

STRATEGY OF SINGLE RELEASE

MELODIC TECHNO

Presented by Ed Hannon

HISTORY

- ▶ Derived from 'Trance' - Sub genre of 'Techno'
- ▶ Pioneers of the genre
- ▶ Afterlife
- ▶ Commercial - Camelphat



Interest over time ?



Google trends:
1st Jan 2004 -
Apr 2022

SOUND OF MELODIC TECHNO

- ▶ Arpeggiated Melodies
- ▶ Atmospheres
- ▶ Emotional
- ▶ Tension from 'Techno'
- ▶ Analog Synthesizers
- ▶ 'Human touch'
- ▶ Performance in DJ sets



DIRECT MARKETING

- ▶ Distribution - Online, Record labels, Beatport
- ▶ Exposing - Soundcloud/Spotify, YouTube, Radio 1 Essential Mixes, Social Media

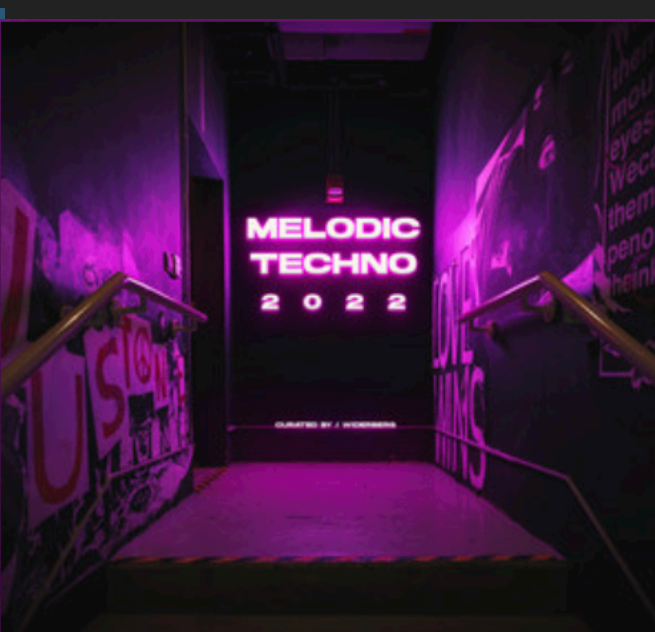


BBC
RADIO



SOCIAL MEDIA

- ▶ Instagram - Q&A's/Reels
- ▶ YouTube - Content Creation
- ▶ NFT's - Anyma
- ▶ Ethereum - Blockchain





Youtube Content Creation



Julien Earle
80.7K subscribers

SUBSCRIBED



BUDGET £500

- ▶ Content Creation - £0
- ▶ Playlists on Spotify - £100
- ▶ NFT - £200-300
- ▶ Instagram/Facebook Promotion - £100

SUMMARY