

**BETA PROMOTIONS FOR  
MUSICAL ARTISTS  
(DIGITAL MUSIC PLATFORMS)**



# Overview

In today's global music market it has become more and more challenging to get your music noticed, Music promotion is a critical component in getting new talent discovered on the internet. Recording equipment, production gear, and professional-grade publishing equipment is now available to almost everyone with an instrument and a voice, thus the market has been flooded with cookie-cutter musical acts that are likely to push the real talent out of the spotlight. Quality music promotion, can mean the difference between ten listeners and ten thousand.

When new artists record their latest creation, they simply want to be able to get those sounds into the ears of as many persons as possible, maybe becoming the next big thing. The internet makes these dreams a reality, cutting out the big label middlemen and making independent music available to anyone with a web browser and high-speed internet connection. Digital platforms such as iTunes, Apple Music, Spotify, YouTube, and SoundCloud amongst others offer musicians with nearly unlimited potential for reaching the audience that they seek and fans of every genre will find their home there hereby increasing fan base. No matter if a listener enjoys Hip-Hop, Afro beats, RnB or House music, there are digital platforms that makes sure your music is ready at all times to your potential audience.

It's certainly an amazing time to be on the internet, and folks are switching their FM Radios off in favour of Digital Music platforms and social media customized to their personal likes and dislikes.

## Online Promotion Is Not Always Easy

Unfortunately, just like any market where creation is simpler and more available than it has ever been, the market tends to get quite over loaded with average garbage that isn't fit to be played out of the cheapest couple of headphones. It's certainly heart-breaking when quality music gets missed because it's been sandwiched between the aural masterpiece of a trio of middle schoolers and lucky peeps with a good record deal. This is the primary reason why online music promotion needs to be done.

Our team ensures that the scenario explained above won't take place. Before an artist knows it, his creation can be up on the top of the independent charts, catapulting him to fame and letting him to do much more with the art that he enjoys so much. Other artists start to pay attention, and the creation flourishes. Without successful promotion, this is almost a guaranteed impossibility. We've been in the music industry for years: we understand, care and have the best customer service. We give you everything a PR agency can offer and value no one can match. Wherever the next innovation in online music promotion is, we'll find it and make it easier for you to get your music out there, heard and sold.

# iTunes Ranking

Over the years iTunes has been a non-stop shop for musical materials whether audio/video, and as an artist getting your song on iTunes gives you that extra edge because it is branded in a way that millions of people prefer it to any other music buying platform.

According to statistics, songs which top charts have a higher tendency to have more sales (am pretty sure you already know that) and gets the attention of show promoters, top brands, international radio stations and curators for play listing and I believe you know what that means (More Money \$\$\$), iTunes is a trusted music download provider and many people understand that so there are more chances of getting noticed if your song is placed on the top charts.

Our iTunes ranking service is a premium service we don't promote to the general public lest it loses its value so we send to respective parties that befits the service (after going through our listening team); we have a large community of iTunes users which we push the songs to stream/play and download/purchase through our audience network which leads to a rise on the chart and increase in sales. We run campaigns in multiples of 5 days (5, 10, 15, 20 days)

## Rates:

Country	Chart Position	Cost/Day	Min. Duration of Campaign	Total Cost
Nigeria	Top 10	\$120	5 Days	\$600
Ghana	Top 10	\$150	5 Days	\$750
Kenya	Top 10	\$180	5 Days	\$900

NB: A certain percentage of the money paid for our ranking service goes back to purchasing the song through our audience network before we blast. Which makes our service very affordable and economical cos your money paid goes back into sales + organic sales from the promotion.

# Apple Music

Indie or mainstream artists, bands from any music genre are using Apple Music to reach audiences worldwide as part of their music promotion strategy. No matter how narrow or wide your focus audience is, the internet is a great tool for you to reach it, and grow your fan base, as well as your earnings. People are eager to listen to new music, and you can provide your songs or albums to them.

Here is where an Apple Music promotion help from a seasoned company like ours will help you achieve this goal. Tap into our extensive expertise in the online promotion market and with the use of our own **social network, playlist pitching, email & affiliate marketing**, we will get you noticed and expose your music to a wider audience. Whether you have a single to promote, or an album, a worldwide audience or certain countries, we have the tools and knowledge to help! Also based on your music genre and target demographics we can come up with the best solutions so you can have plenty of Apple Music streams.

## Rates:

Streams Count (Range)	Cost Per Stream Pack (CPVP)	Campaign Duration
10k – 100k	₦4 per stream	Less than 2 Weeks
100k – 500k	₦3 per stream	3 – 4 Weeks
500k +	₦2.5 per stream	4 – 12 Weeks

**Playlist Pitching:** This has become a key aspect in generating streams for yourself as an artist. It's always been an effective method for promoting tracks, and gets the job done as far as gaining exposure across different platforms. Apple's platform is relatively private and doesn't offer much as far as promotional opportunities. Every public playlist that is viewable on their application has been curated by either the experts on Apple's editorial team, or professional groups/companies working with Apple. They do not allow for public third party curators, unlike Spotify's platform. This makes it almost impossible to pitch your music to their playlist owners unless you have direct connections to the editorial team and this is where we come because of our connections with the Apple Music Team. Below are our pitching rates;

## Playlist Pitching - \$300 (\$100 Upfront | \$200 after work done)

Get started today and earn money from your Apple Music streams and also get noticed by other people in the entertainment industry. There is always the potential for creating a serious buzz around your single or album and gain more fame and fans. Stay informed about the results with the reporting tools and always have a proactive marketing approach. And most importantly, move people with your music and reach to as many as possible.

