



Artist Management  
**Playbook**

**Mauricio  
Ruiz**

Co-Manager,  
**Jessie Reyez**

# Developing & Marketing Your Artist's Brand

Tearsheet 01



Mauricio's  
Guide

## Identify 3 foundational values of your brand:

Canadian &  
Colombian Pride

Women  
Empowerment

Unapologetically  
Herself

## Identify 3 corporate brands that reflect the elements you listed above and explain why:

### Roots Canada

"There were no dollars attached to it, but there was a lot of out-of-home marketing that gave us a good look for Jessie. She and Daniel Caesar were the main artists on that campaign."

### Secret Deodorant

"Jessie's very woman-empowerment focused, so she wanted to tell her story about her experiences in the music industry, what adversities she's had to overcome, and we had the platform to deliver that message."

### Jameson

"Jessie was rocking Jameson sweaters and putting Jameson on her rider for a year before we ever did anything with them. They caught wind of it, we did a deal for a live event, and it was great. We still work with them to this day."

## Using these elements, determine a one-sentence brand narrative.

Use this as a guiding principle when making business decisions around your artist's brand.

Jessie Reyez is a powerful woman from Canada (Toronto specifically) who isn't afraid to take a quick shot of whiskey before baring her soul in front of thousands.



## Repurpose User-Generated Content

Identify a platform you can utilize to repurpose organic fan engagement.

YouTube, with an emphasis on reaction videos.

What's your strategy for the content? How will you engage with the original creators?

- Compile all the reaction videos from notable reactors into 1 video
- Upload the compilation video on YouTube & IGTV only
- Mention each creator in the caption

## Leverage Pre-Recorded Content

List one of your artist's strengths that is most important to place at the forefront of their brand.

Jessie's raw vocal talent



## Leverage Pre-Recorded Content Continued...

**What type of content will you create to amplify this strength?**

Video content of a live, acoustic performance of "Coffin" located in a botanical garden.

**How will you create exclusivity around this content?**

Uploading the visual to YouTube only.

**How will you create momentum when the content generates significant engagement?**

Upload the visual's audio onto all DSPs to increase streams.



# Favorite Philosophies & Tools

Tearsheet 03

Mauricio's  
Advice

## Jab, jab, right hook

**What unique strategies can you implement that will positively impact and increase your fanbase?**

"Direct messaging on the Community app, telling people happy birthday. That goes a long way. If people don't believe it's Jessie, she'll send a video. That one-on-one engagement, which doesn't take a long time, is valuable. That's currency, and that translates into loyal fanbases."

## Always look ahead

**What mediums can you take advantage of to keep you ahead of the curve?**

"Looking into gaming [and understanding] how we can figure out that market and figure out a way to make it work in a way that's authentic to Jessie."

## Focus on stretching momentum

**What strategies can you implement to extend the momentum of your release?**

"Keep pushing and looking at the evidence that's raising its hands. [For example, if our data shows] something is happening in Brazil, let's feed them a specific type of content with digital ads."

## Go-to Tools to Stay Organized & Monitor Data

Community

Apple Music  
for Artists

ChartMetrics

YouTube  
for Artists

Spotify  
for Artists

Monday.com

# Developing & Marketing Your Artist's Brand

Tearsheet 01



**Identify 3 foundational values of your brand:**

**Identify 3 corporate brands that reflect the elements you listed above and explain why:**

**Using these elements, determine a one-sentence brand narrative.**

Use this as a guiding principle when making business decisions around your artist's brand.



## Repurpose User-Generated Content

Identify a platform you can utilize to repurpose organic fan engagement.

What's your strategy for the content? How will you engage with the original creators?

## Leverage Pre-Recorded Content

List one of your artist's strengths that is most important to place at the forefront of their brand.



## Leverage Pre-Recorded Content Continued...

What type of content will you create to amplify this strength?

How will you create exclusivity around this content?

How will you create momentum when the content generates significant engagement?

# Favorite Philosophies & Tools



Tearsheet 03

## Jab, jab, right hook

What unique strategies can you implement that will positively impact and increase your fanbase?

## Always look ahead

What mediums can you take advantage of to keep you ahead of the curve?

## Focus on stretching momentum

What strategies can you implement to extend the momentum of your release?

## Go-to Tools to Stay Organized & Monitor Data