GABRIEL LEO

Never Cheated On You

About the Song

Disco Pop

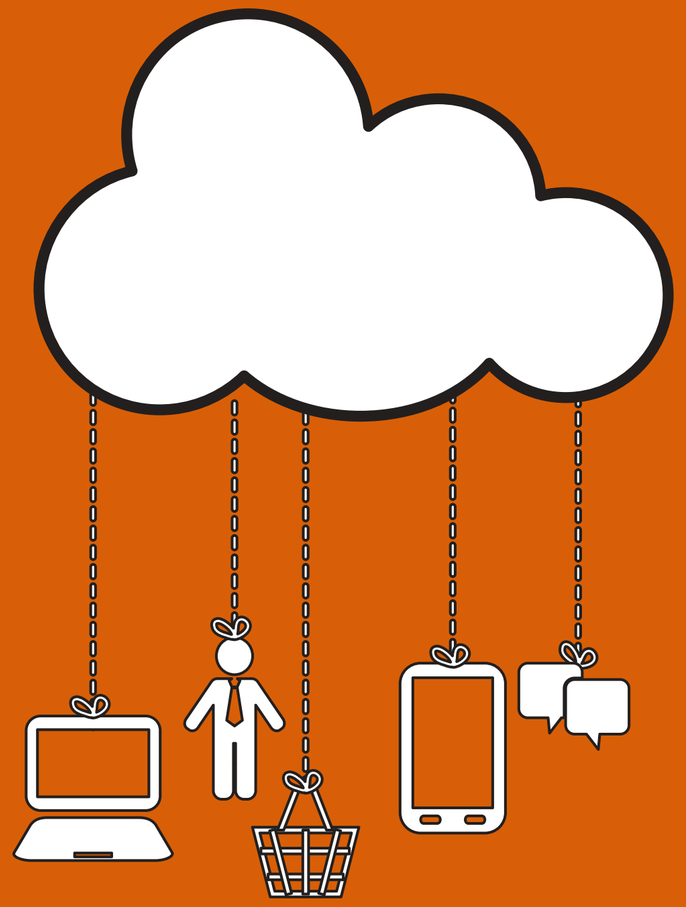
Relationships

Feel Good

This Is the Problem!

DIGITAL MEDIA ISN'T REAL

Marketing Campaign



- Release Date?
- Target Audience?
- Budget ?
- Post Release ?

Release Date

May 1st 2020

Target Audience

Young Adults (18-25)

Young Relationships

Clubs

Commercial Music

Budget

What £500 look like?

- Mixing and Mastering (150 £)
- Visuals/ Music Video (50 -150 £)
- Advertisement (200-300 £)

DISTRIBUTOR

SPINNUP

UNIVERSAL MUSIC GROUP

NOT VERY BIG - YET !

FREE OF CHARGE

TYE STUDENTS ACCESS CODE

Advertisement

Pitching to Blogs and Playlists
20%

Facebook/ Instagram/ TikTok
30%

PR Prescription Music
50%

Pre Release

WHAT TO LOOK FOR ?

RELEASE CONTENT

Teasers, Artwork, etc

MAILING LIST

Gathering as many contacts as possible

PITCHING

Blogs, Magazines

RADIO SUPPORT

BBC Introuding , Local Radios

Release Day

SHARE ALL OVER SOCIALS

Friends and family

PREMIERE OF REVIEWS

And the week after...

NEW MUSIC FRIDAY

If people are engaging the algorithm will also react !

Post Release

HOW TO KEEP THE CROWD ENGAGED?

TIKTOK

Dance Challanges

RELEASE ACOUSTIC VERSION

TYE Live Sessions

HOW THE TRACK WAS MADE?

Video on Youtube

GOALS

SPOTIFY

10K Streams

INSTAGRAM

500 Followers

YOUTUBE

1K Views

GETTING GIGS NETWORK

PRESERVE & INNOVATE

This is what drives this new upcoming songwriter and producer.

From making beats to writing guitar solos accompanied by his high pitched vocals, Gabriel found his sound and now he wants to share it to the world.

With the integration of warm old influences in his arsenal, Leo believes he has the right balance between new and old music.

His ultimate goal is to make timeless music. The kind of music your grandchildren will sing and dance to!

If you're still unsure about his music check it out on his social media.

MGMT: gabrielleo@music.com

GABRIEL LEO

Social Media

THANK YOU!

MERRY CHRISTMAS