



BRAND **AWARENESS AND ONLINE
PRESENCE FOR GORBEAST **STRATEGY****

<https://gorbeast.com/>

EXECUTIVE SUMMARY

INCREASE BRAND IDENTITY & GENERATE LEAD SALES



Create a holistic strategy to help Gorbeast increase its brand awareness and reach a larger audience. The plan involved leveraging social media channels to connect with potential fans and promote the band's music. Additionally, suggesting creating a website for the band that could serve as a hub for all of its activities and enhance its online presence.



**Head of Marketing
Jason Melia.**

MARKETING CAMPAIGN GOALS

Manage online advertisement campaigns



It's important to identify the target audience for Gorbeast and select the right ad platforms. Compelling ad content and proper timing and frequency of ads are also critical. Monitoring performance to adjust your strategy is important for success.

Optimizing website and social media for search engine



Optimizing Gorbeast's website and social medias for search engines is essential if you want to be easily found online. To do this, I'll use relevant keywords in your content and meta tags, create quality backlinks, and ensure your website is mobile-friendly. Additionally, regularly posting fresh and engaging content on your social media channels can increase your visibility and improve your search engine rankings. By incorporating these strategies, you can improve your online presence and attract more traffic to your website and social media pages.

Leads



To manage lead generation through HubSpot, set up forms on your website to capture visitor information, integrate with my CRM system, prioritize leads with lead scoring, and nurture leads with marketing automation tools.

Conducting market research



To conduct market research for the band, define your target audience, conduct surveys, attend music events, analyze social media, and use analytics tools. By doing so, you can gain valuable insights into your audience and create music that resonates with them, building a loyal fan base.

Analyzing data



To manage data for Gorbeast, keep track of sales, use social media analytics, monitor website traffic, analyze streaming data, and create reports. These steps will help make informed decisions through Google Analytics, HubSpot, and social media paid ads.

Email marketing campaigns



Managing an email campaign for a band requires building an email list, choosing a platform, creating engaging content, scheduling emails strategically, and monitoring results. Collect addresses at live shows or on social media, choose a suitable platform, create engaging content, avoid over-sending, and track open rates and conversions to improve the campaign's effectiveness.

MISSION & VISION STATEMENT



Slam Band Conquer Ireland

Join the brutality



"The mission of Gorbeast, a slam death metal band, is to deliver the heaviest and most brutal music to our fans while creating a sense of community and empowerment. We aim to push the boundaries of the genre and leave a lasting impact on the metal scene."

"Our vision as the Slam Death Metal Band Gorbeast is to create music that ignites the primal instincts within our audience. We strive to break the boundaries of traditional metal and transcend into a new era of brutality. Through our music and graphic artwork, we aim to unleash the inner beast in our listeners and create an unforgettable experience that will resonate with them long after the concert ends. We are committed to pushing the boundaries of the genre and delivering a powerful, raw, and intense performance that will leave our fans hungry for more."

MARKETING CHANNELS

Always remember to avoid the noise and be unique



When it comes to marketing channels for a slam death metal band like Gorbeast, it's important to focus on channels that will reach the right audience. Social media platforms such as Facebook, Twitter, and Instagram are great places to start, as these platforms allow for targeted advertising and the ability to connect with fans. Utilize web development with seo plugins on WordPress to attract visitors and combine email marketing. Additionally, creating a YouTube channel and posting music videos, live performances, and behind-the-scenes content can help build a following and attract new fans. Another effective marketing channel for Gorbeast could be partnering with other bands in the genre and playing shows together, as well as utilizing online music communities such as Bandcamp and Soundcloud to share and promote new releases. Finally, it's important to not overlook traditional marketing channels such as print advertising in music magazines and flyers at local music venues, as these can still be effective in reaching a specific target audience. By utilizing a combination of these marketing channels, Gorbeast can effectively promote their music and grow their fanbase.



PRODUCT | Merch Design



€5.75

Beanie



€ 20

T - shirt



€ 30

Hoodie

PRODUCT PRICING POSITIONING

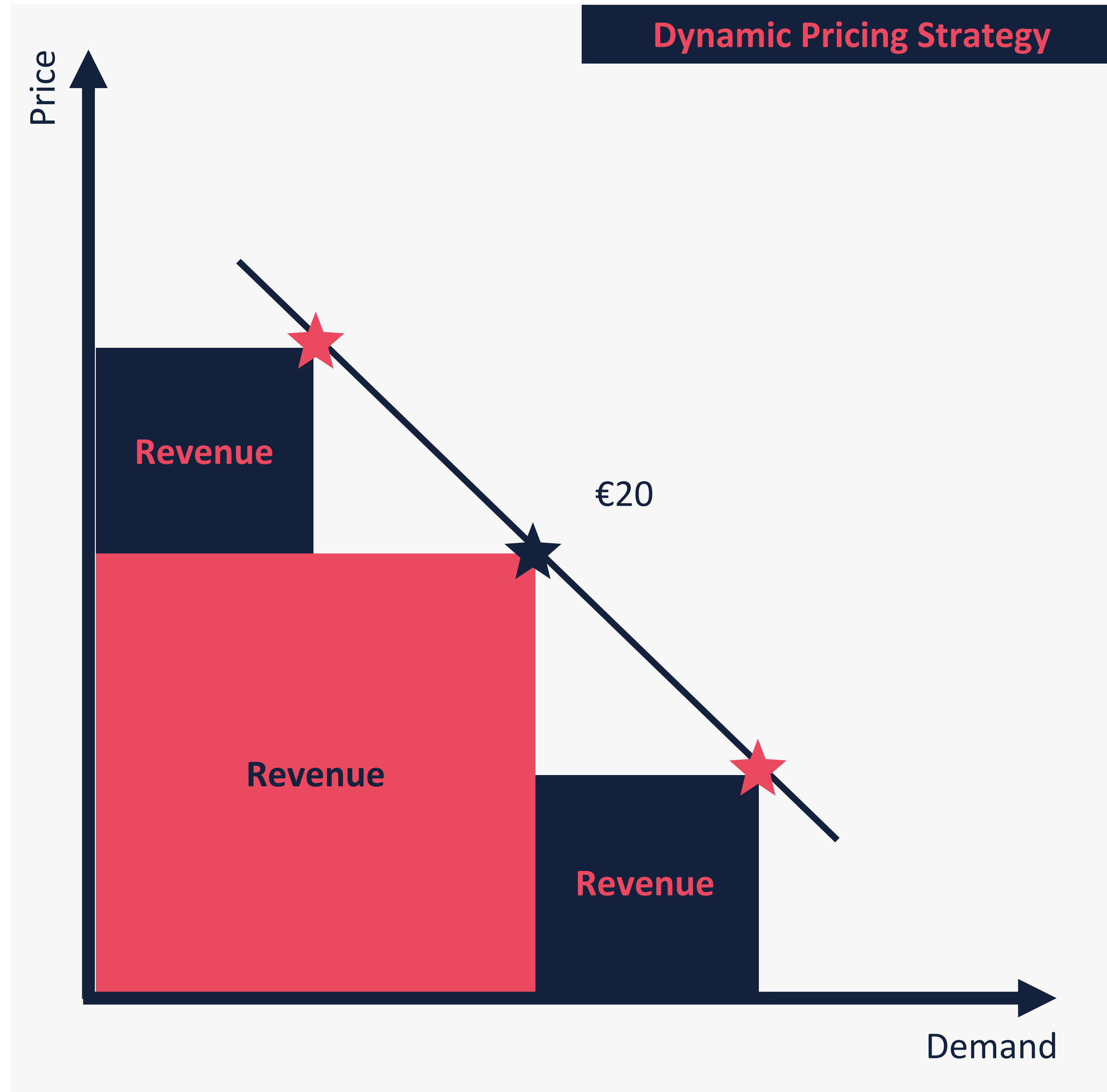
It is better to fail in originality than to succeed in imitation



offering top-quality death metal music at an affordable price. The prices are competitive and strive to make music accessible to all fans. With Gorbeast, you can enjoy the best of death metal without breaking the bank. Our music is priced at \$9.99 per album, which is lower than the industry average. We also offer special discounts for loyal customers and bundle deals for those who want to purchase multiple albums. Don't miss out on the opportunity to experience the power of Gorbeast's music at a price that won't hurt your wallet!



PRODUCT PRICING STRATEGY



- 1. Cost-plus pricing: This involves adding a markup to the cost of producing or acquiring a product to determine the selling price.
- 2. Value-based pricing: This takes into account the perceived value of a product or service to the customer, as well as the price of similar products in the market.
- 3. Penetration pricing: This involves setting a low price for a new product to penetrate the market quickly and gain market share.
- 4. Skimming pricing: This involves setting a high price for a new product to maximize profits from early adopters before gradually lowering the price to attract a broader customer base.
- 5. Dynamic pricing: This involves adjusting the price of a product based on factors such as demand, supply, and seasonality.
- 6. Bundle pricing: This involves offering a package deal that includes several products or services at a discounted price.

