

**"SECOND CHANCE"
(potential release date:
Aug 2022)**

PROMOTING A SINGLE RELEASE



ELEMENT 3 - PRESENTATION

ANTONINO MICHAEL PILATO





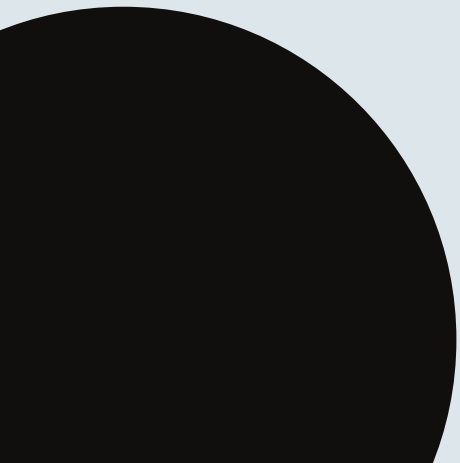
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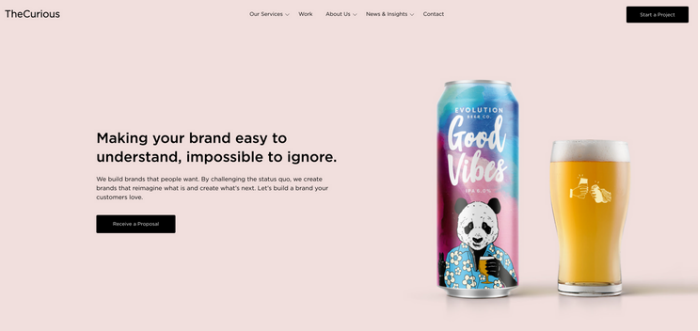
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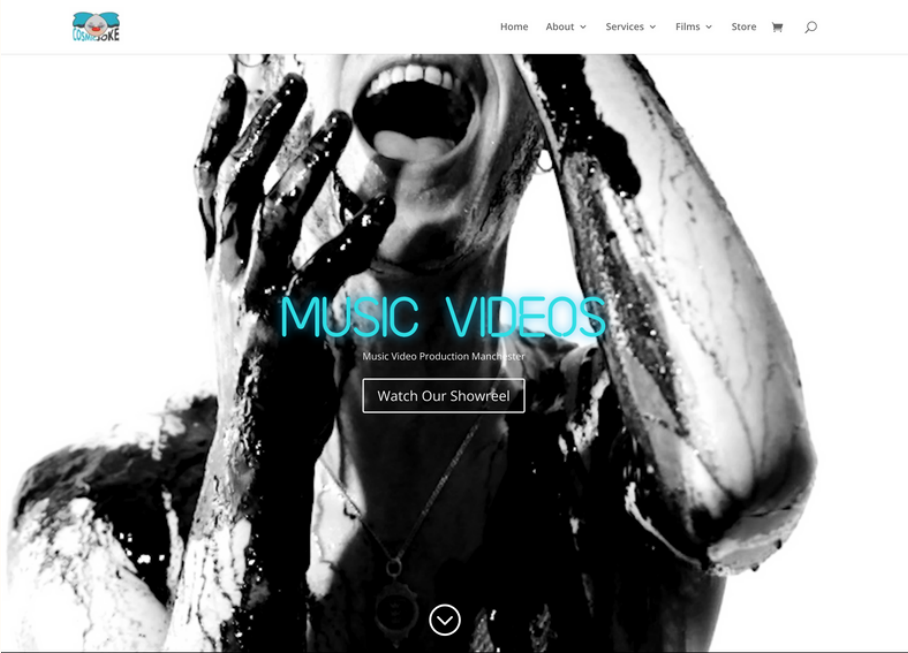
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BUDGET BREAKDOWN



