



Lesson: The Campaign

Author: John Mlynczak

Resources: PreSonus Music Creation Suite

NAfME Standards:

7. Evaluating music and music performances.
8. Understanding the relationship between music, the other arts, and disciplines outside the arts.
9. Understanding music in relation to history and culture.

Objectives: Students will learn to create custom marketing campaign around their music.

Procedure:

1. Discuss the principles of marketing and merchandising using appropriate examples. Have students bring in and/or discuss merchandise they have purchased because of a musical artist.
2. Discuss the previous marketing lessons and how adding merchandise will affect the sales strategy. What message will the merchandise carry?
3. Design a campaign around the music and merchandise. This should bring together the inspiration, genre of music created, and have a merchandising element that speaks to the intended audience the same manner as the music.
4. Create or purchase appropriate merchandise and set up a Nimbit Plus account for distribution. Add new product and select merchandise, then upload images and set pricing.
5. Edit or create new promos using the addition of merchandise, including product bundles. There are many options here, so have students work in groups to design their own campaign using various bundle, discount, and promo options.