailouts, artist highlights and themed playlists
- * Overseeing any deals including securing appropriate fees, clearances and negotiations

BRAND PARTNERSHIP SERVICE INCLUDES:

- * Developing relationships with brands on behalf of artists
- * Talent partnerships
- * Strategic consultancy
- * Influencer marketing at scale
- * Animation
- * Web design
- * Branding
- * Lyric videos and trailers
- * Gifs, stickers, filters & lenses
- * Artwork & logos
- * Social and advertising assets
- * Music videos
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- * Live sessions

9.

VIDEO CHANNEL MANAGEMENT

N3RVE runs it's own MCN to which we are able to partner clients' artists and label channels
Channels partnered with our network can expect improved revenue rates as we have the functionality to monetize content as premium music video assets

Access to channel data insights enabling us to provide strategic advice leading to optimised content performance, audience growth and revenue maximization

FULL CHANNEL SERVICE MANAGEMENT

INCLUDES:

- * Content creation strategy
- * Content rollout management
- * Video asset management
- * Monetization management
- * Search optimization
- * Community management



-END-

WHAT DO WE NEED FROM A CLIENT?

- * Initial Goal(s)
- * Initial KPIs
- * Budget
- * Key Territories

Previous campaign highlights:

- * Electronic press kit of past achievements
- * Who did they work with for press/radio/TV
- * Reports for socials & digital advertising
- * Sales data (previous streaming numbers, ticket sales etc)