BRANDING & LOGO DESIGN - £50-125

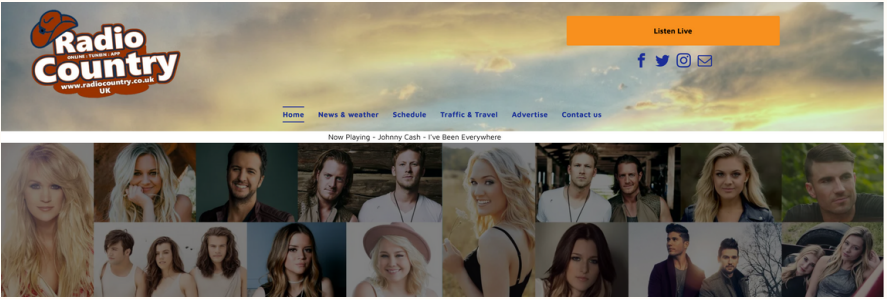
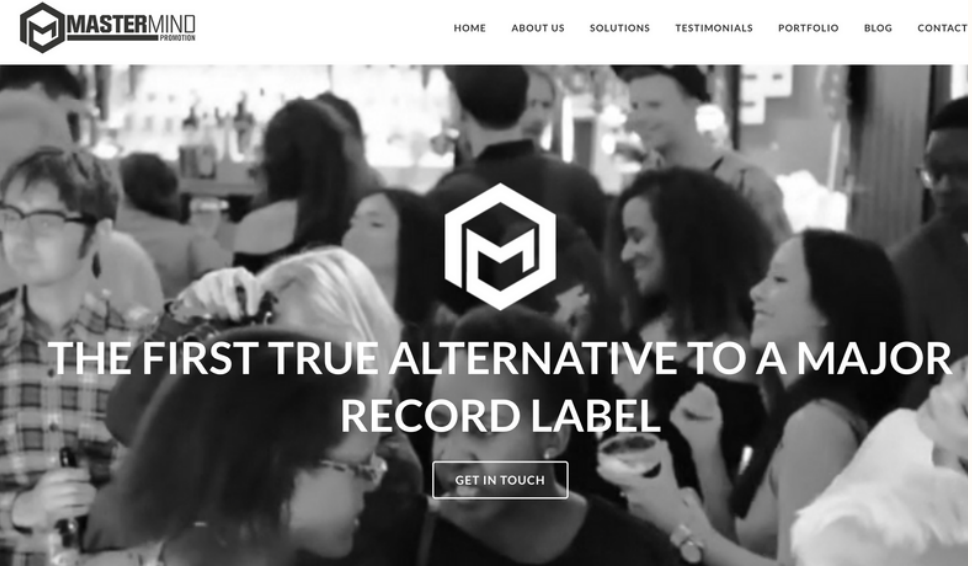


MUSIC VIDEO PRODUCTION - £200-£250

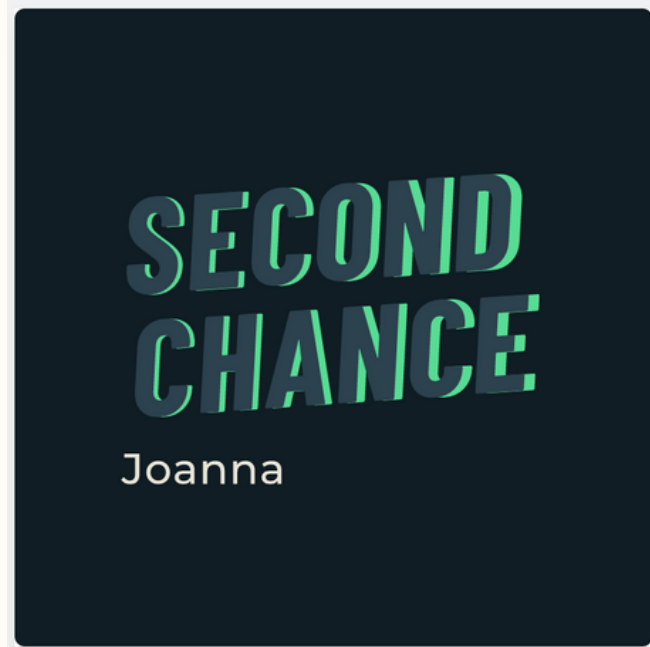
Cosmic Joke is the best local music video production company based in Manchester



RADIO AIRPLAY & PODCASTING £100-£125



ICONOGRAPHY AND BRANDING IDEAS



Idea 1

A straight to the point branding, but could be better colour and font on artist name?