# Spotify

Spotify is as empowering as it is challenging for aspiring singers and musicians. Upcoming musicians can share their latest music with an audience spread all across the world but there are many such artists vying for the same exposure. It is not just hard to get noticed. It is virtually daunting to get enough exposure. Very few artists manage to score runaway hits. If your aspiration is to get noticed so you can embark on a successful career in music, then you must have a well-planned strategy to promote your works on Spotify. The first benchmark is to get enough **plays on Spotify**. If you do not get plays on Spotify, no one is going to be bothered to check your compositions. If you are not getting enough Spotify plays, you can entrust us to give you the right promotion that increases your listeners.

We offer real organic promotion to push your song to major music listening fans in prime countries like (USA, UK, Canada and Europe) for streams, this promotion is guaranteed to increase your Spotify listens and unique listeners, also give your song the desired boost to expose International recognition. These streams are gotten through adverts, playlist and email marketing.

- Play listing – Using this service, we pitch to our database of hundreds of suitable playlists for your music. With our strong network we can ensure you secure your position on some of the most popular playlists on Spotify. Once you have secured your position on playlists you can watch your Spotify streams grow as you get discovered by a wider audience and attract the Spotify algorithm.
- Email Marketing – With an email lists of over a million subscribers which entrusts us to recommend new & trendy songs alongside playlists as well be sure to get your impression hitting hundreds of thousands of music listening fans on a single campaign.

## Rates

Streams Count (Range)	Cost Per Stream Pack (CPVP)	Campaign Duration
10k – 100k	₦5 per stream	Less than 2 Weeks
100k – 500k	₦4 per stream	3 – 4 Weeks
500k +	₦3 per stream	4 – 12 Weeks

# YouTube

Imagine having to release a YouTube video and it doesn't get the attention you feel your brand deserves, embarrassing right? In a competitive industry like ours; without a proper promotional campaign, your video is just a needle in a haystack. Getting your latest music video to go viral isn't that difficult – If you buy bottled views from some sellers, it might seem like that's all you need. Unfortunately, it's not. People don't just look at the view count and then commit to watching the video and it also reduces the trust score from the YouTube backend – nowadays people always scroll right to the likes and comments to see what people are saying about it before watching it all the way through and this is what trigger the YouTube algorithm to favour your video to go viral.

Our YouTube promotional services promotes your video to a targeted audience using different promotional techniques like YouTube Ads, Email Marketing, Social Signals/SEO & our "Audience Network" which watches and interacts with your video in the most organic & natural pattern. **This service comprises of a combination of views, likes/dislikes and real comments to suit all gotten 100% organically**; this is actually our most sought out service till date. Here's the logic - Comments opens door for new comments; same thing for views, likes etc.

## Rates

Views Count (Range)	Cost Per View Pack (CPVP)	Campaign Duration
10k – 100k	₦3 per view	Less than 2 Weeks
100k – 500k	₦2.5 per view	3 – 4 Weeks
500k +	₦2 per view	4 – 12 Weeks

You can't afford to let your videos fade into obscurity and one way to prevent that is to let us help the video stay relevant and more likely to become viral. Working with us will mean a huge growth on your YouTube Channel and have a growing revenue.

# SoundCloud

Getting noticed in the sea of people putting their music out into the world, it takes a proactive SoundCloud promotion strategy to get noticed above the rest and reach your fans and any potential listeners. We offer our expertise we gained helping more than 100 artists getting their work into the world by offering the best SoundCloud promotion service - **This service comprises of plays, likes, repost and real Nigerian comments on the SoundCloud network through organic promotion** which is needed to get you an edge over your competitors, and the opportunity to connect to real people that can help you test your new materials and tweak them to perfection.

When you promote on SoundCloud, you not only instantly connect to new listeners, but also to other musicians and industry professionals. Having fans who share and promote your work to their friends will help. Reaching real people, being able to connect with them, to hear their feedback and gain an audience is what every musician needs. Whether you are just starting your career or a seasoned artist, this will get you the gigs and the real money.

## Rates

Plays Count (Range)	Cost Per Play Pack (CPVP)	Campaign Duration
10k – 100k	₦1 per play	Less than 1 Week
100k – 500k	₦0.8 per play	1 – 2 Weeks
500k +	₦0.5 per view	2 – 12 Weeks

With our Promotional Services, we do the hard work for you. Our in-house team of experts deliver comprehensive PR campaigns getting you all the online push you need, our social media experts can as well grow your fan base and drive sales while our music promo team ensure you get the all-important featured placement on iTunes, Spotify, Apple Music and YouTube. So why not let us help you by getting the very best team behind your campaign?

**All prices listed above are slightly negotiable, Please do contact us at**

**[music@betasocials.com](mailto:music@betasocials.com) for more information**

**Call Kevin (Music Exec & Consultant) at +2349086849619**

**We hope to hear from you soon.**

**Regards.**

**The Beta Socials Team**