

# DIGITAL STRATEGY REPORT

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# SONY MUSIC

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# Author Introduction

Meredith Keller is studying Music and Public Relations, focusing on Events and Entertainment at Biola University. She aims to work in the PR field for music, assisting musicians in achieving their artistic ambitions. She has certifications in Google Analytics, Hootsuite, and Hubspot and experience in social media and communication strategy.

# Executive Summary

*This toolkit analyzes Sony Music's involvement in social media, SEO, digital communication channels, and other vital topics. It includes an overview of the music industry and best practices for digital strategy integration. Additionally, it offers a content calendar, three example posts for two social media platforms, and ten engagement recommendations. There is also a discussion of generative AI and its uses and seven additional tools for content management, SEO management, and social listening. Finally, key terms and recommendations on measuring ROI from initiatives such as paid placement and social media campaigns are provided.*

# Background & History

Sony Music is one of the biggest record labels in the world that produces, distributes, manages artists, publishes music-related content, and sells merchandise related to the music industry. It was founded as American Record Corporation in 1929 but changed its name to Columbia Records in 1938. In 1991, it merged with Sony and became Sony Music. Many famous artists like Michael Jackson, Beyoncé, and Adele are signed to this label.

Sony Music has earned a reputation for producing some of the highest-quality music in the industry. It has been responsible for producing and distributing some of the most successful music albums, singles, and soundtracks. From classic albums like Michael Jackson's *Thriller* to Adele's *21*, Sony Music has proven a powerhouse in the music industry.



# Audience

Sony Music appeals to various music lovers, ranging from pop to jazz across different age groups and cultures. They use social media, streaming services, video channels, live events, and competitions to reach new audiences and promote their artists. Sony Music also invests in collaborations with influencers, celebrities, and other brands.

To create a more engaging experience for their fans, they are exploring new technologies such as virtual reality (VR) and augmented reality (AR). Through these efforts, they strive to create an immersive experience for music lovers worldwide that uniquely connects them with their favorite artists.

# Online Presence

Sony Music often posts content on its social media platforms, such as Instagram, Facebook, Twitter, YouTube, and TikTok, that is encouraging and upbeat. They seek to create a sense of community with their followers by highlighting the love of music shared by fans and the artists they champion.

Along with promoting new music, Sony Music also uses social media to spread awareness about important causes such as mental health and support emerging talent globally. Additionally, they have conversations with followers and host competitions while asking questions to gain feedback from their customer base through polls and surveys. Ultimately, this helps them better understand their fanbase and make changes according to what people want.

# Social Media Platforms



## Instagram

Sony Music has 834K followers on Instagram, where they post updates about new releases, pictures, and videos of their performers.



## Facebook

Sony Music has a significant presence on Facebook, with over 1.7 million followers. They post updates about new music, artist tours, and other news related to the record label.



## Twitter

Sony Music's Twitter page has more than 762,000 followers. It shares updates about music releases, artist news, throwback posts, music festivals, social media challenges, music videos and performances, and interviews.



## TikTok

Sony Music has a popular TikTok account with over 1.5 million followers. On the account, fans can get an exclusive glimpse at what's going on with their favorite Sony Music performers through pictures and short videos.



## YouTube

Sony Music's YouTube channel has over 29 million subscribers. This channel features live concerts, music videos, and other content related to Sony Music's artists.

# WebDev

*WebDev analyzes a website's performance, accessibility, best practices, and SEO.*

Web development, or WebDev, is creating websites and web applications. It combines programming languages, design, and server-side technologies to build and maintain websites. Front-end development focuses on the user interface and website design, while back-end development centers around server-side logic and data processing. Web developers work closely with designers, content creators, and project managers to ensure that websites are attractive, user-friendly, and functional.

## Performance

Performance is how quickly a website loads and responds to user input. Web designers can improve the performance of their sites by reducing the number of images, videos, and other files and compressing them. This will make users more engaged with the website and stay longer.

## Best Practices

Best practices involve looking into the techniques used to create websites, such as designing efficient algorithms and following security and privacy regulations.

## Accessibility

Accessibility analyzes how easily a user can navigate a website. A website should be designed to allow all users, including those with disabilities, to access the content easily. This can be done by ensuring the website is compatible with assistive technologies such as screen readers.

