

Shane Codd

DEVELOPING MARKETING STRATEGIES FOR SUCCESS

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**TILEYARD
MUSIC**

BACKGROUND



Shane Codd is an Irish DJ and producer based in Dublin. His focus is on house music and remixes, and occasionally will post remixes of popular songs onto his Soundcloud. His first release, 'Get Out My Head', was released on 25 May 2020 during the COVID-19 pandemic and is his biggest hit to date.

His latest release, 'Let You Love Me' features fellow Tileyard clients Raphaella and Manovski, released on 13 December 2024.

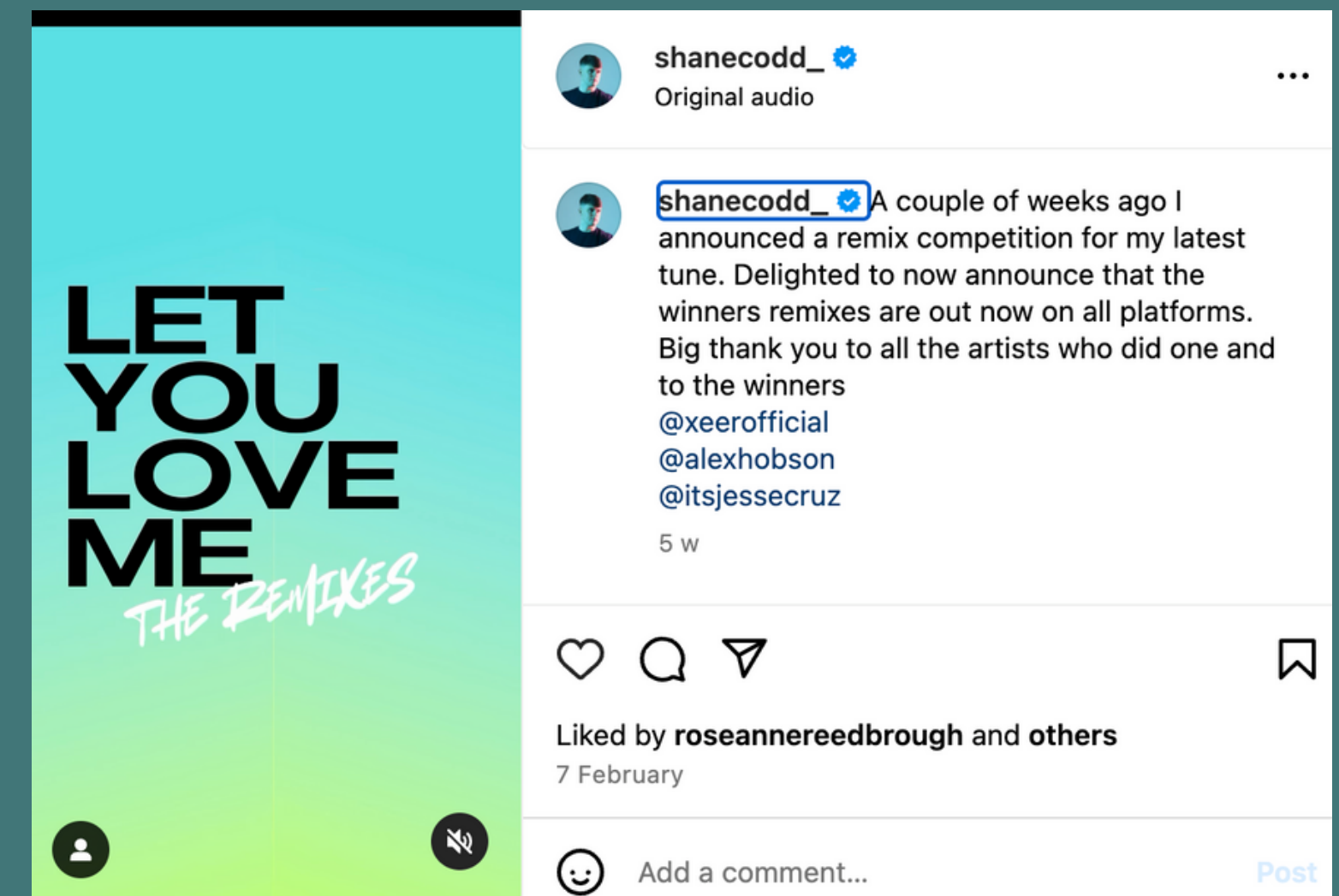


EXPLORING METRICS AND DATA

Looking at social media channels

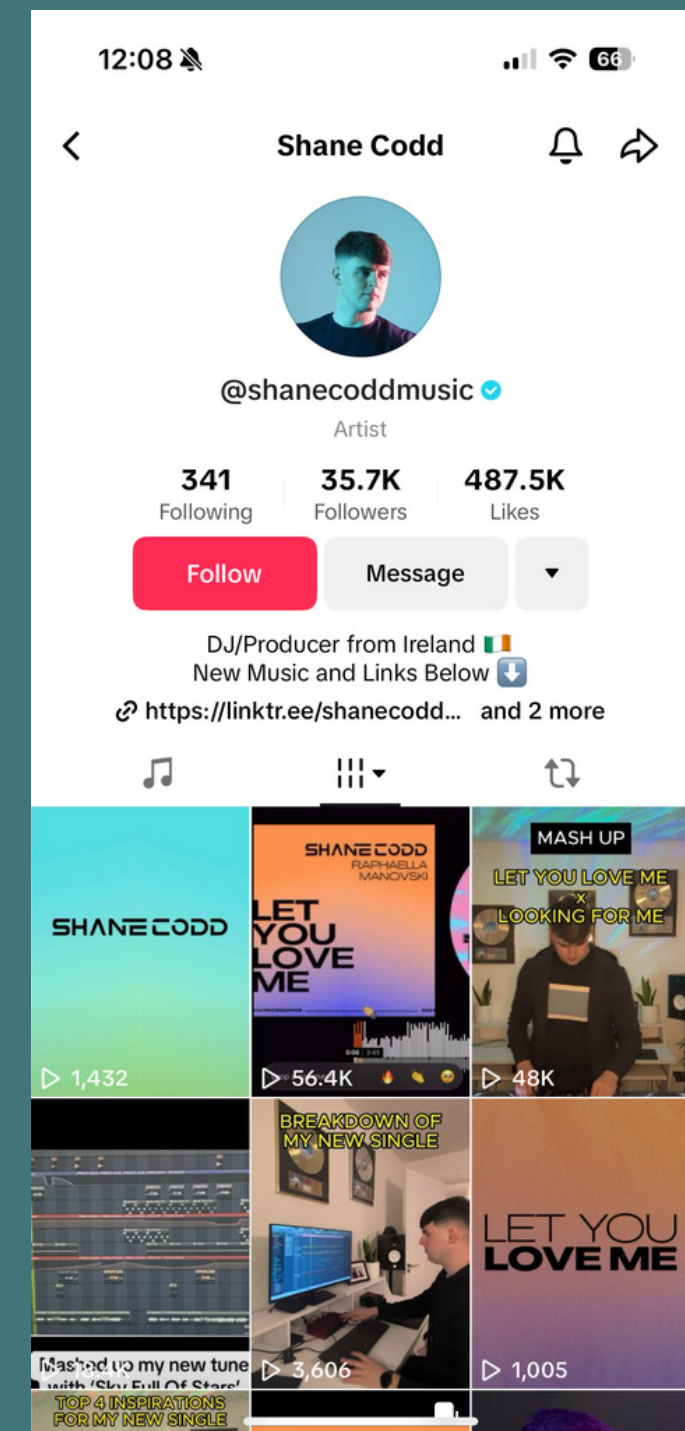
INSTAGRAM

- As of 18 March 2025, Shane has 30.5k followers on his IG
- Consider posting about:
 - Hitting 1M streams on 'Let You Love Me', thank his fans for their support (Done)
 - Continue to do this throughout many milestones → 1M, 5M, 10M, etc.
 - Promoting the remixes – all he did was announce the winners, no further promotion from there
 - He may be 'shy' when it comes to socials, but thinking outside of the box is a great way to try something new and gain more of an audience.



TIK TOK

- As of 18 March 2025, Shane has 35.7K followers on Tik Tok, about 5,000 more than his IG.
- Last post also on 7 February, congratulating winners of the remix contest
 - Only received 33 likes and 2 comments
- Does not get as much traction on Tik Tok despite the larger following
- Mostly posts of him djing or breaking down his tracks
 - To gain a larger following, he needs to think outside of the box



WHAT TO POST ABOUT

INSTAGRAM

- Repost stories of people listening to tracks
- Share studio content
- Festival throwbacks, “where should I play next?”
- Call to actions (CTAs)
 - “Tag your festival mate...”
 - “Who should I collab with next? Tag them below🔥”
 - Polls: “Which track should I drop next?” [Post snippets of songs]

