



LIBBY WHITEHOUSE

MARKETING STRATEGIES TO
IMPLEMENT FOR GROWTH

**PRESENTED BY
ARIELE PALMER**

MARKETING AND CONTENT STRATEGY
INTERN



BACKGROUND

Influencer focusing on music, Libby Whitehouse is determined to take the British pop scene by storm. With four releases and another on the way (as of 7 February 2025), Libby is proving herself worthy of being a girl pop icon of the United Kingdom.

Her first single with Tileyard, 'OMG', was released on 16 February 2024, and has since released four more singles. Her focus is to reach beyond London and become a household name in the UK, and beyond.

OMG - Released 16.02.2024

Fired - Released 05.04.2024

Sweetest Revenge - Released 31.05.2024

Something - Released 26.07.2024

Fancy Restaurants - Released 21.02.2025



CURRENT ARTIST BRANDING

HOW IS LIBBY VIEWED?

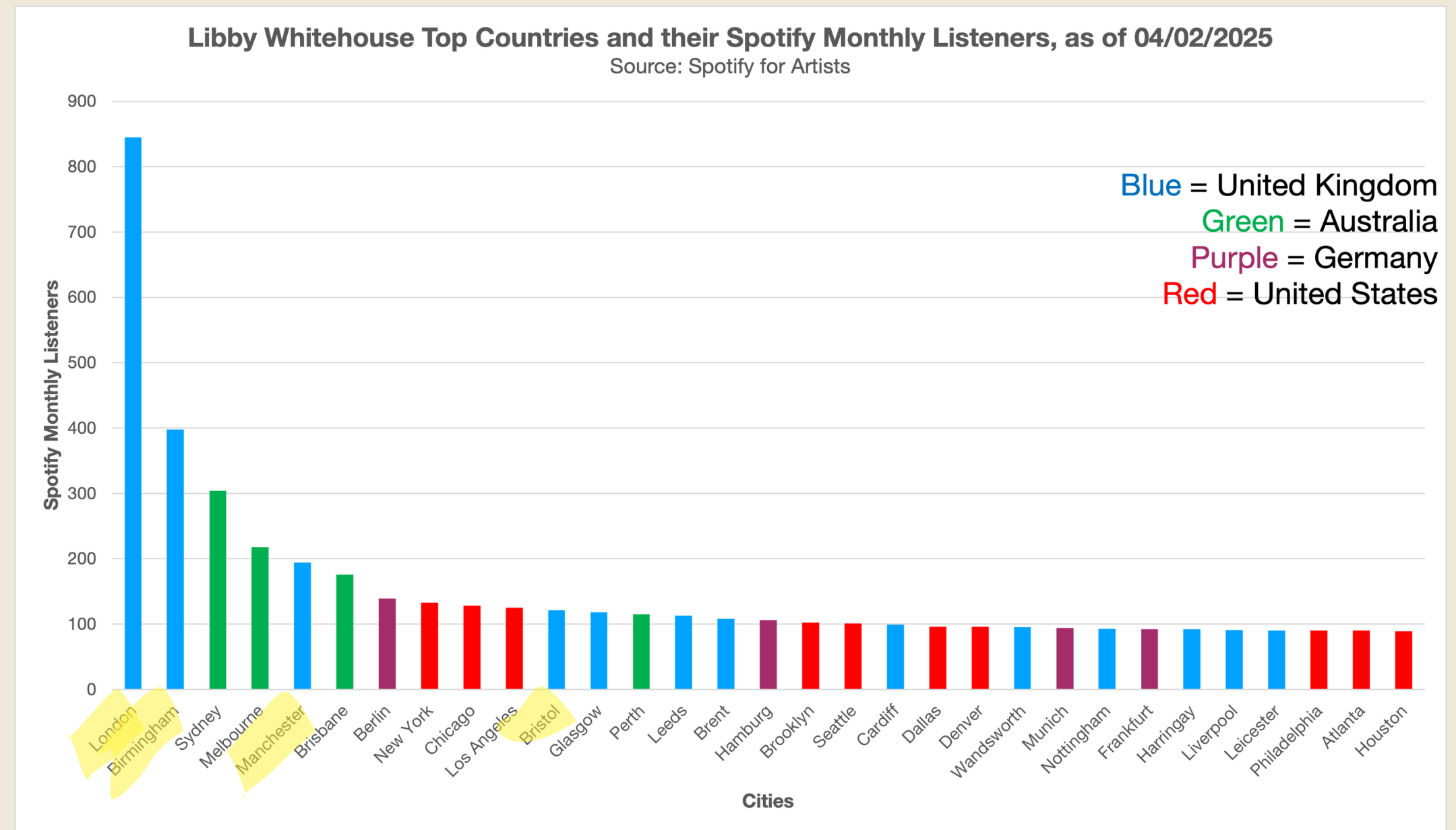
- Libby Whitehouse brands herself as a girl pop icon, similar to the likes of Katy Perry, Miley Cyrus, and Cher Lloyd (just to name a few).
- Her visual style is very inspired by high fashion and bold colors, making her stand out alongside her music.
- Libby tells a story with each song and personally connects with her audience - something that makes an artist stand out even further.



