

Building a Cohesive Brand: Salina Killa



J453: Strategic Planning and Cases

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Table of Contents

| | |
|--|---------|
| Introduction/Background | p.3 |
| SWOT Analysis | p.4-5 |
| PEST Chart | p.6-7 |
| Communication Audit | p.8-11 |
| Audience Profile – Key Publics and Personas | p.12-14 |
| Goal Statement | p.14 |
| Objectives, Strategies, Tactics and Evaluation | p.15-23 |
| Timeline | p.24 |
| Total Budget | p.25 |
| References | p.26-28 |

1. Situation Analysis

Introduction/Background

Salina Killa, or Salina Johns, is a 25-year-old TikTok star and musician born in Okinawa, Japan, and raised in St. Louis, MO. She currently lives in Los Angeles. She is most well-known for her TikToks, which contain unique edits and close-up shots depicting detailed clown makeup. This reflects her passion and interest in makeup and photography, highlighting most of her social media feeds.

Salina first started posting to TikTok in June 2019, and it took her just one month to go viral when she posted clips from her trip to Japan. During the Coronavirus pandemic, Salina pivoted to prominently makeup-related videos, and her account exploded in popularity. Since then, most of her content on TikTok and Instagram has been related to her clown makeup. She also incorporates her photography knowledge and self-editing skills within her posts.

In 2020, Salina started to release music. To date, she has yet to release an album, but she's released six individual songs, working with artists like Savage Ga\$, grandma, LLusion, Izzy Perri, and more. She has also performed live once. When Salina's music career sparked, V Magazine, Girl Underground Music, and several other news sources profiled Salina's up-and-coming pop career while also alluding to her success over TikTok. Her music can be classified as art, Alternative, and Indie Pop with strokes of gentleness and electronic elements included.

Before Salina took off on either platform, she went viral on YouTube. Her videos showed the range of her personality as they differed from daily vlogs to serious conversations. Salina's prominence on social platforms and her ability to showcase her many talents and interests can only help her brand, but there are still ways to improve it. We believe she has made more of a name for herself as a makeup artist than a musician, but thankfully the music industry is arguably the fastest-growing industry in the world. From 2020-2021, the revenue of the U.S. recorded music industry grew by 22.9%. In that same period, independent artists earned 1.2 billion in revenue.¹ There are several music demographics Salina has yet to tap into, but she has the advantage of a large social media presence to give her an optimal head start.

The biggest way Salina can grow her music presence today is by alluding to more of her work on all social media platforms. Just on TikTok alone, each new video she posts can reach millions of new people that can easily become fans. On Spotify, where Salina is less prominent than other well-known artists, there are still thousands of other platforms to branch out to. The same can go for YouTube, which, even though it might be a little stagnant compared to other social platforms, is still a very relevant site with 19.77 billion in ad revenue in 2020 and 122 million active users each day.² While Salina already has a larger and more loyal engagement than many other independent artists, there are still several moves to be made to tap into new industries to help grow her name.

¹ McCain, Abby. "30 Harmonious Music Industry Statistics [2023]: Facts, Trends, and Sales."

² Chapkanovska, Evangelina. "YouTube Revenue Statistics to Know in 2021: Play Video!"

SWOT Analysis

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| <p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> 1. Unique style and persona 2. Style of music <p>Salina has a unique style and personality. Her whole motto is that it's okay to be weird and different as long as you embrace everything you are. This is shown through her love of clown makeup. This also translates into her music style. While she gets inspiration from artists like FKA Twigs, Doja Cat, Gorillaz, and more, they don't have the same vibe. Another strength that Salina has is her platform on TikTok. When the app first came out in 2019, she was on many lists that included household names like Charli D'Amelio, The Stokes Twins, and Loren Gray.³ She also did an interview with Business Insider about how much money she makes on the platform.⁴ Since she already knows how to use the app to her advantage, she can translate this success to others like Instagram, Spotify, and Twitter.</p> | <p style="text-align: center;">Weakness</p> <ol style="list-style-type: none"> 1. Limited exposure 2. Only one live performance <p>Since Salina is a newer artist, she has more limited exposure. It is hard to start from the ground up, which adds to many challenges. While she has a presence on different socials, it is still limited compared to other artists, making it more challenging for Salina to break through the music industry. Salina has also only done one live performance so far. Her name is starting to become recognizable online, but landing live performances and getting her name on a lineup poster is another sense of recognition. Since it has also been a while since she's performed, getting back into the groove of things might be a little harder.</p> |
| <p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. Social media provides many avenues for artists to showcase music 2. Openness to collaboration <p>Salina's new EP coming out is the perfect opportunity for her. This gives her more opportunities for exposure on social media and Spotify and eventually can lead the way for the opportunity to gain more live performances. By releasing new music, she can expand the number of ways she can use music in her posts and how audiences can use her music. Various artists have gotten their</p> | <p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Nature of the music industry 2. Other emerging EDM artists like Kevin Whitaker, Willjoy, etc. <p>One big threat that must be considered is the nature of the entertainment industry. Within this industry, things come and go very easily. It gets hard to keep up with trends and ensure audiences are still engaged. Artists and their teams need to ensure she stays on people's minds and radars. The pandemic also put a hold on the way that artists were able to make money.⁷ The main form of profit was</p> |

³ Jackson, Kourtnee. "Tiktok: Here Are 10 of the App's Most Popular Stars and Influencers."

⁴ A Tiktok Star with 880,000 Followers Explains the Ways She Earns Money and How Much She Makes."

⁷ Powers, Ann. "How the Nature of the Music Industry Has Changed during the Pandemic."

start on Youtube, Soundcloud, and other social media, including The Weekend, Justin Bieber, and Halsey.⁵ Salina can also use her new EP to reinvent and re-release merchandise. She could also use this to do more interviews via podcasts or radio to help promote her new music. Another opportunity is her willingness to work with brands, especially brands that have an impact on the community. Being willing to collaborate shows true openness to working with others and making meaningful connections outside of their music and makeup career. An example is CHNGE, a brand that builds sustainable clothing with compelling messages⁶. Every purchase goes toward different foundations and charities. By working with them, she would support a company that has a voice for great causes and gives back but also reflects her character as a resource for others.

concerts, which caused them to find creative ways to keep the influx of money rolling in. And while times are returning to normal, this is still a threat to the industry. Another threat is other emerging artists. With so many other people also hoping for a breakthrough and it becomes a battle to get people to listen to the music and for spots on playlists. There are a variety of music apps and platforms, like TikTok, to receive fame. Everyone is also hoping for their big break, and we cannot control how quickly others emerge on the scene.

