



**CATAFILAPROD**  
**MARKETING PLAN**

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# COMPANY

Catafillaprod is a prominent extreme metal label that has made a significant mark in the underground music scene. Specializing in brutal slamming death metal, grindcore, and other aggressive subgenres, the label not only releases high-quality recordings but also actively curates live events that resonate with fans of extreme music.



# GOALS

## SHORT TERM

Catafillaprod's short-term plan will focus on boosting social media engagement by 30%, marketing five live events, and increasing the email subscriber list by 25%. It includes creating promotional content and collaborating with local artists for cross-promotion.

## LONG TERM

Catafillaprod's long-term marketing plan will focus on boosting brand visibility and community engagement through targeted album promotions, partnerships with venues for live events, and effective social media strategies. The goal is to drive sustainable growth while celebrating the essence of extreme metal.



# WHAT SETS THEM APART?

## Focus On Extreme Metal

Catafillaprod specializing in brutal slamming death metal and grindcore, setting it apart from other labels.

## Electrifying Live Events

Organize specialized shows that highlight both established and emerging acts, creating an engaging atmosphere.

## Community Collaboration

✦ Catafillaprod working closely with local venues and promoters to foster a strong community around extreme metal.

# GUIDING PRINCIPLES

## INTEGRITY

Conduct all aspects of our business with honesty and integrity. Building trust with artists, fans, and partners is fundamental to our mission and vision for Catafillaprod's future.

## Community Engagement

Fostering a strong community around extreme metal. By collaborating with local venues, promoters, and fans, we create an inclusive environment where everyone can share their passion for heavy music.

## Authenticity

prioritize genuine talent and commitment to the extreme metal genre. Seek out artists and bands that embody the true spirit of slam, grindcore, and other aggressive subgenres, ensuring that our label remains a trusted source for real music

## Support and Growth

dedicated to the growth and development of both established and emerging artists. Through mentorship, resources, and opportunities, we seek to nurture talent and help them reach their full potential within the music industry.

**OVER 4,000**

On all social platforms

**2M 23S**

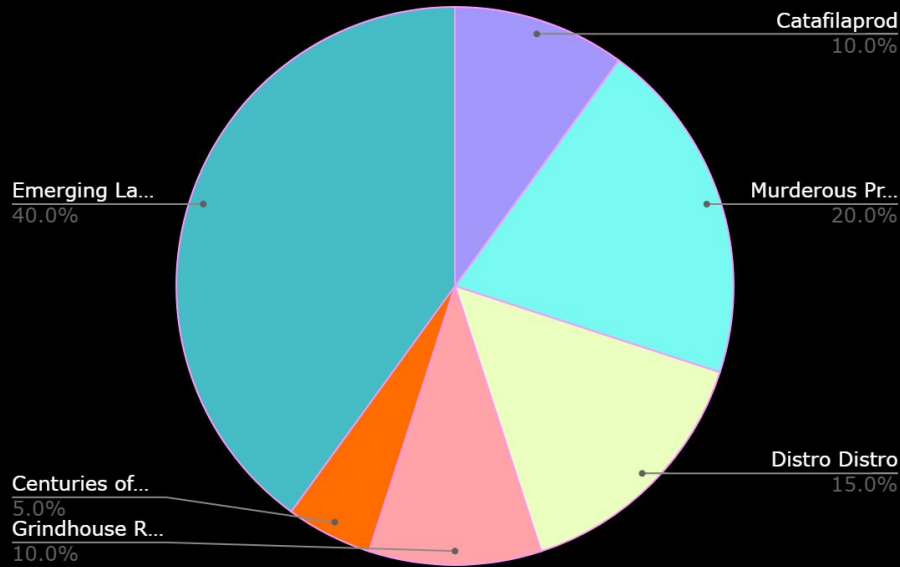
Average reading time on our posts

**1 LANGUAGE**

**40+**

New leads during November - December  
2024

# MARKET SHARE



## HERE'S THE MARKET SHARE OF OUR INDUSTRY

Market share is the percentage of a market that is controlled by a particular company or industry. It is calculated by dividing the total sales revenue of a company by the total sales revenue generated in the entire industry

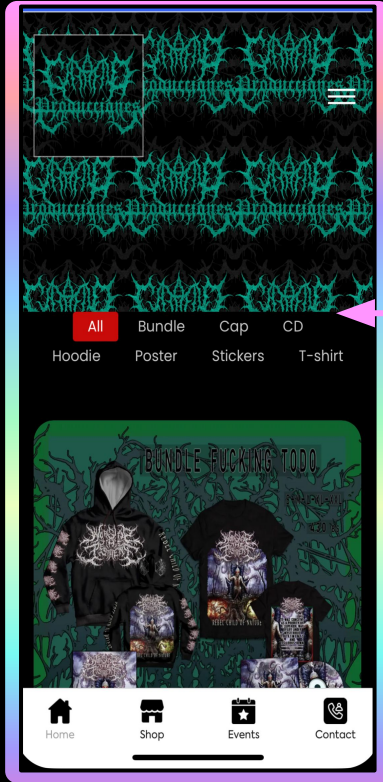
# KEY ACTIONS

## FIRST QUARTER

## SECOND QUARTER

## THIRD QUARTER

<b>KEY ACTION 1</b>	Conduct In-Depth Market Analysis	Ideation & Prototype Development	Execute a Pilot Event
<b>KEY ACTION 2</b>	Identify Target Audience	Design Preliminary Event Plans	Deploy Focus Groups
<b>KEY ACTION 3</b>	Analyze Competitors	Create Merchandise Concepts	Collect and Analyze Feedback
<b>KEY ACTION 4</b>	Gather Insights from Artists	Establish Brand Identity	Measure key performance indicators through website analytics