TOP LISTENERS

Libby's top four countries of listeners, according to her Spotify for Artists, are the United Kingdom, United States, Australia, and Germany. London has the highest number of monthly listeners because of its population, but then the number significantly drops.

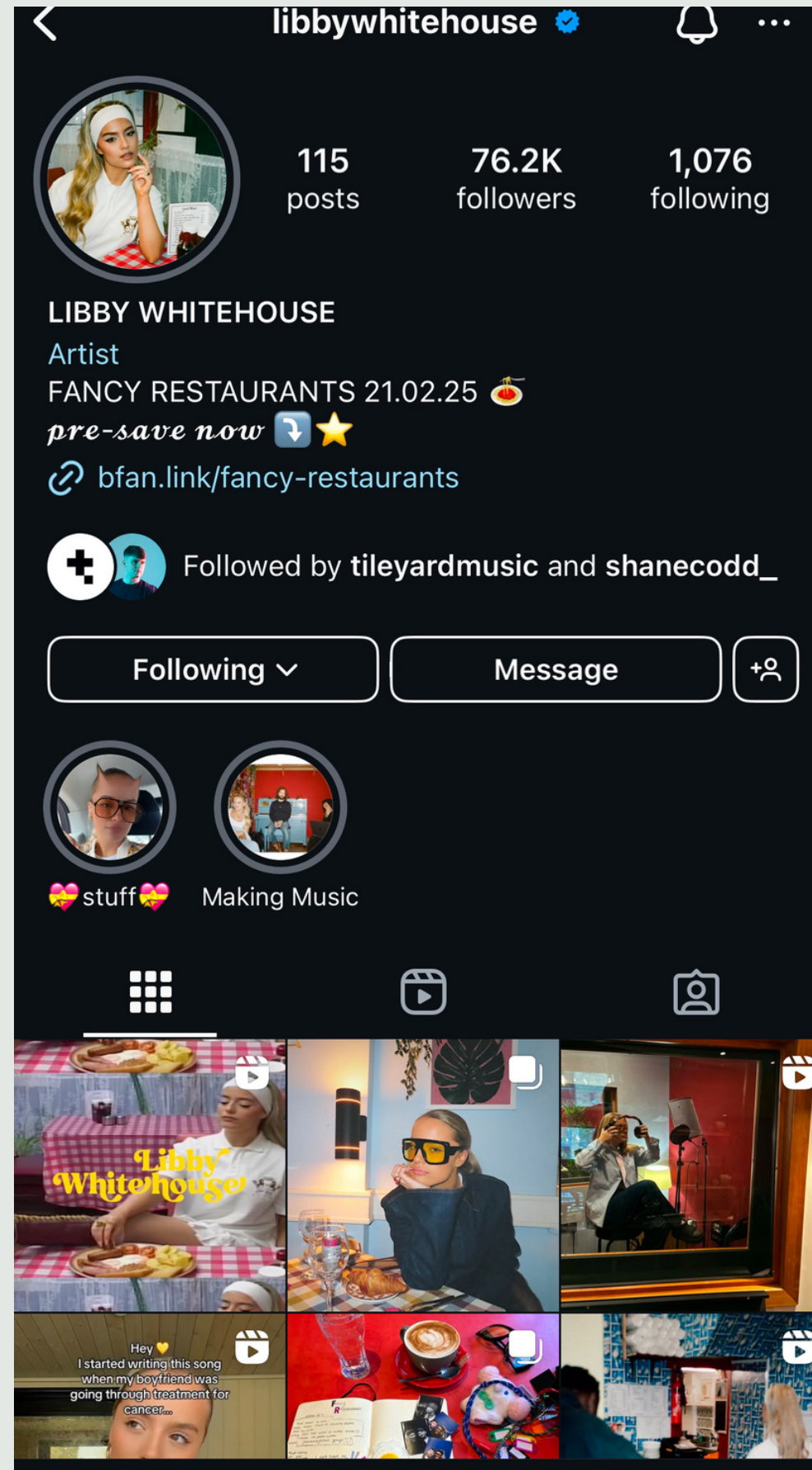
Focusing on the UK is top priority as she wants to be **UK's pop princess**. While listeners in other countries are always a huge bonus, giving mind to Birmingham and Manchester is vital (these cities also have BBC Introducing shows, where Libby can submit her work).



