

IZZY ARTHURS

Marketing Plan of Attack



EPK, Performance, and Merch Release

A Solo Alternative Rock/Indie-Pop Act

<https://meavera02.wixsite.com/izzy-arthurs>

Executive Summary

About Izzy Arthurs: Rising starlet Izzy Arthurs commands attention with raw authenticity and a magnetic stage presence, captivating audiences across the South with her genre-bending sound. Backed by an elite 5-piece band of Jackson's finest musicians, Arthurs weaves intimate storytelling with alternative rock and indie-pop sensibilities, all while staying true to her West Tennessee roots. Her highly anticipated debut live EP, set for release this spring, showcases her masterful lyricism and dynamic performance style that transforms venues into confessional spaces where even those in the back row feel pulled into her orbit.

Vision: Izzy Arthurs' vision is to release a full EPK with four singles accompanied with music videos and become a signed independent label female solo alternative rock/Indie-Pop scene whose main products/services will be recordings, tours, and merchandise.

Resources: Five piece band, a videographer to record and edit music videos, graphic designer, website designer, social media/content manager, and an abundance of connections she plans to use as well from her time here at Ole Miss.

SWOT Analysis: Izzy Arthurs possesses impressive songwriting abilities, emotional depth, and stage presence, complemented by a strong work ethic and talent for intimate storytelling. However, she faces significant challenges including limited finances, minimal social media presence, and absence from streaming platforms. Opportunities for growth include expanding her digital footprint, leveraging her synesthesia for unique branding, developing merchandise, and launching a debut EP with a college tour. Her primary competitive threat comes from better-funded artists who have greater access to industry resources and connections.

Customer Analysis: Izzy's target audience consists primarily of educated young adult women (18-32) from middle-class backgrounds in Southern U.S. college towns who value authenticity, emotional storytelling, and active music engagement. Marketing should emphasize Izzy's raw, confessional songwriting style while investing in memorable live performances, particularly in Southern college towns. Strategic opportunities include building community both online and at events, developing thoughtful merchandise for supplemental revenue, implementing a cohesive cross-platform social media strategy, cultivating early-adopter loyalty, and creating content that highlights Izzy's regional roots and personal narratives. This audience actively participates in local music scenes, prioritizes live performances over streaming, and tends to discover artists before mainstream success.

Competitor Analysis: Izzy competes with local Mississippi acts (Pinksheets, Arnie Bren) in the college town circuit and established national artists (Chappell Roan, Grace Potter) who represent

career aspirations. Local competitors focus on authenticity with basic digital strategies, while national competitors have distinctive identities, Chappell Roan blending theatrical aesthetics with social media savvy, and Grace Potter positioning as a respected instrumentalist at major festivals. All maintain indie credibility with varying approaches to merchandise, digital presence, and performance venues.

Company Brand Strategy: Izzy Arthurs serves as both artist name and brand, featuring a hand-drawn star logo that sometimes replaces the "A" in Arthurs. Izzy herself functions as the mascot with a distinctive personality expressed through bold, witchy, and whimsical attire, emphasizing big curly hair, and bold eye makeup with glitter—all embracing imperfection. Her synesthesia influences outfit color choices. Brand enhancement includes a signature with the star logo across website, merchandise and album covers, with Izzy's face as the consistent focal point. Each song features a unique font used consistently across album art, website, and music videos, with merchandise reflecting her personal style.

Promotional Mix Strategy: Izzy's promotion plan includes a new website (izzyarthurs.com) with color-coded branding for each single. Four singles (The Skeptic, Crystal, Orbiting, New Best Friend) will each have "live in the studio" music videos for authenticity. The social media strategy spans Instagram, Twitter, Facebook, and YouTube with consistent color themes matching each release, with plans to leverage TikTok once songs are uploadable. Music will be distributed on Spotify, Apple Music, and Soundcloud. Word-of-mouth marketing utilizes Ole Miss and sorority connections, while guerrilla tactics include numbered/signed posters across campus and target locations, a promotional email list, and merchandise featuring stickers sold at shows.

Marketing Plan Timeline: Timeline is broken down into six groups: Pre EPK, The Skeptic, Crystal, Orbiting, New Best Friend, and Post EPK.

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Company Vision

In a year, I will have released a full EPK with four singles accompanied with music videos. In three years, I envision becoming a signed independent label female solo alternative rock/Indie-Pop scene whose main products/services will be recordings, tours, and merchandise.

