

ok agency

MUSIC INDUSTRY CONSULTANT

www.okagency.is

**HELLO, IS IT ME
YOU'RE
LOOKING FOR?**

Anna Jóna Dungal

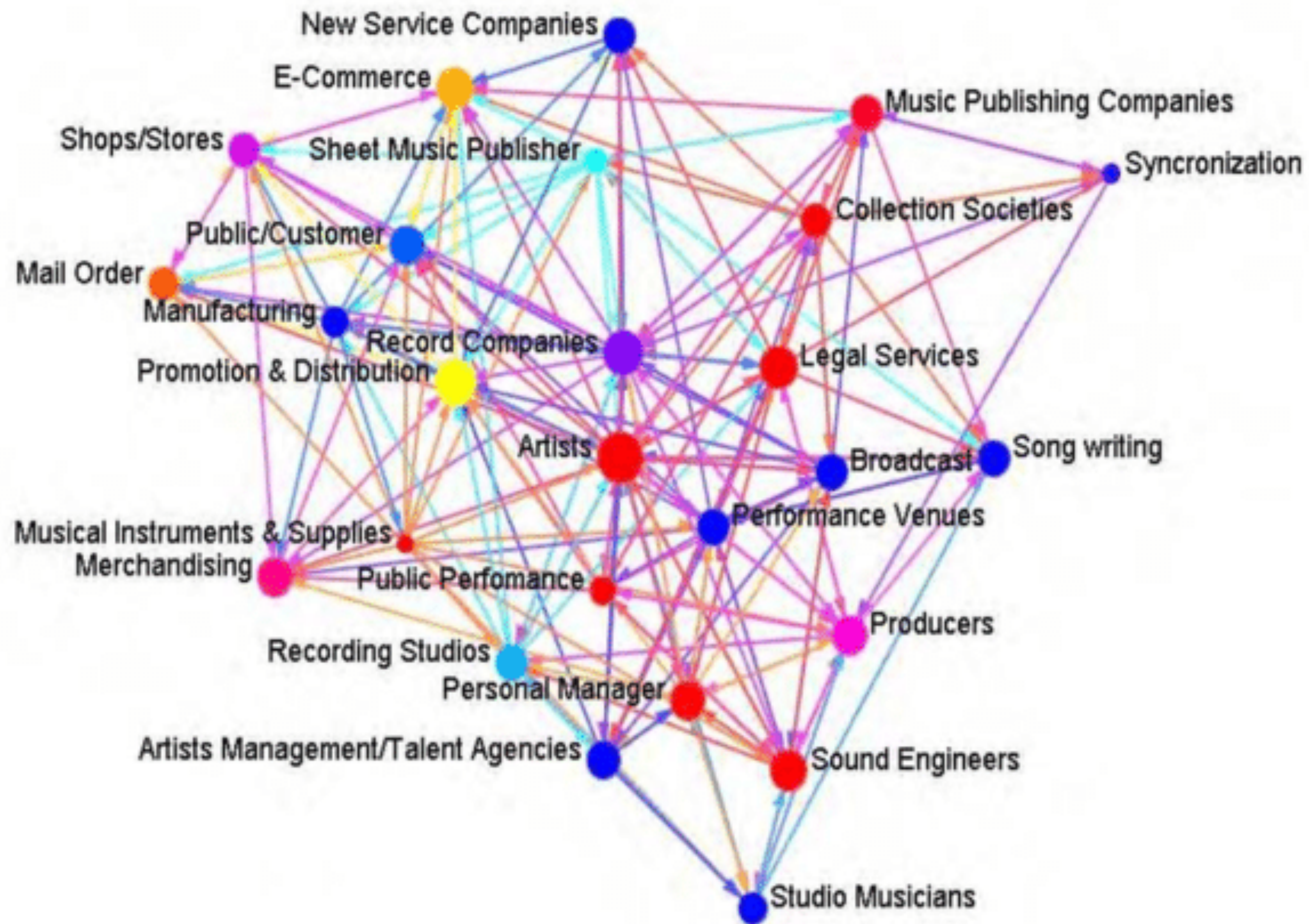
anna@okagency.is

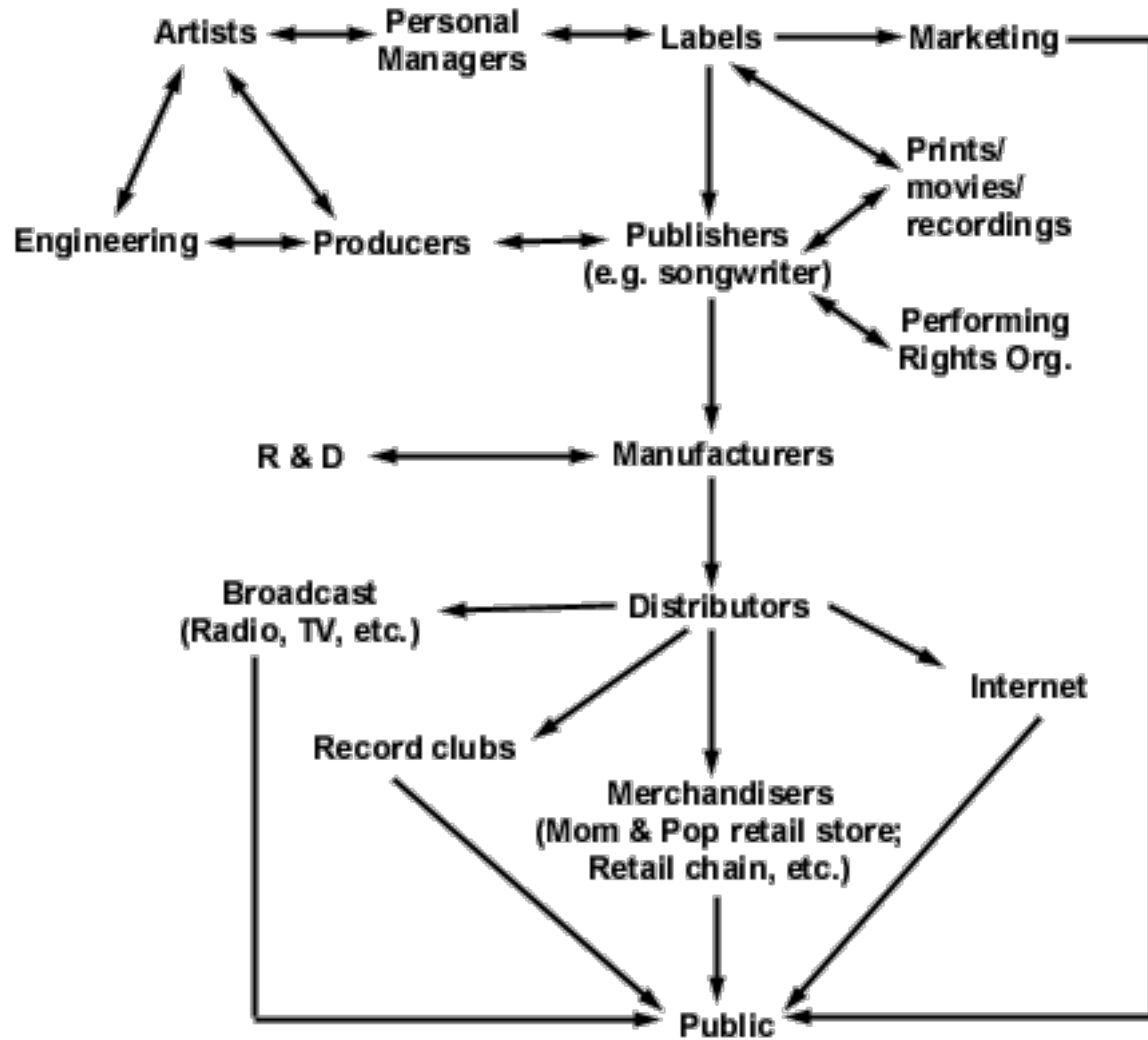
WHO AM I?