SOCIAL MEDIA + PR ANALYSIS

INSTAGRAM (AS OF 7 FEB)

Out of all of her channels, Libby has the largest following on Instagram, with around 76.2k people. She recently announced her new single, "Fancy Restaurants", which gained more traction onto her profile. FR announcement, so far, has 83 comments, whereas other videos posted this month, such as singing the song on piano, has had more comments. Strategies such as the photo on the left is one way to gain comments and traction - it's a **call to action** ->



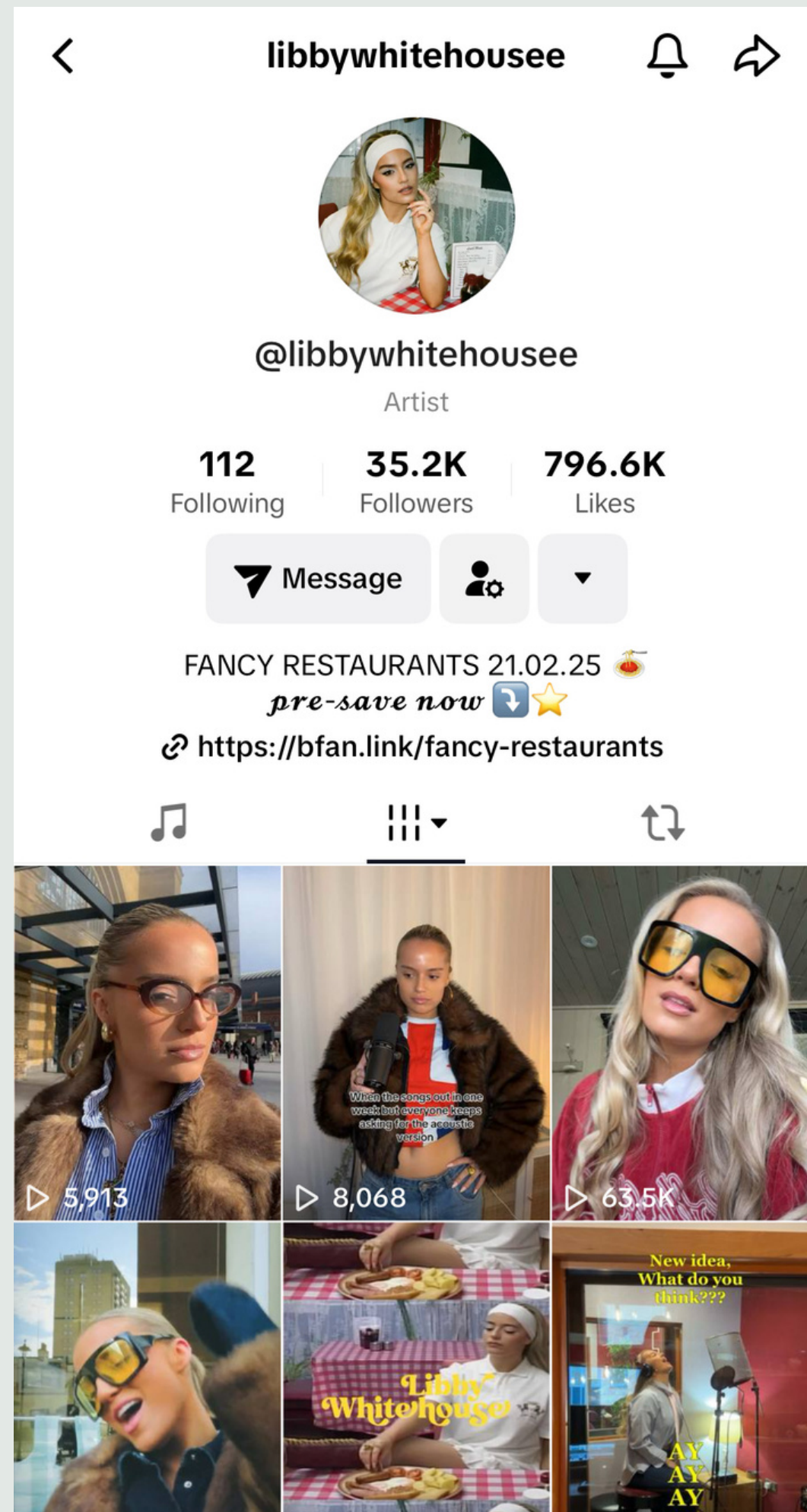


INSTAGRAM (cont.)