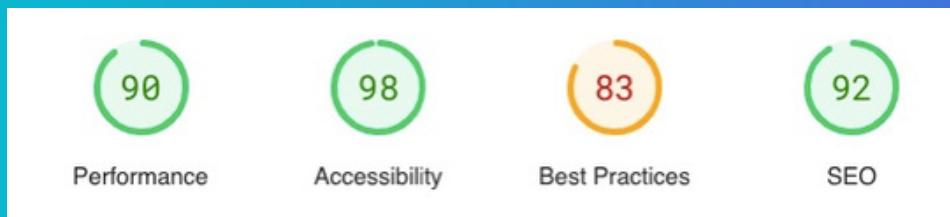
## SEO

SEO looks at how easy a website is to use and if it will show up high in Google search results. To improve SEO, web designers must ensure the website works well on mobile devices, has an organized structure with clear navigation, and provides a good user experience.



# WebDev Scores

Sony Music's WebDev results were impressive, with good performance, accessibility, and SEO. The only area that needs improvement is best practices. To increase the score in this area, Sony Music should serve images in next-gen formats such as WebP and AVIF instead of JPEG or PNG as they provide better compression for faster downloads. Additionally, search engines use href attributes on links to crawl websites - these attributes must link to the correct destination so that some pages can be found - for example, using the Performance Lab plugin to convert uploaded JPEG images into WEBP automatically. These changes will improve the best practices score and enhance performance, accessibility, and SEO.



## Recommendations

- 1 - Regularly update website content to keep it fresh and engaging for viewers
- 2 - Implement caching to reduce server requests and improve website performance
- 3 - Minify HTML, CSS, and JavaScript files to reduce file sizes and improve performance
- 4 - Use a content delivery network (CDN) to serve your static resources from multiple data centers around the globe
- 5 - Reduce the number of HTTP requests by combining multiple files into one
- 6 - Reduce the number of redirects to make your website faster
- 7 - Enable gzip compression to reduce the size of files sent from the server
- 8 - Optimize images for faster page load times
- 9 - Set Expires headers to define how long browsers can cache static resources
- 10 - Use prefetching techniques to load pages before they are needed

# SEO, SMO & SEM

## SEO

Search Engine Optimization (SEO) boosts your website's visibility with tools such as title tags, URLs, meta descriptions, and keywords.

## SMO

Search Marketing Optimization (SMO) promotes your website's content to increase its reach on social media channels, email lists, and ads.

## SEM

Search Engine Marketing (SEM) is a form of paid search advertising that aims to get more people to click on your site instead of those that better suit their needs.

Doing this requires creating relevant content with popular search terms to guide people toward your page. All three tactics – SEO, SMO, and SEM – can benefit various digital marketing strategies, including content marketing, social media promotion, and email campaigns, by ensuring messages reach their intended audience at the right time to generate engagement and traffic.

# Google Analytics

Google Analytics helps Sony Music assess the effectiveness of its digital marketing strategies by tracking user data and website interactions. It provides insights such as audience demographics, acquisition reports, behavior reports, and conversion reports. By defining UTM parameters and tracking ROI from various marketing campaigns, Sony Music can optimize its digital marketing initiatives for better user engagement and return on investment (ROI).

# Warner Music

Warner Bros. Records, a part of Warner Bros. Pictures, was created in 1958 and rapidly grew to include popular artists like Frank Sinatra and The Beatles. Through expanding its services to artist management, music publishing, and merchandising, the company eventually became known as Warner Music Group - one of the most successful music companies in the world today, with operations spanning 70 countries.

## Investments in Digital Music Startups **songkick**

Warner Music has invested in digital music startups like DistroKid and Songkick. These investments give Warner Music access to modern tools and networks that can help them reach more customers and generate new revenue.

## Collaboration with YouTube



Warner Music and YouTube have a long-standing relationship in which they capitalize off of each other's content on YouTube. Warner Music was one of the first major labels to secure a licensing agreement with YouTube, allowing them to generate revenue from advertisements and other sources.

# Universal Music

Universal Music Group (UMG), the world's largest music label, was formed in 1934 as Decca Records in the UK. The company has since grown to include over 50 labels, such as Capitol Records, Def Jam Recordings, Island Records, and Republic Records. On their roster are some of the biggest names in music, including Taylor Swift, Drake, The Weeknd, and Ariana Grande. UMG operates in over 60 countries and is owned by French media giant Vivendi. In addition to recorded music UMG also offers artist management and live event services.