SWOT overview:

There is only one Salina Killa. Her persona is something unlike any other upcoming artist and that's her biggest strength. Staying true to her and her artistry will lead the way for her to become the star she wants to be. Being an emerging artist is tricky and she has not done many live performances, but Salina has the talent and resources to extend her career to its fullest potential. If she continues to stay true to herself and associate her brand with others who stand for or do similar things, she could be well on her way.

⁵ Lentz, Cheyenne. "10 Celebrities Who Used Social Media to Launch Their Careers." *Insider*

⁶ Witte, Rae. "Meet CHNGE: The Ethical Clothing Brand Set out to Impact the World."

PEST CHART

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| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Racism in pop culture 2. GOP ban on gender-diverse shows. <p>Lisa France with CNN reports issues with Kanye West's antisemitism and anti-blackness⁸. With his multiple statements degrading black culture, he has lost partnerships with Adidas and Balenciaga. With this current, and appropriate social backlash against Kanye, Salina's support of political movements aligns with her media consumers. (Instagram Story Reels). Alongside West's backlash at underrepresented communities, Republican states are pushing for the ban of drag performances.⁹ The GOP is trying to ban gender-diverse shows including schools, colleges, and public property. With Salina's gender-fluidity and flow makeup (that can fall into the realm of drag), this could possibly limit the number of people that consume her music and makeup within certain states.</p> | <p style="text-align: center;">Economic</p> <ol style="list-style-type: none"> 1. Streaming services 2. Job market post-pandemic <p>Spotify's streaming is around \$0.003 which goes to the artist per stream. Tidal (used by Beyoncé and many other artists) makes 3x the amount of any other streaming service, which could be helpful for a new(ish) coming artist¹⁰. Incorporating Salina's music through Tidal could possibly improve profits for Salina, which could help with concert creation costs.¹¹ Although the COVID-19 pandemic has slowed down, it is still prevalent when looking into the job market and is still below what it was pre-pandemic. This may impact the amount of affordable workers for concert and merchandise production for a new/upcoming concert creator.¹²</p> |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Consistent views for TikTok creators. 2. Limited social interactions: From TikTok to live concerts. <p>To make proficient funds as a TikTok Content creator(which is the most profitable social media platform). Content creators have made \$250 per every 100k views. Media Views can vary back and forth on Salina's account because of the number of different aspects that the creator focuses on.¹³ This can become</p> | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Global communication 2. The reliability of Social media in today's generation/ virtual reality <p>Salina Killa has the resources and ability not only to bring in her general public, but the thoughts of a global sensation are not out of reach, especially when from Japan. Understanding the relevance of issues within Salina's target demographics, including shared values and knowledge of what is happening in the world, is something that</p> |

⁸ France, Lisa Respers. "Kanye West's Antisemitism Did What His Anti-Blackness Did Not. and Some People Have a Problem with That."

⁹ "Republican States Are Fuming - and Legislating - over Drag Performances."

¹⁰ Hive·Editorial, Producer. "Tidal vs Spotify (3 Reasons to Switch over)." 202209hj

¹¹ Oksana. "Music Streaming Royalty Rates in 2022."

¹² McCann, Adam. "States Where Employers Are Struggling the Most in Hiring."

¹³ "Tiktok User Statistics (2022)"

more consistent by finding a cohesive way to make everything look like one brand. With limiting social interactions, the launch during the pandemic created a platform for individuals to express themselves. With short videos, it has captured the short attention spans of the current generation. Since Salina's fame began on social media and has not specifically been in-person, the transition of fans from an online platform to an in-person platform could vary because of the fans that have been adapted.¹⁴

Salina can do and would push for a greater connection to her target audiences. With recent exposures to gender fluidity and drag shutting down from state to state, a global impact with the music may be what is eventually needed, more than it already is. The influence of TikTok throughout the pandemic made Killa's debut. Pushing more and more engagement on this already successful platform to make it more cohesive and push a more stable fan base is more than possible with the fan base she's already created. The influences of virtual reality could be another step into a different concert experience that could gauge fans from across the globe.

PEST Overview:

While Salina has her mind focused on constantly improving and maintaining her brand, whether it is through music or art, there will always be outside factors that can have some sort of impact on her career. It is important for Salina and those around her to be aware of these potential threats so that she can do her best to avoid them or overcome them to the best of her ability. At the end of the day, it is about being conscientious of herself, her fans, her industry, and the society that surrounds her.

¹⁴ Usuario. "Tiktok Impact during the COVID-19 Pandemic."

Communication Audit

Instagram

Instagram is one of Salina's most popular and relevant social media outlets with 188K followers. She usually posts about once per week, and her posts mostly have to do with her work in photography, makeup, or both. She averages about 15-20 comments per post with an overwhelmingly positive reaction, yielding many comments like, "slay," "gorgeous," and "masterpiece." Salina takes a humble and personal approach to her Instagram by only following accounts, influencers, and people that appeal to her and make her happy — not just any celebrity. She also disabled the "like" feature on her posts so that others cannot see which is quite different and selfless for a celebrity of her caliber. Salina also has different stories and links on her account to some of her other work on YouTube and Twitter, and her music which gives the audience a clear way to find out more about her.

While Salina's posts average out to about one per week, a recommendation we have for her is to post on a more consistent schedule. There are times when she posts as many as three times in two days, and there are times when she takes almost as long as two months to post. For this, we recommend Salina establish more of a consistent and possibly even flexible schedule. Ultimately, her social media is up to her, and obviously, lots of her makeup and photography is time-consuming, but when she has as many fans and followers as she does there is always some kind of expectation to be active. We believe that posting on a less sporadic and more consistent basis could help fan engagement and interest. We also suggest that Salina advertise her music more on Instagram. She's posted once to her "music" story, which was 144 weeks ago. She also provides a link to her song, "Cherry Street," but not many other links. We believe that incorporating her music more on her Instagram could create more positive associations between her work as a musician and as an artist.

Twitter

Salina appears to be less active on Twitter. She has 22.5K followers, and she averages fewer likes and comments per post (about 40 likes and three comments). Salina tweets or retweets basically every day, however, her content is far more humorous and light-hearted than what she posts on Instagram. She likes to post memes or other graphics that make fun of herself and she likes to tweet humorous thoughts and ideas that come to mind. These tweets get far less engagement than those related to her music or art. Salina's photography, makeup, and music tweets average far more likes, comments, retweets, and even views than a regular humorous tweet. This goes to show how supportive and interested her fans are in her professional endeavors, yet the occasional light-hearted tweet or meme still shows a different side of her.

Although the blue verification check on Twitter has lost its value a little ever since Elon Musk took over and made it accessible to everyone, becoming Twitter verified can be a great

way for Salina to build engagement and credibility over Twitter which is by far her least active media. Doing so will add more merit to her name and profile which she deserves far more than some of the other fake accounts on Twitter. Another recommendation for Salina could be to post more of her music-related content, both on Twitter and other socials. She seems to mostly post music-related content around the times that she releases a song, which makes sense, but fans could still want to see what goes into her process. Again, it is her decision as to what is seen on her social media completely, but it could add more merit to her as a musician to also post her musical endeavors whether that would be recording in a studio, or even writing lyrics.

