Single Release

Campaign Summary

Every Shadow Mods

Jan Trafas

The Goal

Building Awareness

Every Shadow Mods

Jan Trafas

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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Every Shadow Nods

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

Money Back Guarantee ~~Not~~ Probably, 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
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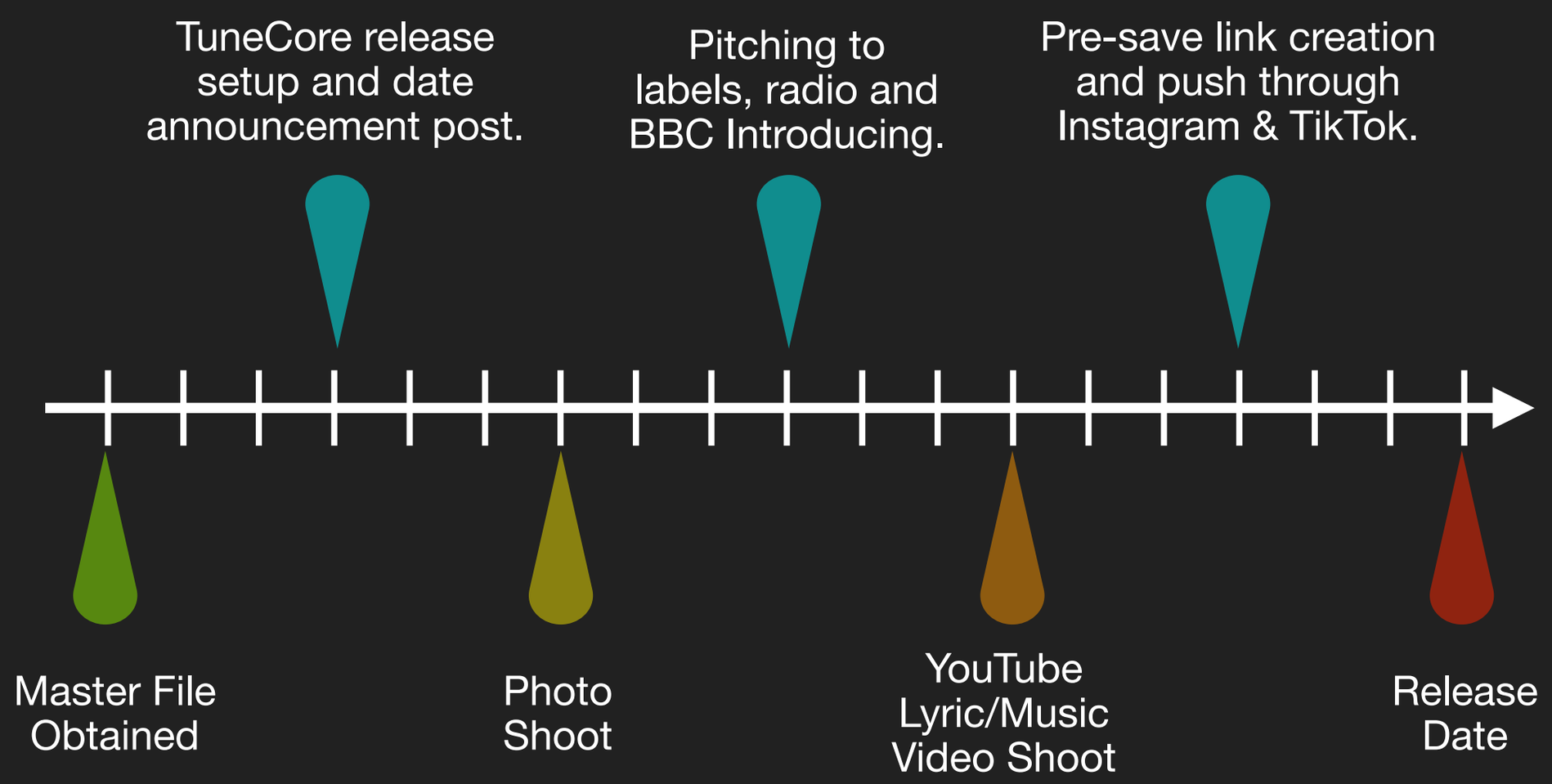
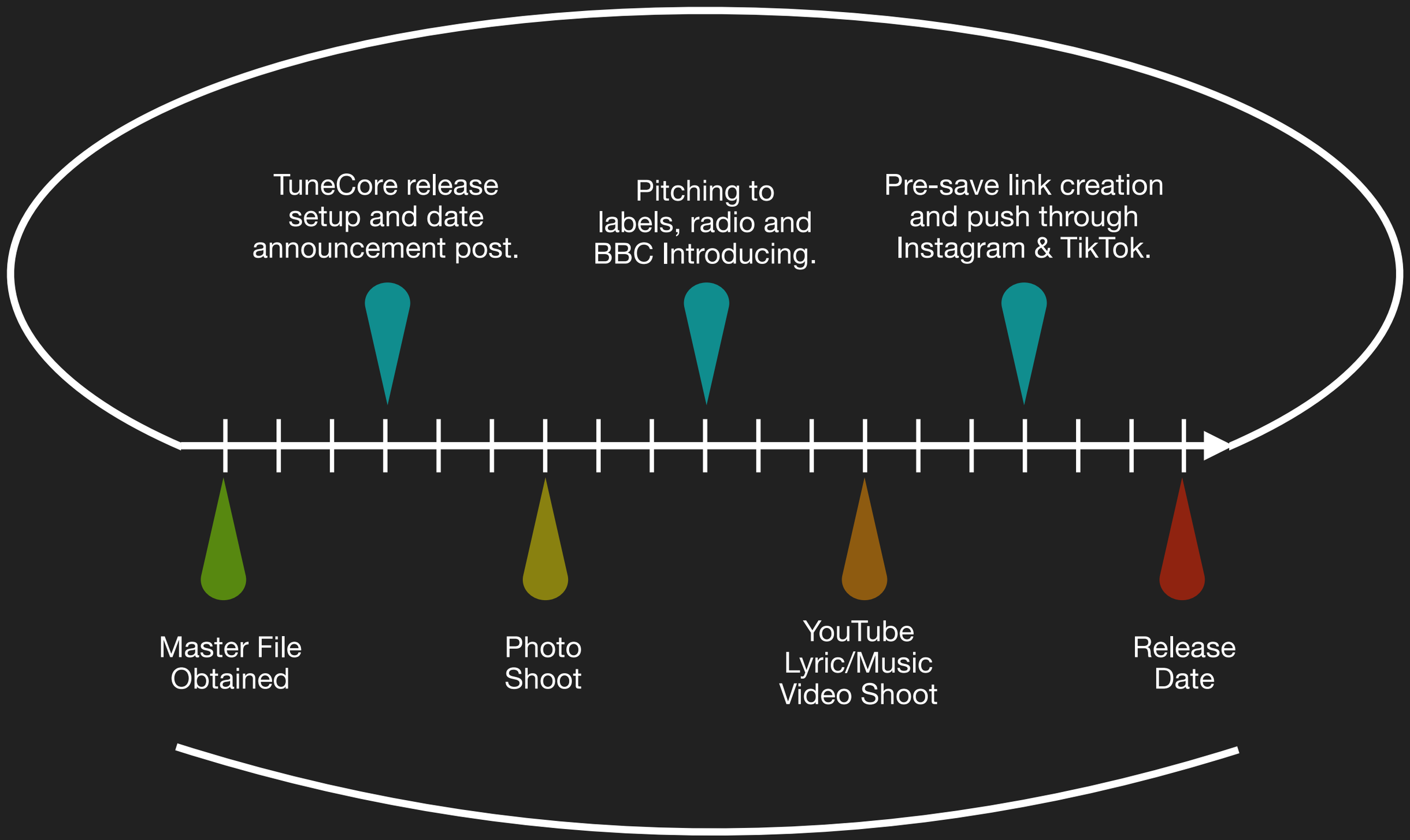
Release Plan

30-Day Macro-Scale Schedule



The Single Releasing Cycle



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Find Me Online

Jan Trafas

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