



**HOW TO USE
TYLER, THE CREATOR'S
IGOR TO INSPIRE YOUR
BUYER'S JOURNEY**

Build Your Buyer's Journey

inspired by Tyler, the Creator's *IGOR*



IGOR
Edition

Stage I Awareness

What are four elements of your album universe that you can build your marketing campaign on?

IGOR's suits

IGOR's wig

IGOR's mannerisms

Color palette

Stage II Consideration

How can you kick off your rollout with media that sparks fans' intrigue?

Teaser #1 from
IGOR'S THEME
visual

Teaser #2 from
WHATSGOOD
visual

Teaser #3 from
a boy is a gun*
visual

Teaser #4 from
NEW MAGIC WAND
visual

Stage II Consideration

How can you use your socials to sustain the journey?

Instagram

Account #1

Posting on
@feliciathegoat

Account #2

@scumfuckflowerboy
Moodboard-esque "insta"
with behind-the-scenes,
references, random images, etc

Twitter

Series #1

Favorite moments
on the album

Series #2

General
excitement

Series #3

Meaningful fan
engagement

Series #4

Misc. IGOR-centric
moments

Stage III Decision

What items will you offer that are physical extensions of your rollout?

IGOR's wig

Buttons

"Vote IGOR"
signs

General
clothing

Album Title:

IGOR

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Stage I Awareness

What are four elements of your album universe that you can build your marketing campaign on?

Album Title:

Stage II Consideration

How can you kick off your rollout with media that sparks fans' intrigue?

Stage II Consideration

How can you use your socials to sustain the journey?

Instagram

Account #1

Account #2

Twitter

Series #1

Series #2

Series #3

Series #4

Stage III Decision

What items will you offer that are physical extensions of your rollout?