

## 1.SUMMARY

- The song Trap song “Too Hot” will reach out to Mainstream places and Promotions,By building the brand awareness and succeeding in other marketing objectives
- Target Market of Young adults and Teens,Mainly Large areas of the east coast, Focusing on main competitors

## 2. Marketing Plan

**Product-** a Trap Single called “ Too Hot”

**Price-** \$1.29 on Itunes

**Place-** Apple Music, Spotify, Soundcloud, Tidal, Pandora

**Promotion-**YouTube, Instagram, Twitter, Worldstar

## 3. Route To market

### Process

- Distributor  
A.Soundcloud, Spotify, Apple Music, Pandora

### Customers

- Raise Awareness
- Social Media
- Live videos
- Merchandise

#### 4. Marketing Objectives

- Build Brand Awareness
- Target New customer
- Enter new Markets locally and Internationally
- Improve Internal communications

#### 5. Target Market

- Teens and Young Adults
- Mixed Gender of Male and Female
- Grow fan base through the East coast
- Hobbies include Shopping, Sports, Sneaker Heads

#### 6. Competitor Analysis

- Drake- Platinum Recording artist, Won 2x Grammys
- 21 Savage- Mainstream Rapper
- Migos- Platinum Recording rap group ( Known as The Culture)
- Lil Uzi Vert- Mainstream artist