UEL Events Company: CW2 Reflective Essay

This term we got introduced to a new module called ‘UEL Events Company’. I was interested in exploring the marketing team which I later ended up leading. Being a marketing team leader required a blend of strategic thinking, effective communication, and strong leadership skills. ‘Technological advancements gave rise to diversification of media channels and creation of new media platforms that innovated advertising message dissemination; Influencer marketing is a marketing practice that seized the door of opportunities brought about by proliferation of social media’([Álvarez-Monzoncillo](https://www.amazon.co.uk/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=Jos%C3%A9+M.+%C3%81lvarez-Monzoncillo&text=Jos%C3%A9+M.+%C3%81lvarez-Monzoncillo&sort=relevancerank&search-alias=digital-text) ed, 2022).
As the leader of a marketing team, I was responsible for guiding and inspiring my team members to achieve our certain goals. These involved setting clear objectives, delegating tasks based on each team member's strengths and expertise, and providing guidance and support throughout the process. I fostered a collaborative and inclusive environment where ideas were encouraged, and creativity was welcomed and valued. Additionally, I ensure that our strategies are aligned with the overall objectives. This multi faceted role required me to be in constant communication with my lecturer, other team leaders and members of other teams as well as my own.

My key responsibilities were to develop social media advertisement strategy for our events, create and curate content for Instagram and TikTok which were related to the musical activities in UEL as well as the actual events, to engage with the community, monitor performances of our posts, analyse trends related to musical artists, manage the campaign and to collaborate with other people conducive to our campaign.

My role required me to be proactive throughout out the entire timeline of the four events. I sent my team a teaser to be posted on Instagram stories on the day of our inaugural meeting as well as a thank you post after the events concluded. Throughout the whole timeline I curated posts like teasers, artists profile launch, reminders, event summaries, events clips, live streams. I posted or instructed my team to post these posts according to the time it seemed appropriate and we divided our posts in such a way where the social media audience would stay engaged and the algorithm would favour us but without overwhelming or repelling the audience.

My team and I also printed hard copies of the posters and publicised it in different campuses, rooms and common areas.

As the leader I had to communicate with the other team leaders and keep our lecturer informed. But in terms of the team, the marketing team set the tone and theme of the events to the outside world. Even though the Artist management team came up with the vision we executed it’s packaging to the outside world, we also motivated the talents to create professional profiles, this would help them gain traction and launch them as a valued UEL performer on social media. It was a collaborative effort in developing the artist and event brand. Even though the production team dealt with the practicalities of the event. We helped in commemorating their efforts and successful execution of assisting our talented performers.

We implemented the ‘The Critically Engaged’ framework in terms of planning our initial social media posting strategy development where everyone in our team had a sense of what could work and we put that to use. After our initial post we got a sense of the type we f audience that were proactive, through out story views, likes, comments, votes, polls and direct messages. We analysed that feedback and did more of what worked whilst slowly experimenting with newer ideas. We also took into consideration what wasn’t as effective or was rather hindering the process and eliminated those strategies.

In our case, it was constructive team work as we not only operate our individual roles but also supported our other team members in doing theirs and when we needed their support, they came through. Even though everyone had designated roles we stepped up when someone was falling short due to illness, lack of time, resources or any other privilege. For instance Harry Isaacs and Michael Wood from my team was supposed to create the event poster. But Michael wanted to do something else for the last couple events and Harry was not aware of this, so I stepped in and created a poster. My job was to communicate and gather artist profiles, I did majority of that but as Harry is part of the Music Technology and Production course, and as his peers were very busy preparing for the electronic music showcase as well as producing it, instead of me constantly pestering them, Harry did a better job at communicating with them and bringing us some of the profiles. All in all we all tried to pull our weights but when we were struggling, our team members stepped up to the challenge. We stayed in constant communication and was kind and understanding of each other, our focus was to execute the tasks and assist the team. We did not want to only do our part and blame someone else if something was undone.

We did face communication issues where we tried to get in touch with certain teams or their members or sometimes even our own team, and repeating that constantly could sour the relationships, so it was best to keep quiet about it and in the end those things did get done even if it was not adjacent to our initial timeline. Otherwise there were common concerns like the venue being too small or temperature of the room being too high or uncomfortable. But not too much could be done about it overnight as these set of events were already meant to be hosted in that certain venue, so complaining regarding these matters repeatedly would have been unhelpful.

In the long term I do not see myself managing social media accounts for other creators, not because I lack the skills more so because my approach towards marketing a product or an artist is by illuminating it’s / their core essence and for that, it’s crucial to have a very strong passion and interest towards what you are marketing and at the minute I want that focus to be myself. I believe that anything that makes waves without having an astronomical budget spent on it, is because it radiates sheer untethered authenticity and that speaks volumes to the audience, even if one does not have a taste for it, they still most likely respect it. Willingly and unwillingly I have been observing the social media algorithm since 2015 and according to me a sure shot way to achieve social media success is putting out quality content in large quantity with intention. Other factors like uniqueness, credibility, authenticity and integrity do weigh in. Themes and colour schemes that captures the artist or brands essence is crucial too. Therefore I definitely intend on managing and marketing my own social media when I am ready to launch myself as a musical artist. Otherwise I already do create content showcasing my other talents such as makeup, styling, drag etc. And that has been quite successful in terms of building a niche and network, feedback from connoisseurs and professionals and brand outreach. But in terms of marketing my music once that is ready to be shared; I would be looking at creating short form content like stories, shorts, reels and long landscape format music videos and performance videos. This could range from snippets of working in the studio to behind the scenes to photoshoots to visualisers to digital posters like cover photos for social media to a snippet of the live performance. Being your own social media manager lets you build a loyal fan base and control your own narrative and that will help me propel my music career forward in a digital age.

