



Case Study: Build & BRAND Power Media Solutions

Client Overview

Client Name: OTM Music Group

Industry: Entertainment

Product: Downloads

The Challenge

OTM Music Group created and produced the hit single 'Woman To Woman' 1974 along with other great works during his time at Stax Records. Written in Theirs Souls, 7 CD compilation won 2x Grammy 2024 for "Best Musical Notes" and "Historical Significance" created by Craft Recording. How to monetize the project to generate downloads for the artists and increase the fan base organically. In addition, to setting up appearances, radio plays and workshops.

The Solution: Power Media Solutions Steps In

Recognizing the need for expert marketing and strategic guidance, OTM engaged Power Media Solutions (PMS). OTM Music Group has been dedicated to delivering top-notch services with a strong commitment to customer satisfaction since 1992. Our extensive expertise spans over three decades in the music industry, complemented by a noteworthy national and international Stax connection.

1. Social Media Marketing (SMM) Strategy

- **Objective:** Create buzz and engage potential listeners of all genres.
- **Actions Taken:**
 - Conducted a thorough analysis of the digital footprint.
 - Developed a comprehensive SMM strategy, including content calendars, influencer collaborations, and targeted ad campaigns, and research.

- Leveraged platforms such as Instagram, Twitter, and FB to showcase *OTM* musical hits and upcoming media reviews.

2. Public Relations (PR) Campaign

- **Objective:** Secure media coverage and build credibility.
- **Actions Taken:**
 - Crafted compelling press releases highlighting the product's launch, features, and industry impact.
 - Forged relationships with music groups, film makers, artists, musicians, universities, colleges, etc.
 - Secured placements in reputable media publications and entertainment magazines.

3. Audience Research and Segmentation

- **Objective:** Understand the target audience deeply.
- **Actions Taken:**
 - Conducted market research to identify key demographics interested in R&B, Soulful, Southern Soul, and Gospel genres.
 - Segmented the audience based on lifestyle, interests, and musical interest.
 - Tailored messaging to resonate with each segment.

4. Panel Discussion (March 30th-Music, Movies and Mental Health)

- **Objective:** Create an excellent panel discussion.
- **Actions Taken:**
 - Organized a panel discussion with Bluff City Magazine
 - Showcased *OTM* through live interviews, interactive displays, and local celebrity endorsements.
 - Generated media buzz and social media coverage during and after the event.

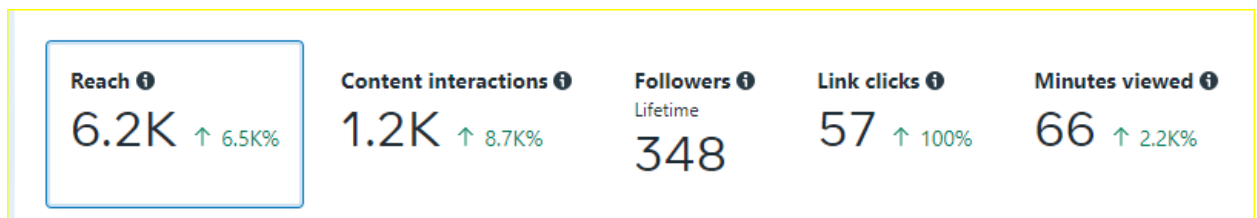
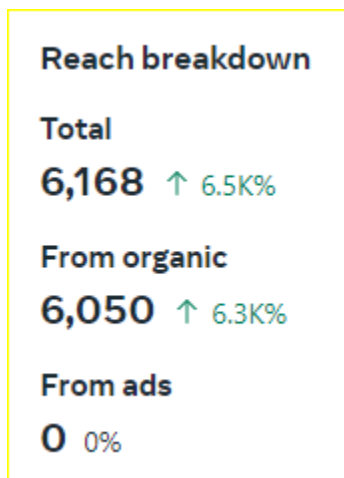
5. Media Interviews and Thought Leadership

- **Objective:** Position *OTM* as a strong record label with a wealth of information and credibility.
- **Actions Taken:**
 - Coordinated interviews with key media partners local, national and international

- Positioned *OTM* as a game-changer in independent artist and marketing during media interactions.
- Contributed guest interviews, establishing expertise.

Results

- *OTM* gained significant traction within the first 2 months of the campaign.
- Media coverage included features in The New Yorker, WREG-Live @ 9, Bluff City Life w/Gina Neely, Rust College Radio, Memphis Listening Lab, Stax Records, and WDIA with Bev Johnson
- Social media engagement increased by 150% with positive sentiment from early adopters going from 60 followers to more than 300+



- Downloads increased, and OTM secured partnerships with community partners such as Bluff City Magazine, OLM, and Rust College.

Conclusion

Through a strategic blend of SMM, PR, audience research, and high-profile interviews, Power Media Solutions successfully amplified the visibility of *OTM*. The case study stands as a testament to the power of integrated marketing efforts in propelling innovative products to success.



FOR IMMEDIATE RELEASE

Double Grammy Winner Henderson Thigpen, *Written in Their Soul*, Makes history!

Memphis-TN- February 9, 2024

In the aftermath of the 66th Annual Grammy Awards, the vibrant musical landscape of Memphis and the Mid-South proudly yielded a cadre of winners, spanning musicians, songwriters, producers, engineers, and writers alike.