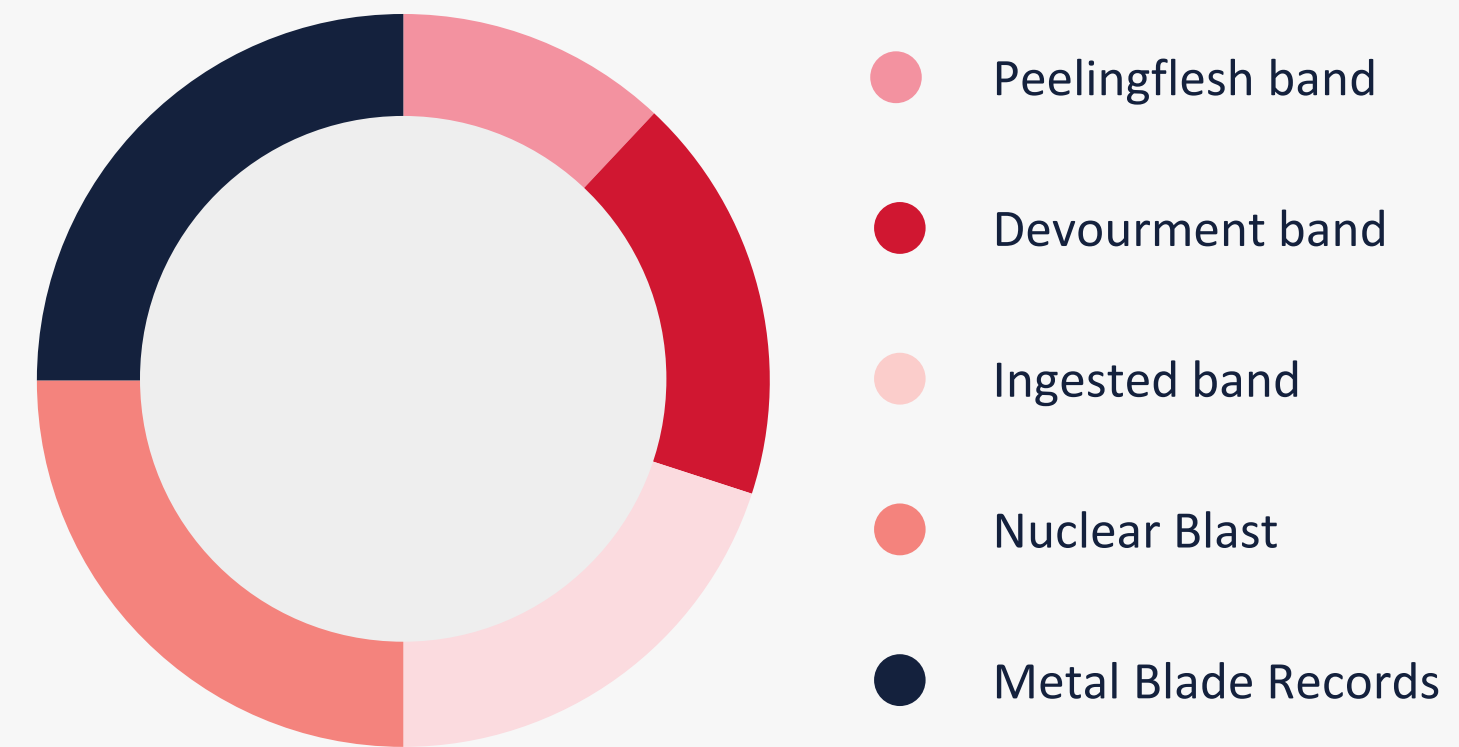
The choice of pricing strategy will depend on several factors, including the overall business objectives, the target market, the competitive landscape, and the cost structure. A well-crafted pricing strategy can help a business to achieve its goals while maintaining competitiveness and profitability.

