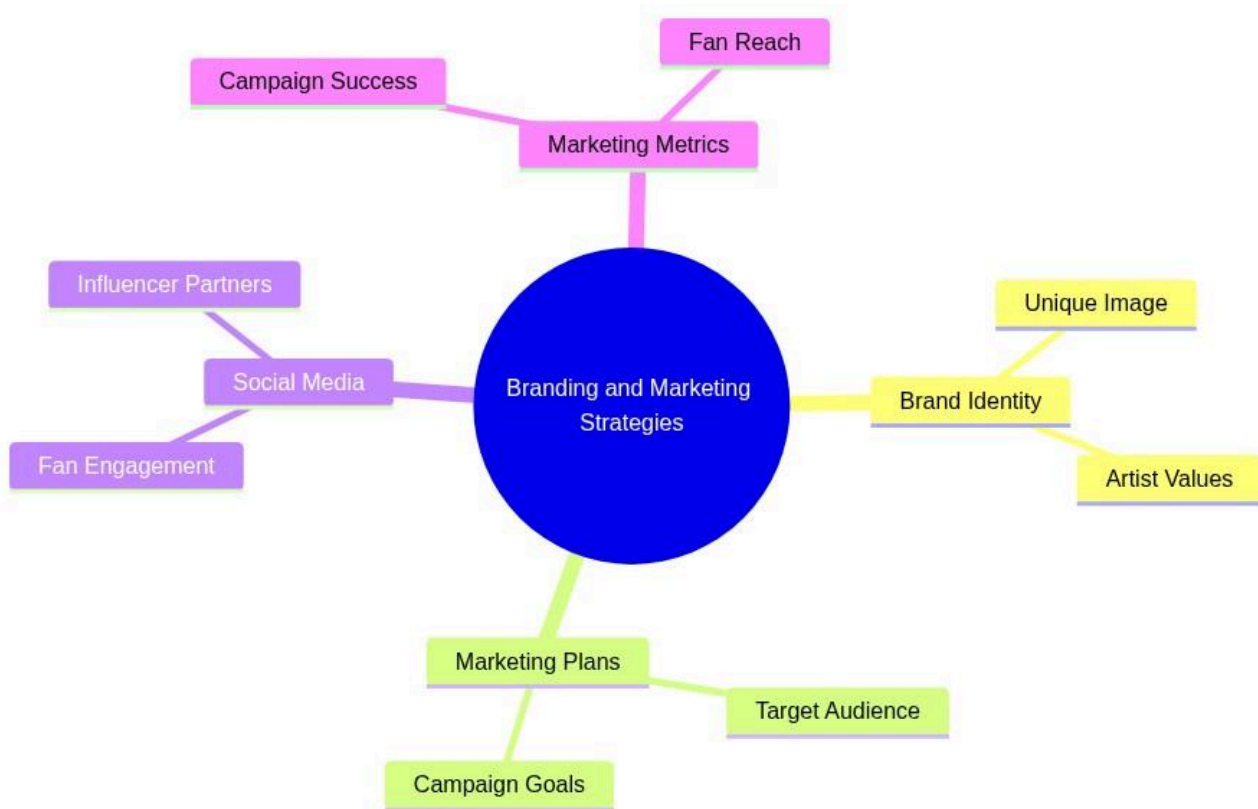


Certificate in Artist Management

# Branding and Marketing Strategies



```

mindmap
    root((Branding and Marketing Strategies))
        Brand Identity
            Unique Image
            Artist Values
        Marketing Plans
            Target Audience
            Campaign Goals
        Social Media
            Fan Engagement
            Influencer Partners
        Marketing Metrics
            Campaign Success
            Fan Reach
    
```