As a city steeped in the tradition of producing award-winning music creators, Memphis is now making an indelible mark in the realm of music writing. The Commercial Appeal's Bob Mehr continued this legacy in 2021, clinching the Best Album Notes award for his exceptional writings in "Dead Man's Pop," a compilation of The Replacements' music. Mehr secured another victory the following year for his notes in the deluxe edition of Wilco's "Yankee Hotel Foxtrot," co-produced by Cheryl Pawelski of Omnivore Recordings.

This year, the spotlight turned to Robert Gordon and Deanie Parker, who triumphed with the Best Album Notes award for their contributions to "Written in their Soul: The Stax Songwriter Demos," a Craft Recordings seven-CD collection curated by Cheryl Pawelski. The collection delves into the rare songwriting demos of Stax Records during its prime, offering an intimate glimpse into the creative minds behind the pioneering soul label. The same project also secured the award for Best Historical Album.

Co-writer Deanie Parker, with her firsthand experiences as a Stax employee and songwriter, provided invaluable insights. Deanie Parker's Grammy win serves as a tribute to her pivotal role at Stax and her two-decade-long commitment to projects like the Stax Museum of American Soul Music, the Stax Music Academy, and the Soulsville Foundation, as documented in a 2023 Memphis Flyer story.

Upon accepting the award, Parker acknowledged the racially integrated haven provided by Stax founders Jim Stewart and Estelle Axton, emphasizing the encouragement given to songwriters to explore and develop their authentic talents under Al Bell's guidance.

She highlighted the exceptional rhythm and blues songwriters featured in the set, including Eddie Floyd, William Bell, Steve Cropper, Homer Banks, Mack Rice, Bettye Crutcher, Bobby Manuel, and Henderson Thigpen, the founder of OTM Music Group. Thigpen played a crucial role in the project, contributing to five songs and recently releasing his own album titled "He's Better Than That." Additionally, Parker recognized the visionary producer Cheryl Pawelski and local artist Kerri Mahoney for designing the captivating look and layout of the box set.

About Henderson Thigpen

Henderson Thigpen is a legendary figure in the music industry, known for his iconic contributions, including the timeless hit "Woman to Woman." His legacy is celebrated in the Stax Records "Written in Their Soul" boxed set.

About Stax Records "Written In Their Soul"

"Written in Their Soul" is a boxed set released by Concord in 2023, featuring the timeless works of Stax Records artists, including Henderson Thigpen.

For media inquiries, please contact:

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#HendersonThigpen #WrittenInTheirSoul #MemphisMusic #OTMMusicGroup
#StaxRecords



PMS areas of expertise include: Nonprofit Consulting, Business Development, Startup Development, Public Relations, Social Media Management, Website Development, Advertising, Media Buying, Artist Management, Author Support Services, Branding, Storytelling, HR Consulting, Event Coordination & Management, Staffing & Recruitment, Digital Marketing, Content Creation, Grant Administration Management & Compliance, Web Development, Digital Footprint Auditing, Media Blitz, Research Services, Photography & Videography, Crisis Management, Political Consulting



Power Media Solution credentials include:

JSYB Membership, JSYB Networking, Tell it Now PR & Marketing Conference Clinic, JSYB Expo, Being Featured in "50 Women Who Make A Difference", Receiving a Resolution from Shelby County Commissioner, Erika Sugarmon, Xclusive Power Weekend, Born 2 Win concert series, Author, What Happens When God Moves, Visionary for Women In Leadership Series, Former Public Policy Speaker for NAWBO, Publicist for Bluff City Magazine, Publicist for On Location Memphis, Publicist for OTM Music Group 2x Grammy Winner, Henderson Thigpen, VP Communications Board Members for SHRM-Memphis Chapter, Publicist for Norwood Family Eyecare, Crook Breed Apparel and Footwear

For more information, contact Power Media Solutions
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Or Book Your Nonprofit Consultation at
www.powermediasolutions.com

Learn more about OTM Music Group

www.otmmusicgroup.com

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rcbearcats1866



MEDIA KIT

2024



I embarked on my music journey at a young age, starting within the church environment. I honed my sound through self-teaching, making almost every instrument my playground to master. Singing came naturally to me, and I was fortunate to come from a musically inclined family. The music serves as therapy, bringing illumination and sparking conversations for countless individuals. I recognize my uniqueness in the industry due to my diverse background. I possess the ability to write, adlib, and craft harmonies and melodies using hums and whistles. The fans will rally behind the work if it's made available.



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www.otmmusicgroup.com



[otmmusicgroup2651](https://www.youtube.com/otmmusicgroup2651)

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Coach Karla Lewis



Angela D. Green, Esq

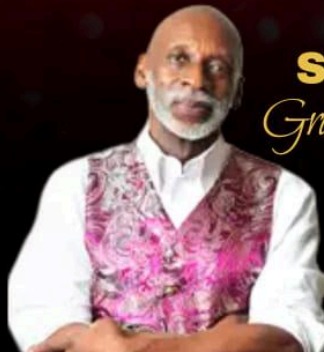
ISSUE 18 FEATURES

DETAILS

SAT MARCH 30TH
11:00 AM - 2:00 PM

1840 Pyramid Place
Memphis, TN 38132

RSVP: bluffcitymagazine.com



SPECIAL GUEST
Grammy Award Winner

**Henderson
Thigpen**