Spotify

Salina has 91,731 and counting listeners on Spotify. Her discography currently consists of six individual songs dating back to 2020, and she has yet to release an album. Her most popular song is “Mile High,” with another artist named Tazzie, and her second and third most popular songs are her two most recent songs, “Cherry Street,” and “Nectarine Lane.” In her “About” section, Salina alludes to all the other artists she has worked with like Savage Ga\$, grandma, LLusion, Izzy Perri, and more.

Seeing that her most popular song includes a feature, a recommendation we have for Salina is to seek more features for her songs and possibly even vice versa. Doing so will create more associations and attention toward Salina's music which already seems to be growing every month. An example could be an artist like The Garden, who she mentioned wanting to work with someday. Another suggestion we have for Salina is to link her TikTok profile to her Spotify page. She already does this with Twitter and Instagram, but seeing that she made a name for herself and has maintained a strong image over TikTok, we believe there should be more association with her success over the app. Another suggestion we have for Salina is to create a larger presence on Spotify, possibly through going on other podcasts or segments. An example could be a show like, “Song Exploder,” where artists are invited to talk about their creative process and the meaning behind their lyrics. Another example could even be a show like “On Shuffle,” which is a weekly fix of the newest and best in the music industry, emerging trends, and pop culture drama. Speaking on other platforms allows Salina to speak to new demographics, which will build her brand in return.

TikTok

TikTok is definitely Salina's most prominent social medium, and it is where her career really took off. She currently has about 107.1 million likes total and 2.1 million followers. She averages about 2000-5000 likes per video with about 20-50 comments, most of which positively support Salina. Salina is also very much idolized for her identity and gender on TikTok, which goes to show how it is easily one of her most relevant and supportive mediums. Salina posts consistently on TikTok each and every week, and there have even been days when she has posted twice. Most of her TikTok deals with her professional work with makeup, music, and aesthetics but like her Twitter, she also has a fair share of more light-hearted TikToks that show

a different side of her. Unlike Twitter, however, her fans seem to engage with each and every video she posts no matter the theme. She has two separate tabs on her Tiktok separating her photography-related videos and her clown looks. She also alludes to her newest song, “Cherry Street,” in the bio and references some of her songs in videos. Interestingly enough, Salina also hides who she follows on TikTok as well.

One recommendation for Salina is to use more of her own sounds and music on the app. When she posts TikToks depicting her makeup or photography skills, she rarely uses her own music in the background when she has the advantage of having her own music. We believe that using more of her own songs can create more of a correlation between her music and artistic side, and hopefully can attract more people to her music. Another idea that Salina could consider is possibly doing more duets over the app. Duets involve acting or reacting to another profile's video side-by-side, right before, or right after your own. Although it is far less common with popular figures like Salina, she does not have one duet on her profile. Whether it is dueting a drag queen like @bobthedragqueen, which she expressed interest in doing, or dueting another makeup artist or musician of their choice, doing so will present Salina to new audiences. While her 2.1 million followers are more than respectable, there are 1 billion monthly active users on TikTok,¹⁵ so there's always a new demographic to reach especially with the app's algorithm.

YouTube

While TikTok is Salina's most popular medium, YouTube has gained the least amount of traction. She has not posted in over a year, yet she still has 15.8K subscribers because she used to post a lot more frequently. Each of Salina's videos has about 1-10K views, and the comments are again, overwhelmingly positive and supportive of Salina and her family. Comments like “I'm living for consistent Salina YouTube content¹⁶,” “I mentally can't, you are perfection¹⁷” and compliments about her editing skills are plentiful. Judging by the comments on all of Salina's social media, it's clear that she has a very niche and loving fanbase. On YouTube, Salina posted vlogs, documented travels, did fashion hauls, and more, which is much different than her content on TikTok and even Instagram. Still, two of the 19 videos on her profile relate to makeup, which shows consistency with her passion. Salina's early videos relate to being honest, with videos like “Let's talk about it: Youtube,” and “Let's talk about it: Confidence.” These videos depict Salina as a down-to-earth and positive resource for her fans which is then reciprocated in her comment section. Salina includes YouTube shorts on her profile which are mostly just replications of her TikToks.

Our biggest recommendation for Salina on YouTube is to stop using it herself for the time being (unless it is for a music video). Both through her year hiatus on the site and her reluctant “yes,” when she was asked if she would get back into YouTube, we found it clear that Salina wants to turn her attention elsewhere. As she wants to build her music career, continue

¹⁵ “Tiktok User Statistics (2022).”

¹⁶ “Cider Haul”

¹⁷ “Eboy King Makeup Tutorial”

growing her makeup presence, and possibly dive into a new industry with Twitch, we do not believe Salina will have the time to keep up with posting YouTube videos unless someone else is making them for her, which she may not want. This is not to say that she can not get back into YouTube down the road, but we just believe it's best for her now. As with Spotify, we also believe that appearing on other YouTube platforms could be beneficial for Salina. When one types her name into YouTube, just her videos and fan-created TikTok compilations appear. Like Spotify, one large way she can build her brand over YouTube is by guest appearing on different music channels like "Take It Easy" or "Playing for Change." "Take It Easy," is a channel devoted to calm and more relaxed music, and for Salina, songs like "Banana Road," or "Sound of Love," could fit this realm perfectly. "Playing for Change," is a channel devoted to playing music and artists that stand for social and political change, and seeing how this lines up with Salina's morals, there could be some sort of connection. Even working with another makeup artist of her desire like Jaclyn Hill, who shares a similar bubbly personality, or NikkieTutorials, who's known for her crazy challenges and creations, could be beneficial to her brand. Either way, there are plenty of ways to spread Salina's name using other platforms such as YouTube.

2. Audience Profiles

Key Public 1

The first demographic we seek to reach is music festivals and the music festival industry, in general. Back in 2018, 800 music festivals were held in the U.S. alone and over 32 million people attended at least one music festival.¹⁸ Not to mention, this industry has only been growing since then. These festivals cover a variety of genres too. Over the course of a year, an average of 38% of music festivals are Electronic themed, 28% are Rock & Indie, 9% are Hip Hop, 8% are Pop, and so on.¹⁹ Seeing that Salina's music could fit into any of these realms, she has a variety to choose from. Two examples could be BeachLife Festival and Just Like Heaven, two Indie music festivals this May in the Los Angeles area. Music festivals also always provide a wide array of artists that range in popularity, so this could be a perfect way for Salina to get her name out there.