Digital Marketing Managers are indispensable in the music industry especially now … more than ever. Today I would like to talk about a true social media and digital marketing guru Louise Higgins who is also the digital marketing manager at Ministry of Sound. Ministry of sound or Ministry of sound group is a multi media business based in London. Before working at Ministry of Sound she landed a opportunity Jump Off TV where she worked on live events. The team commissioned a BBC iPlayer show ‘Charlie Sloth’s Rap Up’, which was her first introduction to the music industry then she moved on to Link Up TV and after that was invited for an interview at Ministry of Sound.

Higgin’s is responsible for planning online strategy for a big chunk of the label’s roster. From online advertising to tiktok filters she is behind everything seen online that promotes the music of their artists. She gets her creative inspiration from following other artist campaigns, especially from the US.

About her time in working at Link Up Tv she said “I learned how to hustle and that creativeness is usually found outside of a Monday-to-Friday, 9-5 job. Working in a Black-owned company, surrounded by young people doing what they love, was very motivating. My role was social media manager, handling Instagram, Twitter and Facebook. My biggest claim to fame was getting a DM from Drake to set up his infamous Behind Barz. It was an exciting two years and set me up nicely for my first step in a label role. Hopefully I’ll get to meet Drake next time!”.

A proud moment for Higgins was when she attended the BRIT Awards for the first time after working across the Best Song nominee (Riton – Friday), Best International Act and International Song double nominee (Doja Cat - Kiss Me More).

According to Higgins, the key skill set in her field of work is to be able to think creatively and also to possess an understanding of different fan bases as she works for a multi-genre label. It’s important to have a strong work ethic and self motivated and as there are multiple campaigns running at the same time each of them require the same high level of effort.

Some of the common challenges she faces in this field is to keep up with the constant changes and evolvement surrounding digital media; such as new platforms like the metaverse and new digital products like NFTs. So has to educate herself first and then feedback that to her team members. The priority singles she markets usually have 8-week intensive plans which are filled with different activations on a weekly basis and she has to make sure that the work rate matches the expectations.

Higgins believes it’s important to believe in your own sauce, especially in an age where it’s so easy to compare ourselves to other people just by opening up our social media applications.

At an interview with Music Week when asked about her future aspirations Higgins said “I love to travel so I aspire to one day be in a position where I can move around and be able to work with international artists in their territories, especially in the US.”

Working in UEL events helped me gain confidence in my leadership skills as well as my content creation skills. I certainly plan to carry that forward when managing my own team and my own career. After conducting a research on the marketing genius Louise Higgins, I realised that my knowledge of existing artists and genres are very limited. So if I were to do this professionally I would need to be very well informed about the music industry. Also I would need to be able to commit to every project with the same level of passion and enthusiasm; and I feel like I am not at that level of professionalism yet.

Like I have mentioned earlier, I certainly want to market through using social media, If I had to do this for anyone other than myself or any campaign that’s unrelated to my personal brand, I would take a more objective approach, I would try to understand the essence of that brand more rather than my interpretation of it. I would attach my personal feelings to it. And make sure the team members commit to effectively communicate from the start.

There are many job roles advertised on popular job listing websites Social Media & Digital Marketing Manager. I do not see myself proactively applying for them but neither am I fully opposed to it. The reason for me not being too keen on wanting to be a marketing manager for another company is because when you commit to this job role you are expected to promote whatever they ask you to promote and sometimes these strategies can cross some lines. A lot of manipulation tactics are used in marketing as well. I am someone who is very bound by their values and morals. So I would not willingly put myself in a situation where my integrity might be compromised.

‘Digital Marketing is an invaluable resource for those who want to discover more about this exciting, emerging and rapidly evolving subject’ (Hanlon, 2022).I thoroughly enjoyed my role as a digital marketing manager and hope to apply a lot of it in the future.

Growing up as a little girl I always dreamed of being a pop star. Being from a semi- conservative South Asian family, it seemed next to impossible, but social media sort of eased that fear of never being discovered as an artist as it’s seemingly possible for everyone to get a fair shot. Obviously this comes with drawbacks, but due to my anxiety and certain health concerns, it eases my mind that my work can be viewed, shared, accessed and marketed whenever I am ready to showcase it.

**References :**

[**ÁLVAREZ-M**](https://www.amazon.co.uk/s/ref%3Ddp_byline_sr_ebooks_1?ie=UTF8&field-author=Jos%C3%A9+M.+%C3%81lvarez-Monzoncillo&text=Jos%C3%A9+M.+%C3%81lvarez-Monzoncillo&sort=relevancerank&search-alias=digital-text)**ONZONCILLO, José M. ed. (2022) *The Dynamics of Influencer Marketing: A Multidisciplinary Approach*: Routledge**

**HANLON, Annmarie (2022) *Digital Marketing: Strategic Planning & Integration*: SAGE Publications ltd**[**www.catsmother.co.uk**](http://www.catsmother.co.uk)**(April 2024)**[**www.cre8ingvision.com**](http://www.cre8ingvision.com) **(April 2024)**

**www.musicweek.com   (April 2024)**