TARGET AUDIENCE MARKET

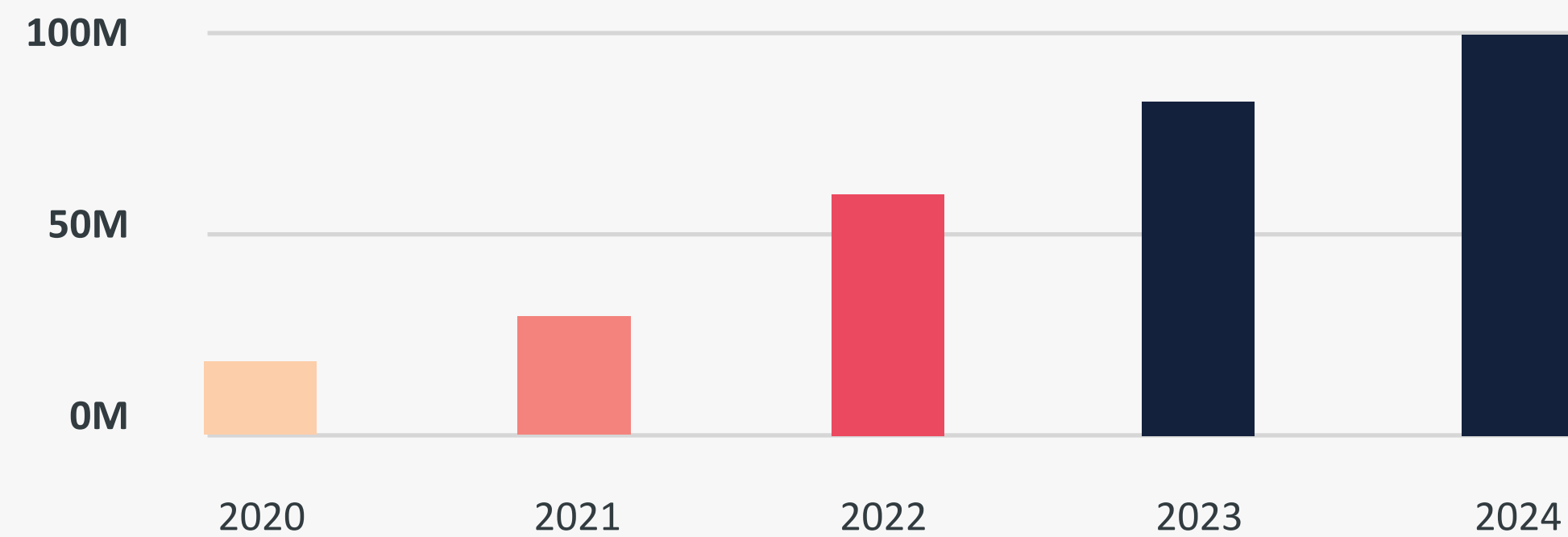
Regional Target Audience Potential



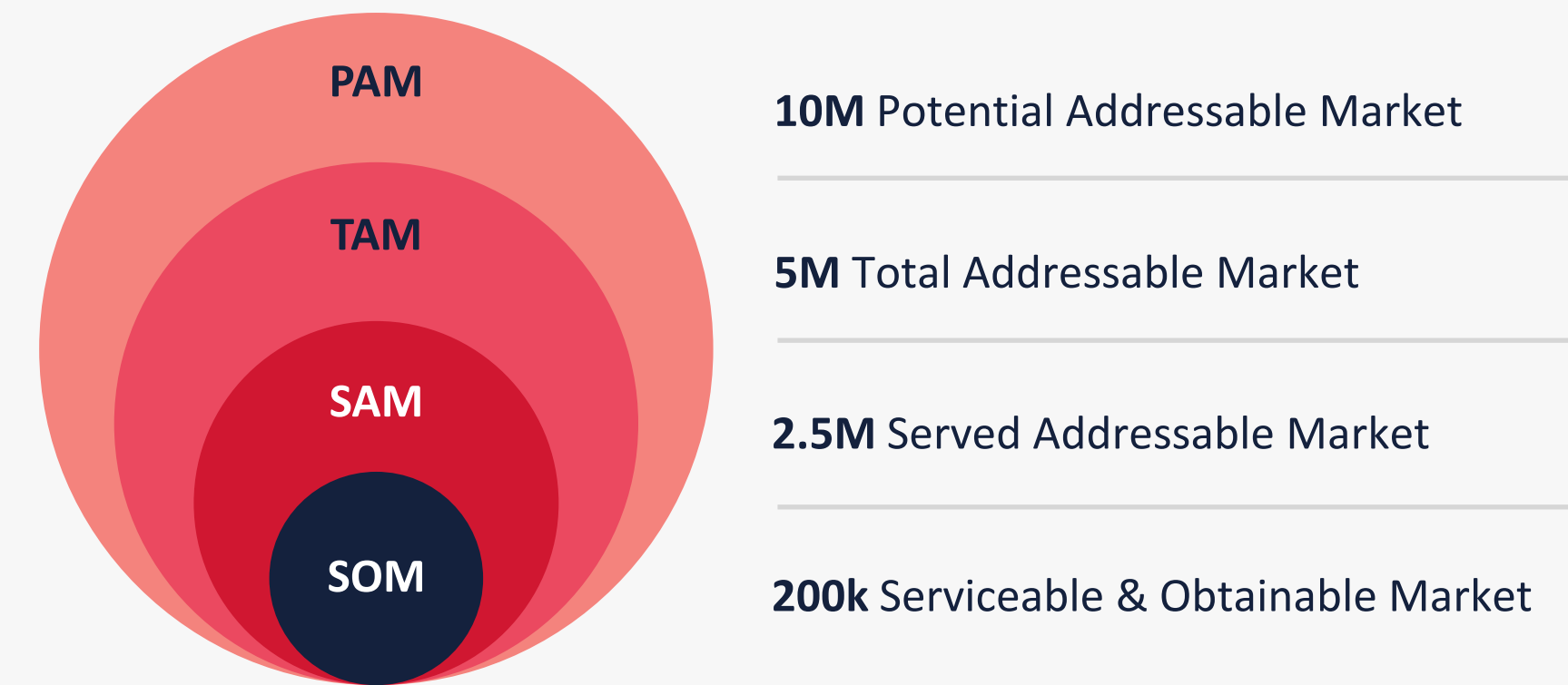
Top 5 Market Brands



Amount of Total Engagement by Year



Market Size

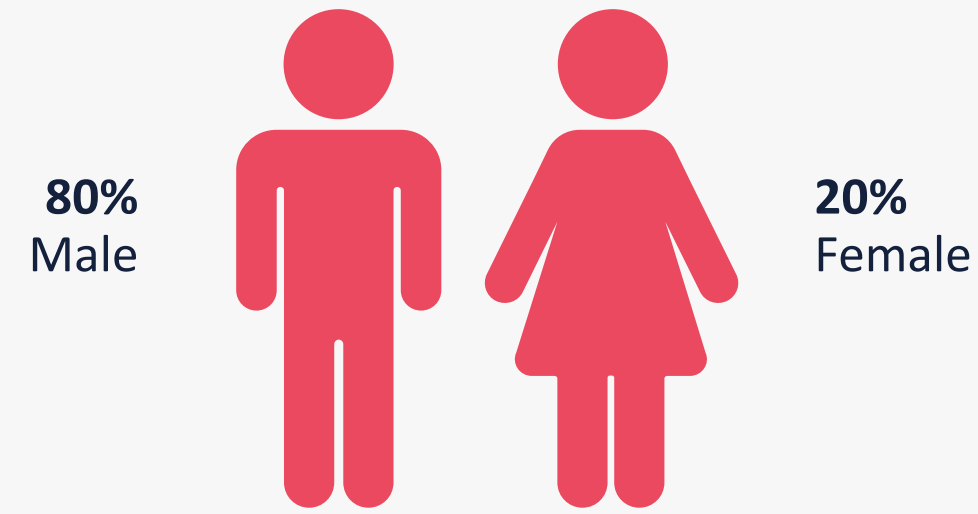


COMPETITION OF BANDS

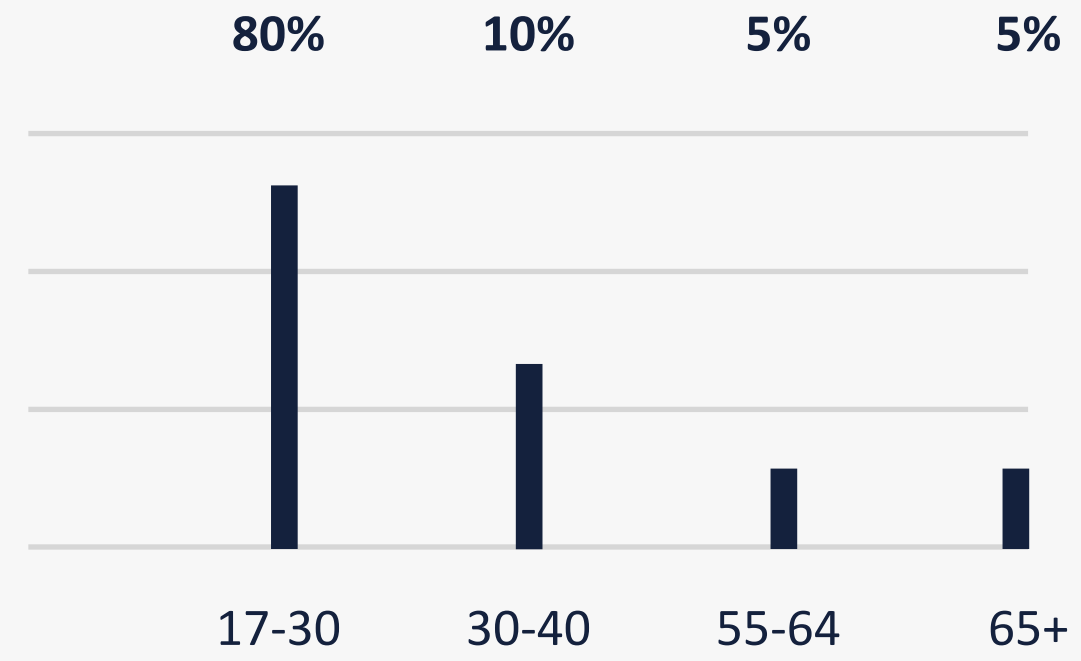
| | Gorbeast | Ingested | Devourment | Peelingflesh |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Unique Branding | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Social Media Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| SEO | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Email Marketing connecting to users | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sound production | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| USP | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