A music festival makes the most sense for our plan of building up Salina's musical resume because it is one of the easiest and quickest ways to increase following. Most festival sets take an hour, which is far less time than an entire concert, album release party or music video would take. Not to mention, both Salina and her manager would not have to worry about the promoting or advertising side of the affairs because the festival takes care of it. Even transportation is taken care of at the expense of the festival more often than not. Finally, music festivals are an incredible opportunity to grab the attention of the other musicians present, especially if it is a festival related to a specific genre. As music festivals are a perfect opportunity to encounter new fan bases and network with others in the industry, they are also one of the easiest ways for Salina and her manager to build her brand.

The first persona we'd target with this idea would be Samuel Meyers, a Director and Festival Coordinator for BeachLife Festival in Redondo Beach, CA. Meyers has worked for BeachLife since May 2021 yet he has experience in the music industry dating back much longer as a Supervisor for Pollstar Live! and Founder/CEO of Expectations Music Group. Meyers also graduated from the USC Marshall School of Business in 2020. Throughout all of his experiences in the music industry, the skill of supervising and managing has been very interchangeable, which along with the experience, is one of the largest reasons why we'd target Meyers. The fact that he is highly endorsed by his colleagues is a trustworthy sign too.

A second persona we would target is Cults, an American Indie Pop Band formed in New York City in 2010. Cults are set to perform during the Just Like Heaven Festival in 2023 in Pasadena, CA, which again, happens to be within the same genre and location as Salina. While looking through Salina's TikTok feed, we noticed she has numerous videos with a Cults song

¹⁸ MMS, Creative. "The Rising Trends of Music Festivals in the U.S."

¹⁹ FestivalPro. "The Most Popular Genres for Music Festivals in 2021."

playing in the background, so there must be some kind of respect or admiration there. For Salina to have the experience of performing with a group she's obviously listened to before, it would be a perfect team-up opportunity and a way for her to expand her fanbase drastically.

Other festivals that Salina's genre of music would be an addition to are Outside Lands and Arts Festival in San Francisco, California, Lollapalooza, Chicago, IL, Capitol Hill Block Party, Seattle, Washington, and THING music & arts & other things, Port Townsend, WA.

Key Public 2

The second demographic we seek to reach is radio stations and their consumers. This industry could be seen as decreasing in the number of users because of the rise of streaming platforms however it is still going strong. The weekly reach of radio to adults is about 82.5% and there are over 15,455 radio stations in the United States.²⁰ Additionally, 93% of Generation Z listen to the radio 10 hours a week or more.²¹

Historically, the radio is the number one way that artists get their name out there. There are a number of reasons why artists want their songs on stations. For one, it is easily accessible. There are many different ways to access the radio including cars, smartphones, and even speakers. Along with being accessible, it also reaches a large audience. With 92% of Americans listening, this means that it reaches a bunch of different demographics.²² Since Salina is still an upcoming artist, getting her songs on the radio would be an important step for her to get exposure. When it comes to music, the radio is an amazing way to hear a song for the first time. You listen to a song on the radio, add it to a playlist because the song intrigues you, and therefore leads to more listeners on not only one song but also her whole discography.

A specific station we have in mind is a channel on Sirius XM called Alt Nation. Alt Nation is the leading radio station for alternative music. While Salina's music isn't technically labeled as alternative, her style falls under the artists and music that would be played on this station. Not to mention, just four years ago, Sirius XM installed a 26,000-square-foot SiriusXM Radio office in Los Angeles. If Salina could get featured on a show like this, it would be amazing for her music career as radio is the leading way to get exposure as well as being in the mix with people who are more well-known. Another station that could be contacted is Hits 1 in Hollywood. As a part of SiriusXM, Hits 1 plays the latest and most relevant pop, hip-hop, and R&B music. It's also based out of Southern California which plays in Salina's favor. Finally, we have a possible connection through Hits 1 for Salina with Professor Lorenzo having ties and connections to the show.

The first persona we have in mind is Jeff Regan, the Senior Director of Music Programming and DJ for Alt Nation. Regan has served in this role for Sirius XM for 21 years, and before, Regan was a Marketing Manager for WHZZ/Z100 Radio for just under six years. Just on experience alone, it's apparent that Regan's expertise in radio is substantial. Regan and

²⁰ "Topic: Radio Industry."

²¹ "3 Benefits of Radio for Music Artists."

²² "15 Reasons Why Radio Is Important."

his team have been so historically active with Alt Nation that they had the freedom to start their own segment in 2016 called “Advanced Placement.” This was a weekly hour-long show where Regan hand-picked songs from artists that were typically unknown, yet in its first few months, Regan helped artists like Catfish and the Bottlemen, St. Lucia, and AURORA make the top 30 hits on *Billboards Alternative Songs*.²³ The segment was so much of a hit that it prompted a North American tour via a partnership with Live Nation that shined a spotlight on three up-and-coming artists featured on “Advanced Placement.” The segment is still alive and relevant on Alt Nation too. Seeing such a rich history of wanting to recruit talent and provide them with a platform, this could be a perfect opportunity for Salina.

A second persona we would target is Katie Culver, a 22-year-old Social Media Intern for WarnerMedia who commutes an hour and a half to and from work each day and has a strong love for Indie Music. We would target this age range specifically because Indie Music is the most popular among younger generations, but its popularity specifically peaks at the 20-24 age range.²⁴ This also falls within the Gen Z age range which still listens to the radio at a high rate. Someone like Culver spends a lot of their time within a day commuting via car or even train as a means to get around, so this demographic would likely have more time on their hands to tune into a radio station. Plus, this younger generation is more geared toward Salina and her relevance anyway.

3. Goal Statement

Our goal is to see Salina’s success within the music industry align with her already successful career in photography and makeup. By improving her brand and social media platforms as a musician, we plan to incorporate Salina's artistic endeavors into one diverse, and cohesive space, enhancing her personal brand as a whole.

²³ “SiriusXM's Alt Nation Programmer Jeff Regan Talks New 'Advanced Placement' Show & Tour.”

²⁴ “Favorite Music Genres among Consumers by Age Group in the U.S. 2018.”

4. Objectives, Strategies, Tactics, and Evaluation

Objective 1: To advertise Salina’s EP to our fullest ability both physically and across any other platform to continue building connections and expanding her musical resume.

Strategy 1: Social Media

We recommend a Social Media strategy focusing on continuing to build a personable relationship between Salina and her fans as a way to advertise her new EP. This strategy will allow us to inform returning and potentially even new fans of the upcoming news to reach new demographics while also maintaining her friendly demeanor over a platform that she has been very successful with, social media.

Tactic 1: An Instagram Q and A session about the EP and any fan questions.