SWOT Analysis

- **Strengths**

- a. Songwriting: Writes songs every day. Ability to channel thoughts/memories/opinions into lyrics and create music as a form of catharsis
- b. Image: Commands attention with "raw authenticity" and a magnetic stage presence
- c. Work Ethic: Not afraid to reach out to build her team, when she has a goal she will do everything in her power to achieve it
- d. Compelling Stage Presence: Maxing capacity at live venues like Proud Larry's
- e. Storytelling Emphasis: Focuses on "intimate storytelling" which creates deeper fan connections

- **Weaknesses**

- a. Financial Limitations
- b. Social Media Starting Up
- c. No current streaming service presence

- **Opportunities**

- a. Growth
- b. Social Media Presence: Growth across all platforms can be achieved.

- c. Synesthesia: Already associates songs with color schemes, but leaning into this for branding.
- d. Fashion: Finding style, fitting look for each single/album
- e. Streaming Growth Potential: Debut EP release provides opportunity to build streaming presence
- f. College town tour
- g. Merchandise
- **Threats**
 - a. Competition: Has more resources, more financially stable, might have a foot in door to record labels and getting noticed quicker.

Conclusion: *Izzy Arthurs demonstrates strong songwriting skills, emotional depth, and a magnetic stage presence, backed by a relentless work ethic and a talent for intimate storytelling. Key challenges include limited finances, minimal social media following, and no current presence on streaming platforms. However, opportunities exist in expanding social media reach, leveraging synesthesia for branding, developing fashion and merch, and launching a debut EP alongside a college town tour. The main threat is competition from better-funded artists with greater industry access.*

Customer Analysis

- **Demographic**
 - a. Gender: Mostly female
 - b. Age: 18-32
 - c. Education: Undergraduate
 - d. Socio-economic: Middle class

- **Psychographic**

- a. Authenticity Seekers: Drawn to Izzy's "raw authenticity" as mentioned in her bio
- b. Experience-Oriented: Values transformative, confessional live performances
- c. Community Connection: Appreciates artists with strong regional roots
- d. Emotional Depth: Attracted to intimate storytelling and confessional spaces
- e. Musical Sophistication: Appreciates skilled musicianship and genre-bending creativity

- **Behavior**

- a. Live Show Priority: Likely prioritizes attending live performances over passive streaming
- b. Social Media Active: Follows artists across multiple platforms
- c. Merchandise Purchasers: Interested in physical products to support favorite artists
- d. Early Adopters: Interested in "rising starlet" artists before mainstream recognition
- e. Local Scene Supporters: Likely attends shows at regional venues in the South

- **Geographic**

- a. Southern United States
- b. College towns

Conclusion: *The customer profile for Izzy's music focuses on young adult females (18-32) with undergraduate education from middle-class backgrounds, primarily located in Southern U.S. college towns. These fans are authenticity seekers who value Izzy's raw storytelling and emotional depth, along with her strong regional roots and musical creativity. They actively engage with artists across social media platforms, prioritize attending live performances over passive streaming, purchase merchandise to support artists they love, and tend to discover artists before they achieve mainstream recognition. They're likely active participants in their local music scenes.*

The marketing should emphasize authenticity and emotional storytelling, as these qualities strongly resonate with the target audience. The raw, confessional nature of Izzy's work appears to be a key differentiator. **Live Performance:** There's significant potential to build a loyal fan base through live performances. The audience values transformative experiences over passive consumption, suggesting investment in touring and creating memorable live shows would be valuable. **Geographic Strategy:** Focusing initial touring and promotion efforts on college towns in the Southern United States would target the core demographic most efficiently. **Community Building:** The audience values connection and community, suggesting opportunities to develop fan communities both online and at live events that emphasize belonging and shared experience. **Merchandise Revenue:** With customers who actively purchase merchandise to support artists they love, developing a thoughtful merchandise strategy could provide important supplemental revenue. **Social Media Approach:** The audience is active across multiple platforms, indicating the need for a cohesive cross-platform social media strategy that maintains the authentic voice fans appreciate. **Long-term Loyalty Potential:** These early adopters who discover artists before mainstream recognition may become particularly loyal fans if they feel acknowledged and valued during the early growth phase. **Content Strategy:** Creating content that showcases Izzy's regional roots and personal storytelling would likely resonate deeply with this demographic.

Competitor Analysis

Competitor	Local Act A: Pinksheets	Local Act B: Arnie Bren	National Act A: Chappell Roan	National Act B: Grace Potter
Company Brand Identity	“Indie Rock to soothe your soul (or lack thereof)” relaxed, genuine	Clean, simple website design with focus on the music rather than elaborate	Bold aesthetic: Incorporates dramatic makeup, colorful wigs, and theatrical	Established herself as a versatile and enduring musical force. Respected as a

