



# SYMPHONIC DISTRIBUTION

## LABEL MARKETING PLAN

Below you will find a brief marketing plan devised for record labels who release consistent releases. This has been written based on our experiences with the plan proving to be successful for a labels growth and development. As with business plans, this marketing plan will evolve to show more detail and tools to better help you. At anytime you feel you have an outdated copy, please feel free to contact us. As the week's and month's pass, Symphonic Distribution will be working on creating more marketing initiatives and avenues to better help labels achieve success, exposure, and growth.

*If you have any questions, comments, or would like to see a specific initiative that has worked for you, please feel free to contact Jorge Brea.*

### **SUGGESTIONS ON HOW TO RELEASE (BEFORE WE BEGIN):**

Many labels in the digital world believe that volume is the way to go. We are going to tell you to not think like this. Quality over quantity always! If you are a former label that used to release vinyl, you remember the time you took to promote your releases. Use that same basis when marketing your label and its releases.

### **IN ADDITION....**

--- **Releasing 2 EP's per month consisting of at least 2-5+ tracks proves to be successful for labels.** If you release 1 track a release then chances are the release will be lost in the shuffle.

--- **Release ONLY the best of the best!** Listen to what is selling in the top charts of all of the stores (Beatport, TrackItDown, JunoDownload to name a few) and try and find music that fits that style. Yes, we know that music evolves and not everyone should just release music based on what is hot today, however, if it is doing well today, then that means people are buying it. Noticing what is being bought tells you where the fan base currently is today and allows you to focus on specific genres and styles.

--- **Get your MySpace and website built, ready, and consistently updated!** It is very important to look top notch if you are planning on releasing top notch music! Make sure that your presence on the web includes information about label, past releases, upcoming releases, artist bios, events (if applicable) and of course, a music player of some sort that enables a fan or potential buyer to listen to your music.

(This plan is written with the basis that you already have your label started, and are about to release a brand new release.)

**With this said... let's go!**

## I. PRE-RELEASE STEPS AND MARKETING IDEAS

So, you have your music, your cover art, and the release ready to go and perhaps submitted to us, what do you do now? Do you wait for it to be live? Do you just sit back and expect sales to come? We don't think you should!

**CREATE A MYSPACE POST!** – MySpace is one of the most (if not the most) popular networking websites in the world. Start by updating your MySpace (if not done already) with information on the release, write a blog, add images of the release stating “coming soon” and last but definitely not least, prepare a bulletin post stating that the release is coming soon. When doing this, include a Release Bio, Artist Bio, Estimated Release Date (IE: July 2008), Audio Previews, Cover Art, Links to your MySpace and/or Website, and of course, where the release will be available. If you do this 1 month before a release, the buzz will begin and people will anticipate your release!

**EMAIL NEWSLETTERS** – If you do not have a newsletter system, then go forth and begin one right now! ([www.cutandpastescrpts.com](http://www.cutandpastescrpts.com) for a free system!) Newsletters are a great way to get in touch with loyal fans. If they signed up with you, then we can safely say they are interested in receiving updates on your label, releases, and artists so, go forth and connect with your fan base! Additionally, if you have another way of collecting email addresses from fans directly, you can add to an Outlook database.

**GET SUPPORT FROM OTHERS!** (For Electronic Music Labels – Contact DJs!) – At the same time that you have done the above, send your release to DJs that are fairly well known that play the genre or genres that the release happens to fit into. These are the folks that will tell you honest and up front opinions of what they think of the release and chances are, if he or she likes it enough, they will play it.

**INTERNET RADIO / RADIO STATIONS** – If you are a DJ or know DJs that spin on internet radio or radio stations, go forth and send them the release. If they like it, of course, they will play it and plug the release and where to find it when it is released.

**MESSAGE BOARDS AND INTERNET BLOGS** – If your label is on Beatport, then consider using the community feed of [www.beatportal.com](http://www.beatportal.com) as another outlet to do some pre-release promotions. Promoting on blogs and forums is as good as doing bulletins on MySpace and will improve your fan base!

**GET YOUR ARTISTS IN ON THE PROMOTION!** – If you are releasing their music, ask them to also do these steps above! The more help you receive, the better the results!

**CONGRATULATIONS!** What you have done is a great amount of work that has made you and your label seem credible. Your artists are happy because you are working hard to promote them and their music. Additionally, doing this “pre release” plan for 2 EP's a month would increase your sales as you will not be flooding the market, only providing the top quality tunes to fans world wide.

When you are done with all of this above, then please continue to promote consistently. If you promote on MySpace, Blogs, and Email newsletters only once, then chances are it will not do a thing for your label! While promoting, do not annoy, try and promote and do the methods above 2-3 times prior to release being live to get your message across effectively.

Assuming you have done the following above, and are continuing to do so up until the release goes live, you are ready to move on to step 2!

## II. MARKETING WHEN RELEASE IS LIVE!

Now that you have done all you can to pre-market the release, it's time to go forth and market when the release is out! It isn't easy at times to do what has been written above but if you at least have tried your hardest, then you should begin to see sales and exposure from your release. With this said, you are not done yet! What do you do now?

**CONTINUE YOUR MYSPACE PROMOTION.** – Now that your release has gone live, go forth and tell folks where they can get the release “RIGHT NOW!” Include everything you did in the pre-release plan and this time, perhaps include quotes from the big DJs you have sent your music to, list out charts that are playing the songs, or state on which radio stations the song can be heard. Showing that the release is successful right when it goes live will entice a buyer to purchase (if it's hot, people want it!).

