



Marketing Outline

Website

The domain 53degreesmusic (.com) has been secured and will act as the primary domain for the 53 Degrees North website (.org & .co.uk will redirect to .com). The domain was selected, not only as a memorable and on-brand address, but to allow for a wider reach with the ongoing marketing, opening up the audience to anyone interested in music. This works alongside the wider marketing campaign, which will aim to engage with people interested in all areas of music.

The website currently under development features an easy to navigate layout and is fully responsive. The site, once live will feature a **Booking/Reservation** area where conference visitors can reserve their place. The site will also include full conference **line ups**, **timetables** and **biographies** of those involved with the conference, information about the various aspects that make up the conference and information about the music industry in the city, the region and further afield. **Downloadable PDF programmes will also be made available.**

A **blog/news** section will be included to allow press releases, news stories and features to be added in the run up to the conference, and after the event. Local musicians and music professionals will be invited to write guest posts of between 400-500 words. Guest posts will be around specific topics or questions but will be left to the writers to interpret in their own styles, allowing for a more honest and greater mix of content. We will look to feature between 6 and 10 guest posts in the weeks before and shortly after the conference.

High quality photography and video will be used throughout to showcase what the conference has to offer and engage with audiences of all ages and backgrounds. It is important that the branding, website and social media campaign cover all genres and styles of music equally to make the campaign as inclusive as possible. The style of the 53 Degrees North branding and marketing materials has been developed to appeal to this wider market.

Social Media & Public Promotion

An extensive social media campaign will be run, which utilizes Facebook, Twitter and Instagram, creating a highly visual campaign. Additionally, a LinkedIn page will be set up to promote the conference to industry professionals who regularly use the platform.

While it's important to promote the date/time/venue of the event, we feel that a significant part of the campaign should focus on those involved in the conference and the audience we expect to attend. Local musicians, artists and music professionals, sharing their stories, their thoughts and raising questions that spark discussion and public engagement.

The campaign will be visual, bright and engaging, including photos, videos and quotes from musicians across Hull about the importance of the conference as well as short 'teasers' of the kind of advice and guidance that will be available at the conference. As well as promoting the conference directly, the campaign will aim to promote local musicians and the music scene, who will in turn cross-promote the conference, utilizing the strong and long-established music scene in Hull.





We will also look to raise some of the questions that we expect to be raised at the conference on social media, sparking discussion and debate ahead of the live conference, which will also include live tweeting and live streaming of discussions (and other elements of the conference) on Facebook and Instagram. We have long established links with all of the more popular Facebook groups and pages, including One Hull of a City and What's On In Hull, where we are able to promote the event to over 14,000 and 6,000 people respectively.

We will utilize our strong links with local media (including BBC Radio Humberside, KCFM, West Hull FM, Hull Daily Mail, Yorkshire Post, Browse Magazine, Tenfoot Magazine, BBC News/Kofi Smiles, KCOM) to secure airtime and print space to advertise the event heavily in the weeks prior, and beyond as we look to carry the momentum forwards.

Press Releases & PR

53 Degrees North has very strong links with all the major music industry press/trade press and PR organisations through both Warren Records' ongoing music release programme; HPSS industry network and AOO Studios production network. We have long-standing close working relationships with the leading PR firms in this industry – many of whom produce work for us at little or no cost – but the majority of our press and PR output is produced in-house by Stewart Baxter and JJ Tatten who have 35 years experience between them (our most recent example of coverage being the Three Minute Heroes video premiere on Channel 4). We will stagger releases running up to the event, intensifying as we approach launch date – we've already prepped our publicity contacts and have a draft announcement-release ready for issue.

Young People

One of our greatest publicity resources is our vast network of young people, whether it be our Big Music Volunteers; Warren Music Service Volunteers; the army of young people who are registered users of the Warren (1,345 this year alone); or indeed the Warren's 34 year-history of supporting young people – even the most isolated rainforest tribe will struggle to match the comms effectiveness of our jungle drums.

Engagement and coordination with City of Culture

In order to maximize our potential reach and public engagement we suggest utilizing the established network and strong reputation that City of Culture has.

We will look to advertise the conference at as many relevant events across Hull as possible in the weeks prior to 53 Degrees North launching, with a focus on music related events and those that in some way utilize music. This will include, but must not be limited to, musicians, sound engineers, promoters and venues and will include both print and online promotions.

It is vital for the longevity of the conference that a strong network is created and nourished, that includes people from all areas of music production and promotion across Hull and further afield.

