

# Law28 Artist Growth Plan

Prepared for: Law28

Focus: Zambia music discovery, Kitwe/Copperbelt positioning, Lusaka amplification, AI-assisted marketing

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## Executive Summary

Law28's main issue is not talent or location. The immediate problem is discoverability. A live search did not find a clear public footprint for Law28 on major indexed platforms or Zambian music pages. That means listeners, promoters, DJs, bloggers, and potential collaborators cannot easily verify who she is, where to find her music, or how to contact her.

The best path is to build a clean artist identity from Kitwe/Copperbelt, then use Lusaka for amplification. She should not pretend to be Lusaka-based if her story is Kitwe. A strong Copperbelt identity can be an advantage if it is presented clearly and consistently.

## Current Online Footprint

Searches were run for:

- Law28
- LAW28
- Law 28
- @law28
- law28official
- law\_28
- Law Twenty8 / Lawtwenty8
- Law28 Zambia / Zed / mp3 / download / artist / rapper / singer / musician

Platforms and pages checked:

- Google-style web results
- YouTube indexed results
- Apple Music / Spotify-style indexed results
- Boomplay / Audiomack-style queries
- SoundCloud-style indexed results
- X/Twitter search
- Zedwap
- Zambianmusicpromos
- Zambianplay
- Zambian Music Blog
- I Love Zed Music
- Zed Louder
- AfroFire

## Findings

- No verified Law28 artist profile tied to Zambia was found.
- No clean Law28 song, article, or profile was found on the main Zambian music pages checked.
- Search results are polluted by legal content, “48 Laws of Power”, LA28 Olympics, and unrelated artists using “28”.
- Possible unrelated music results exist under names such as “28”, “28.”, “28!”, “L28”, and “Twenty8”, but no verified Zambia link was found.
- [Inference] Law28 may exist under a different spelling, may only be active on private/social pages, or may have uploaded songs without searchable metadata.

## Core Problem

Law28 is not yet search-ready.

That means promotion money will leak. If a listener sees her on TikTok, hears her on radio, or sees her on a blog, they should be able to search the name and immediately find the correct artist. Right now, the name does not reliably lead to her.

Before spending heavily on ads, she needs:

- A consistent name
- A consistent handle
- Official music links
- A link hub
- Searchable uploads
- Short-form content
- Clear contact details
- Clean artwork and photos

## Kitwe vs Lusaka Strategy

### Recommendation

Base the brand in Kitwe/Copperbelt if that is her real story. Use Lusaka for amplification.

### Why Kitwe Works

- Copperbelt has its own identity, slang, sound, and audience.
- Kitwe can give her a stronger origin story than pretending to be Lusaka-made.
- Content can be cheaper and easier to produce consistently.
- A “Kitwe artist breaking into the Zambian mainstream” story is marketable.

## Why Lusaka Still Matters

- Lusaka has more radio, DJs, promoters, influencers, media, brands, and event access.
- Lusaka gives stronger national perception.
- Collaborations and press opportunities are easier to coordinate there.

## Positioning Line

Law28 is a Kitwe/Copperbelt artist pushing into the Zambian mainstream.

## Immediate Identity Cleanup

Law28 should choose one official spelling and use it everywhere.

Recommended options:

- Law28
- LAW28

Avoid using different versions across platforms unless there is a clear legal or availability reason.

Every profile should include:

- Artist name
- City/region: Kitwe / Copperbelt, if true
- Genre
- Short bio
- Booking contact
- Link hub
- Same profile photo
- Same visual style

Suggested bio:

Law28 is a Kitwe/Copperbelt artist building a fresh Zambian sound across [genre]. For bookings and collaborations: [contact].

## Platform Setup Checklist

### Required

- TikTok
- Instagram
- Facebook Page
- YouTube
- Audiomack
- Boomplay
- Spotify
- Apple Music

- Link hub: Linktree, Beacons, Carrd, or simple website

### **Strongly Recommended**

- YouTube Shorts strategy
- WhatsApp Business number for bookings
- Gmail or custom email
- Press kit folder
- Google Drive folder with clean assets

### **Upload Strategy**

Each song should be uploaded with clean metadata.

Use this title format:

Law28 - Song Title (Official Audio) | Zambian [Genre]

For videos:

Law28 - Song Title (Official Music Video) | Zambian [Genre]

Descriptions should include:

- Artist name
- Song title
- Producer
- Genre
- City/region
- Release date
- Social links
- Booking contact
- Credits

Example:

Law28 releases “Song Title”, a Zambian [genre] track from Kitwe/Copperbelt. Produced by [producer]. Follow Law28 on TikTok, Instagram, YouTube, Audiomack, and Boomplay.