TIK TOK

- Further emphasis on behind the scenes of creating tracks
 - Explaining how he created the tracks, not just a video with text over it
 - Ex: ‘How I created this beat for my new single’
- Perhaps a snippet of a YouTube video that shows the full breakdown of a track **in-depth**.
 - Great way for those new to making house tracks (and fans of Shane) to learn all about

‘HOW I MADE’ YOUTUBE SERIES



Sample YouTube thumbnail

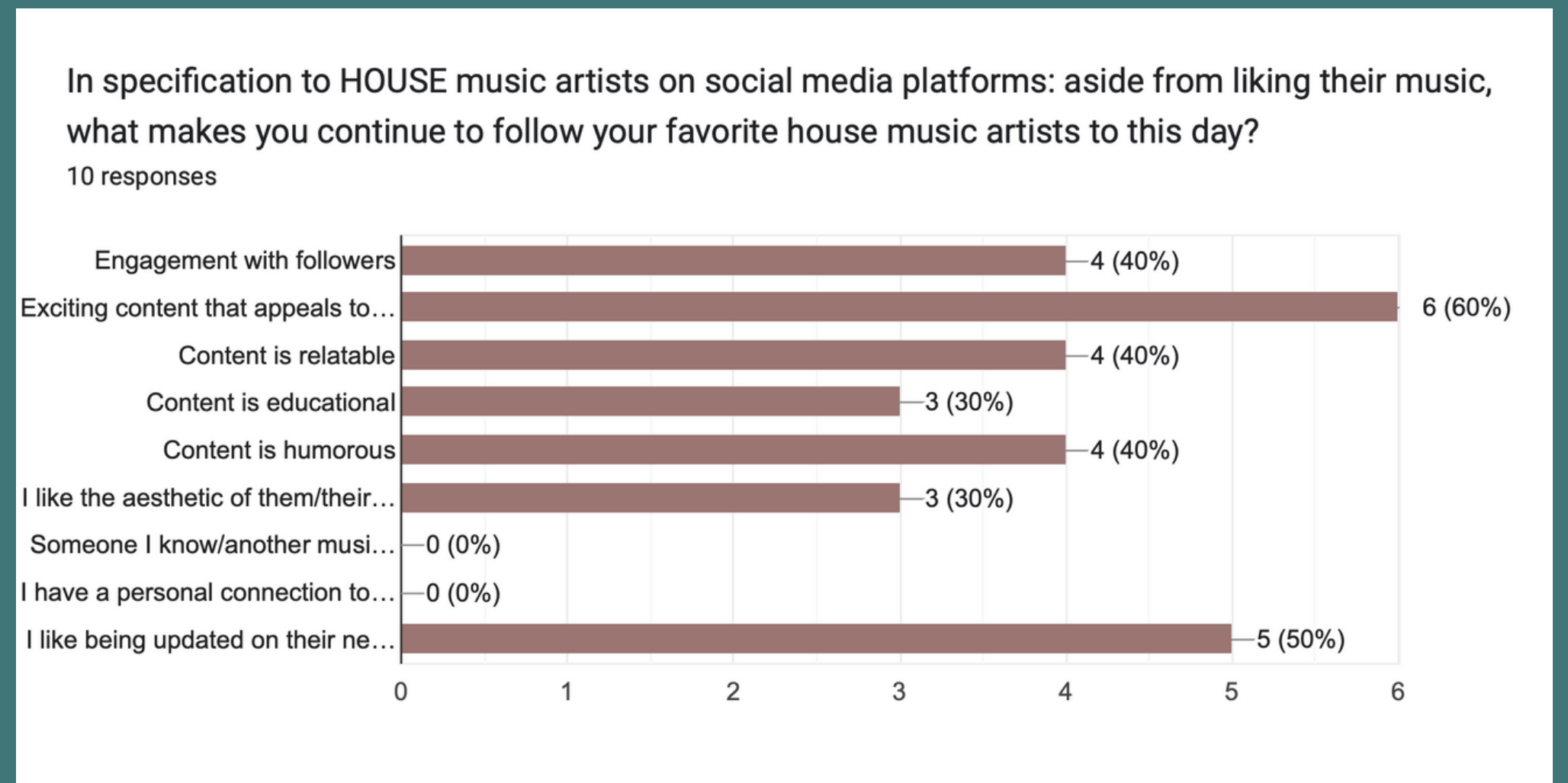
- Shane loves posting breakdowns to his tracks, so why not create a series on YouTube that does exactly that, but in greater detail?
- Not only does this gives his fans an inside look into some of their favorite songs, it's a great tool for music enthusiasts that want to know how a song gets created, from the first idea to release.
 - On that note, creating tutorials on how to DJ would be fun to see as well!

