

# Cutting Through The Noise:

## Three marketing secrets to build your artist brand

You already know the numbers: over 50 million songs available on Apple Music, over 20,000 new songs uploaded to Spotify every day, and over 300 hours of video uploaded to YouTube every minute.

Drowning in a sea of new songs is the norm, forcing music fans to rely on playlists categorized by genre, mood and curation (both human and algorithmic) to find a song they like.

Song titles and artist names will continue to fade into the background as music fans know songs only by "a song from my workout playlist" or "that song from the Top 100 charts."

With so many choices, how does an artist cut through the noise to get exposure?

**The reality is - there isn't one silver bullet, there are many.**

You're probably reading about a few every week - from Billie Eilish's 800,000 pre-saves on Apple Music to Moby's partnership with the Calm app to Marshmello's virtual concert in Fortnite.

In this document, we're going to cover three secrets to set you up for success:

- The Artist As A Brand - Marketing 24/7
- A Global Stage - Building loyal fans around the world
- Interactive Music - Bringing Music To Life

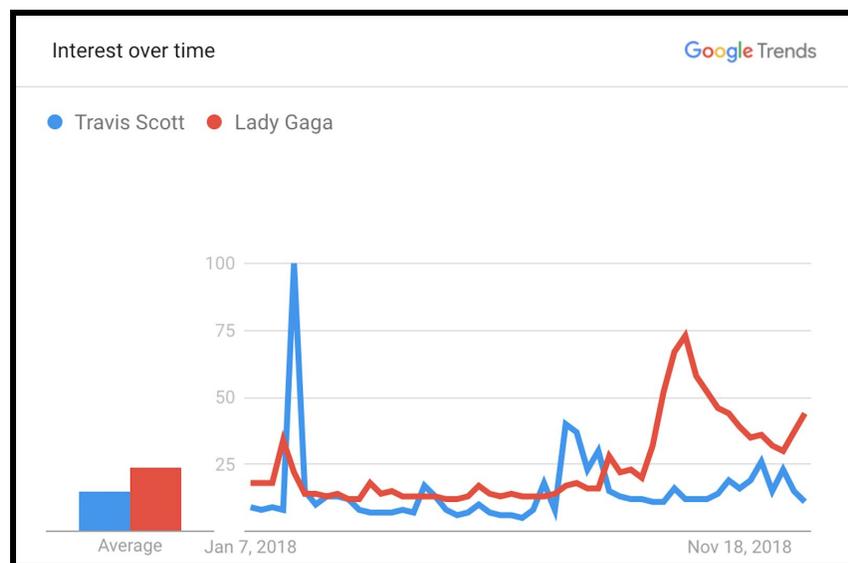
# The Artist As Brand - Marketing 24/7

Every artist is a brand. From the logo and font to songs, tickets and merchandise. It's important to look at marketing behind each artist as a non-stop global campaign to grow their fanbase, promote new music and connect with music fans.

Nike doesn't market ONLY when they're launching a new shoe or piece of apparel, they market 24/7. You should too as reach and repetition are key to your success in building your artist brand.

The Google Trends graph below illustrates searches for Lady Gaga and Travis Scott in 2018. These moments of activity occurred around NON-MUSIC moments, such as:

- Kylie Jenner's Instagram post announcing baby with Travis Scott
- Launch of A Star Is Born with Lady GaGa



What does this mean for you?

1. No artist brand is big enough to not need marketing
2. When you're not releasing music or touring, you still need to get your name out there

At *Beat Fever*, we invest significantly behind artist brands so we need to be effective.

We *start* with goals. Usually, it's around the launch of a song or tour. From there, we look at the current fan database (it doesn't matter whether it's 200 or 20,000,000) and build a global mobile marketing campaign to alert current fans and find new ones.

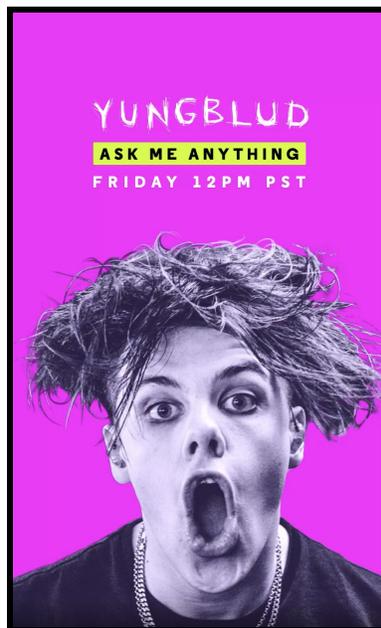
Working with Meek Mill's team to promote the launch of his album *Championships* in November, we crafted a global mobile marketing campaign weeks before launch. Driving over 35 million impressions, we helped Meek Mill debut *Championships* at #1 on *Billboard*.

# A Global Stage - How to build a loyal following around the world

From J Balvin headlining Lollapalooza to T-Series, an Indian record company taking over the #1 most subscribed channel on YouTube, music is global. What will Spotify's Global Top 100 look like next year? Nobody knows, but it will reflect the taste of global music fans with mobile phones.

Broadcasting in 150 countries, *Beat Fever* offers artists a global virtual stage to tour the world without booking a ticket. Since launching in October, we've given artists like Mariah Carey, T.I. and Meek Mill a place to host virtual listening parties and connect with fans in an intimate way.

In February, we partnered with Yungblud to promote a live Q&A show around the premiere of his new music video for "Eleven Minutes" featuring Halsey and Travis Barker.



In five days, we drove over 12.1 million impressions and secured over 1 million music fans for a 30-minute live show discussing the music video. The "Eleven Minutes" video went on to hit #23 in YouTube Trending and garnered over 1 million views in 24 hours.

In the coming weeks, *Beat Fever* will continue to roll out new live shows for artists and introduce ways for artists to monetize from anywhere in the world.

# Interactive Music - Bringing Music To Life

Just a few months ago, Marshmello performed a virtual concert in *Fortnite*, the video game. Lasting only 10 minutes and boasting over 10 million participants, the results were immediate:

- Songkick reported more fans looking for tickets on its platform during the following 4 days than the past 3 months combined
- Marshmello's YouTube channel received 4MM+ extra views over the weekend following Fortnite.

As a whole, the gaming industry is estimated at 2.2 billion players worldwide and will continue to grow.

At *Beat Fever*, we bring music to life through gamification. We take a short preview of a song, gamify it and serve up an ad at the end of each gameplay, driving clicks to services like Spotify, Apple Music and YouTube.

Engaging the eyes, ears and body of the music fan, players feel like they're playing the song. Using machine learning, we serve up different levels of gameplay to match skill.



For artists of all genres and all sizes, *Beat Fever* provides a unique opportunity to bring their music to life, perform on a global virtual stage and connect with new and current music fans in a way that has never been possible before.