



Action Planning: Marketing & Enrollment



October 2013

Record Company (Mission) _____

Album Name (Brand) _____

Tracks/Target Audience-define each population group you want listening to your album

1	2	3
4	5	6
7	8	9
10	11	12

For each track, define the following elements.

Target Audience:

Song Title/Message	
Listening Experience (What will the listener experience?)	
Composers and Band members (who develops the content?)	
Recording Studio/Data Collection (What data will you gather on listeners?)	
Broadcasting (Where is the song played and how often?)	
Music Critics (who will evaluate the value of the song?)	
Music Charts (How will you know the audience is listening?)	

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