One or even two Q and A sessions could be a great way to continue bridging the relationship between Salina and her fans, plus it is an easy way to advertise her new work and inform those who may not know.

Tactic 2: Giveaways and contests via Instagram or Twitter.

This could look like any other contest or giveaway post where Salina posts a photo of her upcoming album release and tells fans to like the post, tag x amount of people, and possibly even repost the photo to be entered in a submission to win some kind of Salina memorabilia that could be signed. Instagram accounts that run giveaways and promotions experience 70% more growth than those that don’t²⁵, and this objective is all about building Salina’s brand and reaching new audiences with her music.

Strategy 2: Paid Media

We recommend a paid media strategy focusing on physically advertising her new music in a unique and entertaining way. This strategy will allow us to stand out amongst other past advertising efforts so that Salina’s brand will be memorable and recognizable.

Tactic 1: A plane flies over LA to promote her album.

This was done recently with [Gracie Abrams](#) advertising her album ‘Good Riddance’ with a message in the sky. We believe renting one of these planes for just an hour or two while writing either the title of her EP or something like #kookiekilla, which we’ll dive into more in a second, would be a unique and interesting way to publicize the album, or just get Salina in citizens thoughts at very least.

Tactic 2: Billboards and signs over Los Angeles with #kookiekilla and QR Codes leading to her Spotify.

²⁵ “Tailwind”

One or two billboards around Los Angeles, which is known to have several perfect highly visual, and popular areas for people to gaze upon. As far as literal content on the billboards, a picture of Salina with her detailed makeup advertising the EP with some kind of alludes to the release (either through a hashtag or a code) would work perfectly.

Tactic 3: An organized flash mob in Los Angeles and New York.

Both on the same night, these flash mobs can take place on the week leading up to the EP release even though they would be planned far in advance. The best part about having a successful flash mob (s) is that it will create tons of extra buzz and content on its own without Salina's effort. Salina had also mentioned personalizing something like this and calling it a "Public Disturbance," where she does all the makeup and assists with choreography, which could also work perfectly.

Strategy 3: Influencer

We recommend an Influencer strategy focusing on getting her work across other relevant mediums. Like social media, these platforms are comfortable for Salina, and this strategy will allow us to reach new demographics in a pretty effortless manner on Salina's part.

Tactic 1: Get other artists she's worked with and friends with large followings to repost her upcoming release.

Although these people aren't necessarily "influencers," they still carry lots of merits and following on social media respectively. She could reach out to artists she has worked with like Savage Ga\$P who has 138K Instagram followers or Llusion who has 47.3K Instagram followers. She could even turn to artists she has worked with in the makeup industry like Abby Roberts, who has 16.8 million followers on TikTok. Considering Salina likely built a strong connection and relationship with each of these stars, getting them to repost her EP release while reaching new demographics should not be hard.

Tactic 2: Post music and EP-related content to Snapchat Discovery.

A few weeks leading up to the EP release, we think getting Salina's Snapchat stories visible on the discovery page would be an amazing way to advertise her music. Someone else could even be filming the content to avoid her coming off as an "influencer." Engaging content surrounding details of her EP release and content of her musical endeavors would likely be the most efficient way to advertise her release.

Evaluation:

By utilizing social media, paid media, and influencer strategies, we believe we can drastically increase the advertisement and hype surrounding Salina and her upcoming EP release. As far as social media, we could see Salina doing the Q and A session via Instagram likely in the week leading up to the EP release. We would want the session to last around 30-45 minutes, depending on the number and quality of questions, and if the session goes well, we could do another one for the same amount of time later in the week. With the Instagram giveaways and

contests, we would start much earlier. This could be as early as a month in advance, and we would plan one weekly giveaway each week. Salina could make the post on the Monday of each week, with the competition ending on Sunday. As said earlier, the requirements for entry could be as simple as liking the post, tagging three friends, and reposting it on your story for a chance of an increased chance. Doing this, and not counting each tagged friend as a separate entry ensures the most orderliness, honesty, and fairness among participants. By the end of the week, all the Instagram handles could be placed in an online “pot” where a winner is generated. The prizes can then range from music items like a signed piece of album art to even her makeup brand like a kit of Salinas essentials or just some of her go-to cosmetics.

With paid media, we could see Salina doing her flyover just once for cost reasons. We would do this closer to the EP release date, likely in the week off. A resource Salina and her team can use could be flysigns.com, where citizens can customize various personal messages to be flown via airplane. Through this site, one can customize their message and then pick a means to communicate it through skywriting as Gracie Abrams did, or through a banner. This site is trusted as it has been used by Hells Kitchen and other formidable businesses and groups, so this should only help Salina. With the billboards, we could see Salina putting up 1-2 in heavy foot traffic areas. The Los Angeles Airport (LAX) and Melrose Avenue are two of Los Angeles' top five recommended places for a billboard advertisement²⁶. We believe that if Salina could nail down just one of these locations, a well-designed billboard's visual impact and effectiveness can take over. This billboard would ideally allude to Salinas EP, likely with an appealing edited photo of Salina's choice that pops right off the canvas. The billboard should also contain the EP's title, “Welcome to the Show”, a release date once one is determined, #kookiekilla to create an association to social media and Salina's personality (she describes herself as kookie) and a QR code that takes one to her Spotify page upon scanning. We believe one 50x20-foot billboard could do the job, or two 20x10-foot billboards could work. With the flash mob, we could see this being done in the week leading up to the EP release. A few weeks before the actual mobs, we would plan out two Facebook groups, one for Los Angeles and one for New York, and both on the same night. Some sites even allow groups or individuals to plan a flash mob, bookaflashmob.com. In Los Angeles, we'd plan for the Santa Monica Pier as a possible destination, and in New York, we'd choose Times Square. Both of these are because of the spaciousness and popularity of the area, yet there are other open areas in both Los Angeles and New York. This can also just be done in Los Angeles, as the New York flash mob would likely cost more for having to fly some kind of person over there to monitor it. Salina could even do the makeup for each and every person participating in the mob to save money and personalize the process more. We would target songs like “Welcome to the Show”, “Primadonna”, or possibly even “Banana Road” off the EP to be performed at the flash mobs due to their quick pace and catchy tune.