Posting more call to actions in order for a chance of a reward, as shown here, makes a big difference. Before she posted this, Fancy Restaurants had 5 pre-saves. After, it got **over 60.**

Libby sent out a message to the top 25 with a video message and these people were excited to receive a reply.

TIK TOK (AS OF 14 FEB)



Libby has a bit of a following on Tik Tok as well, but not as significant as Instagram. Her piano videos tend to do significantly well compared to studio versions of songs, so maybe the thought of releasing a piano version of her work (maybe Fancy Restaurants?) could gain some more traction as that is what the people like to see based on likes and views.

SO...WHAT OTHER CTAs CAN BENEFIT LIBBY AND HER FANS?

- **Contests!**

- Everybody loves a contest, especially when it's free to enter and win!

This can be done by...

- Tik Tok challenges - "Post your boyfriend, girlfriend, any friend, to my song for a chance to be featured in a collaboration video!"
 - Instagram - Posting a contest in order to win free tickets or free merch by liking the post, tagging a friend in the comments, and sharing to stories gains traction to her profile and gets fans involved.

- **Tagging a friend**, the easiest way to gain comments!

- Ex: "Tag a friend you would blast this in the car with!" "Who does this song remind you of! Tag someone if you're feeling bold 🙄"

Ultimately, Libby gains exposure and fans interact with their favorite artist! It's a win/win.

MARKETING + PR STRATEGIES

LOWER BUDGET CAMPAIGNS

- **Stickers with QR codes**

- Easy to stick around the city, cheap to print and make
 - I realized this was done with 'OMG', maybe a link to sign up for first access/special message?

- **Easter eggs**

- Quietly updating IG by changing profile pic or entire feed makes fans wonder what is coming up next. It's exciting and suspending!

- **Posting a lyric**

- I always think it's fun whenever the artist teases a track by posting lyrics without much context, it could be something like Libby handwriting a lyric with cute elements so it's not just blank
- People love a good mystery! And, it's very easy to create

- **Street team promotion**

- Not necessarily a 'campaign' per se, but having a dedicated group of people to go and hang posters of Libby's upcoming releases is something that is a classic yet effective way of promotion.
- There can be a group of people for the top four cities Libby is popular in the UK (London, Birmingham, Manchester, and Bristol).
 - Where to put these: coffee shops, music stores, pubs, etc.
 - Posh-ish areas (knowing Libby) and other areas where thousands can view.
- Can place the stickers with QR codes all over Central London as a main location.

