

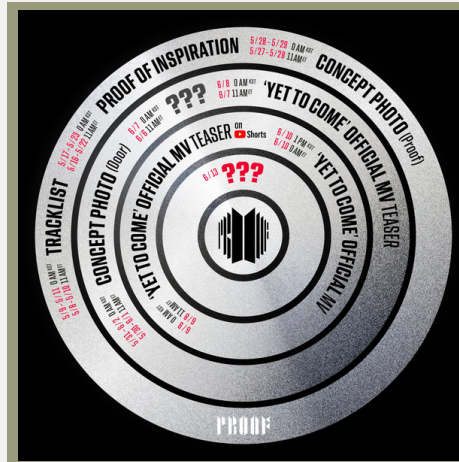
Promoting Done Right

How K-pop Uses the Marketing Funnel to Succeed



In the K-pop music genre, artists will often post a promotion schedule before releasing a new album or single. The promotion schedule features dates and times certain promotional materials will be released leading up to the release of new music. This promotion schedule is a way for the music artists to inform fans when new content will be coming out; however, the way I see it is an exact breakdown of how they will be using the marketing funnel to promote their new music. The marketing funnel is a model that illustrates the journey a customer takes from first learning about your brand to becoming customers. The four stages, discovery, consideration, conversion, and retention, are laid out in the article from Moz entitled, "Content and the Marketing Funnel: The SEO's Guide to Content Marketing".

The first stage - discovery - is when customers start to learn about your brand or product. In the promotional schedules for various K-pop groups, it will often start with tracklists being posted or concept photos for the albums, as shown in both of the examples. These illustrate the discovery stage of the marketing funnel, as both of these pieces of content are bringing in audiences and making them familiar with the new music that is being released soon. The promotional schedules then move into content such as teasers or trailers of the album itself or music videos. This represents the next stage of the marketing funnel - consideration. By viewing these trailers, audiences begin to consider the new music coming out as something they may want to listen to, support, or buy once it is officially released. The next stage - conversion - happens once the music is officially released. Audiences who have been following along with the complete promotion schedule make the decision at the point of the album or music release to stream or buy the album. Once the music is out, the retention stage begins. This stage is where brands try to retain customers. In the promotion schedule you can see that once the album is released promotion does not stop, there is still more content to be released. This is to continue to retain the audience and make sure they don't just listen to the album once and move on. Some of the later content could be live performances or, in the case of the BTS promotional schedule, a surprise announcement to keep audiences coming back to view your content to an even greater extent.



Kpop Promotion Schedules.
Top: BTS.
Bottom: Tomorrow x Together



Content Strategist, Ron Abraham, shares how it is important to acknowledge where your audience is, not only in a literal sense of where they are finding your content, but mentally where they are in the marketing funnel process as well. The promotion schedule is a feature almost every music artist in the K-pop genre is using, as it is extremely beneficial for this reason. No matter where a viewer is in the marketing funnel process, when they interact with the planned content of the promotional schedule, it will resonate with them in some way. Whether you are a previous fan of the music artist, or a new listener, there will be content aimed at you which follows the marketing funnel to a T.