BUYER PERSONA

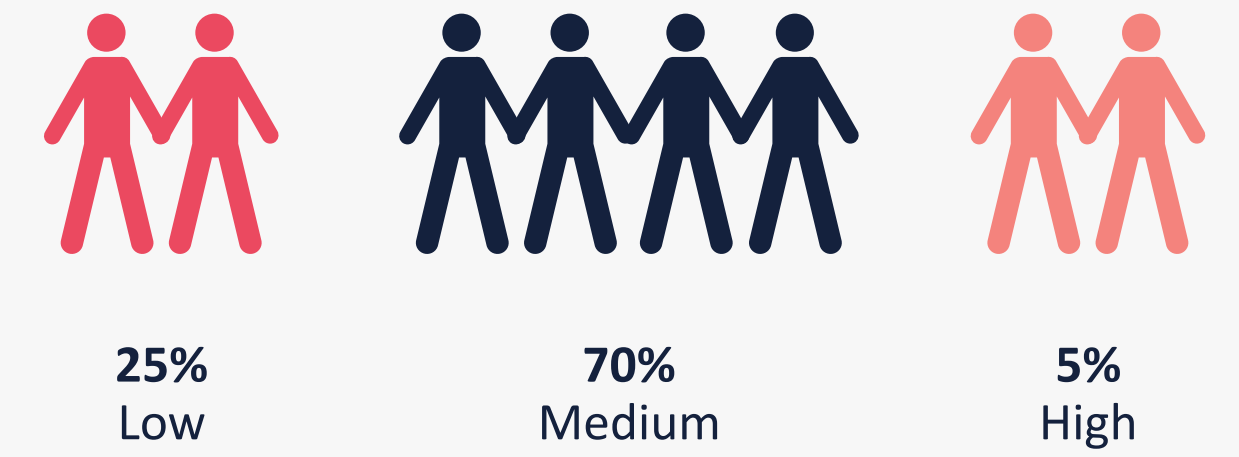
Gender



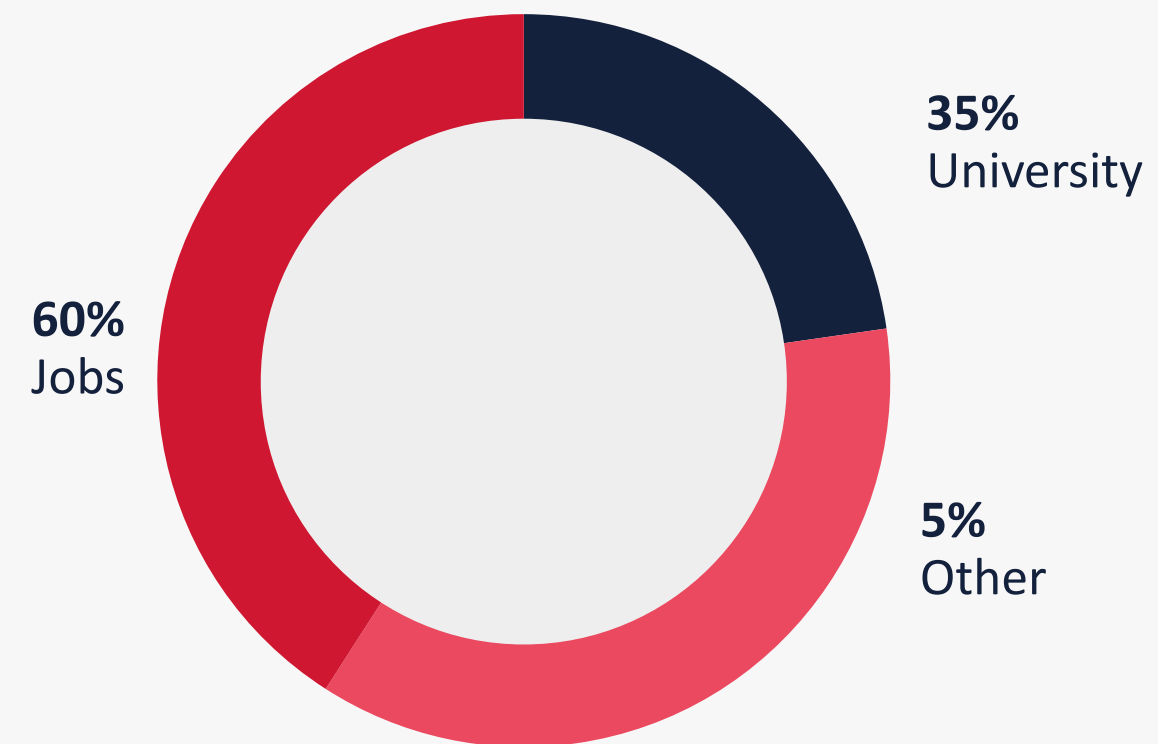
Age



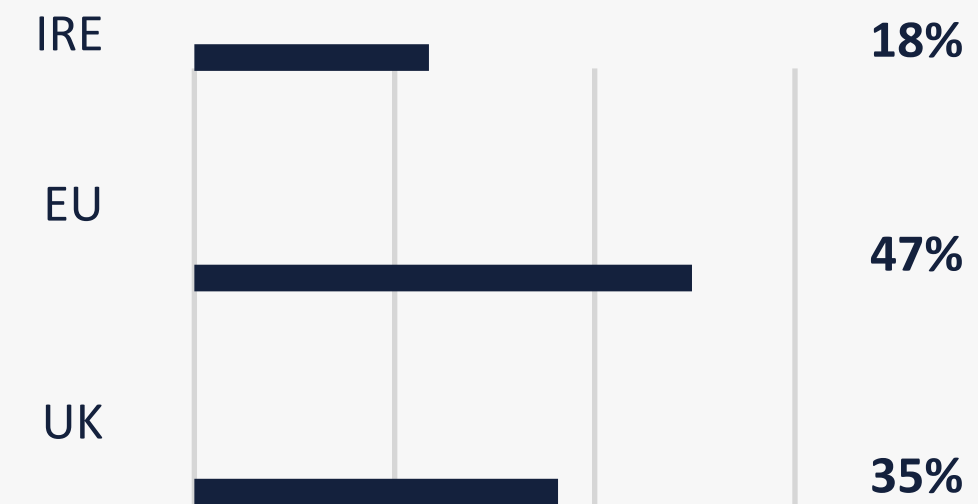
Income



Education

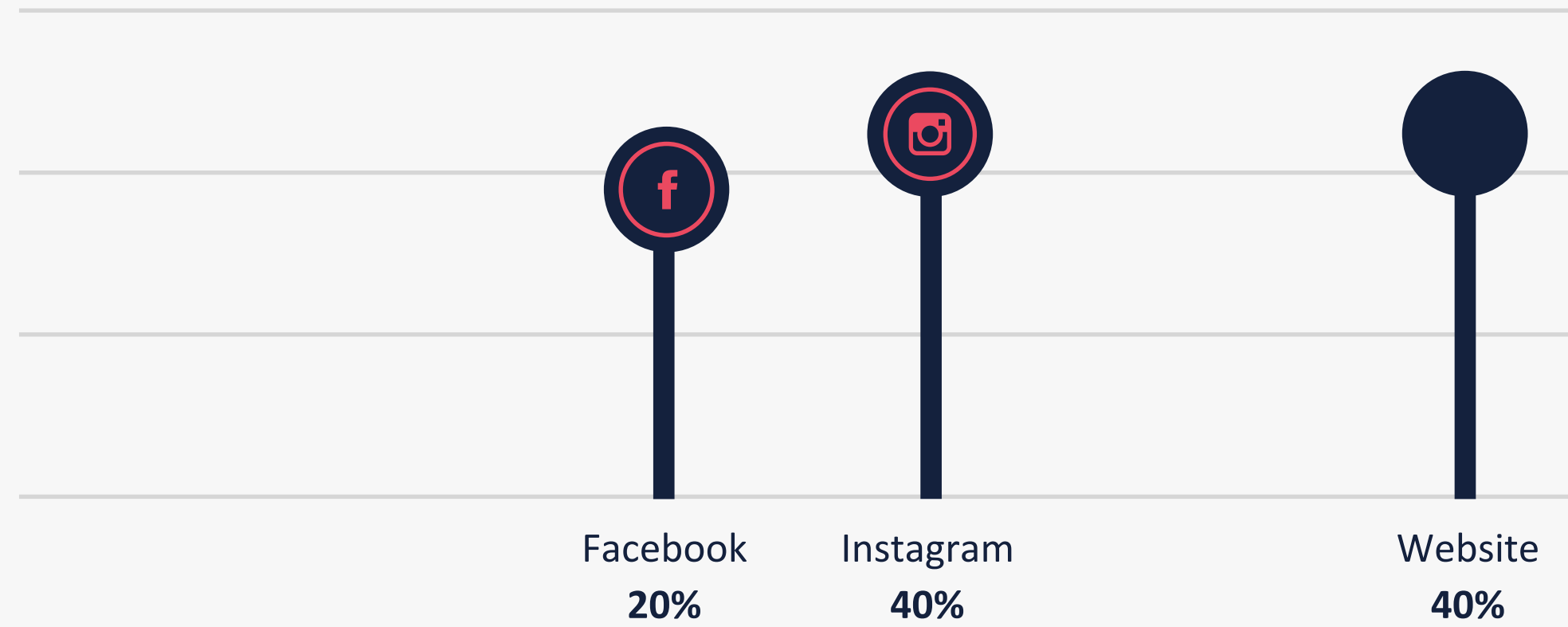


Place of living



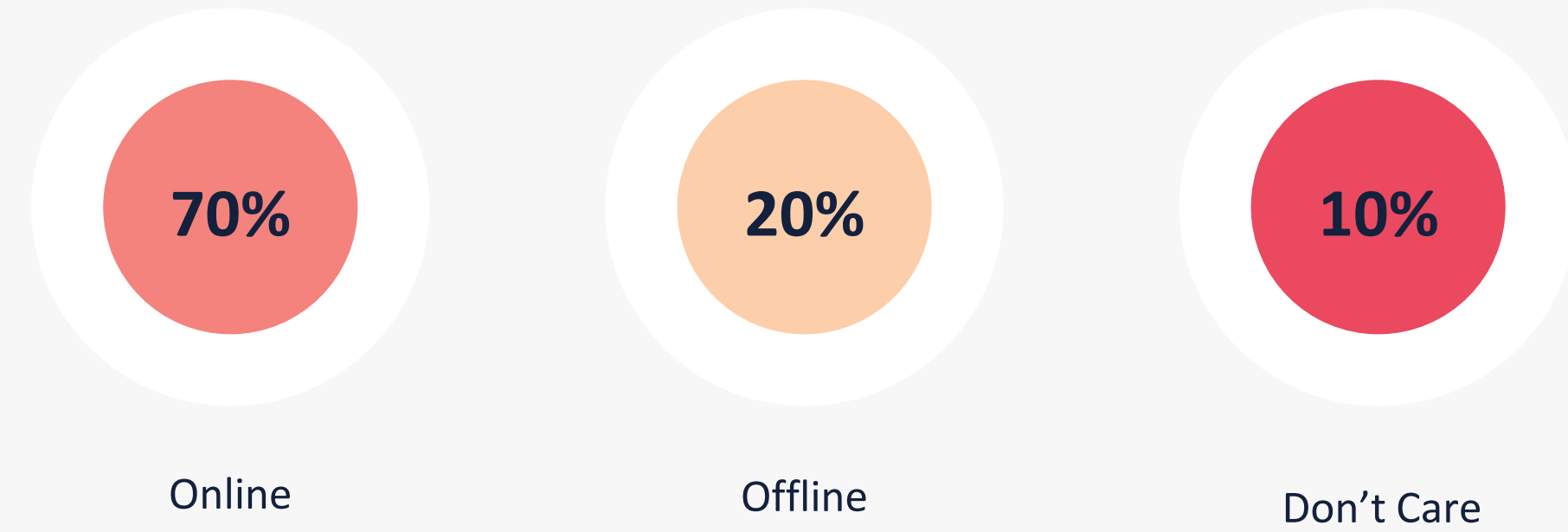
VISITOR PERSONA PREFERENCES

Target Customers Social Media Preferences

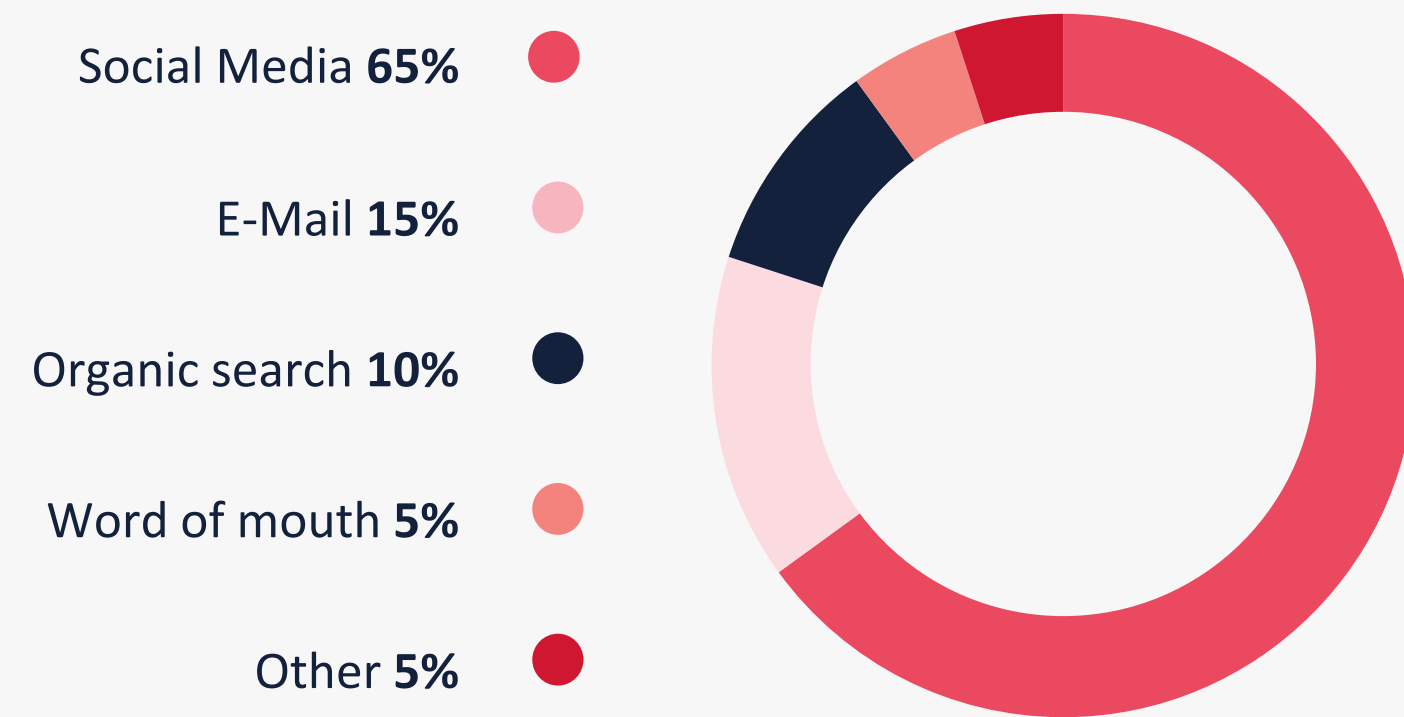


Shopping Preferences

Where do customers prefer to buy?



Target Customers Web Preferences



6C CUSTOMER MOTIVATION

Customer Behavior



The customer motivation for the slam death metal band Gorbeast can vary greatly depending on the individual fan. Some fans are drawn to the intense, aggressive sound of the music and the adrenaline rush they experience during live performances to merchandise. Others appreciate the technical skill of the musicians and the intricate, often complex arrangements of the songs. For some fans, the lyrics and themes explored by Gorbeast are a major draw. The band's music often deals with dark and controversial subject matter, such as