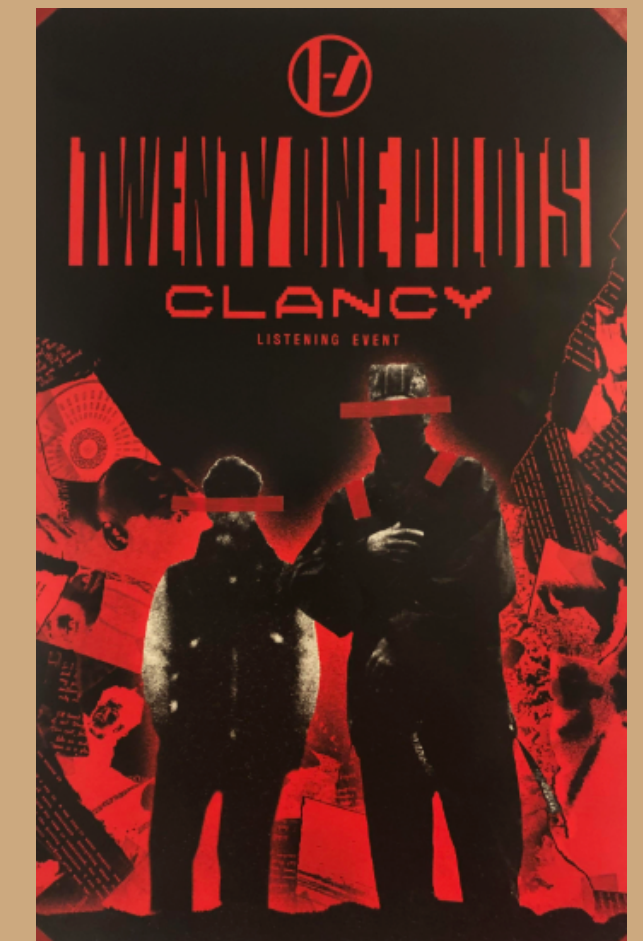
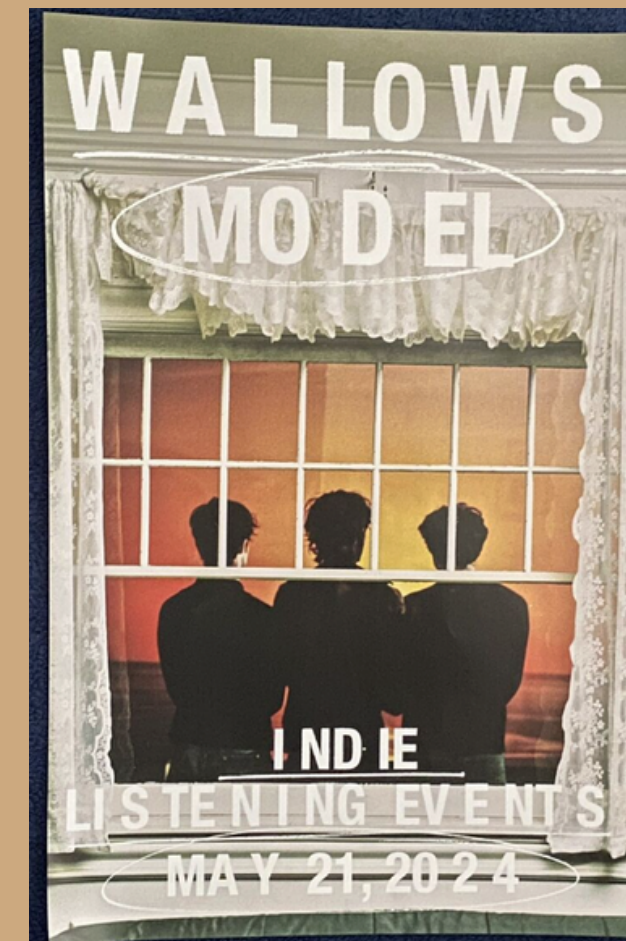
HIGHER BUDGET CAMPAIGNS

- **Listening party for a new album or EP**

- While Libby does not have an album coming out soon, bringing her fans together in central London to listen and react to the album together is a way for fans to get closer to Libby and have exclusive access to her new work
 - Can be held at a record shop, café, or a place that fits a theme (Fancy Restaurants, restaurant?)
 - Fans can get an exclusive poster (or other merchandise) only available at the listening party
 - Reference: **see photos ->**
 - Can be artwork cover, or even a small photo print that Libby can sign
- These listening parties can be free to attend, or a low fee for exclusive fans on PlanetFans.

- **Merch bundle!**

- See next slide



Examples of listening party posters from the bands Wallows and Twenty One Pilots

MERCH BUNDLE IDEA

For shows and/or online (PlanetFans?)

Tote bag



Everybody loves a good tote bag! Keeping it simple but with the snel logo that has recently become part of her brand can be recognizable amongst fans.

Stickers



The girlies LOVE stickers because they can go anywhere: laptops, water bottles, bikes, phones, etc.

Signed Polaroid



Personable and cute (promo images used for this example but since they are polaroids, each photo is different and unique to every order).

Libby signs each one!

