

FAN GROWTH & BRAND AWARENESS

With quality video and graphic content we create digital assets that appeal to your target audience. We establish your goals and develop a strategy to meet them. We use paid ads with tracking to direct quality traffic to channels, like Spotify and YouTube, making it easy for people to discover your music. And when they do, we guide their journey to becoming a fan and ultimately a superfan. They connect, like, follow, share, subscribe and buy your music and merch and/or attend shows.

AT A GLANCE

PLATFORMS

- DSPs - Spotify, Apple, Amazon, YouTube Music, etc
- Paid Socials
- Organic Reach on Socials
- YouTube Content
- Video Views Campaign
- Bandcamp
- BandsInTown/Songkick
- Playlist Pitching

OUTCOMES

- grow followers on Spotify, Apple and other DSPs
- grow followers on Socials
- grow YouTube Subscribers
- grow email subscribers



Ken Simms is a manager for some of Canada's top blues and roots talent. After a 35-year career in advertising, he returned to the music industry in 2015 to launch ThinkTank Music Network.

He offers Project Management services to artists and industry covering all areas of music marketing from release management to e-commerce. He also offers consulting with a focus on social media advertising, digital marketing, and strategy.

A-LA-CARTE PROPOSAL

With this approach, each new song builds your 'discovery' traffic at the top of your funnel. As people follow their journey you will see incremental gains in followers and subscribers across all platforms and ultimately mailing list growth too. Nurture your mailing list and they will be first to buy your merch and first to buy tickets to your shows.

DSPS

- release one song every 4-6 weeks with a minimum of three singles prior to making the album available online.
- upload thorough metadata with each song
- an affinity list related to each song will direct the campaign
- pitch each song to the editorial playlists on Spotify, Apple, Amazon
- Cost: \$100 per song

SOCIALS - SPONSORED

- create audiences using an affinity list for each song
- target song-specific audience in relevant global markets using multiple video clips per song
- traffic points to a Feature FM landing page with Facebook Pixel embedded for results tracking and for retargeting
- drive quality traffic to Spotify and/or YouTube to increase followers and subscribers
- include mailing list subscription option
- Cost: \$1000 per song

SOCIALS - ORGANIC

- re-skin the Facebook and YouTube Banners to reflect song and/or album art
- coach on best practices including proper image sizes, tags and timing

FAN GROWTH & BRAND AWARENESS

BANDSINTOWN / SONGKICK

- update with all shows
- embed on your website
- direct traffic to the "shows" tab of your website
- take advantage of their new email builder and email collection tool
- you can also do paid email targeting to fans of similar artists
- Cost: \$0 do it yourself
- Cost: \$95/hour coaching as needed

RELEASE VIDEOS ON SOCIALS

- consider repurposing the videos released on YouTube by releasing them on Socials after they've been promoted on YouTube. (8 weeks later or more)
- consider spending ad budget to boost views on on Facebook and Instagram by targeting your audiences (budget to be discussed)
- Cost: \$100 per video

PLAYLIST PITCHING

- Editorial Playlists: Each single brings an opportunity to pitch the editorial teams at Spotify (already included in DSP upload fees above)
- User Generated Public Playlists: Use Submit Hub to get your music on user's playlists
- Algorithmic Playlists: paid socials above will drive quality traffic that could impact Release Radar, Discover Weekly and other algorithmic playlists
- Cost: \$200 - \$500 per song
 - example 1: \$200 to manage Submit Hub including min. \$80 spend = 100 credits
 - example 2: \$500 to target up to 100 relevant playlists via direct pitching (a laborious process with low approval rate but potential of high quality placements)

ESTIMATE \$14,600

BASED ON THE FOLLOWING OPTIONS:

- 12 Songs to DSPs + Bandcamp
- 4 Video campaigns + content management
- 4 song campaigns on socials + playlist pitch
- 6 month Social Media organic posts



SOCIALS - ORGANIC (CONT'D)

- coach on tools like Canva, Creator Studio, Meta Business Suite and other tools to make your posts more engaging
- You can do it yourself or we can create these in your voice and schedule well in advance
- Cost: \$95/hour coaching as needed to do it yourself
- Cost: \$500 per month for 10 - 12 posts per month

YOUTUBE CONTENT

- upload each video in highest resolution possible
- each video to have ISRC code embedded and posted to YouTube in support of single release (doesn't have to be released the same day as single but video needs to be done in advance of single release.
- add detailed video description, proper titles, thumbnail, lyrics, links, tags, end screens and info cards as appropriate.
- Manage channel content including biography, links, banner and playlists
- Cost: \$100 per video

YOUTUBE VIEWS CAMPAIGN

- use Google Ads on Youtube and other platforms to generate video views, build subscribers and establish the channel
- demographic, geographic and interest targeting is available much like on Facebook/Instagram
- Manage/Update/Optimize channel content including biography, links and banner
- Cost: \$1000 per promoted video

BANDCAMP MANAGEMENT

- upload all songs in FLAC or WAV
- schedule release with Spotify and DSP release
- add song titles, descriptions, lyrics and ISRC codes
- update skin
- message followers with each song release
- update page content
- Cost: \$100 per song

GETTING STARTED

To get started we'll walk through an onboarding process that grants me access to all your socials and channels and gives you a checklist of information and assets and information to provide.