With Influencer strategies, one of the easiest tactics Salina can do is to reach out to artists and friends she's performed with in the past and politely ask or request them to help promote her

²⁶ Ultimate Status Bar

EP by reposting a post or graphic on their social media. Considering Salina’s personality and how fans and others view her, we would believe they’d have no issue helping Salina out in a simple manner. This tactic is cost-free and allows Salina to reach other audiences and demographics without much effort. Another tactic for Salina to carry out this strategy could be to get her content on Snapchat Discovery via the Business Snapchat agreement. Through this, citizens, but more often than not those with a large following, can spend as low as \$5 a day to have their content featured on Snapchat Discovery in an advertising manner. With Snapchat reaching 363 million people daily, this could be another way for Salina to reach new audiences²⁷. Salina could post music-related content while recording, in the studio, etc. as a way for fans to feel more engaged with her and her process leading up to the EP release. Snapchat also offers additional credit money when you spend a certain amount via the business feature to advertise even more. We recognize that Salina herself does not want to be seen as an “influencer,” so this can all be temporary as simply a unique way to advertise. She could also have someone else close to her film the content if this is a conflict of interest, but we believe that if fans or just random citizens got to see the day-to-day life of a famous creator and musician, they would at least be interested in finding out more.

Objective 2: Expand on her target music demographic by creating engaging opportunities for the live display of her music.

Strategy 1: Earned Media

Tactic 1: Live performances at The Great American Music Hall in San Francisco and The Echo in Los Angeles (Rental through their website) to expand on Salina’s live performances.

Tactic 2: Radio - Hits on Hollywood (Hitbound with Mikey Piff, Alt Nation (advanced placement), Sirius XM/ radio hosts (Jeff Regan for Alt Nation.)

Tactic 3: Once Salina has performed at a few venues, joining Festival and Rave lineups will help her connect to other artists within the industry and push more fans of similar artists to discover music if they haven’t already.

Example Festivals where Salina would thrive:

- The Gorge Amphitheatre (Beyond Wonderland)
- The Cuthbert Amphitheatre (Foam Wonderland) <https://foamwonderland.com/contact-us>
- National Orange Show Event Center (Beyond Wonderland)
- Outside Lands and Arts Festival in San Francisco, California
- Lollapalooza, Chicago, IL. Aug.3-6 (Do not accept EPK’s, but you can submit a request) <https://support.lollapalooza.com/hc/en-us/articles/4402035681428-I-m-a-band-artist-How-can-I-play-the-festival->
- Capitol Hill Block Party, Seattle, Washington (Already has 2023 lineup- contact INFO@CAPITOLHILLBLOCKPARTY.COM)

²⁷ Snapchat for Business

- THING music & arts & other things, Port Townsend, WA (Telephone: 773.550.1739 Joe Cohen joe.cohen@sacksco.com Line-up and dates come out Tuesday)

Strategy 2: Social Media

Tactic 1: Create a social media scavenger hunt, creating buzz for the new EP and the upcoming live performances. This could look like placing different Easter eggs throughout her social media posts and stories (like she does with the bananas on her Instagram story) and pushing how this would look/feel during a live performance.

- *What would a social media scavenger hunt look like?*
 1. For centipedes, an easter egg would look like salina wearing big chunky shoes with chains around them, hoping it looks like the chains are dragging her down. Next to her feet would be a spilled bottle of “poison.” The photo would be of her shins down.
 2. Since the lyrics are “Relationship Killa” in the song Centipedes, making a post in a newspaper that says “KILLA WANTED.” Salina mentioned wanting to wear a banana costume. An Instagram story/TikTok easter egg for the song “Banana Road” would be her dancing in a banana costume with no context on the road.
 3. Another easter egg for banana roads would be an Instagram/Twitter poll with “love me or hate me” where fans vote since this is repeated throughout banana roads.
 4. For a make-up look, she could do a “John Doe” look, with a tag hanging off her neck with the words “John Doe,” as if it came off a body bag. This would be an easter egg for this specific song.
 5. Another easy easter egg for Centipedes would be a centipede makeup look, with centipedes coming from the clown's ears.
 6. For Sound of Love, if the EP release date is in June, a photo of the sun in June on her Instagram story with the caption, “ You’re like my summer day in June” or “Sunny afternoon” as another easter egg. (our anticipated release date is June 1st, but this can be used as either an easter egg or an engaging story.)

Tactic 2: Post lyric videos, small music clips, and release dates to TikTok and incorporate Instagram reels and TV, which will create the foundation of engaging long-time fans and develop new fans by curating posts that are true to her personality. This would also be a great way to showcase her clown makeup skills.

Links to Examples: [Miley Cyrus](#) , [Billie Eilish](#) , [The Garden](#)

Tactic 3: Salina is already very personable on her social media; showing her appreciation and dedication to her fan base will make for a stronger community and push fans to want to see her live and in action. With the media’s recent blow-up with the Selena Gomez and Hailey Bieber drama, we can see how Selena’s brand represents something she cares about, and kindness pushes her to the forefront over others.

Strategy 3: Influencer

Tactic 1: Connect to similar music artists and have collaborative music pop-ups/meet and greets. This could include public lunch dates, attending influencer events, etc.

Examples of Artists/Influencers/pop-ups:

San Francisco: [Drag and burlesque show](#) , [Drag brunch battle](#) , [Aerial performances, burlesque, drag show](#) , [Queer dance party with drag show based on 90s club kid fashion](#), [Drag festival](#)

Los Angeles: [Rocky horror show burlesque](#), [Drag king brunch](#), [“QTBIPOC centered production uplifting trans voices within queer spaces through art and creativity”](#) , [Drag king brunch](#) , [Hamburger Mary- iconic drag show](#), [Planet queer flaming creatures event, drag burlesque, and music:](#)

Tactic 2: Network and share samples of Salina’s upcoming EP with influencers and begin to strengthen those relationships. If/When other artists and influencers like the song, having them tweet or mention Salina’s name will stimulate new fans and bring to light her upcoming live performances. Having other well-liked artists say how they enjoy her music will give her more of the respect she deserves as an artist and bring attention to her upcoming live performances.

Evaluation:

While Salina already has a fan base for both her make-up and music, we want Salina to enhance her fan experience by allowing her to make live music. By generating live-in-person events, we can bring a new experience to her fan base and create publicity and awareness of Salina’s new album. We will be able to evaluate how the strategy of earned media and social media and influencers will impact Salina’s EP by tracking the progress of fans, followers, and listeners via specific platforms after each live event.

When looking at earned media, we suggested live performances before the release of the EP. This would push Salina to practice some in-person performances before the release of the EP, alongside getting her name out within the Los Angeles and San Francisco community, which could bring an initial buzz to her name. Although Salina wants to make sure that the performances are more of an experience than anything, these venues are a great way to get comfortable doing live performances, and many performers start in these venues. We want to push Sirius XM and other radio platforms to create the same initial buzz and create general recognition that Salina is more than a TikTok artist. After this EP is released, this would be an excellent time to start signing up for music festivals and raves. Waiting until the EP is released will give Salina the pivotal time she may need at these smaller venues, and it will be more efficient to get on these lineups after the release of new music.