	group dynamic rather than highly polished promotional shots (<i>About</i> , 2024).	branding. independent artist identity. Features authentic photos rather than heavily stylized promotional images. (Arnie Brenn, 2024)	costumes. Independent, authentic artist. Her overall company brand identity blends theatrical camp aesthetics with genuine emotional depth, creating something that feels both larger-than-life and authentically personal.	serious instrumentalist (keyboards, guitar) and powerful vocalist (<i>Bio</i> , n.d.).
Product Brand Identity	The focus on concert posters and venue announcements suggests live shows are central to the offering.	Appears to blend retro elements with modern production.	Pop foundation with disco, dance, and indie influences. Narratives often exploring themes of identity, heartbreak, and empowerment. Often references her Midwest roots in her work and brand story (<i>Home</i> , 2023).	Her distinctive voice is her most recognizable asset. Known for energetic, captivating stage presence.
Place	Mississippi-based. Small to medium venues. College town. Local music circuit.	Mississippi-based. Small to medium venues. College town. Local music circuit.	Strong social media engagement and authentic connection with fans. Music available on all streaming platforms.	Regular performer at major music festivals. Occupies space between jam band scene, classic rock revival, and adult alternative.
Promotion	Merchandise, Music on Spotify. Playing at local bars like Proud Larry's.	Buy digital tracks on bandcamp website for \$1. Linktree to website and other landing pages for products. Performs at local bars like Proud Larry's	NPR Tiny Desk Concert, Large social media presence especially TikTok. Seen on late night host shows and SNL.	Song <i>I want something that I want</i> featured in Disney's Tangled. Selective appearances on late-night shows and music platforms.

Conclusion: *Izzy faces competition from both local Mississippi acts (Pinksheets and Arnie Bren) who share her college town circuit playing at venues like Proud Larry's, and established national*

artists (Chappell Roan and Grace Potter) who represent potential career trajectories. The local competitors maintain simple branding focused on authenticity and live performances, with basic digital distribution strategies. In contrast, the national competitors have developed more distinctive identities: Chappell Roan blends theatrical camp aesthetics with emotional authenticity, leveraging significant social media presence (especially TikTok) and mainstream media exposure, while Grace Potter has established herself as a respected instrumentalist and powerful vocalist who performs at major festivals and has secured commercial placements. All competitors maintain some form of indie credibility while differing in their approach to merchandise, digital presence, and performance venues.

Company Brand Strategy

- **Company Brand Name:** Izzy Arthurs
- **Description of Name:** The name of the artist is Izzy Arthurs
- **Logo:** A hand-drawn star that in some cases is used as the A in Arthurs
- **Mascot:** Izzy herself is the Mascot
- **Personality:** Dress is always bold, witchy and whimsical. Hair is important (big, curly, messy). Emphasis on imperfection. Synesthesia is incorporated into colors of outfits. Makeup goes back to bold with bold eye makeup and glitter.
- **Enhancement Methods:** Signature with logo is used on website, merchandise, album cover. Izzy's face is always the main focal point to establish her identity. Font used for each song will be used on album cover, website and music videos. Merchandise reflects artists style.

Promotional Mix Strategy

- **Internet Promotion Plan:**

- Have worked with a person who actually knows how to code/design websites, so the new site is: <https://izzyarthurs.com/> (EPK site with other info is on the cover page). Still a work in progress but the current menu items are: Music, Merch, Live, Contact, Words. The current branding tactic is each Single that will be released has its own color associated with it as well as font. The website will change to reflect that color and font as you switch between singles on the main page. The words section will be updated as each single is released to have the lyrics.
- EPK: The four singles in the EPK are: The Skeptic, Crystal, Orbiting and New Best Friend.
- Videos: Each single will have a music video that accompanies, and will be recorded as a “live in the studio” to have a more authentic feel.
- Social Media: Four main social media platforms (Instagram, Twitter, Facebook, YouTube). The feed on Instagram and TikTok want to remain consistent with the coloring and branding of each single as they are released. For example, lots of purple tones right now with build up to The Skeptic. Once songs are uploadable to TikTok can push out short form content to help promote and push viewers to stream.
- Streaming Services: Plan is to upload music to Spotify, Apple Music and Soundcloud.

- **Word of Mouth Marketing Plan:**

- Will use connections made at Ole Miss to continue to promote music. For example, was a part of Pi Beta Phi here and utilized connections with sorority sisters to help promote shows/encourage people to come.
- **Guerilla Marketing Tactics**
 - Posters posted across campus and on the Square promoting in-Oxford events or out of town events. If out of town, posters will be distributed in that area.
 - Email: Creation of an email list to send fans promotional items virtually
- **Advertising**
 - Stickers and other Merchandise sold at all shows
 - Each poster created is numbered and signed by Izzy to add a personal connection in the beginning stages

Marketing Plan Timeline (1 Year)

