



STRATEGIC MUSIC MARKETING

ENGAGING IN SOPHISTICATED MUSIC
MARKETING FROM INDIE BANDS TO
GRAMMY® WINNERS.

USA, UK, EU,
& CYBERSPACE



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FOR
BANDS/ARTISTS/LABELS

We represent the best in music.

Services



STRATEGIC MARKETING



DIGITAL MARKETING



SPOTIFY® CAMPAIGNS



RADIO + PROMOTION



SOCIAL MEDIA



ARTIST DEVELOPMENT



BRANDING

SUBMIT MUSIC
VIA OUR WEBSITE TO
GET A QUOTE



MUSIC
PROMOTION INC

BUILD YOUR BRAND

GENRES

ADULT FORMATS

ALTERNATIVE

AMERICANA

CLASSICAL

COUNTRY

JAZZ

NEW AGE

POP

ROCK

SINGER /SONGWRITER



SPOTIFY®

Third Party Playlist Campaign

No bots are used (EVER!), we target third party playlists. Our campaigns are organic streams from real people.

Genres: Pop, Country, Rock, Alternative, Singer-Songwriter, Adult Contemporary, Jazz, Classical, Instrumental, Urban, Folk, + more.

Goal: To increase streams and followers. Best suited for artists/bands who are in the beginning stages of addressing and building their Spotify® profile.

Reach: We do not focus an individual country, it will be a global push. It is very difficult to target geographically with playlists. (The nature of digital marketing.)

Release Date: We can promote both new releases and older tracks.

Spotify Pitch: We will write and submit the official Spotify® pitch for you IF we are hired at least 2 weeks before the release date. Pitches can be submitted up to 6 weeks ahead of a release. (You will be required to answer some questions ahead of time about the track.)

Spotify Dashboard: You will have to add us as an 'Administrator' to your Spotify® Artist Dashboard. This is how we monitor your analytics and submit any pitches. Further instructions will be provided.

Campaign is 'Life of Project'. We will promote the track until the goal is accomplished. Because this is an organic campaign, time frames will vary. Streams will likely continue after the goal is completed but at a slower rate once promotion ceases. Playlist rotations can rotate weekly, monthly, or whenever the curators choose. We do not request songs to be taken down once the campaign goals are met.

Price Per Track:

- \$1350 for 25,000 Streams
- \$1725 for 50,000 Streams
- \$2525 for 100,000 Streams

Multiple track packages may be available.

STRATEGIC MARKETING

Do you have a goal in mind you need help accomplishing?

Call us. We will build and implement a campaign for you whether that is a pre-release plan or a specific goal.

DIGITAL MARKETING

Create or expand your digital imprint.

Our digital marketing services range from Spotify® third party playlist campaigns, managing ad driven traffic for YouTube®, organic follower campaigns on Instagram® & TikTok®, and coordinating influencer placements.

We also work with you to integrate your social media & DSP branding, as well as to creating a cohesive messaging for your fans.



PROJECT MANAGEMENT

WE WILL BUILD & MANAGE YOUR TEAM.

Avoid the learning curve. Hire us as your "in house" Project Manager / Marketing Director to manage your campaign for you. We will help you accomplish your objectives while saving you time and money by avoiding the pitfalls within the music industry.

