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# Teetopia Studios

## Campaign Brief



A presentation by Terrany Johnson

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# Who We Are

**Teetopia Studios** is based in Austin, Texas and is a one-stop destination for music and audio creatives looking for a relaxing environment. Qualified staff, state-of-the-art recording tools and music business education are available for new and established artists to guide them on how to maintain their creative sustainability during and after the recording process is done and the projects are released.

**Target Audience** are men and women of all ages, backgrounds for all music genres, who are just getting into making music as well as those who have been creative for some time, including those interested in music industry education to further their careers or those in their respective organizations.

**Goals** are to become a leading space and landing zone for creatives to record when they need an affordable space or are visiting the city of Austin. Objective is to drive more traffic to the site which would in turn make those searching our business type convert and become clients and evangelists of the brand.



# KPI

One of our **KPIs** will be to track how many people visit and engage with the site sign up for emails and enter contact information through the Contact tab in the navigation bar. Moving from Interest to Conversion on the funnel.

Giving us a good idea if our ads,backlinks and testimonials are working building consumer trust,driving traffic or need tweaking.



# Keywords

## **Branded keywords:**

Teetopia, Teetopia Studios  
Teetopia recording  
Teetopia mastering  
Teetopia music business

## **Technical keywords:**

Sontec 430  
W492 eq  
Don Classics 250  
Jasper Wasp Clone  
Genelec 8020B  
Jbl One Series 104  
Adam A5 monitors  
Yamaha NS10  
Sony 7506  
Beyerdynamic DT770  
SSL Alpha Channel  
NEVE 1073  
Neumann compressors

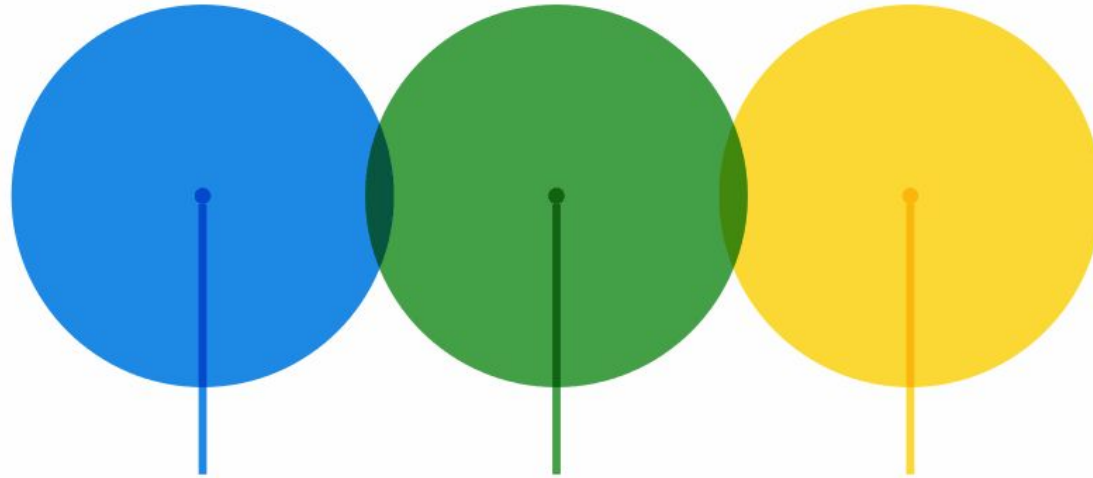
## **Austin Music Keywords:**

Austin Music  
Austin Music Awards  
Mixing and Mastering Austin  
Tee Double Austin  
Tee Double Youtube  
Rappers From Austin  
Recording Studios in Austin  
Austin Hip-hop  
Music mastering Austin  
Music recording Austin  
Music mixing Austin  
Voice-over recording  
Audio recording  
Film score recording  
Best recording studios Austin  
How to record music

## **Music Business Keywords:**

Music Business Austin  
Black Fret Grant  
Austin Music Foundation  
Album promotion  
Music business education  
Music publishing austin  
BMI Austin  
Music recording copyright  
Urban Artist Alliance

# Campaign structure: Target audience



Austin recording  
artists

Music  
business  
enthusiasts

Studio gear  
geeks

# Campaign Structure (First Goal: Drive traffic)

Account Name:

Teetopia Studios

Campaign:

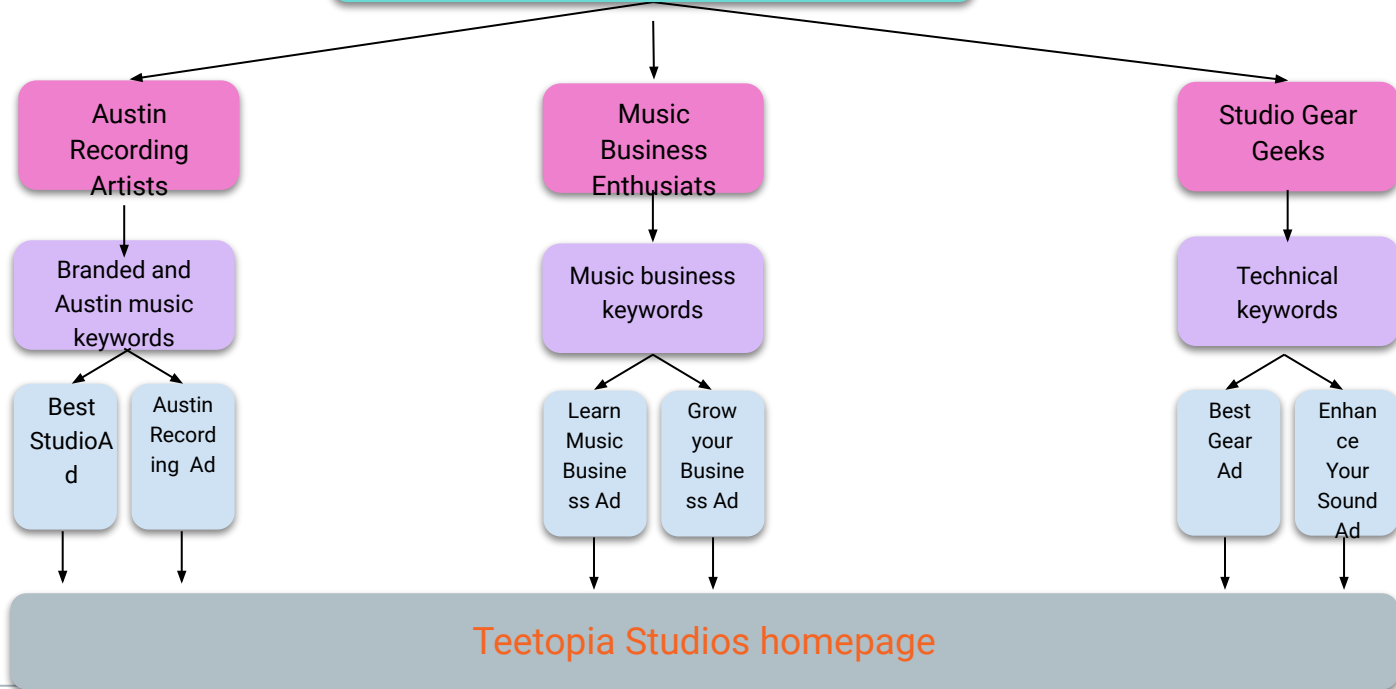
Recording in Austin

Structured this campaign by audience to drive awareness to Teetopia Studios. Each audience searches for distinct keyword groups related to their interest in recording or music business. Targeting local and national searches.

Budget: \$1000/month

The plan is to add remarketing campaign for secondary goal.

Future optimization can be done by message and audience response at each level.



# Campaign Structure (Second Goal: Sign Up for Emails)

Account Name:

Teetopia Studios

Campaign:

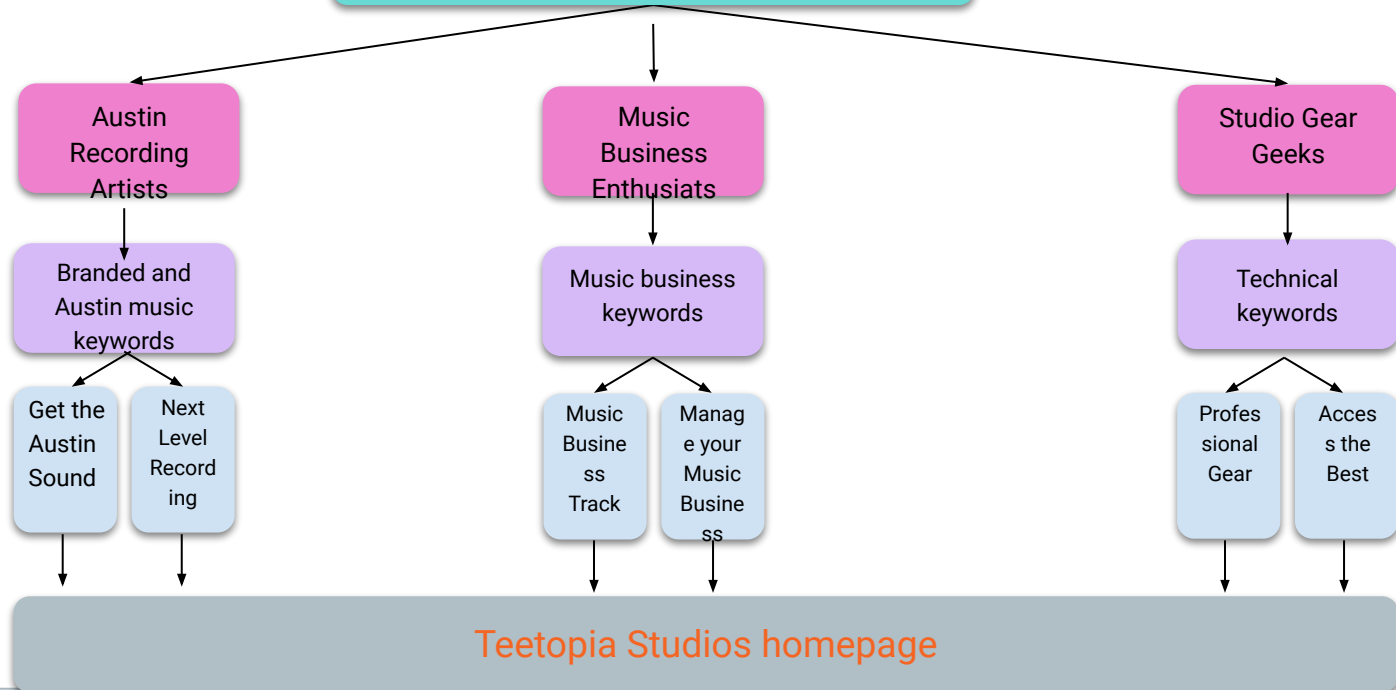
Grow Your Music Career

Structured this campaign by audience to drive sign ups to Teetopia Studios emails. The campaign focus on messaging how to grow their music business from different angles. Targeting both local and national audiences.

Budget: \$1000/month

The plan is to add remarketing campaign for people who didn't sign up as well.

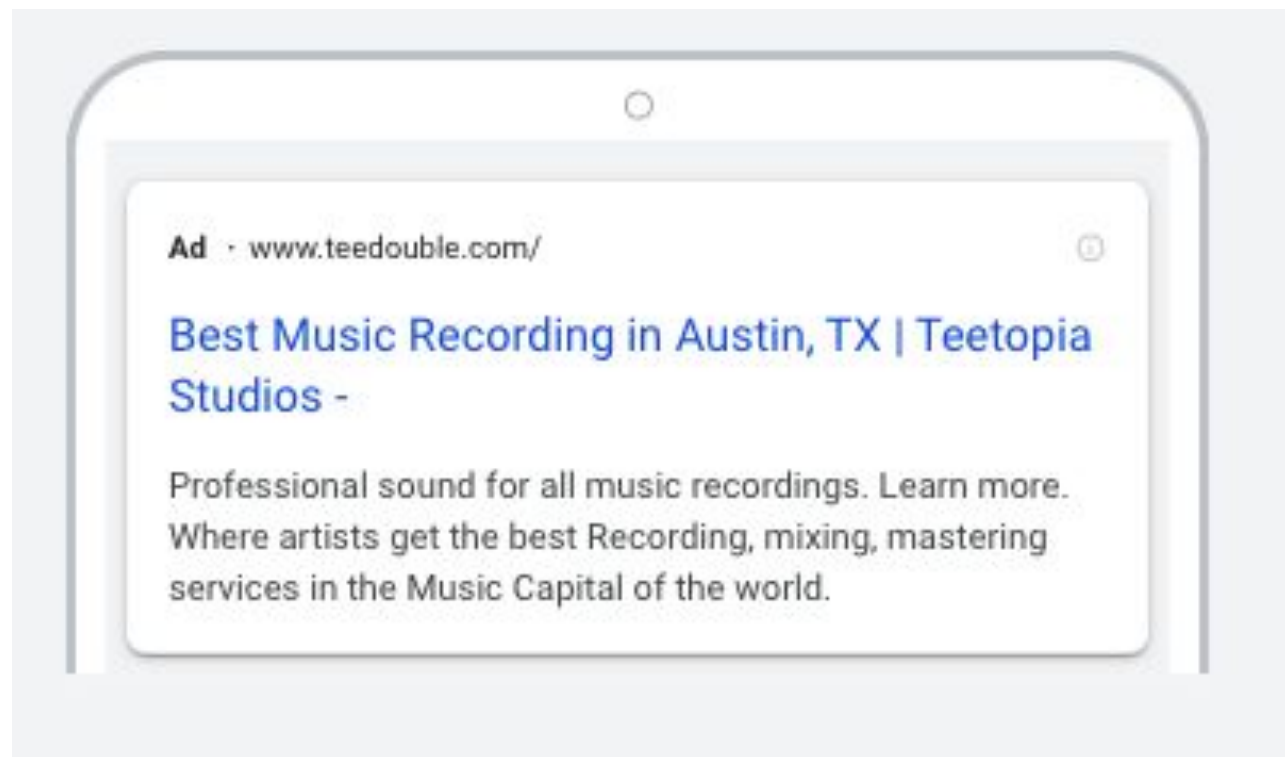
Future optimization can be done by message and audience response.







## Advertisements



Ad · www.teedouble.com/

Best Music Recording in Austin, TX | Teetopia Studios -

Professional sound for all music recordings. Learn more.  
Where artists get the best Recording, mixing, mastering services in the Music Capital of the world.