ONErpm

AN ARTIST'S GUIDE

MARKETING CAMPAIGNS FOR ARTISTS

try / learn / share

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INTRODUCTION

In order to to create a successful marketing campaign for a new track, album, or EP, artists have to navigate through a lot of options. It is easy to become overwhelmed at times and not know where to start. At ONErpm we see this happening with a lot of our artists across the globe. That's why we have been working on a unique and innovative solution that brings more clarity into the process. This allows our clients work more independently, creating effective promotional campaigns that bring results.

Based on the expertise of our marketing teams in over 30 offices across the globe, the ONErpm site now includes a checklist that will track our artists' campaign progress using the best practices and strategies from all available digital platforms. Once a release is approved, the system will offer a list of Marketing tasks that should be a part of the campaign at all stages: pre-, post-, and during the release. Each artist will be able to choose from a range of options and check the ones they want to include in their campaign. They will also be able to track a campaign's completion rate in the Task Manager Dashboard.

It will also be easy to evaluate the impact these actions have on the final result using the Campaign Stats feature. Based on our proprietary analytics tools, the graphs will be able to show the effectiveness of each step of the process and its contribution to the final results. It will be possible to see the overall performance dynamics of streams based on chosen marketing tasks.

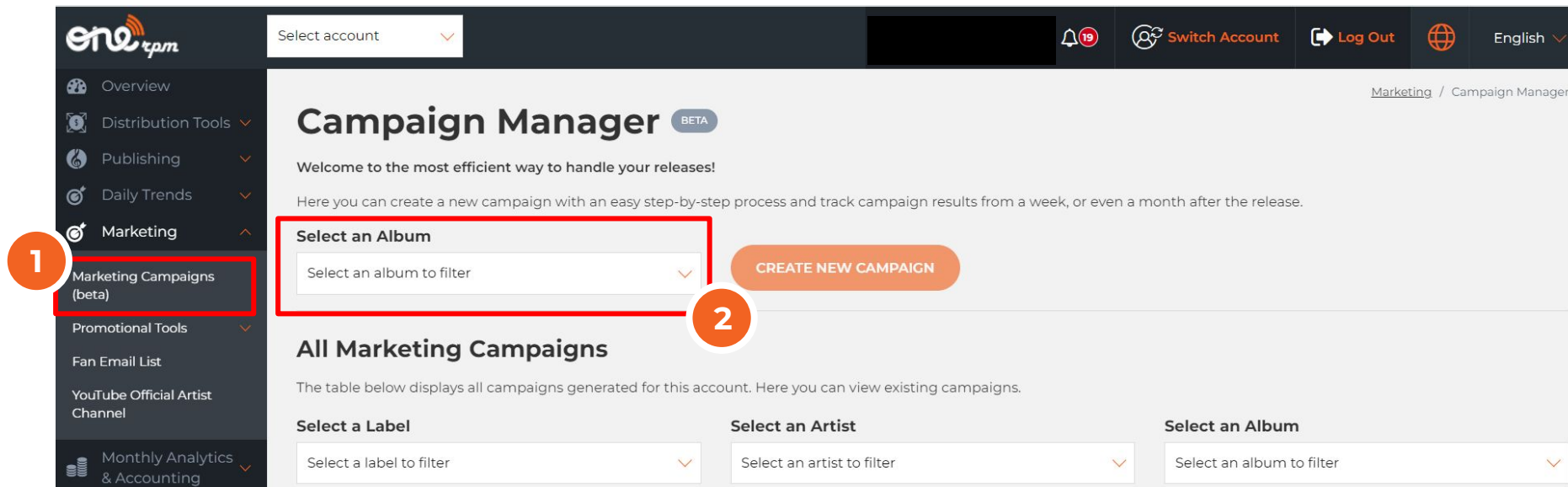Follow the steps in this guide and get started on creating your first successful campaign!

HOW TO CREATE A MARKETING CAMPAIGN

HOW TO CREATE A MARKETING CAMPAIGN

1. First select the option "Marketing Campaign" on the menu, under Marketing.
2. Select from the dropdown, the name of the release you would like to create a promotional marketing campaign. Once you choose it, the button "Create New Campaign" will be enabled. Once you click on it, a new page will appear, as shown on the following slide.

HOW TO CREATE A MARKETING CAMPAIGN

Campaign Basic Info

Campaign Basic Info BETA

Release description

Enter Description

Campaign Goals

Enter Campaign Goals

Focused track

Click to select a focused track

Focused Video

Video URL

CREATE   CANCEL

Now it is time to fill in the basic information about your Marketing Campaign. . It is always possible to edit or complete at a later date if you prefer.

Release Description: include a short summary of what your release is about, consider information that would be useful in a press release or newsletter.