## Collaboration with Spotify



Universal Music has partnered with Spotify, the biggest music streaming service in the world. Through this collaboration, Universal Music has expanded its audience and created new sources of royalties from streaming.

## Collaboration with TikTok



Universal Music has partnered with TikTok, the well-known short-form video app. Through this collaboration, Universal Music has connected with a younger audience and opened up new revenue channels through its music in TikTok videos.

# Content Calendar

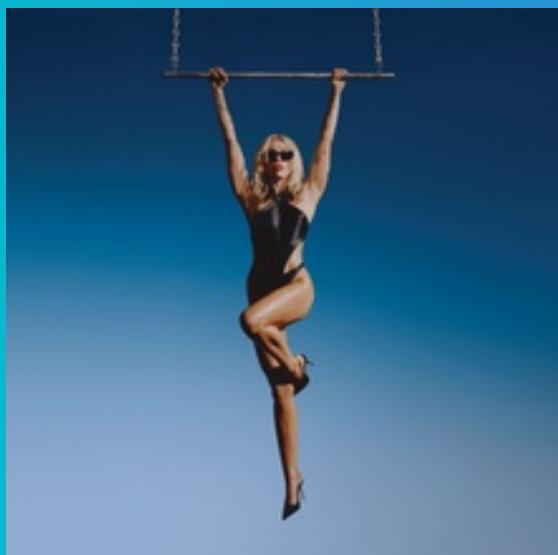


A content calendar is a planning tool that helps brands like Sony Music stay organized and efficient with content production, promotion, and distribution. It allows them to plan their music releases, campaigns, and social media posts while tracking user engagement and industry trends to adjust as needed. Using a content calendar, Sony Music can ensure that all its content aligns with its objectives and is tailored to the interests of its target audience.

## Sony's Clients as Influencers

Sony Music uses its clients to promote upcoming tour announcements, album releases, and artist updates rather than relying on external influencers. Recently, Sony Music announced Miley Cyrus' new single, "Flowers," on January 3 by sharing a sneak preview of the song on Instagram Reel with the caption "New Year, New Miley, New Single - Flowers January 13th." This proved successful, and the single earned Spotify records for the most streams in one week. Cyrus' next album, "Endless Summer Vacation," will be released on March 10th.

## Creating a Content Calendar to Promote Miley Cyrus' "Endless Summer Vacation" Album



### Objectives

- Increase awareness of Miley Cyrus' new album, "Endless Summer Vacation".
- Increase engagement with Miley Cyrus' existing fan base.
- Generate a positive buzz and excitement around the album release.
- Increase sales of the album.

# Social Media Strategy



1

Create a dedicated hashtag for the album's promotional campaign  
#EndlessSummerVacation

2

Post regular updates and teasers on Instagram about the album, including behind-the-scenes photos, interviews, and sneak peeks into the creative process

3

Host a Q&A session with Miley Cyrus on Instagram Live to engage with fans and answer any questions they may have about the album

4

Partner with influencers to create content about the album and host giveaways for fans to enter

5

Create a series of Instagram stories featuring clips of Miley Cyrus' music videos, the album artwork, and other visuals related to the album

6

Utilize Instagram Ads to target potential listeners by age, location, and interests

7

Leverage Instagram Stories and other interactive content to engage with fans and encourage them to share their thoughts and experiences about the album

8

Monitor and respond to comments on Instagram to foster an active and engaged community

9

Create exclusive content, (ex: a music video or behind-the-scenes footage) that can only be accessed by following Miley Cyrus' Instagram page

10

Utilize user-generated content by encouraging fans to share their reactions to the album and post photos or videos of themselves listening to it

11

Post regular updates about the album's progress and when it will be available for sale

12

Promote the album with additional content on other social media platforms like Twitter and YouTube

11

# Timeline

## Two Weeks Before Album Release

- Share teaser posts
- Engage influencers
- Begin hashtag promotion with #EndlessSummerVacation

## One Week Before Album Release

- Release behind-the-scenes clips
- Post links to pre-order the album

## Day of Album Release

- Post pictures from the recording process
- Post links to stream the album
- Engage fans with the hashtag #EndlessSummerVacation

## Post-Release

- Continue hashtag promotion
- Engage influencers
- Share user-generated content
- Post stories of Miley Cyrus' favorite memories from the recording process

# Instagram Posts



It's almost here... you won't want to miss out on all the excitement and fun that comes with the **#EndlessSummerVacation** album.