Idea 2

More sophisticated and intriguing, perhaps a different colour and font scheme required?



Idea 3

Mobile device friendly, a smaller logo always translates better as a thumbnail



Single cover artwork concept

EPK INFORMATION

PODCAST
INTERVIEW

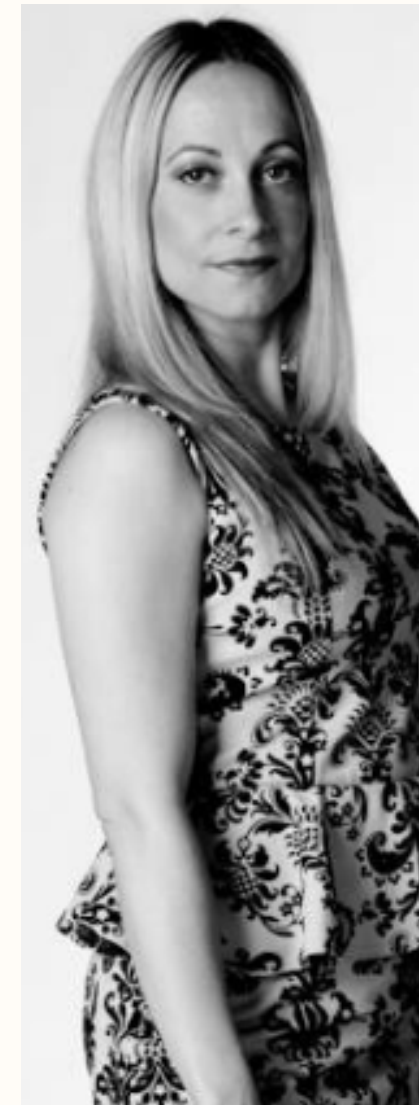
PHOTOGRAPHS
AND BIOGRAPHY

PROMOTIONAL
CLIPS (VIDEOS)