violence, death, and social and political issues. Fans who relate to these themes may find solace in the band's music and lyrics or may be drawn to the band's unapologetic and confrontational approach. Ultimately, the customer motivation for Gorbeast is driven by a desire for intense, visceral experiences that challenge and push the boundaries of traditional music. Whether it's the raw power of the music, the controversial subject matter, or the technical skill of the musicians, fans of Gorbeast are drawn to the band's unique sound and approach to metal music.



BUYER PERSONA PORTRAIT

Age
17-30

Men

Women

Age
17-30

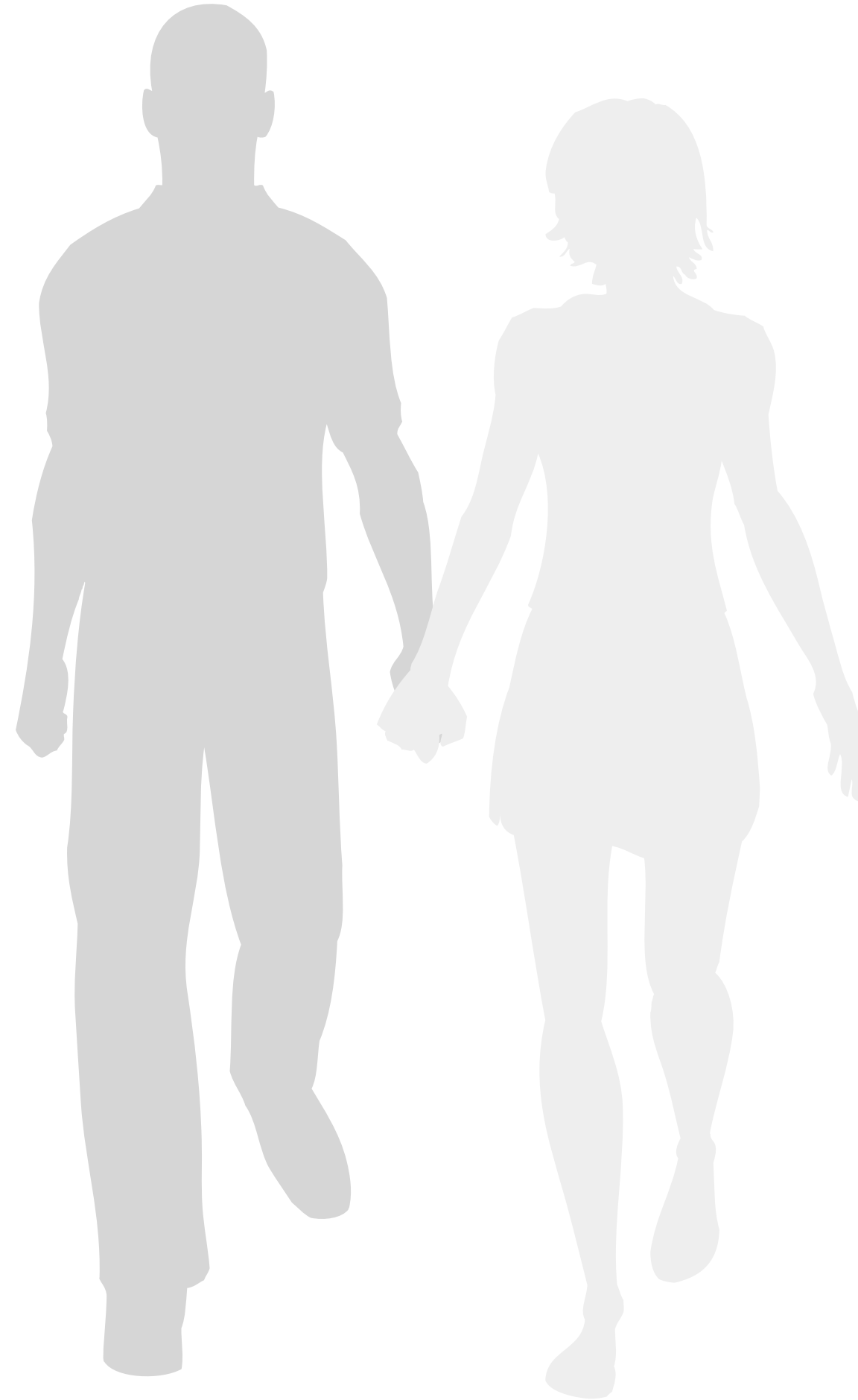
Appearance consists of black with long hair and band t shirts

Increase interest rate of buying and discussing merchandise

User engagement with emails

Tends to leave after visiting social media

Decrease on engagement rate



ONLINE STORE BUYERS ANALYSIS

Customer Support

Customer support is live on website to direct the user and to purchase enquires which lead to 15% to visit the online store page.