There are many opportunities to increase Salina’s live-music performances through social media; We created three tactics that would help push engagement with fans to get them excited to see Salina in real life. We want to ensure her social media presence matches her live performances. This would look like creating a social media easter egg scavenger hunt to get fans

interested in what a live performance from Salina would look like. In the tactics above, we have listed examples of what these easter eggs could look like to make the brand more cohesive. We would also want to incorporate makeup looks or other easter eggs into the live performances. Another social media tactic would look like creating posts throughout the next few months to push the ideas of upcoming live performances. This is a tactic used by many music artists. Our last tactic would be showing appreciation for her fan base, whether 12 or 12,000 fans. In recent events in the media with Selena Gomez and Hailey Bieber, we can see how kindness beats all other factors. Showing constant appreciation throughout posts and stories will push more fan engagement.

Community is a great way to connect with fans. If fans' already loved influencers and artists love Salina, why shouldn't they? Sending samples of the EP to known artists and influencers and having them publicly tweet or post about Salina's music would be an easy way to get her name trending. When sending a sample of the EP, we could include the PR package we created in objective 3. Collaborating at pop-up events and meet and greets would benefit Salina's brand. Listed above is a list of opportunities connected to the drag community that could diversify her brand and solidifies the importance of gender fluidity throughout the brand.

Objective 3: Build Salina's presence online to create awareness of her new album

Strategy: Earned Media

We recommend an earned media strategy because of the online presence and accessibility it has. This strategy will allow her to reach new audiences as well as generate buzz around her name and EP.

Tactic 1: Go on Tiny Desk Concert on NPR. Tiny Desk Concert is an intimate concert performed at the desk of All Songs Considered host Bob Boilen. This show features an array of artists based on popularity and genre. Some of the artists they have had on the show include Usher and Mac Miller as well as smaller artists like Selina Moon.

Tactic 2: Go on Podcasts like The Artistry Drop. The Artistry Drop is a podcast in the LA area that interviews today's hottest upcoming artists. On the podcast, guests not only talk about their music, but also their inspirations and upbringings. This would be a great platform for Salina to go one to really give fans the insight into her music.

Strategy: Social media

We recommend a social media strategy because that is the main way Salina will build her presence online. This strategy will really generate traffic to not only her Spotify, but also where she can build a loyal fanbase that will go see her in those live performances.

Tactic 1: Send a press kit that includes digital lookbook to influencers and fans. Sending a press kit is one of the biggest ways artists get the word out about their album. We would send it to not only influencers but also her fan accounts and people in the industry. While it is important to send it to people with a platform, it

is also important to connect with fans and this is the perfect example of a way she can do this.

Tactic 2: Use her music to create a new challenge on TikTok. Since Salina is extremely familiar with TikTok, this would be an easy and interactive way to get fans involved with her music. The trend will get her music on people's radars and with the for you page, it's more likely to pop up on ones feeds.

Evaluation:

While Salina already has a presence online, building her online presence in the digital age of media is important. Earned media is an extremely effective way to get her name out there. With Tiny Desk Concert²⁸ Salina is able to speak her truth and give insights into the album herself. During the show, she can perform all six songs off her EP, or do three or four and then have a couple of her old stuff like "Cherry Street" and "Mile High." Fans love to see artists perform a mixture of their music so we would recommend the second one. This also allows fans to know the Salina behind her work. This intimate performance is the stuff fans want to see and it is the perfect opportunity for her. Another way for exposure is through podcasts. We choose The Artistry Drop²⁹ as a podcast Salina should go on. Since this podcast is focused on up and coming artists, it is right up Salina's alley. Since you can listen to podcasts anywhere, it is easy to gain listeners and attract audiences. Especially with Spotify, they link the artists page and give them easy access between the show and music. This show will help not only Salina's spotify followers and listeners increase, but also gain traffic to her social media.

Working with influencers and social media is the way for her to connect with her audience on that personal level. Sending out a PR kit is a simple yet effective way to do so. Within the kit, there would be a stuffed animal, more specially a stuffed monkey alluding to her love of monkeys and bananas. The monkey would be wearing a t shirt that says either "Welcome to The Show," "Banana Road," "#kookykill," or any other creative design that will give them a minimal look to Salina's brand. On the back, there would be a QR code that when scanned would go to a digital lookbook. The digital lookbook would include a custom 10-15 page digital album that has custom makeup looks to each of the songs, behind the scenes context, and a sneak peak of what is to come in the future. An example is the song "Banana Road." Salina could be wearing a yellow pantsuit while having a colorful yellow eyeshadow look to touch on the color of the bananas. Or for "John Doe," since that term is normally used in an anonymous way, make the theme kind of dark and eerie to contrast the lightness of the music in the background. An influencer we would send it to include Salina's friend Zeph (@zephanijong). She has 198k on Instagram and she and Salina have collaborated before. This is a perfect example of her sending the kit to someone with a platform but since they have a personal connection, there would be no awkwardness of sending it. Another influencer we would send it to is Cray (@cray). She has about 300k on instagram and similar vibe to Salina in music and style. Finally, we would want to

