

“CHANGE”

PROMOTIONAL CAMPAIGN

DIGITAL DISTRIBUTION

AWML

AK

15% COMMISSION

SPINNUP



0% COMMISSION

tunecore

SUBSCRIPTION SERVICE

NO COMMISSION

SOCIAL MEDIA MARKETING

ARTWORK

FIVERR.COM

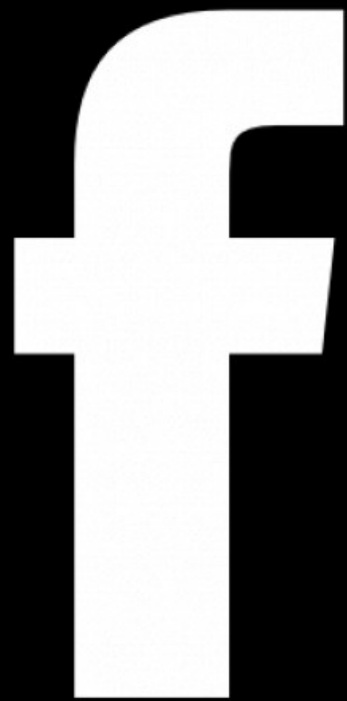
GIG
PHOTOGRAPHY

Promote the artist campaign as
part of the story

Focus on the journey aspect of the
campaign

Launch Gig Photography

Fuel campaign content



20/20

First 20 days

Last 20 Days

Lookalike Audience

Page Audience

Impressions /
Brand Awareness

Clickthroughs/
Plays

“When the first ads in a campaign resemble TV spots (an impression with no click-through option), they act as open invitations for potential fans to explore your world. Down the line, when you retarget those same people, they might just be more willing to follow a call to action ("swipe up") and click through”





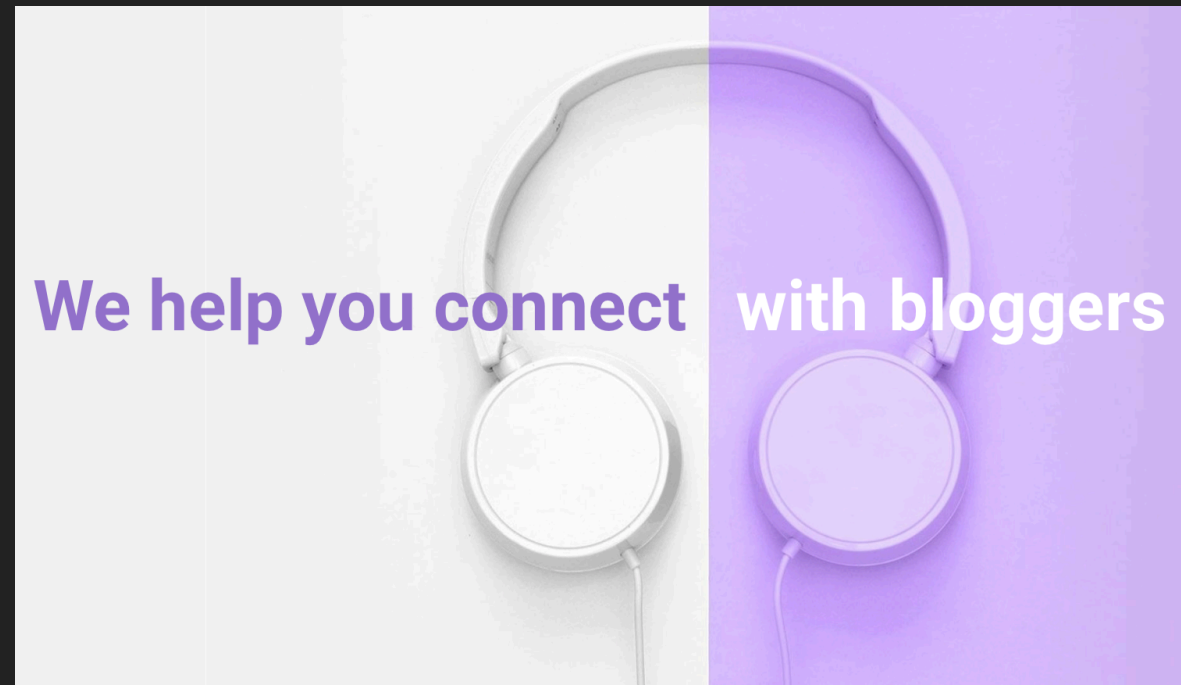
**INTEREST + AWARENESS
= ATTENTION**

BLOGS

BBC MUSIC
introducing...

FRESH ON THE NET ≈

SUBMITHUB



100 CREDITS (\$80)
33% discount

£61

ELECTRONIC PRESS KIT

E

P

K

ONE SHEET:

JOE BAYLEY - EPK
'CHANGE' - The Debut Single

LISTEN:

<https://soundcloud.com/user-906644505/change-demo/s-iLzEI>



THE STORY

Joe Bayley is a multi-instrumentalist Producer / Singer / Songwriter from South London. He was raised in Tooting on an eclectic home diet of music- everything from rock n roll, grunge and hiphop, to jungle, house and garage.

His debut single 'Change' is a mature, accomplished mix of hiphop rhythms with soulful vocals and funky instrumentals. Joe brings gospel samples, big beats, brass sections and funky guitar together with his own signature style.

He has garnered acclaim for his energetic live shows, which bring new elements such as beatboxing and looping, sample manipulation, fierce guitar playing, soaring vocals and a tightly rehearsed band.

CONTACT: joebayleymusic@gmail.com

Domain Available

joebayleymusic.com is available

£0.99 ~~£16.10~~ [?]

for the first year with a 2 year registration



joebayleymusic.co.uk Add this: **£0.01**

when you register for 2 years or more, 1st year price £0.01 Additional years £11.99



[How to choose a great domain name?](#)

Combo

For Personal Use

£ **6** /month

Select

2GB Bandwidth

3GB Storage

Connect Your Domain

Remove Wix Ads

Free Domain for 1 Year

30 Video Minutes

£75 Ad Vouchers

‘Social media measurement is like driving a modern car. You may have a dashboard with all the lights, toggles, gauges, and metrics, but remember, the most important piece of data to have in front of you is the GPS screen. The GPS screen indicates where you want to go (your objective), where you are now, and how to get there.’

Jeremiah Owyang:

FAN

ENGAGEMENT



Instagram
engagement

Non-music
Stories

And... Find a fan
to buy a gift for?

Live Q&As

Screengrab
Stories

Example Kept His Promise And Bought New Car For A Fan



Example:

If I was going to do a promoted, boosted post to ensure 400,000 people saw it, it would have cost me \$9,000, but I spent \$3,000 on the car.

Had we employed PR companies to get that reach we got, from radio and press and blogs, it would have probably cost us \$15,000 to \$20,000 easy. And all of that came from a comment I happened to respond to."

R.O.I

1,000,000

PLAYS

+%1000 ON INVESTMENT