ANNA JÓNA DUNGAL

- Born and raised in downtown Reykjavík, Iceland
- Concerts and Iceland Airwaves as a teenager
- Moved to Berlin in 2014 where I got a BA in Music Business from BIMM Berlin
- Mostly focused on concerts, festivals and corporate event as well as PR and teaching workshops
- Moved to Iceland 2021 and started Ok Agency
- Reykjavík Music City, Iceland Music Export, Sony Music Iceland
- Keychange Innovator 2022







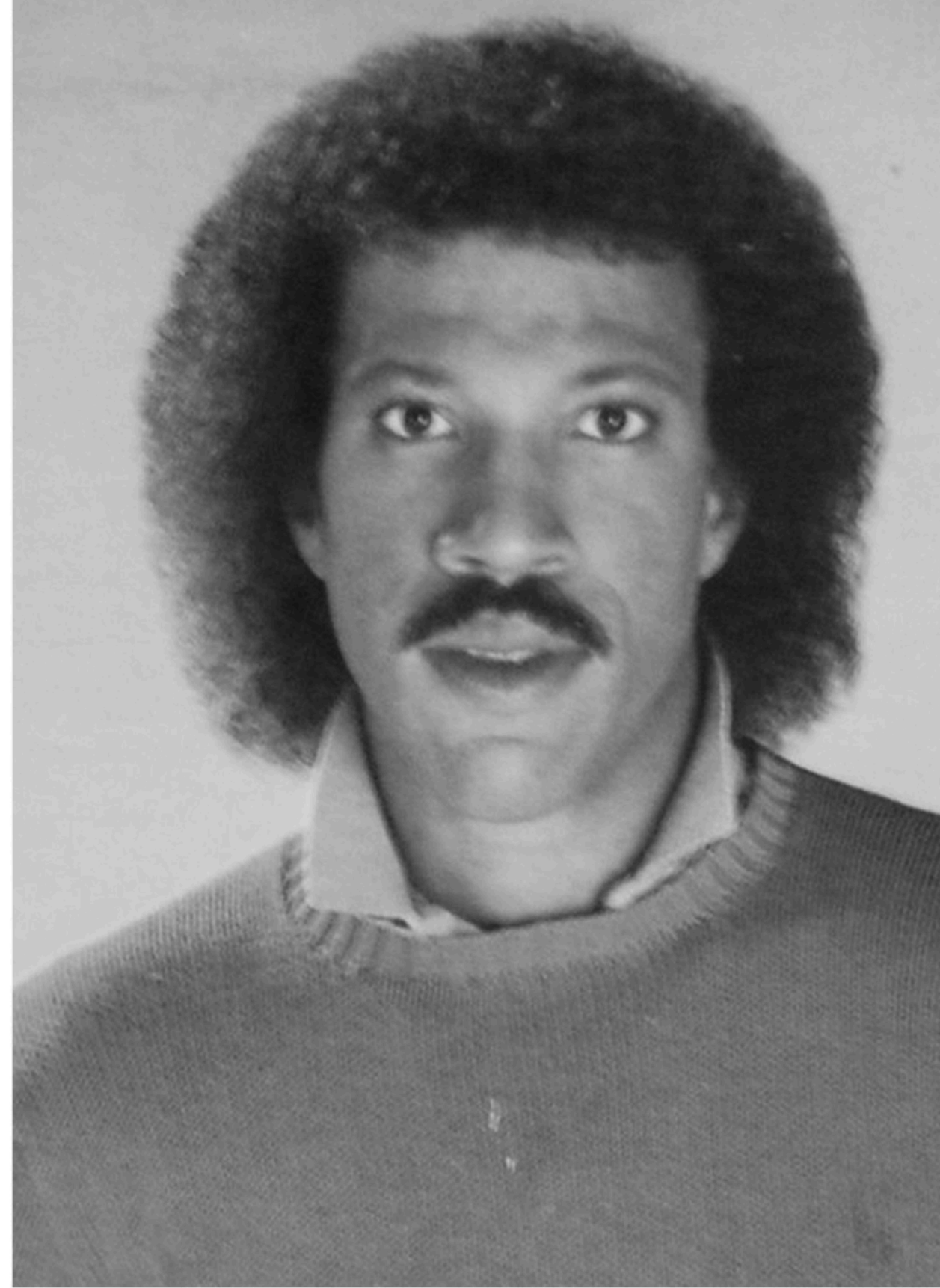
FIND OUT WHO YOU ARE AND DO IT ON PURPOSE

- a webinar on self-discovery, branding and how being well prepared increases your luck.