The two-week countdown has begun! @MileyCyrus



Who's ready to embark on this 'Endless Summer Vacation'?

Get your passports ready as we have only one week left before launch!

**#ComeAlongForTheRide**  
**#EndlessSummerVacaction**  
**#ExploreMore**



Put your hands up; it's finally here!

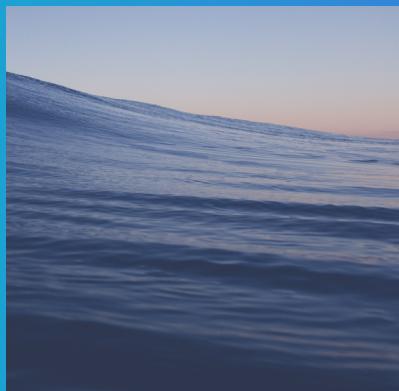
@MileyCyrus Endless Summer Vacation album is out now  
**#EndlessSummerVacation**  
**#FreshMusicFriday**  
**#MileyForLife**

# Twitter Posts



Are you ready!?  
#CountdownToEndlessSumme  
rVacation starts now!

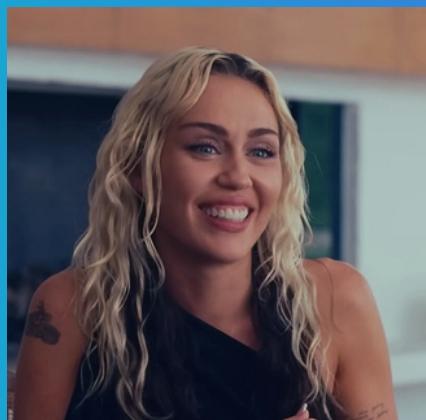
Just two weeks!



1 week left and counting until  
it's time for an 'Endless Summer  
Vacation'!

Who's in?

#ComeAlongForTheRide  
#CountdownToSummerVacatio  
n



Ready for the cure to this  
heatwave?

Miley Cyrus' new album is here!  
Listen to it now and make every  
day feel like a summer vacay

♥#EndlessSummerVacation  
#FreshMusicFriday  
#MileyForLife

# TRENDS

*The music industry is changing rapidly due to digital technologies, and Sony Music needs to keep up.*

## Streaming Services

Sony Music must adjust to the increasing use of streaming services, such as Spotify, Apple Music, and Amazon Music. They must create new methods to connect with the growing streaming audience to remain successful.

## Social Media

Sony Music must take advantage of its access to a wide range of people through social media platforms such as Facebook, Twitter, Instagram, and YouTube. They should create content and campaigns to excite their audience and push sales.

## Digital Communication

Sony Music must use digital platforms, such as email campaigns, website banners, and social media ads, to engage with its audience in the digital age.

## Artificial Intelligence

AI can be used by Sony Music to identify new trends, gain insights into customer preferences, better understand their audience, and develop more effective strategies for targeting them.

## Virtual Reality

Virtual Reality (VR) offers users an immersive and interactive experience of exploring the world of music. Through VR, Sony Music can create a one-of-a-kind experience that allows users to discover and explore music in a new and exciting way.

## Augmented Reality

Using Augmented Reality, Sony Music can create immersive experiences for their audience that engage them in new and exciting ways.



## Digital Distribution

Digital distribution is becoming increasingly important for Sony Music to reach a wider audience and gain more control over its distribution. To remain competitive, Sony Music must leverage digital channels to engage its target audience.

## Automation

As the music market becomes increasingly competitive, automation is set to revolutionize music marketing. Currently, Spotify adds 40,000 tracks a day, which is only increasing

## New Revenue Streams

Sony Music must explore new revenue streams, such as subscription services, merchandise sales, and online concert tickets. By diversifying its revenue streams, Sony Music can increase its profitability and remain competitive.

## Democratization

The rise of streaming services will lead to democratization. Consumers from non-Western regions, such as rural areas in Asia, Africa, and Latin America, increasingly use such services. Record labels must adjust their pricing structure and user experience accordingly to cater to this new customer base.