### **Zambian Upload and Promotion Targets**

Start with:

1. Zedwap
2. Zambianmusicpromos
3. Zambianplay
4. I Love Zed Music
5. Zambian Music Blog

Use paid promo carefully. Before paying, check:

- Recent posts
- Real comments
- Recent engagement
- Whether they promote upcoming artists
- Whether they provide links and screenshots after posting
- Whether their audience matches her genre

Do not pay for vague “massive promo” without proof of delivery.

## **AI Marketing System**

AI should be used to increase output and improve testing. It should not replace taste, performance, or real audience feedback.

### **Use AI For**

- Short-form video ideas
- Caption variations
- Lyric subtitles
- Hook testing
- Thumbnail concepts
- Cover art drafts
- Press release drafts
- Bio writing
- Comment analysis
- Audience segmentation
- Weekly performance reports

## **Content Pieces Per Song**

For every song, create:

- 5 chorus clips
- 5 lyric clips
- 3 studio/performance clips
- 3 story clips explaining the song
- 2 fan challenge clips
- 2 open verse / duet clips
- 2 clean quote graphics
- 1 YouTube lyric video
- 1 visualizer or simple performance video

Minimum target: 20 short pieces per release.

## **Short-Form Content Plan**

Post on TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts.

Content types:

- Chorus hook
- Best lyric line
- Studio session
- Behind the meaning of the song
- Kitwe/Copperbelt lifestyle shot
- Dance or duet prompt
- Open verse challenge
- Reaction to comments
- Performance clip
- Acoustic/raw version

Posting rhythm:

- Pre-release: 1-2 posts per day for 7 days
- Release week: 3 posts per day
- Post-release: 1-2 posts per day for 21 days

## **Paid Promotion Strategy**

Do not start with a large budget.

Phase 1: Organic testing

- Post 5-10 clips.
- Track watch time, shares, saves, comments, and completion rate.
- Identify the best 2 clips.

Phase 2: Small paid test

Target:

- Kitwe
- Ndola
- Lusaka
- Copperbelt
- Livingstone

Audience interests:

- Zambian music
- Afrobeat
- Hip-hop
- Dancehall
- Boomplay
- Audiomack
- Local artists with similar audiences

Phase 3: Boost winners only

Spend only on clips that already show real engagement.

Avoid boosting weak clips just because the song is important.

## **Lusaka Promo Run**

When she has clean links and at least one strong release, do a Lusaka promo run.

Targets:

- DJs
- radio hosts
- podcasters
- music bloggers
- TikTok creators
- photographers/videographers
- event promoters
- artists for collaborations

Bring:

- One-page EPK
- Clean photos
- Song links
- Short bio
- Performance video
- Contact details
- 3 best short clips

## **30-Day Action Plan**

### **Week 1: Identity Setup**

- Choose final artist spelling.
- Create or clean all social handles.
- Build link hub.
- Prepare bio and profile image.
- Upload at least one song to Audiomack and YouTube.
- Confirm Boomplay/Spotify/Apple distribution path.

### **Week 2: Content Creation**

- Create 20 short clips from the best song.
- Make lyric captions and subtitles.
- Create cover art and thumbnail set.
- Prepare press copy and one-page EPK.

### **Week 3: Soft Launch**

- Start posting daily.
- Submit to Zedwap or one Zambian music page.
- Ask friends/fans to search “Law28” and report what appears.

- Track which clips perform best.

#### **Week 4: Promotion**

- Boost only the best clips.
- Submit to more Zambian pages.
- Contact DJs and local creators.
- Plan Lusaka promo day.
- Review analytics and decide the next song/content angle.

#### **What Not To Do**

- Do not spend serious money before her links are clean.
- Do not use multiple spellings of the artist name.
- Do not upload songs without proper title, artwork, producer, and social links.
- Do not rely only on blogs.
- Do not pay for fake followers.
- Do not boost every post.
- Do not hide Kitwe if that is part of her real story.

#### **Best Next Step**

Get the following ready:

- Official artist spelling
- One best song
- One clean artist photo
- Cover art
- TikTok handle
- Instagram handle
- YouTube link
- Audiomack/Boomplay link
- Booking contact

Once those exist, the next move is a clean launch package: upload, Zambian music page submission, 20 short clips, and small paid testing.

#### **Final Recommendation**

Build her roots in Kitwe. Use Lusaka for reach. Use AI to multiply content and learn what the audience responds to. Fix search identity before heavy promotion. The goal is simple: when someone hears “Law28”, they should find the right artist in seconds.