

Project

TARGET AUDIENCE:

- **Game Developers**
- **Gamers**
- **Music Enthusiasts**
- **People who are interested in the horror genre**
- **Content Creators/Streamers** – like YouTubers, streamers on Twitch
- **Film/TV Producers** - specifically producers of horror movies/ TV shows

EVENTS & TOURS:

- **Gaming Conventions** - like PAX, EGX, and Game Developers Conference (GDC).
 - **Strategy**- Dana could host listening sessions, panel discussions, or workshops
- **Virtual Concerts or Soundtrack Release Livestreams**
 - **Strategy** - Dana could host virtual listening parties or livestreams on platforms like YouTube, Twitch, or Discord, where fans and developers can experience the music in real-time.
- **Horror Game Festivals and Streaming Events**
 - **Strategy** - Dana could perform live sets of her horror-themed music
- **Live Music Performances and Concert Tours**
 - **Strategy**- Dana could organize live performances that combine her horror game compositions with original horror music.

PARTNERSHIP & PR

- **Partnerships with Game Developers**
- **Streamers & Influencers**
- **Collaboration with Horror-Themed YouTubers or Podcasters**
- **PR with Horror Game Publications**
- **Collaborate with Other Musicians in the Horror Genre**

As part of my research, I conducted an interview with a game development student. This approach was recommended by our teacher, who advised that game developers could be a key segment of Dana's target audience. Since her music style aligns with dark, experimental, and cyberpunk aesthetic which is often used in horror games as well, understanding the preferences of game developers was essential. Based on the conducted interview I created a user-persona-- a representation to the ideal listener to Dana's music.

Using the persona and the interview, I developed a marketing plan that focused on identifying Dana's target audience and developing strategies to effectively promote her brand. I researched and proposed relevant events such as gaming conventions, virtual concerts, and horror game festivals where Dana could showcase her music. Additionally, I explored potential partnerships with game developers, content creators, and influencers who could help expand her reach. I also suggested PR opportunities, including collaborations with horror-themed YouTubers and streamers, as well as media coverage in gaming and horror-related publications