METRICS SURVEY

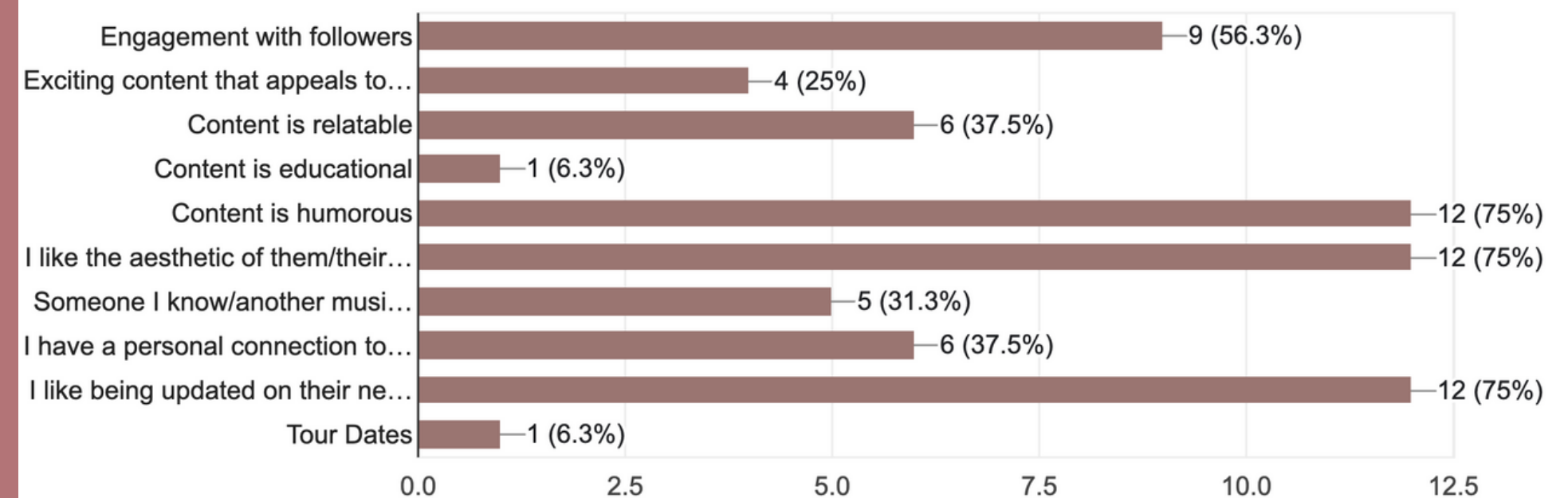
While this specific survey was published for the purpose of increasing social media visibility within house artists, various questions were asked about musical artists in general that could also apply to Libby and her social media channels.

RESULTS

- A total of 68 choices were selected, and responders were asked to select all of the statements that applied as to why they follow their favorite artists.
- 75% of responses follow their favorite artists because their content is humorous.
- 75% like the aesthetic of them/their feed.
- 75% like being updated on their new projects.

Now, consider what makes you follow these artists, aside from liking their music. Which of these factors contribute to you continuing to follow your fa...artists to this day? (Select all that are applicable)

16 responses



More notable choices:

- 56.3% of responders follow artists for their engagement with followers
- 37.5% of responses think their content is relatable
- 37.5% have a personal connection to the artist

WHAT CAN LIBBY DO WITH THIS INFORMATION?

- STICK TO A POSTING SCHEDULE -> She can be able to do by setting reminders in her calendar and setting alarms.
 - While having a management team is a good start, at the end of the day it's Libby herself that must yearn for success and sticking to a set schedule for social media is an easy way to do so.
- Considering implementing humor in her posts
 - Gen Z LOVES humor, and since Libby is Gen Z herself, posting funny content that can be relatable to those around her age can be seen as more personable.
 - Ex: Tik Tok trends, challenges, funny BTS footage, etc.

ACOUSTIC SET

25.03.2025 - MAP STUDIO CAFÉ

On the 25th of March,
Libby held her second
show at Map Studio
Café in London, and this
is what happened...



LIBBY WHITEHOUSE ACOUSTIC SET

25.03.2025 - Map Studio Café, London

- Sold out show!
- Dedicated fans showed up and showed out
 - Room was a bit noisy with people singing her songs with her (and we love that!)
- Great promotion!
- Libby took the time to visit nearly everyone after her set, building more of a relationship between her and her fans.

What to consider for the next show?

- More crowd interaction
 - Something simple as complementing what an audience member is wearing is memorable to fans
 - Pointing the mic out to the crowd - classic, but always fun when people sing the lyrics back even louder
- Additional build-up for a show announcement, perhaps a week in advance.
 - **Tease on PlanetFans!**



CONCLUSION

Libby Whitehouse is already on an amazing track to success, in the United Kingdom and beyond. She can expand her brand even further by considering these strategies and implementing them into her work and music. Libby is only getting started, and the world better buckle up for the Whitehouse.



THANK YOU!

ARIELE PALMER

**CONTACT:
PALMERARIELE04@GMAIL.COM**