User Experience

Navigation is dummy-friendly on the website. The website is optimized for all application platforms and devices

Design (User Interface)

The look of the website matters a lot to consumers. The main color scheme is in line with the brand identity and UX/UI.

Prices & Discounts

People love discounts, special offers and loyalty programs. Free shipping is a major factor



MARKETING CAMPAIGN HIGHLIGHTS

Campaign Goal

The goal for Gorbeast is to boost brand awareness by highlighting their unique offerings through engaging content. This will be achieved by leveraging different channels such as social media, email marketing, and online advertising to reach a wider audience. The ultimate objective is to establish a strong brand identity that resonates with customers and fosters long-term loyalty..

Duration

6 Weeks

Target Region



Marketing Channels

Search engine marketing, social media marketing, email marketing, display advertising, public relations and partner marketing.

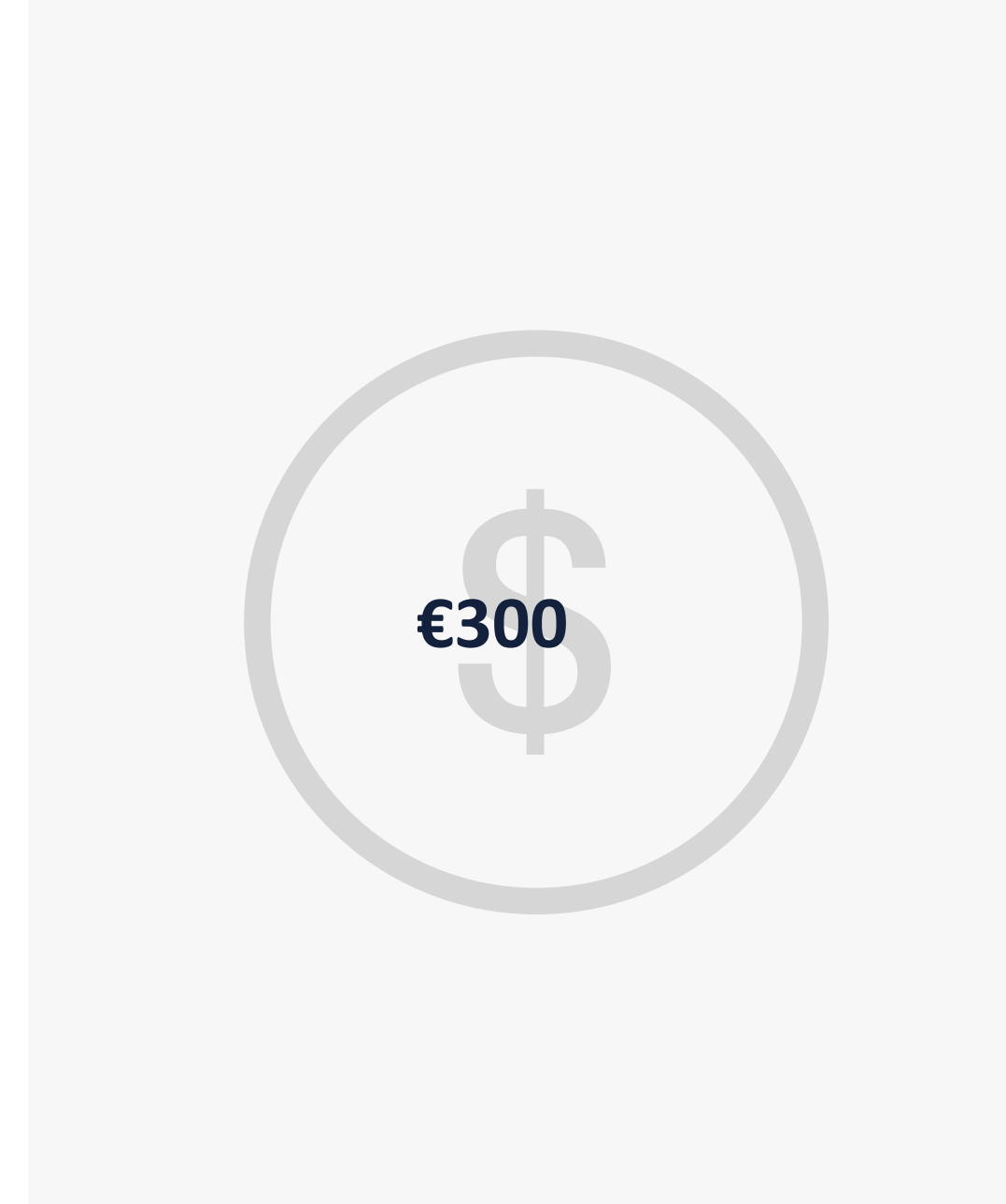
Campaign Details

A digital marketing campaign is a well-planned and coordinated effort to promote a product, service, or brand to a specific audience through digital channels.

Strategy

Marketing Campaign used various tactics, such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), social media marketing, email marketing, and content marketing.

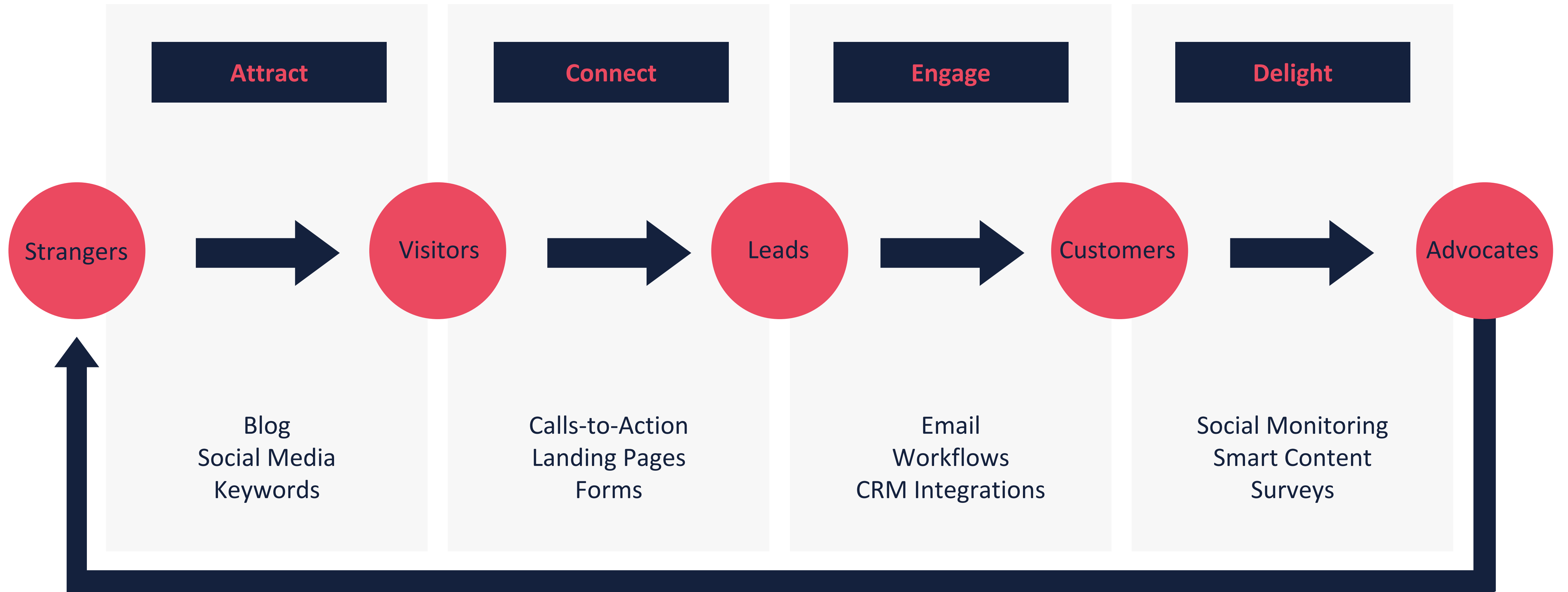
Budget



Expected Results

A good digital campaign works to generate a consistent lead pipeline, drive conversion, and boost brand credibility.

