

Single Release

Campaign Summary

Every
Shadow
Nods



The Goal

Building Awareness

Every
Shadow
Nods



Product Introduction



Written, Producer and Mixed by
Jan Trafas

Mastered by
Jan Trafas, Alex Wharton

Co-Written (vocal melody, lyrics) and sung by
Carrie Linney

Playtime
02:56 (mm:ss)

Format
16b 44.1kHz

Distributor
Tunecore

Platforms
Spotify, Apple Music, Tidal... + All Digital Stores.



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Budget Allocation

Investment Title	Amount
Pre-Production	£0
Mixing & Mastering	£0
Photo Shoot	£70
Magazine Article	£100
Video Shoot	£100
Distribution	£40
Intagram & TikTok Ads	£100
Google Ads	£50
Additional costs	£40
SUM	£500



Probably,
Money Back Guarantee ~~Not~~ in the future...

Streaming Platform	Royalties Generated
Spotify	£34.40
Apple Music	£43.00
Tidal	£103.00
Amazon Music	£43.00
Deezer	£40.00
YouTube Music	£15.00
SUM	£278.40

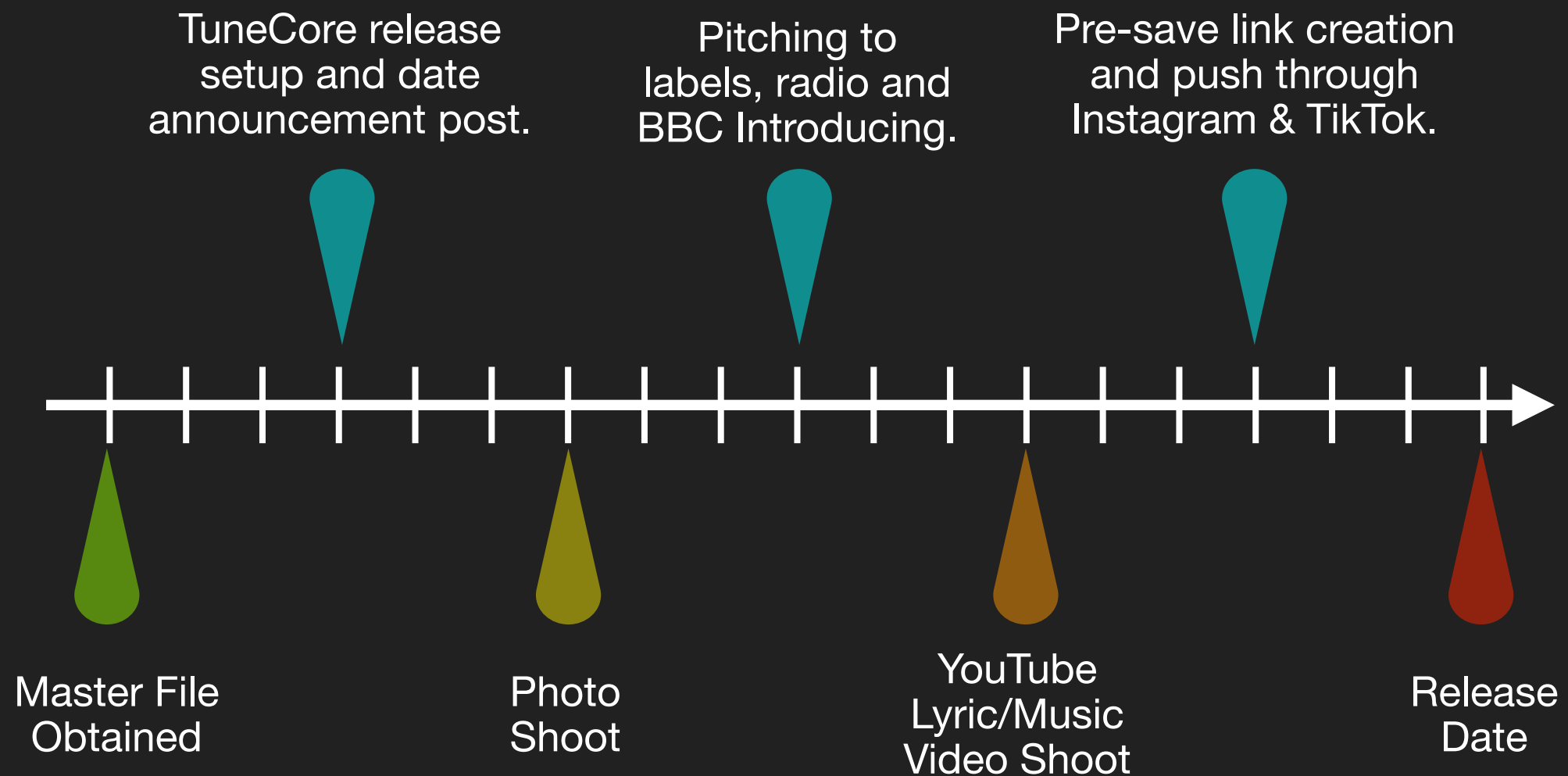


Every Shadow Nods

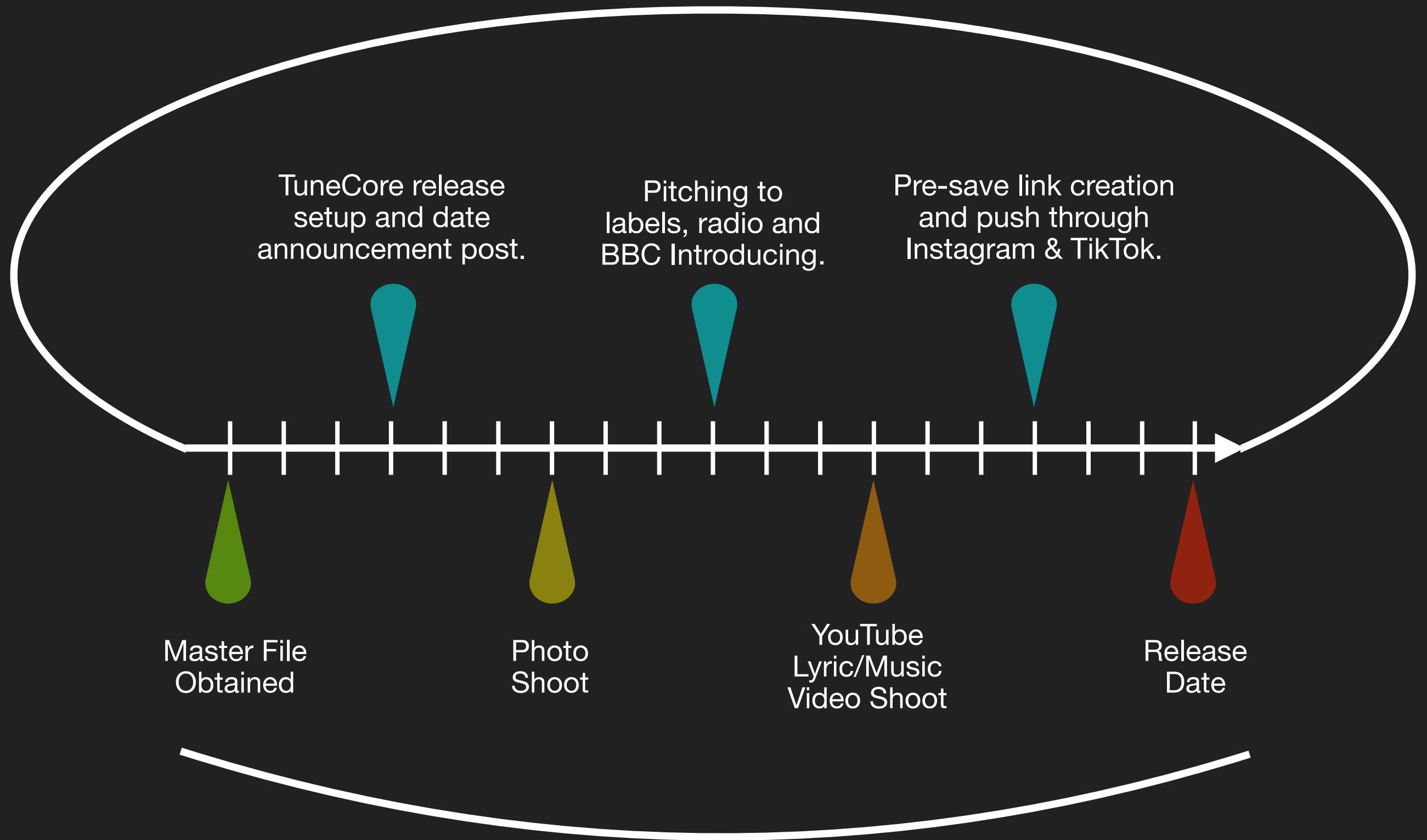


Release Plan

30-Day Macro-Scale Schedule



The Single Releasing Cycle



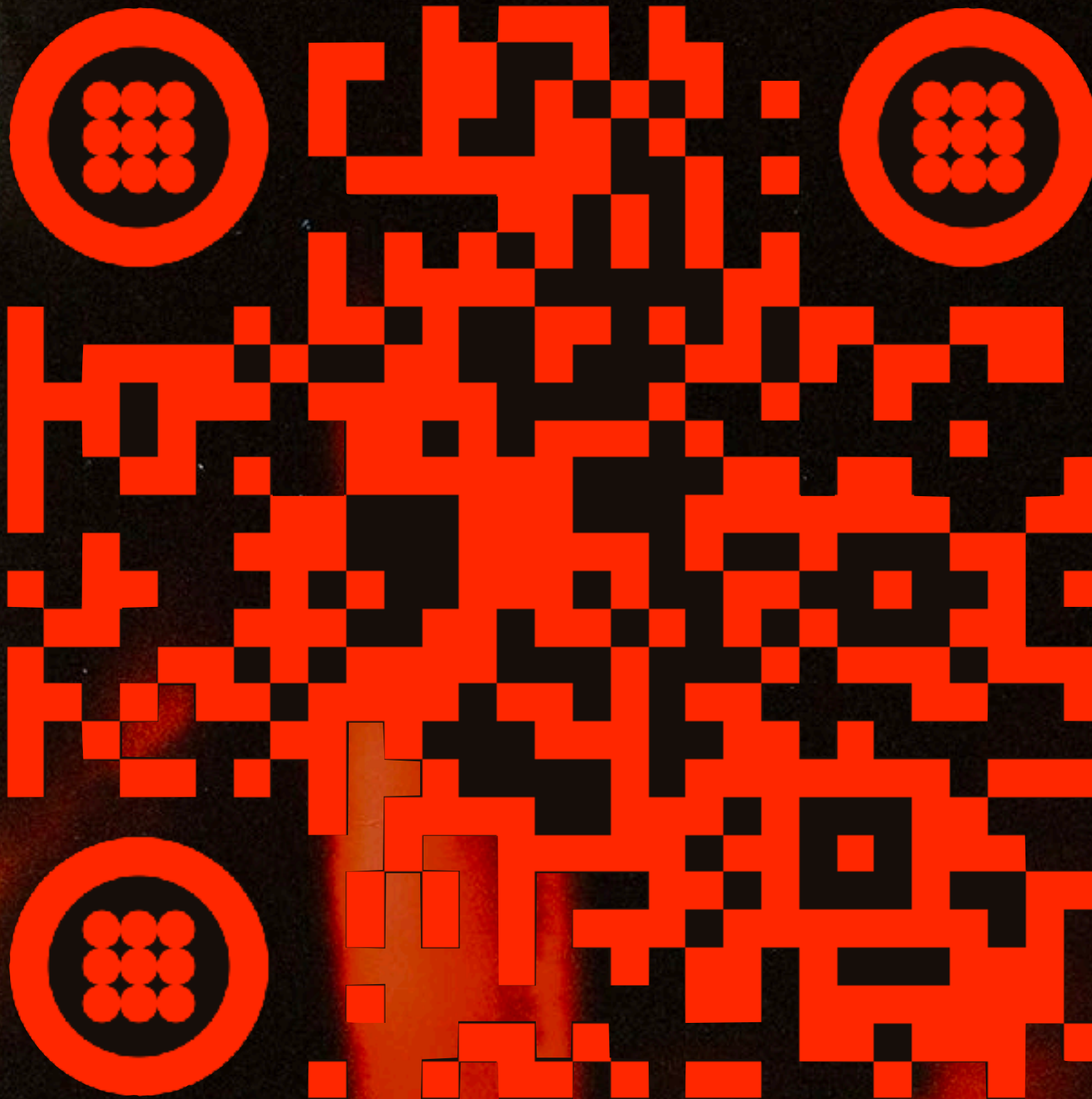
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