# Using Social Listening to Optimize Content Management

## Define Objectives

Goals and objectives such as monitoring brand reputation, tracking customer feedback, or identifying industry trends must be defined before using social listening.

## Select A Listening Tool

There are several tools available on the market, such as Hootsuite, Sprout Social, and Brandwatch, that can help you listen to your audience. Choose from a range of options to suit your needs and budget.

## Assess Relevant Keywords

To detect trends and opportunities, use social listening tools to examine relevant keywords and hashtags related to your industry, brand, or product.

## Develop Content

Use the findings from social listening to develop timely and useful content for your target audience. Social listening can be used to identify the most common themes, sentiments, and words associated with your brand or industry.

## Engage with Audience

Social listening may help identify customer feedback, and respond to their concerns and complaints appropriately without delay, improving customers' satisfaction and reputation.

## Understand your Competitors

To discover the gaps and opportunities in your content strategy, it is necessary to use Social Listening to monitor the competition's online activity, e.g., through content, engagement, or customer feedback.

## Assess your Success

To assess the efficiency of a content strategy and monitor progress in achieving targets, you can use tools for Social Listening. Measurement tools such as engagement, sentiment, or reaching out can allow you to evaluate your performance and adapt the strategy for each situation.



# ChatGPT & AI Tools



Generative AI is a controversial topic in the music industry, as many fear they may lose their jobs or the value of creativity will diminish due to people being able to produce custom tracks quickly. AI-generated songs are now on streaming services like Boomy, making the music business rethink how creativity can be used. Ashley Mass mentioned in Complex that AI technology might reduce the emotion and authenticity behind the music. Additionally, it raises questions about who is an artist - if anyone can access generative AI, does this lower the quality of music? And what will this do to competition and listener responses? Ultimately, it comes down to an artist's self-control and integrity when writing lyrics.

*Let's look at what professionals in music have to say about generative AI*

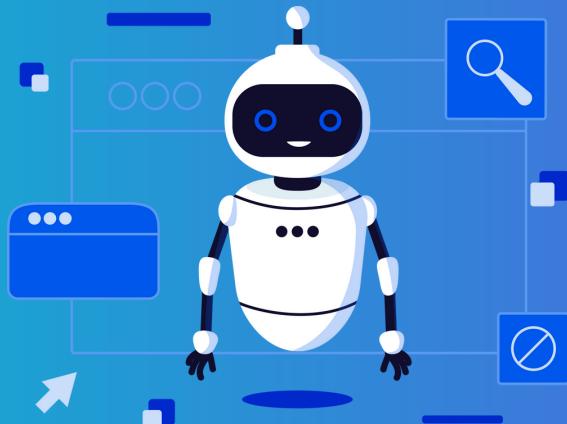
## Blogs About Generative AI

The blog "10 Musical Industry Trends You Need to Look Out for in 2021" discusses the changes and developments in the music sector. The article states that, due to COVID-19, the industry has shifted its focus to online channels such as live streams and video concerts. Furthermore, TikTok's growth has dramatically influenced music discovery and promotion, and data analysis is now essential when making business decisions. Additionally, independent artists have become more critical than ever, social justice and inclusion are increasingly prioritized, gaming plays a role in the music business, and newer technologies such as Blockchain could further revolutionize the industry.

Generative AI has many pros, such as automated music composition and sound design processes, which save time and resources. It can also create innovative sounds that are tailored to individual preferences. However, there are some cons; AI music may not have the same emotional depth or originality as human-made music, and ethical issues may arise regarding authenticity and transparency. Additionally, automation could result in job losses for people in the music industry.

The blog "How Will AI Impact the Future of Music?" examines how Artificial Intelligence (AI) is transforming the music industry. It explains how AI creates, curates, and distributes music. Examples of ways it can generate music and collect data for marketing purposes are given. The pros and cons of using AI in the industry are discussed, such as creating new revenue streams but ethical worries too. Ultimately, the article encourages those in the music business to embrace this change by finding ways to collaborate with AI to make innovative experiences.

The pros of generative AI in the music industry include efficiency, creative exploration, personalization, and collaboration. However, the cons include a need for more authenticity and emotional connection to the music; copyright issues; quality control issues; and fears that AI could replace human musicians.