INBOUND METHODOLOGY



MARKETING CAMPAIGN DASHBOARD

Impressions
100,000

Acquisitions
10,000

Cost per Acquisitions
25

Clicks
20 000

Click Through Rate
2%

Cost per Click
€ 0,25

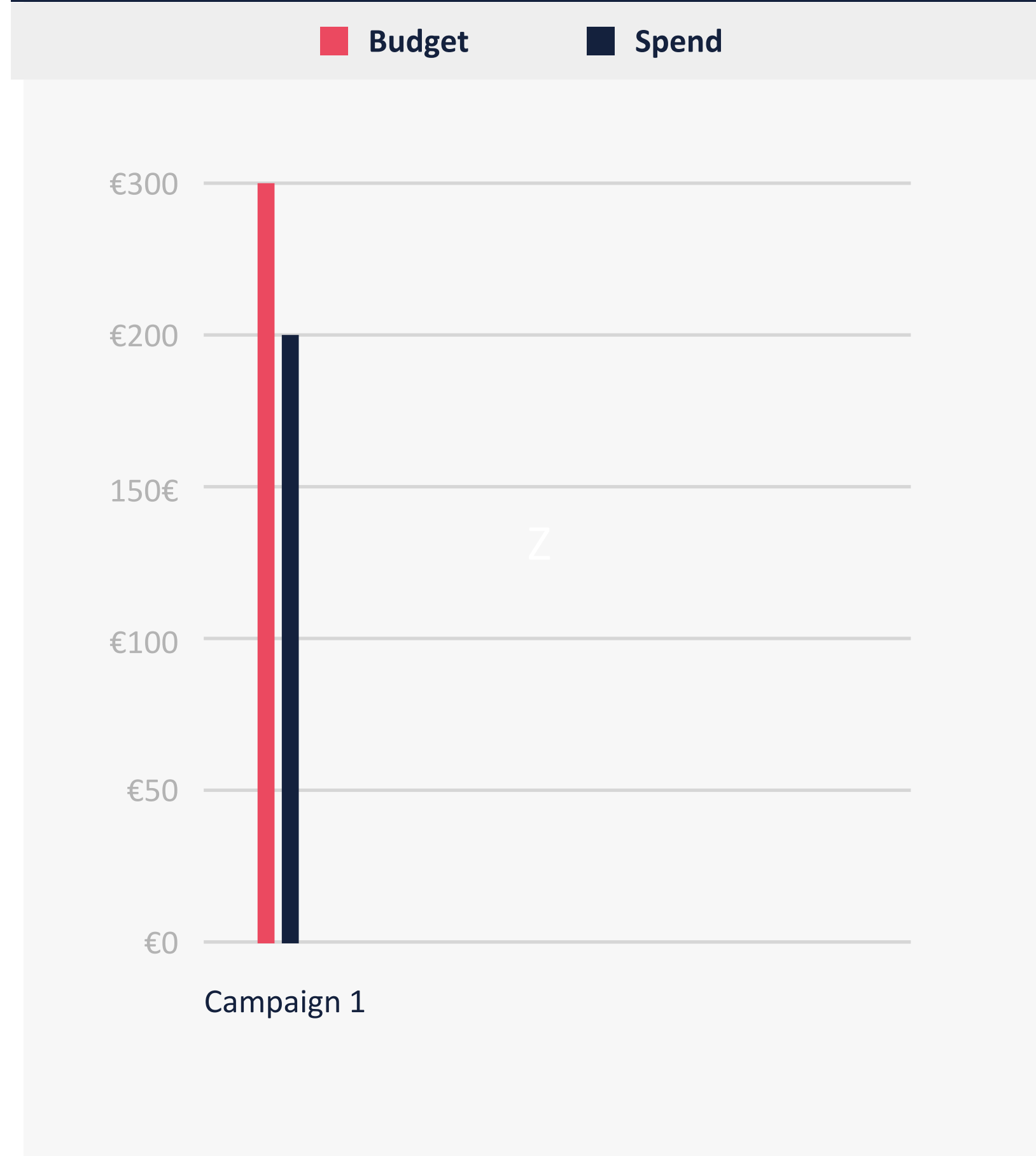
Overall ROI
150%

Total Spend
€200