March 1-April 21: Pre EPK Release	
[Branding] ● Start website design, album covers for each single, finalize signature for website ● Photoshoot for album cover and website aesthetic/colors ● Identify fonts used for each of the four singles ● Identify colors used for each of the four singles: The Skeptic (purple), Crystal (blue), Orbiting (green), New Best Friend (red) ● Invitations to send out for Powerhouse event on April 22nd ● Starting TikTok from scratch [Product] ● Work to finalize master recordings ● Filmed music videos for each of the singles ● Design merchandise containing: two stickers, a t-shirt, and two posters [Live Performance] ● Performance at Proud Larry's [Price] ● Finalize merchandise pricing [Place] ● Booking EPK release party at Powerhouse on April 22nd	

• Booked Headliner for Proud Larry's on April 24th [Promotion] • Post images and videos from photoshoot, post proud larry's performance videos, post fun/random content all to build the brand and show authentic content • Main focus is getting posts out there to show Izzy's face • Hanging posters up around the square to promote featured events [Monitoring/Market Information] • Monitor social media analytics like followers gained, likes, comments, shares, overall traffic to profile
April 22-June 1: The Skeptic [Branding] • Complete website design sections that have coming soon as the filler • The Skeptic font is finalized on the website • Social media is only posting photos from 'The Skeptic' photoshoot or photos are edited to match the photoshoot aesthetic [Product] • Songs are uploaded to Spotify, Apple Music, and Soundcloud • The Skeptic music video is released on social media and published on YouTube • Design merchandise containing specific to The Skeptic: a sticker and a t-shirt [Live Performance] • Performance at Proud Larry's April 24th [Place] • Look into booking venues for over the summer in Jackson [Promotion] • Post images and videos from photoshoot, post proud larry's performance videos • With three performances where video was captured, using this content to spread across all social media platforms • Hanging posters up around the square to promote PL event [Monitoring/Market Information] • Continue to monitor social media analytics like followers gained, likes, comments, shares, overall traffic to profile
June 13-August 7: Orbiting [Branding] • Establishment of a mailing list • Orbiting font is finalized on the website • Social media is only posting photos from 'Orbiting' photoshoot or photos are edited to match the photoshoot aesthetic [Product] • Songs are uploaded to Spotify, Apple Music, and Soundcloud • Orbiting music video is released on social media and published on YouTube • Design merchandise containing specific to Orbiting: a sticker and a tote bag [Live Performance]

- Create set list for live performances booked in Jackson
- Start developing skeleton for ‘college town tour’ (including which schools/cities, venues, set list, who travels, how they would travel, band availability, etc.)

[Promotion]

- TikTok should pick up during this time period because Mary Elizabeth is out of school/has minimal commitment at work. There should be a real impact in following, posts being sent out, and the look of the social media accounts.
- Release music video
- Continuing to promote Izzy as a person to build authenticity

[Monitoring/Market Information]

- Continue to monitor social media analytics like followers gained, likes, comments, shares, overall traffic to profile

August 8-October 16: Crystal

[Branding]

- Crystal font is finalized on the website
- Social media is only posting photos from ‘Crystal’ photoshoot or photos are edited to match the photoshoot aesthetic

[Product]

- Songs are uploaded to Spotify, Apple Music, and Soundcloud
- Crystal music video is released on social media and published on YouTube
- Design merchandise containing specific to Crystal: at least a sticker

[Live Performance]

- Start performing in college town venues outside of Oxford/Ole Miss
- Continue to perform at Proud Larry’s
- Goal is to perform at The Lyric

[Promotion]

- Hanging posters up around the square to promote any live events
- Release music video

[Monitoring/Market Information]

- Continue to monitor social media analytics like followers gained, likes, comments, shares, overall traffic to profile
- Tracking who is subscribing to mailing list

October 17-December 19: New Best Friend

[Branding]

- New Best Friend font is finalized on the website
- Social media is only posting photos from ‘New Best Friend’ photoshoot or photos are edited to match the photoshoot aesthetic

[Product]

- Songs are uploaded to Spotify, Apple Music, and Soundcloud
- New Best Friend music video is released on social media and published on YouTube
- Design merchandise containing specific to New Best Friend: at least a sticker

[Promotion]

- Hanging posters up around the square to promote any live events
- Release music video

[Monitoring/Market Information]

- Continue to monitor social media analytics like followers gained, likes, comments, shares, overall traffic to profile
- Tracking who is subscribing to mailing list

October 20-February 28: Post EPK Release

[Branding]

- Website is able to switch between colors of EPK singles as you click through them

[Product]

- Write new songs
- Sort through songs that are already written that Izzy would like to be released
- Work towards the release of another single or create an album

[Promotion]

- Hanging posters up around the square to promote any live events
- Look into partnerships
- Maintain updated website
- Have another intimate storytelling performance that can walk through the creation of the EPK

References

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