**CONTINUE YOUR EMAIL NEWSLETTER PROMOTION.** – Same as above again, reiterate that now, the release is out, and available! Include everything you did in the pre-release plan and this time, perhaps include quotes from the big DJs you have sent your music to, list out charts that are playing the songs, or state on which radio stations the song can be heard. Showing that the release is successful right when it goes live will entice a buyer to purchase (if it's hot, people want it!).

**CONTINUE TO SEND YOUR MUSIC TO THE BIG DJs AND RADIO STATIONS THROUGHOUT THE WORLD.** – The release is out, when you can tell fans, DJs, and others that you have not spoken to where the release is located, it should prove to be helpful! Communicate, the latest on the release, who is playing it, where it is charted, what radio stations have it, etc.! (Chances are, most folks you contact will not reply but stay persistent and try your hardest as well as show them that your music is out there in quality stores!)

**DO DJ CHARTS!** – Beatport, Trackitdown, and JunoDownload all offer the ability for DJs to create charts. Some customers purchase releases based on what is charted by DJs (and by DJs, we mean all DJs). If you'd like DJ Chart templates, please check out our intranet –[www.symintranet.com](http://www.symintranet.com) and feel free to ask Jorge Brea if any further questions!

**CONTINUING WITH BLOGS & FORUMS** – Go back to the forums and blogs and update everyone on the release being out! They might have forgotten about you you're your release when you were doing the pre-release plan. Go ahead and reiterate that the release is out and tell them where to purchase release! (Again, we ask that you do not become an annoying person that reposts just to get attention. We ask that you get the most out of responses given and do as much as you can without becoming a nuisance!)

**ADD MUSIC PLAYERS!** – Some stores do have free music players that you can add to your websites, mspaces, and emails! Beatport, TrackItDown, DJDownload all offer players! If you are having issues setting any of these up, please feel free to contact us.

**ADVERTISE!** - This avenue, while costly, is helpful. When your release is out, contact big magazine publications such as (URB.com, RemixMag.com, etc..) and consider advertising on their online portals and/or print publications. This is not a mandatory avenue and while the cost is more than likely high, it does increase sales and exposure.

OK, so, now you have done pre-release marketing as well as marketing after the release has reached stores worldwide. What do you do now?

### III. GETTING INTEREST OF THE LABEL AND NEW TALENT!

A good label has a solid A&R department setup to determine which songs and releases are worth while to the label. While the word "department" is daunting, a simple method of establishing quality control is the basis for a solid A&R aspect of the label. (In other words, don't just release anything, really believe and focus on songs that will work for the masses.) Additionally, it is important for the label to state their vision and plan to artists interested in releasing music via the label. (Do not just shun people away because you do not like their music. Be constructive to artists and communicate what you do not like so an artist can learn and deliver quality content to you in the future.) In addition to A&R, a good label has a consistent release scheduled as well as a marketing plan in place for promoting releases. (Something as this marketing plan is a great start!)

So, now you have a basis of promoting your releases as well as knowing what basic needs you should have from a label standpoint. What do you to keep your label fresh and in the minds of many as well as new and talented artists?

**SPREAD THE WORD!** - While there are now thousands of digital labels out there, the mainstream media and pop culture has yet to catch on to the massive wave of digital labels out there. It is great to get the word out to news publications, DJs, and fans that you are out there and people can purchase your music online because the idea is still very fresh in the minds of many. Let the world know you are out there! Simple messages and emails to folks that you feel will take interest greatly helps!

**SEARCH FOR QUALITY MUSIC!** - There are thousands of artists on MySpace, and other social networking websites. Look through the ones that you feel have quality content, artist information, and perhaps an established fan base. When finding an artist, make contact and state a bit about your label (Label Bio, Releases, Where label is purchased, etc.). When telling them this, state that you are interested in releasing their content and begin the process to sign the quality artist and music to your label. Most times, artists will be very interested and will love that you are showing interest in them and their music.

**GET YOUR RELEASE SCHEDULE SET!** - Once you have signed some new talent, begin to organize releases sent to you based on this plan and/or a similar plan you have devised. When releasing music from an artist, make them feel it's going to be a long-term relationship. If they release one track to you and then disappear then you need to consider having artists that will have more to bring to the table so you can have consistent releases in the market.

**LICENSING AND GETTING OUT THERE IN DIFFERENT OUTLETS!** - A non profitable, yet helpful tool is licensing. Symphonic Distribution is currently developing a new service that will be tailored especially for delivering content to retailers such as Abercrombie & Fitch, Victoria's Secret, and other retailers around the world. [For more information, contact Jorge Brea.](#)

### IV. CONCLUSION

So, you have now done everything from a pre-release stand point, during the release is out, and you have gone forth and gotten your label out there to new fans, DJs, and artists after your release or releases are out. When doing all of these steps, go forth and begin the process again to keep your label consistent to the masses.

We have written this plan to provide you a quick, cost free method of effectively promoting and running a label. While we are not experts (and we admit it) we have seen what works and labels that do these steps are labels that stick around, care, and consistently deliver new releases (again, 2 EP's maximum as flooding the market will really just make you a nuisance again). We hope you consider these ideas however, are always open for suggestions to make this plan better. Additionally, we understand that some labels that may read this do not cater to Electronic Dance music. We still believe some of these activities can be done for other genres and will assist you if your focus is other genres. We wish you the best of luck and thank you for taking the time to read and implement this plan into your operations. We will continue to provide more marketing initiatives before 2008 closes.

THANK YOU,



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