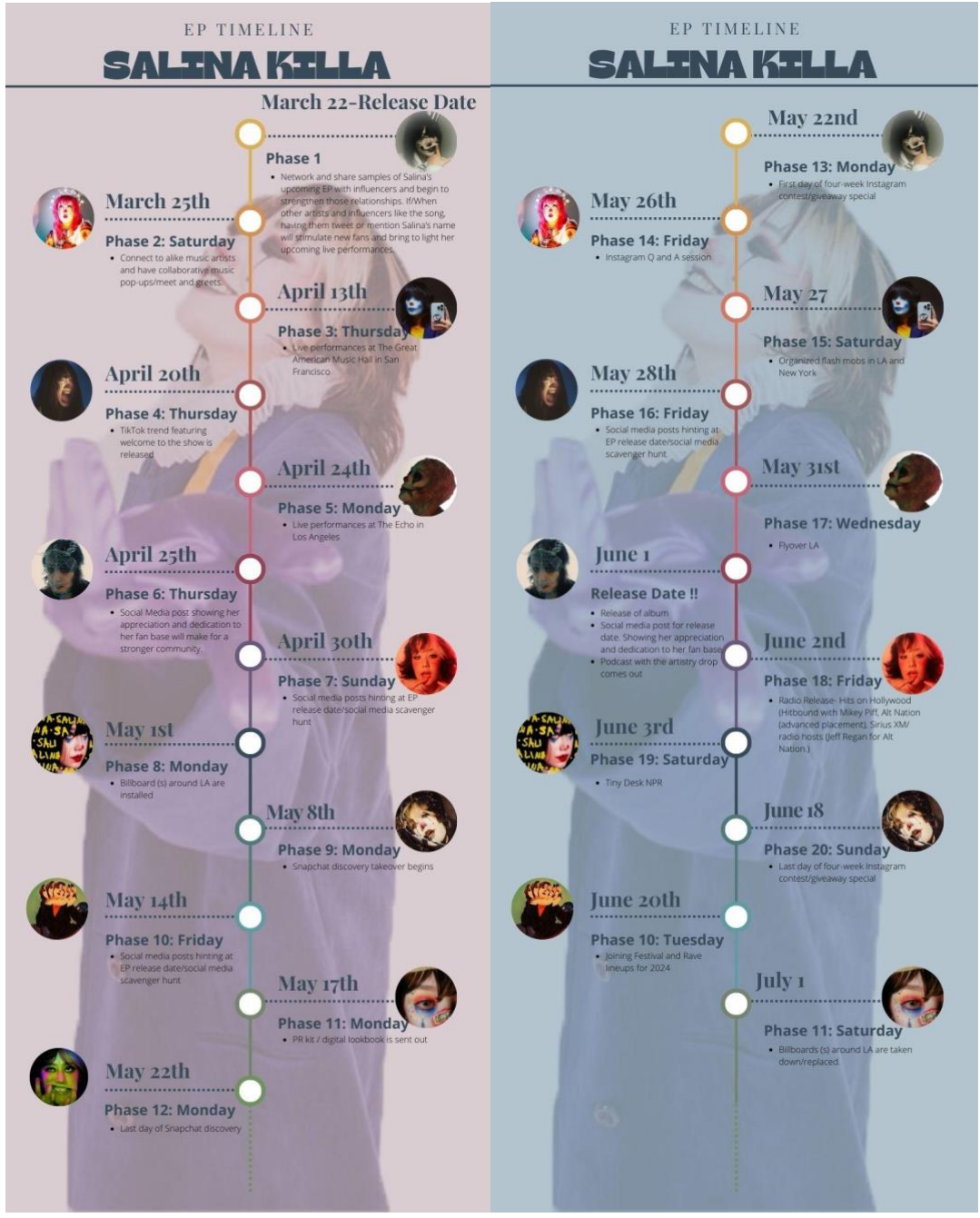
²⁸ "Tiny Desk (Home) Concerts." *NPR*, NPR

²⁹ "Artistry Drop's Flowpage." 's *Flowpage*

send it to fan accounts. One fan account that is active is @killa.babies. Sending this to fans is really special and these are the people who love and support her. Since the first song Salina is releasing is “Banana Road,” we can utilize that in a TikTok challenge or trend.. Salina loves to post memes and funny videos, so the trend would be something kooky to compliment her style. People can post with a banana companion or a partner to the chorus and do a back and forth kind of style. The song allows for people to be fun and creative, and even a little exposure will get the song on people’s radars and her music will be trending.

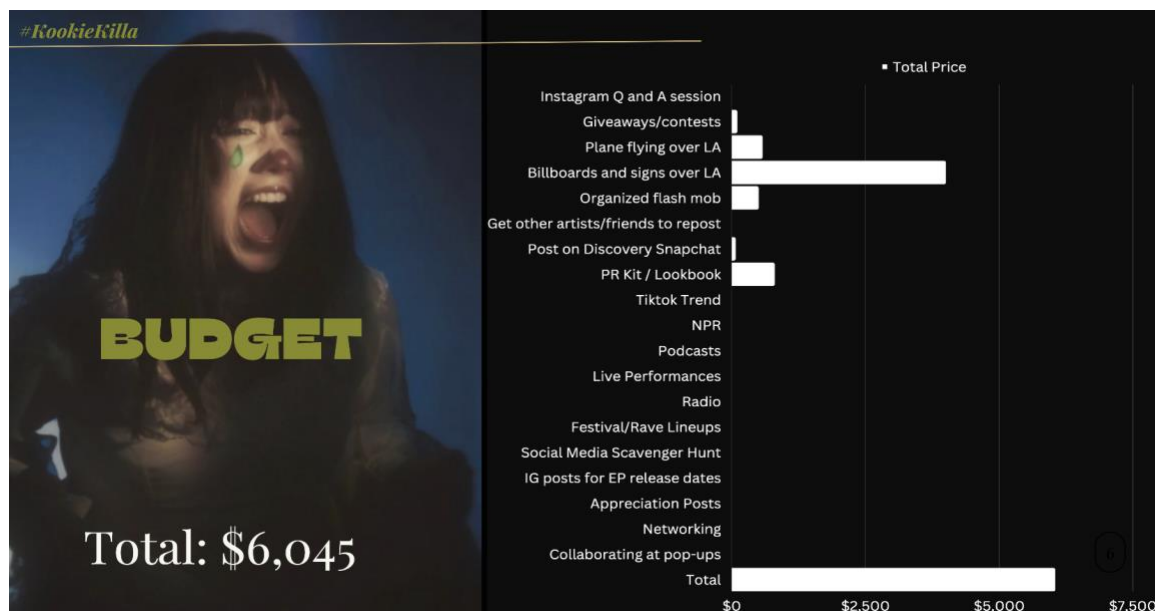
5. Timeline

A complete timeline of our tactics across a four-month timeframe. We centered the entire schedule around the EP release, which although hasn't been announced yet, we made up a date of June 1. For this, a majority of our tactics are in the weeks leading up to and post June 1, but the advertising and branding efforts start much earlier. Although there is a brief description on the timeline of each event, the supporting details for each event can be found within our PR plan.



Link To Adobe Spark Timeline:<https://express.adobe.com/page/rOXD7ClxFVUcX>

6. Budget



| Tactic | Total Price | Unit Price | Quantity |
|-------------------------------------|----------------|------------|----------|
| Instagram Q and A session | \$0 | \$0 | 0 |
| Giveaways/contests | \$100 | \$25 | 4 |
| Plane flying over LA | \$575 | 1 | \$575 |
| Billboards and signs over LA | \$4,000 | 2 | \$2,000 |
| Organized flash mob | \$500 | \$0 | 0 |
| Get other artists/friends to repost | \$0 | \$0 | 0 |
| Post on Discovery Snapchat | \$70 | \$5 | 14 |
| PR Kit / Lookbook | \$800 | \$16 | 50 |
| Tiktok Trend | \$0 | \$0 | 0 |
| NPR | \$0 | \$0 | 0 |
| Podcasts | \$0 | \$0 | 0 |
| Live Performances | \$0 | \$0 | 0 |
| Radio | \$0 | \$0 | 0 |
| Festival/Rave Lineups | \$0 | \$0 | 0 |
| Social Media Scavenger Hunt | \$0 | \$0 | 0 |
| IG posts for EP release dates | \$0 | \$0 | 0 |
| Appreciation Posts | \$0 | \$0 | 0 |
| Networking | \$0 | \$0 | 0 |
| Collaborating at pop-ups | \$0 | \$0 | 0 |
| Total | \$6,045 | | |

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