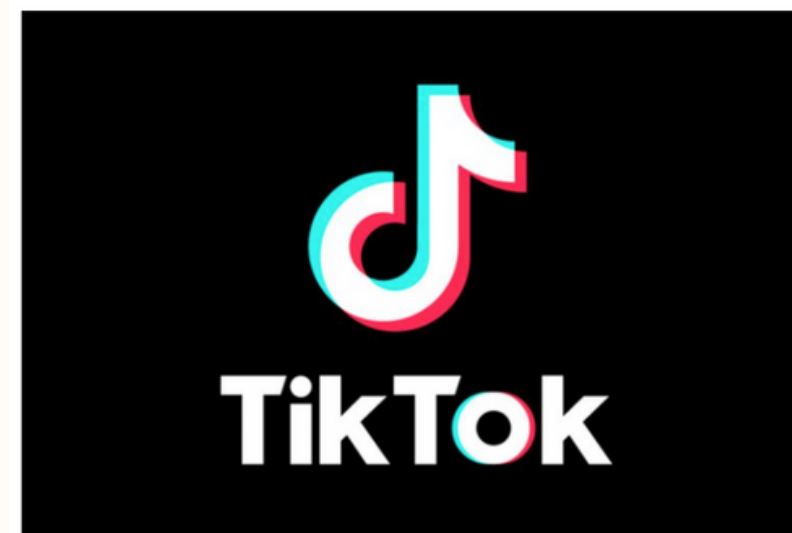
REMIX OF THE
SINGLE

LINKS TO SOCIAL
MEDIA

INTERVIEWS WITH
RADIO STATIONS



SOCIAL MEDIA PRESENCE AND BLOGGING

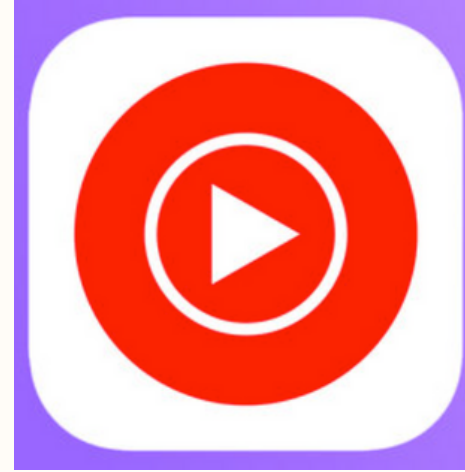


Creating artist pages, which provide the necessary information to allow fans to follow you and lead them to streaming sites

Linking all platforms together - helps with google searches and online presence if people can find you in more than one place

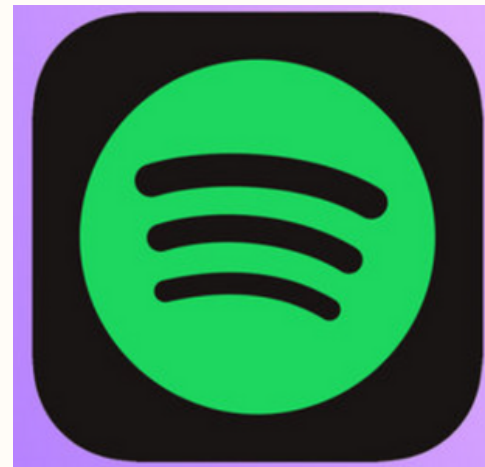
Include photos of recent gigs, studio sessions, photo shoots and videos of live performances which link to YouTube

DISTRIBUTION & STREAMING PLATFORMS



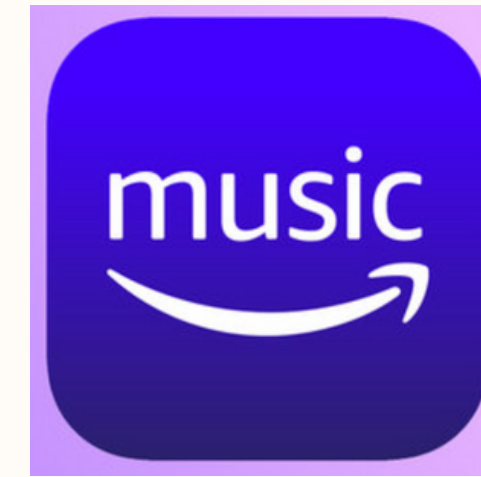
TUNECORE

The perfect and most cost effective way to release the single on Spotify iTunes, Google Play and many other platforms



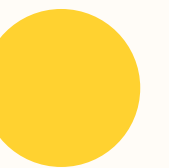
CD BABY

The longest running independent online distributor, with a great reputation!



DITTO

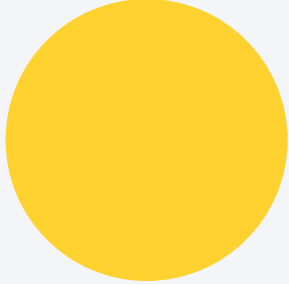
An very good alternative but prices are slightly higher





CONCLUSION

- Ensure the product is mixed and mastered before approaching any companies or radio stations
 - Be as friendly as possible when it comes to networking - update your website and social media pages regularly
 - Visit radio stations and plug the song where possible, write emails to the producers, finding out their names before hand
 - Use social media to grab the fans attention and link to videos and photos of the artist and a sample of their work
 - Use a personal artist website to sell the record as a downloadable record
 - Offer free merchandise when downloading the song
 - Always read reviews about the companies that you use before hiring them
 - Go to concerts and meet like minded people in that genre
 - Visit the Country2Country festival in London, Scotland or Ireland in March
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