1

# App MOCKUP

2

This app mockup design for Catafilaprod would enhance user experience by combining an engaging community platform with an effective e-commerce system catering to death metal fans. Features and benefits: A detailed explanation of the features and how they will benefit the user

3

# BUYER PERSONA

## BIO

passionate about promoting underground artists and providing a platform for their music within their community.

## Buying behaviour

- ◆ Willing to invest in exclusive, high-quality items but looks for fair pricing and deals
- ◆ - Prefers to purchase directly from labels or artists to ensure authenticity and support the underground scene
- ◆ - Actively seeks recommendations from peers and other store owners for trusted sources

## Corey

24 and Bartender



“Loving the extreme sub genres of metal”

## MOTIVATIONS

1

Creativity

2

Political

3

Music

## PAIN POINTS

struggles to find a consistent supply of high-quality releases/ events from labels that specialize in extreme metal, limiting their ability to cater to the demands of their customers.



# BUYER PERSONA

## Interest

Sharing music recommendations on social media

## Preferred channels

Music forums and online communities for new releases  
- Email newsletters for updates on arrivals and offers  
- Local event listings and music magazines for promoting shows

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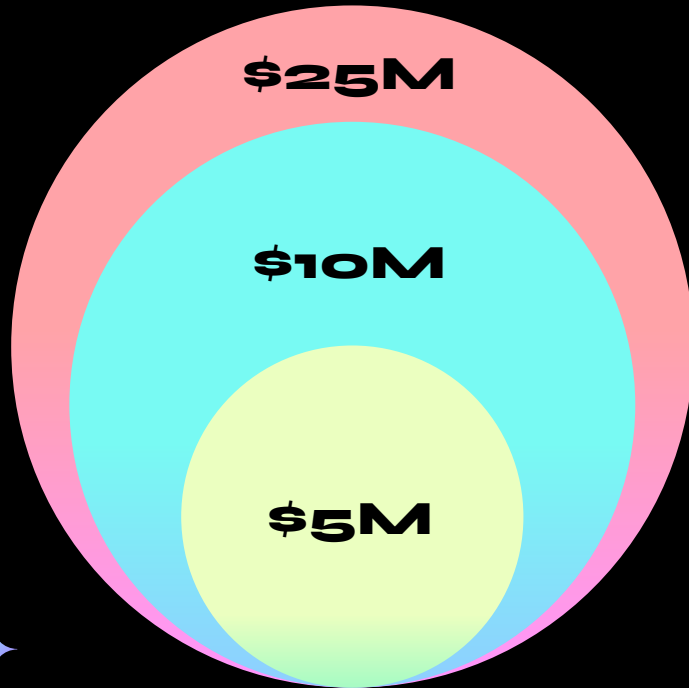
Music

## PAIN POINTS

Challenges with logistics, collaboration with venues, and effective marketing for local shows.



# MARKET SIZE OVERVIEW DUBLIN



## LIVE MUSIC EVENTS

**\*\*Market Size\*\***: Approximately €25 million annually. - **\*\*Percentage of Total Music Industry Revenue\*\***: Around 40%.

## RECORD SALES

- **\*\*Market Size\*\***: Estimated at €10 million annually. - **\*\*Percentage of Total Music Industry Revenue\*\***: Roughly 16%.

## MUSIC PRODUCTION

**\*\*Market Size\*\***: Roughly €5 million annually. - **\*\*Percentage of Total Music Industry Revenue\*\***: About 7%.

# SOCIAL MEDIA STATS



2:30min

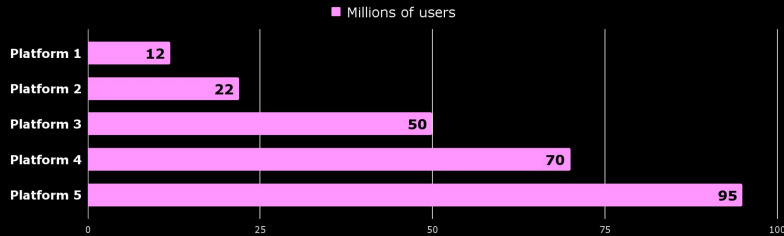
Average  
time spent  
website



3

Number of  
platforms used

## PLATFORMS WITH MOST USERS



# CASE STUDY

## WEBSITE RESULTS



**2%**

Increase in  
CTR

**20%**

Increase in  
followers

**+20%**

Increase in  
clicks

**7%**

Increase lead  
generation

**84,000**

IMPRESSIONS

**15  
cents**

CPC