House Music Metrics Survey: The Results

I sent out a survey via Google Forms at the beginning of March on my personal Instagram, then created mini flyers to post around my college campus containing a QR code to the survey.

THE RESULTS

- 44.4% of surveyers follow around 1-5 house artists on their social media channels.
- 60% follow these artists because of “exciting content that appeals to a large audience”.
- 50% follow these artists because they like being updated on their new projects.



THE RESULTS

What are some ways, from what you have observed on your own social media feeds, that you believe may make house artists a top contender in their genre?

“Probably getting a song to **“trend”** on social media. People post so many reels these days with songs attached, and if a specific song blew up, that may get people to start listening and exploring different genres.”

“They are not afraid to **evolve** and **try new ways** of making their art. They are not stagnant in their style.”

“I think they should be more **personable??**”

“**promoting** new events!”

“**Exploring a specific niche** and figuring out what platform house fits best”

“**Passion, continued engagement**, a good team of **management** (photographers, marketers...), always looking to bring something new.”

What can Shane do with this information?

- Be willing to try new content ideas!
 - BTS of creating his recent songs, including studio footage, time lapse of mixing/recording, and other fun footage.
- Be more personable!
 - Showing immense gratitude to fans shows he really cares about his fanbase and making them happy, which is something that he already does but can expand on that with personalized shoutouts, giveaways, and first access to new music (newsletter!).
- Remix a trending song (perhaps on Tik Tok, where songs frequently go viral).
 - Tagging artists of remixes can help with further exposure, especially if said artists engage (reposts, duets, stitches, etc.),

Campaign Ideas

LOWER BUDGET CAMPAIGNS

- Social media challenges
 - A classic move but never gets old
 - Gets fans involved and excited.
 - Ex: “Post a moment that reminds you of [song] and I will make a compilation of my favorites!”
 - This was done with Rather Be Alone as a Tik Tok compilation which got a significant amount of views.
 - Instead of labeling it ‘compilation’ it could instead be a fan made music video!
- DM top supporters a snippet of a new release after presaving!
 - Similar to what Libby Whitehouse did with Fancy Restaurants (dming the first 20 people who presaved the song).
 - “My new song, [song] is dropping on [date]. Presave now for the chance to receive a snippet of the track before the rest of the world hears it!

HIGHER BUDGET CAMPAIGNS

- Posters in various hotspots across markets where Shane has seen success (top 4: Dublin, London, Manchester, and Birmingham), each with different lyrics promoting a new single
 - Example used with ‘Let You Love Me’ (next slide)
 - Emphasis on placement in high tourist areas (Brick Lane, record stores, etc.)
- Pop-up DJ sets!
 - A great way to gain exposure in the house scene, and who doesn’t love a party?
 - Places of interest: universities, clubs, rooftop bars, and outdoor plazas/malls just to name a few in the UK and Ireland.
 - This can be part of an online series posted to IG and/or YouTube as mini documentaries.



POSTER EXAMPLES



Incorporates the singles' artwork and fonts

WHY IS THIS EFFECTIVE?

While the design and the message are essentially the same, the change of lyrics across different posters can lure audiences in, wanting to learn more about what the song is about.

CREATE A SONG WITH SHANE CONTEST

- Shane can create a song with the collaboration of his fans:
 - The contest:
 - Fans can send vocals, instrumentals, etc. for the chance of Shane remixing these demos and releasing them
 - Possible to remotely do this, or if the contestants are local, an arrangement for a studio session with Shane
 - This gives an additional chance for Shane to connect even further with his fanbase, and the fans can learn about the process of putting a house song together with an experience and successful artist
 - Not to mention, bragging rights

SONG CONTEST (CONT.)

- Instagram promotion
 - Shane can post a flyer similar to this one with details in the caption about how to submit material, along with a deadline.
 - Ex: “Excited to announce another contest for my fans! You can have the chance to be remixed by me by submitting your instrumentals, lyrics, etc. and you may end up on my next EP. Here’s what you gotta do: [instructions, including where to submit, what to include, and deadline]. I will be choosing five winners so good luck! I cannot wait to hear your works🔥”
- Shane has a ton of creative fans, and that was shown with the previous contest. This is another great way to connect and collaborate with his fanbase.



CONCLUSION

Shane Codd has a record of success and these factors can contribute even further if implemented. As a young Irish DJ, he is already on his way to breaking out of the Europe house scene and becoming a worldwide hit. By considering these marketing ideas, Shane can rise to fame even more.



THANK YOU!

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