- Finding your Unique Selling Point
- Why we need to know our weaknesses
- Are goals really important? If so, what are mine?
- What's an EPK and what do I put in it?
- Tips on writing a bio + press release
- What's an elevator pitch and why do I need to know mine by heart?

MAY 16TH

Hello?



Is it me you're looking for?

I can see it in
your eyes

I can see it in
your smile

You're all I've
ever wanted

(and) my arms
are open wide

'Cause you know
just what to say

And you know
just what to do

And I want to
tell you so much

I love you

'Cause I wonder
where you are

And I wonder
what you do

Are you somewhere
feeling lonely?

Or is someone
loving you?

Tell me how to
win your hear

For I haven't got
a clue

But let me start
by saying

I love you

HELLO, IS IT ME YOU'RE LOOKING FOR?

- A webinar on image, marketing and connecting with your target audience

- Why does it matter how I project myself online?
- You need to figure out what kind of weird you are to find others like you, a.k.a., how to identify your target audience
- How to change your attitude about social media because, let's face it, everyone hates it
- 1000 true fans theory
- Marketing as an extension of your creative self
- Basic marketing strategy for a release with tips and tricks

TODAY!

BEING AN ARTIST

=

MARKETABLE PRODUCT?

BEING A GREAT MUSICIAN

≠

HAVING A CAREER IN MUSIC

IMAGE

WHICH IS YOURS?



FM BELFAST
BRIGHTER
DAYS





THE BIG READ / LEVEL

MMME

DREAM WIFE

**GIRLS
TO THE
FRONT**





DOES IMAGE MATTER?

TARGET AUDIENCE



**WHO IS LISTENING TO
YOUR IDOLS?**

WHERE DO WE FIND OUR AUDIENCE?

What fans do you already have?

- Instagram / Facebook
- Spotify
- Google SEO analytics

Online

Instagram Hashtags

Facebook Groups

Subreddit

Discord/Clubhouse/Twitch

Communities

Venues / bars / cafés

Stores

Brands

THE FAN

- Age
- Location
- Language
- Education
- Interests
- Family situation
- Financial status
- Lifestyle
- Experiences

THE FAN

- Age - **tells you which platforms to reach them on!**
- Location - **important in marketing!**
- Language - **can you speak to them?**
- Education - **says much about interests and media platforms**
- Interests - **what do you have in common?**
- Family situation - **single? With kids?**
- Financial status - **what type of events do they attend? What kind of merch do they buy?**
- Lifestyle - **what type of brands do they buy?**
- Experiences - **how can you awaken their interest?**

THE FAN

Who is yours?

1000 TRUE FANS THEORY

KEVIN KELLY, 2016

**FIND THE PEOPLE WHO ARE
THE SAME KIND OF WEIRD
AS YOU!!**

**WHAT ARE YOUR FEELINGS
TOWARDS SOCIAL MEDIA?**

BE HONEST

**WHAT DOES YOUR
SOCIAL MEDIA SAY
ABOUT YOU?**

SOCIAL MEDIA +

CREATIVITY =

COMPLETELY CRAZY?

FACEBOOK

FACEBOOK

- Less focus on Pages
- Video content
- Upload to the page, don't use YouTube links
- Groups are the future

INSTAGRAM

INSTAGRAM

- Reels are the biggest focus, to compete with TikTok
- Feed = portfolio
- Stories = diary
- Best way to have a direct conversation with your audience
- Hashtags are being phased out but it doesn't hurt to use 3-5 per picture

The image features the word "Twitter" in a bold, white, sans-serif font. The text is centered horizontally and is positioned over a background consisting of two overlapping rectangular blocks. The block on the left is a muted teal color and is taller than the one on the right. The block on the right is a muted blue color and is wider than the one on the left. The two blocks overlap in the center, with the teal block appearing slightly behind the blue one. The overall composition is clean and modern.