The blog "Disrupting the Music Industry: How Generative AI is Changing the Way We Create and Listen to Music" discusses how AI is revolutionizing the music business with new tools for making and listening to music. AI can help human musicians be more creative by creating unique sounds and compositions. It can also offer a personalized experience and reduce costs associated with production. On the other hand, there are concerns about copyright and quality and whether AI-generated music has genuine emotion. The author suggests that the industry should take advantage of AI's potential for innovation and creativity.

The pros of generative AI in the music industry include creating new creative possibilities, increasing efficiency, personalizing music for listeners, enabling collaboration between musicians, and providing a potential new revenue stream. The cons of generative AI include questions about its authenticity, copyright issues, concerns about quality control, and possible unintended consequences such as job loss or homogenization of music styles.

The blog "5 Ways Artificial Intelligence Will Change the Music Industry" explains how AI is revolutionizing the music industry. It can generate new music, analyze existing songs, personalize recommendations for listeners, improve sound quality, and protect against copyright infringement. While AI is still relatively new in the industry, its potential to transform how music is made, shared, and enjoyed is immense.

The pros of generative AI in the music industry include creative exploration to create new music, increased speed and efficiency in production, personalization for listeners, improved sound quality, and copyright protection. The cons include a lack of authenticity compared to human-created music, questions over who owns the rights to AI-generated music, potential issues with quality control standards, fears that it could result in job losses for human musicians and composers, and the risk of unintended consequences such as homogenization of musical styles.

The blog "Is AI Music a Genuine Threat To Real Artists?" describes how AI is being used to create, remix, master music, and predict which songs will be successful in the music industry. It can also create music tailored to individual listeners' tastes and create virtual concerts and interactive experiences. There is concern that AI could replace human musicians, but some believe it can enhance creativity by providing new tools for artists. Though still in its infancy in the industry, AI has the potential to revolutionize how we make and consume music.

The pros of generative AI include increased efficiency, new creative possibilities, and cost-effective music production. However, using AI could lead to a lack of emotional depth or authenticity in compositions, resulting in legal and ethical issues. Additionally, it may cause job losses for human musicians and industry professionals.



# Paid, Earned & Owned Media

## Paid Media

Paid media is advertising content businesses purchase from a third-party platform or channel. Examples include sponsored ads, search engine marketing, and social media ads. Paid media allows companies to target specific audiences and control their messaging. However, it can be costly and generate less engagement or trust than earned media.

**Social Media Advertising** - To advertise new music albums and performances, Sony Music has sponsored paid social media ads on social media platforms like Facebook, Instagram, and Twitter.

**Radio & TV Advertising** - Sony Music has bought radio ad space to promote new music releases and performances. In addition, Sony Music has aired television commercials to advertise music releases and concerts, notably during high-profile occasions like the Super Bowl.

**Outside Advertising** - Sony Music has promoted music releases and performances via billboards and other outdoor advertising.

Sony Music should be aware that paid media campaigns can be costly. To ensure their budget is not overspent, they should allocate funds for the campaigns and measure their ROI. Programs such as Google Analytics, Facebook Ads Manager, or LinkedIn Ads Manager can be used to analyze metrics like click-through and conversion rates. Additionally, A/B testing different ad formats and targeting options can help optimize the campaigns for maximum efficiency.





## Earned Media

Earned media is publicity or exposure that a company receives without paying for. This includes things like customer reviews, social media posts, and influencer support. It is usually more reliable and trustworthy than paid advertising, though it might not reach as big of an audience, and its effects can be hard to predict or control.

**Social Media Mentions** – The social media pages for Sony Music has a significant following, and their postings regularly get interaction and shares. By sharing Sony Music's material, fans and followers amplify the label's message and generate earned media publicity.

**Press Releases** – Sony Music assembles press releases to announce new music releases, artist signings, and other label-related news. These press releases result in earned media publicity because media outlets frequently republish them.

**Awards** – Many accolades from influential industry groups have been given to Sony Music and its artists, resulting in earned media publicity.

Sony Music can maximize the impact of its investment in earned media by creating relationships with journalists, influencers, and other media sources. They can also consider hiring a public relations agency to help them manage and measure their media relations results. Additionally, Sony Music should use media monitoring tools like Hootsuite to track mentions on various media and social platforms. They can measure the success of this earned publicity by tracking referral traffic and engagement metrics such as social shares, comments, and sentiment analysis with Google Analytics.