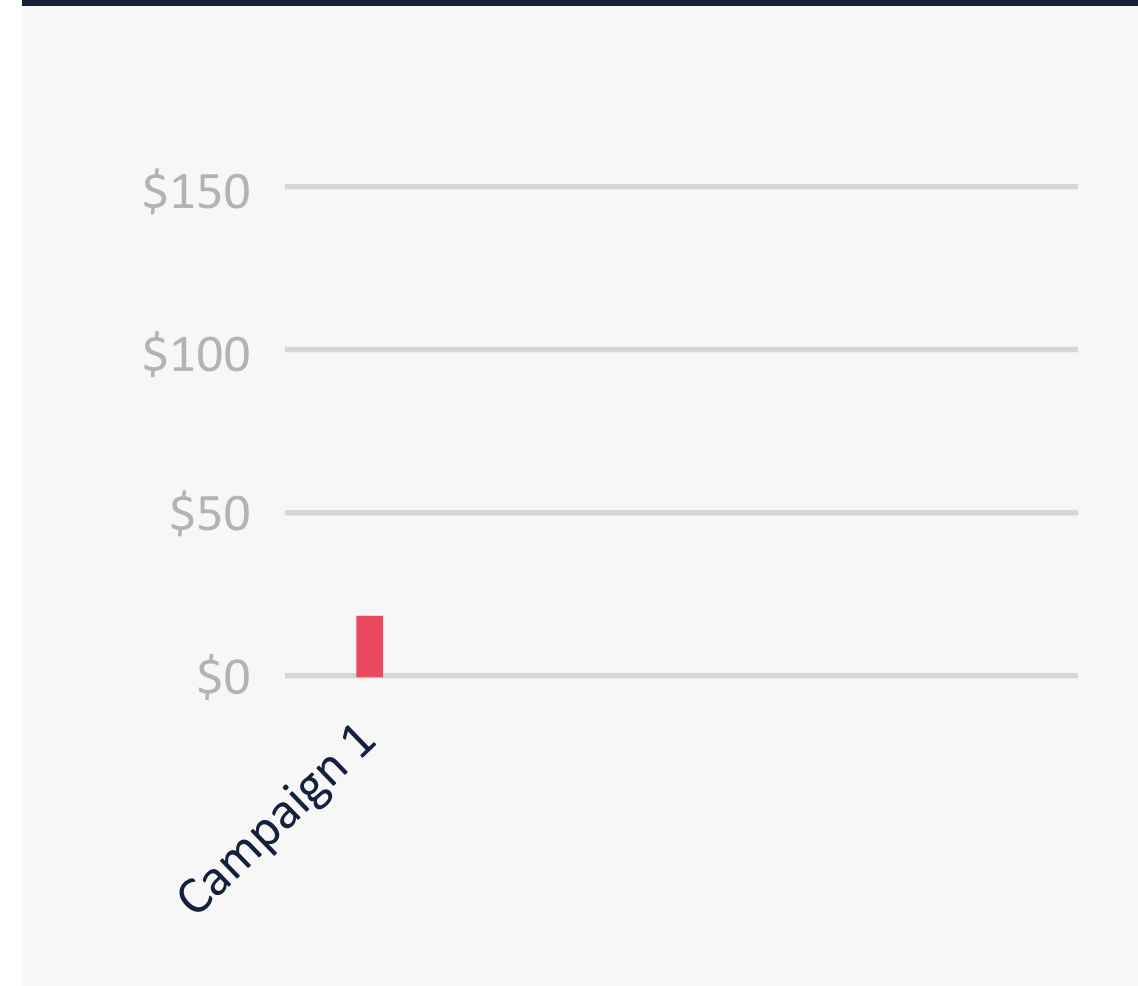
Total Budget
€300

Indefinitely
€200

Budget vs. Spend



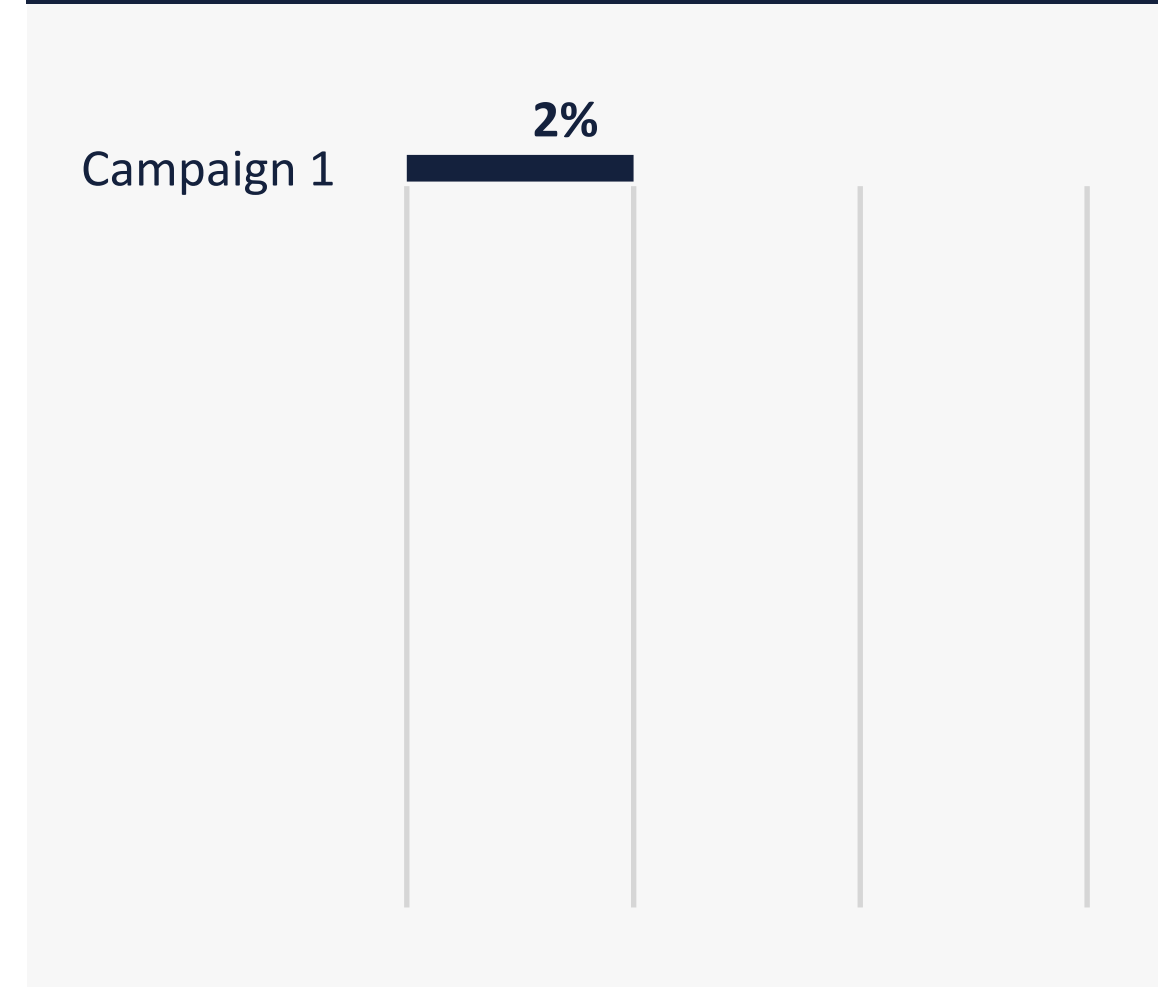
CPA Campaign

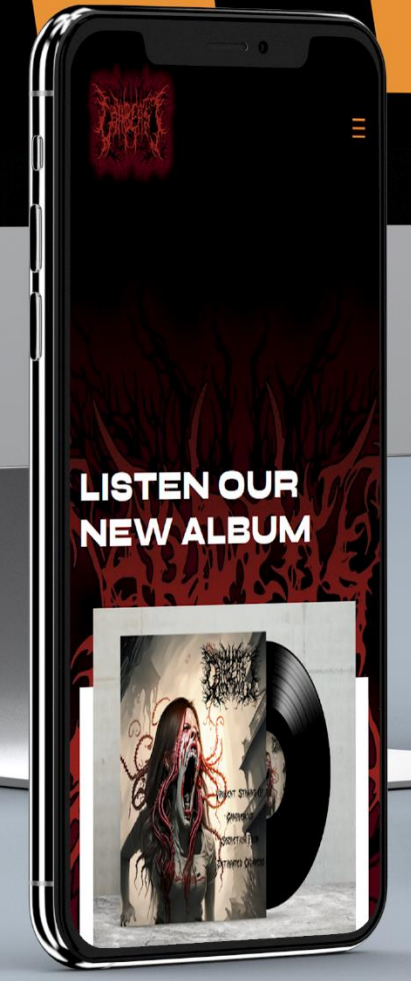
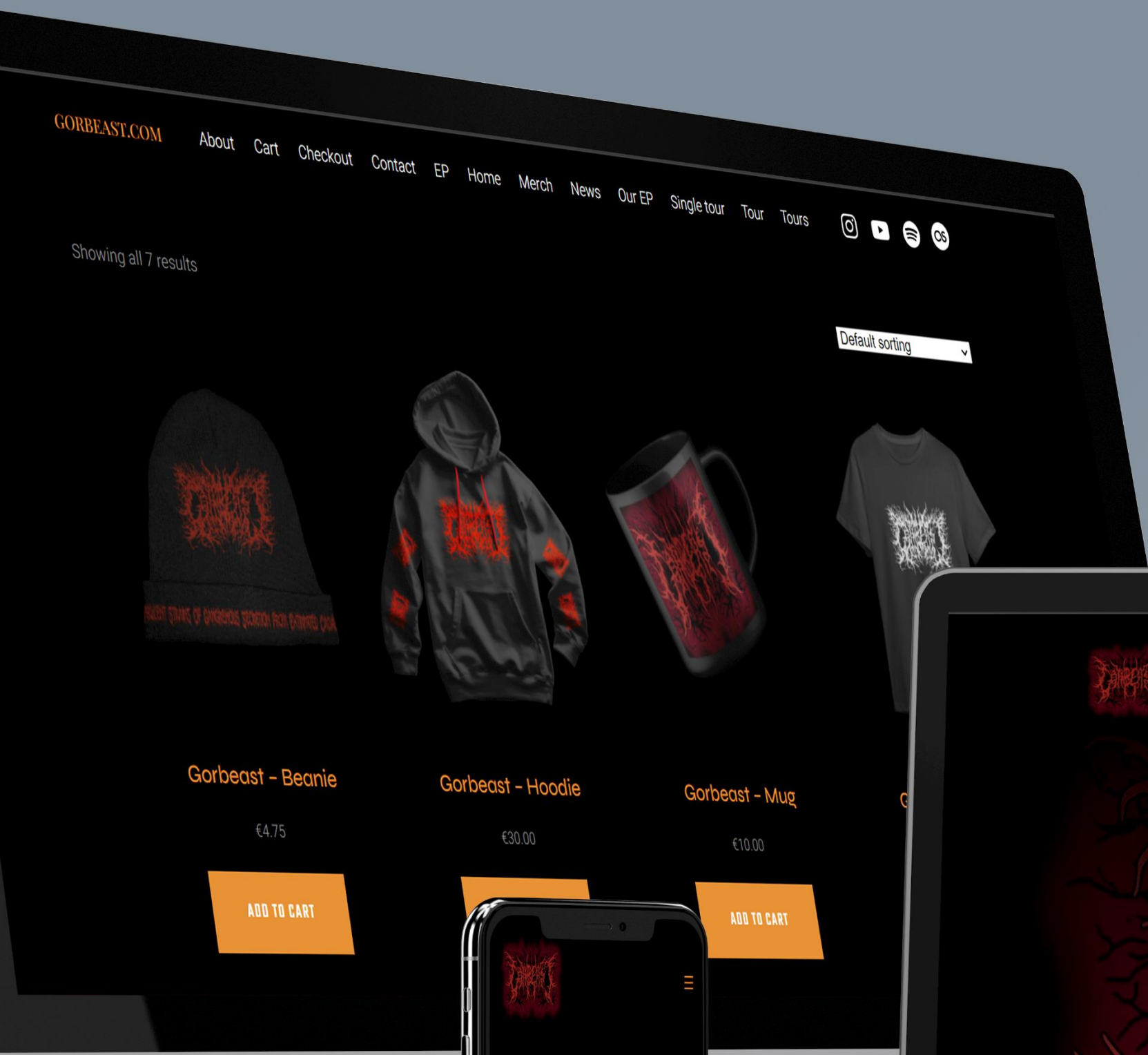


CPC Campaign



CTR Campaign





<https://gorbeast.com/>