PAT

BURGENER

HOLDING ON





Who is Pat?

- **Professional Snowboarder**
- **Indie Singer-Songwriter**
- **Released 2 EPs in 2018 - 2019**
- **2 singles and 1 EP for 2020**

About the Song

- First Single of the Year
- Commercial Production
- Promote Future Release
- Radio Friendly



Planning Ahead



Pre Release

LATE DEC 2019 - EARLY JAN 2020

- Upload on tune core (15 Dec)
- Writing to blogs
- Social Media Promo

Release

MID JANUARY 2020

- Release Day (15 Jan)
- Social Media Promo
- Newspapers articles

Post Release

LATE JANUARY

- Social Media Promo
- Live Session
- Remix

Pre Release



Pre Release

BUDGET MANAGEMENT

Total Budget 500£

SOCIAL MEDIA

- Instagram: 150£
- Facebook: 40£

Total: 190£

DIGITAL DISTRIBUTION

- Tune Core single: 10£

Total: 10£

LIVE SESSION

- Mix & Master: 150£
- Video making: 150£

Total: 300£

Pre Release

Media Promotion

- No paid ads
- Instagram Posts
- Instagram Teasers
- Facebook Posts
- Give away: e.q. Snowboards or Merchandising
- National Newspapers






Release Day

Release

Promotion

- Social Media Push:
  - Instagram: 75£
  - Facebook: 20£

- Ask for reposts:
  - friends
  - fellow snowboarders
  - established artists

- Other media:
  - National Newspaper
  - Indie music blogs
  - National radios



Post Release



Post Release

Special Contents

Remix by Yall



- Hundred Miles: 120M streams
- + 600k monthly listeners

Live Session in the Ice Cave



Post Release

Pushing Further



- Social Media Push for SPC:
  - Instagram: 75£
  - Facebook: 20£
- Engage with audience:
  - Reply to comments!
- Upload Contents everyday
  - Behind the scenes' pictures and videos

Goals

- 3 Newspapers apparition
- 3 blogs write ups
- 50k on Spotify
- 5k Instagram profile visit
- 1k Instagram followers
- 500 likes on Facebook
- 2 or 3 Spotify playlists



Conclusion