## Owned Media

Owned media is the platforms and resources a business controls, such as its website, blog, social media accounts, email newsletters, and mobile apps. The main benefit of this type of media is that it allows businesses to communicate directly with their customers by deciding what message they want to get across. Owned media might not reach as many people as paid or earned media but requires continual effort and investment to keep running.

**Website** - The official, Sony Music website, is essential for all its artists and new releases. The website includes music videos, information about the artists, tour schedules, and other Sony Music-related news.

**Social Media** - Facebook, Instagram, Twitter, and YouTube are just a few sites where Sony Music has an active presence. Sony Music and its followers and fans can communicate directly through these accounts.

**Email Updates** - Sony Music routinely sends subscribers newsletters about its artists and new music releases.

Sony Music needs to invest in their own media channels, such as website maintenance and social media management. To ensure a good return on investment, Sony Music should assess the effectiveness of these channels using tools like Google Analytics and Hootsuite. Surveys and customer feedback programs can be used to evaluate how customers react to their owned media channels, helping Sony Music gauge satisfaction and loyalty levels.

# Next Steps & ROI

## What is your organization doing well that should be continued?

Sony Music has an impressive roster of artists, which gives them a competitive advantage in the music industry. They are investing in new technologies like AI and blockchain to make processes more efficient and generate fresh income.

Additionally, they are extending their influence to global markets, giving them access to new audiences and money-making opportunities.

Finally, they are working to diversify their artist portfolio, in particular by signing on more female and minority artists who are hugely influential within the music industry.

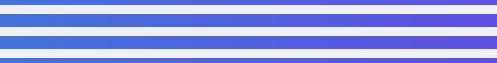
## What should Sony Music do that its competitors are doing?

Sony Music has much to learn from its competitors, Warner Music and Universal Music, including embracing new technology, expanding its global presence, focusing on artist development, prioritizing diversity and inclusion, and experimenting with different business models.

They could explore advanced technologies such as blockchain, artificial intelligence, and virtual reality to stay ahead of the curve. Additionally, they could expand their international presence by collaborating with local artists and labels to tap into new markets.

Their artist development programs should be strengthened to support up-and-coming talent building long-term careers. Diversity and inclusion must be prioritized in their hiring practices and marketing strategies.

Lastly, Sony Music should diversify its revenue streams by exploring alternative approaches like licensing, merchandise sales, or live events adapted for the digital age.



## What trends do you think Sony Music should be aware of?

The COVID-19 pandemic has increased the popularity of live streaming and virtual events, allowing musicians to stay connected with their fans and earn money when in-person concerts are not possible. MIDiA Research estimates that virtual shows will generate \$6 billion in 2022.

Companies such as Warner Music and Universal Music have already experimented with hosting virtual events on platforms like Twitch and Roblox, which Sony Music could benefit from.

Sony may consider investing in these events, creating their platform, or including virtual elements in live shows to enhance fans' experience.

## What are the tools that they should use to be able to be competitive in the future?

Sony Music must embrace new tools to stay successful in the music industry. These tools involve data analytics, artificial intelligence and machine learning, blockchain technology, augmented and virtual reality, social media, and influencer marketing.

These technologies will help Sony Music identify up-and-coming talent, anticipate popular songs, optimize online campaigns, and create engaging fan experiences.

Additionally, Sony Music should use social media platforms like TikTok to market its artists and build relationships with fans.

## What is the expected value of Sony Music based on these recommendations?

Sony Music can stay ahead in the music industry by taking advantage of new technologies and trends. This includes using streaming services such as Spotify or Apple Music to increase their reach with strategic marketing strategies, virtual and augmented reality to create memorable experiences for fans, and integrating artificial intelligence into their distribution processes.

They should also focus on developing partnerships with independent artists and labels to offer listeners a wider range of music options. By exploring different technologies and promoting diverse products, Sony Music will be able to remain competitive.



# Conclusion

*Sony Music can remain competitive in the music industry by embracing new technologies, expanding their global presence, investing in virtual events and social media marketing, and focusing on artist development, diversity, and alternative revenue streams. By taking these steps, Sony Music can create new income streams; build stronger relationships with fans; and maintain its position as a leading player in the music industry.*



**Thank you for taking  
the time to read my  
digital strategy report  
about Sony Music! I  
hope you found it  
informative.**



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