TWITTER

- Either you “get” Twitter or you don’t, don’t fake it if you’re the latter
- But don’t ignore it completely
- Good to update regularly

TIK TOK

TIKTOK

- The most difficult algorithm to “trick”
- Best to be active and try different approaches
- If something works, then try different variations
- It’s often good to use trending sounds for videos

OTHER MEDIA

WEBSITE

WIXX

SQUARESPACE

WORDPRESS

GOOGLE SEO

FAN FUNDED

PATREON

KICKSTARTER

**INDIEGOGO, DRIP,
ONLYFANS...**

NEWSLETTER

MAILCHIMP!

BANDCAMP

DOESN'T HURT!

**SO HOW DO WE
IMPLEMENT THIS?**

ORGANISATION,

ORGANISATION,

ORGANISATION!

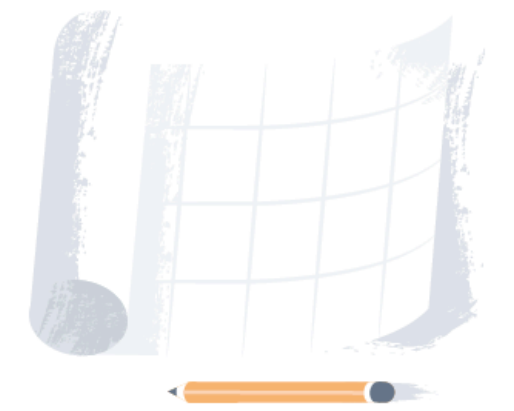
Instagram/Facebook Feed	Daily content	Latest release	Throwback	Pro pictures	Reels series
For example	Life in Iceland - family - rehearsals - selfies - coffee content - from the road when you're touring	Tour dates - tracklist - snippets from songs / teasers - lyrics and story behind them - reflection on themes	Previous albums - concerts - old pictures - gifts from fans - meeting famous people - playing interesting venues	Professional pictures by photographers, can be both new and old	Great to record 5-6 videos in a weekend
Stories - daily	Daily content	Latest release	Throwback	Pro pictures	Reels series
Dæmi	Daily thoughts in story, open questions on how people are doing, how they want their coffee, what you should wear (choose between A & B)	Behind the scenes, practice, designing the artwork, contemplate themes, ask open questions, show how the songs were written - reviews once the album is	You can discuss what you've posted, make fun of yourself, talk about how influential something was for you, take us on a trip down memory lane	Share to stories, can also share behind the scenes, bloopers etc.	Share to stories!

Mo	Tu	We	Th	Fri	Sat	Sun
			1	2	3	4
				Daily content		Reels series
5	6	7	8	9	10	11
	Latest release		Throwback		Pro pictures	
12	13	14	15	16	17	18
Daily content		Pro pictures		Latest release		Reels series
19	20	21	22	23	24	25
	Daily content	Latest release	Throwback	Latest release	Daily content	Latest release
26	27	28	29	30	31	
Pro pictures		Latest release	Latest release	Latest release	Pro pictures	

- Home
- Notifications
- Inbox
- Posts and stories
- Commerce
- Planner**
- Ads
- Insights
- All tools
- Edit
- Settings
- Help

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	1	2	3	4	5
7	8	9	10	11	12
14	15	16	17	18	19
21	22	23	24	25	26

Draft posts



No draft posts

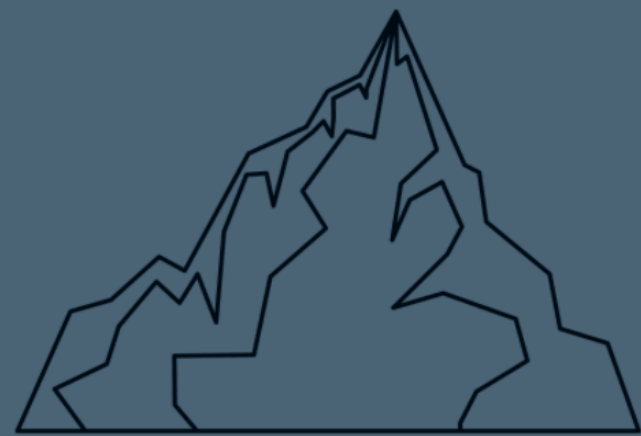
You haven't created any draft posts yet.

Create Post

RELEASE PLAN

QUESTIONS?

NOW IS YOUR CHANCE!



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**THANKS SO
MUCH!**

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