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## Music Promotion – Starter Campaign

Music promotion is more than posting on Facebook, tweeting on Twitter and posting pictures and videos on Instagram. Music promotion requires reaching the masses and in order to accomplish that you must utilize tools outside of normal social media interaction. This document has been put together to guide you to building a consistent and effective music promotion regiment that will build your fanbase and garner attention from the music industry. This guide is not a guarantee of stardom but is to be used as a tool to launch a grassroots music promotion campaign.

To start this daily promotion campaign, an artist must have the following:

- A bio
- A professional recorded song
- A professional produced music video

Do the following daily:

- Send a personalized invitation via Facebook Messenger to 5 people. Tell me who you are and include a link to SoundCloud to hear your music.
- Send a personalized invitation via Facebook Messenger to 5 people. Tell me who you are and include a link to YouTube or Vimeo to view your video.
- Post a link to your SoundCloud on your Facebook artist page.
- Post a link to your YouTube or Vimeo on your Facebook artist page.
- Send an mp3 of your song to 5 radio stations. Include who you are, where you are from and professional photo. Also include contact information for booking and interview requests.
- Tweet on Twitter an invitation to listen to your music on Spotify and/or Pandora.
- Tweet on Twitter an invitation to view your video on YouTube or Vimeo.
- Post 5 videos or pictures on Instagram of your single/album cover, snippet of music video, performance footage etc.
- Direct message on Instagram 5 people a link to your SoundCloud.
- Direct message on Instagram 5 people a link to your YouTube or Vimeo.

Following this guide everyday will begin to build your fanbase. You can scale up and instead of 5 people; you can increase your reach to 10 or 15 or eventually 20 people. Execute these tasks everyday will let people know you are serious about your music and even though everyone may not listen; you will find that eventually people will catch on.

For more information and/or advanced music campaign strategies, please contact

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