Campaign Goals: think about your expectations for this campaign: more streams, more followers, to reach a new demographic. Creating this list of goals helps you to focus your strategy.

Focused track: The drop down menu allows you to choose the track you want to focus on..
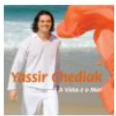
Focused Video: add the link to the video you would like to promote, if you already have one.

HOW TO CREATE A MARKETING CAMPAIGN

Campaign Manager Overview

On the top of the page you have a summary of the campaign manager with this basic areas:

1. In this area, it's possible to click directly to some of the tools offered, such as Smartlink, PromoArt, pitching to our internal playlists, download the Cover Art and View Analytics for the track or album you created the campaign for.
2. By clicking on the options under Status, you can find filter the tasks according to the options (All, New and Done). The due date Range automatically shows the period calculated for your campaign based on your release date.
3. It is possible to visualize all the marketing tasks in different formats by clicking on "Checklist" organized by actions and platforms, "Calendar" to see on a calendar format, or "List" to have the full list.

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HOW TO CREATE A MARKETING CAMPAIGN

Campaign Manager Checklist Mode

Tasks

Status All ∨   Due Date Range   Sep 6, 2011 - Sep 21, 2011

⊘ Checklist   📅 Calendar   ▤ List

1

SPOTIFY   YOUTUBE   FACEBOOK   INSTAGRAM   TWITTER   SOCIAL & ON-PLATFORM ADVERTISING   AUDIENCE ENGAGEMENT   DSP

2 Pre-Release   During-Release   Post-Release   Due: 2011-09-20

3 Due: 2011-09-06

Spotify Artist Banner

You can update your Spotify Artist banner via your Spotify for Artists!

On Spotify, you can not use any text or promote directly the release on the artist Banner. A good strategy is using the same visual concept as the release. Same photo used on the album cover art for example

Technical specs:

. Use .jpeg, .png, or .gif file formats

. Avatar images must be at least 750px x 750px

Create your Artist playlists on Spotify

Your playlists are always a good way to promote your own music as well as give insight on music that inspires you!

Always be sure to add your new releases to your own playlists. The first 5 songs on the playlists are most played. Do not forget to add your new releases to the top of your playlist. You can also add other songs you like from other artists to the same playlist.

Skip   ⊘ Mark as Complete   **4**

Under the Checklist, you can create your campaigns following these steps:

1. Choose the store or topic on the superior menu to visualize the tasks related.
2. On the top of each card, it is possible to see when the task is related to pre, during or post-release.
3. On the top right, you can also check the due date calculated to that task to know your deadline to have that done in order to achieve the best result.
4. On the bottom of the card, you have the option of marking that task as "Complete", once you have done it, or "Skip" if you do not think that should be part of your campaign.

HOW TO CREATE A MARKETING CAMPAIGN

Campaign Manager Calendar Mode

Under the Calendar menu, you can create your campaigns following these steps:

1. Click under the number of tasks available on the days highlighted on the calendar.

2. A card will open with the list and description of all related tasks. You can get more details about each of them by clicking on the blue circle next to it.

3. On the detail card you will see the due date for that task to reach the best result.

4. Click on "Mark as Done" once you complete that task, or on "Skip" if you will not include it on your campaign.

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HOW TO CREATE A MARKETING CAMPAIGN

Campaign Manager List Mode

Campaign Manager BETA

Tasks

Status: All

Due Date Range: Sep 6, 2011 - Sep 21, 2011

Checklist | Calendar | List

Overdue

CATEGORY	TASK NAME	DATE CREATED	DUE DATE	STATUS
DSP	Fill out the ONErpm pitch form	2022-05-26	2011-09-06	PENDING
DSP	Set your Pitch Notes in Spotify for Artists	2022-05-26	2011-09-06	PENDING
Instagram	Share Pre-Save on Instagram Stories			
Facebook	Share Pre-Save on Facebook			
Twitter	Share Pre-Save on Twitter			
Audience Engagement	Share Pre-Save on WhatsApp and Telegram			
Instagram	Add Pre-Save into your Intagram Bio			

PENDING

Fill out the ONErpm pitch form

Task Category:
Task Ownership: Artist
Due Date: 2011-09-06

Task Description
Fill out the ONErpm Pitch form

SKIP | MARK AS DONE

Under the List format, you see all tasks organized by Due Date. You can create your campaigns following these steps:

1. Click on the Task Name to see the details of each marketing task.
2. On the card, you may also select "Due Date" (same as the list).
3. Click the option "Mark as Complete" once selected or "Skip" to leave it blank.
4. The status will be shown as "Pending" or "Done" under your list according to your action.

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HOW TO CREATE A MARKETING CAMPAIGN

Editing Campaigns

Once you click "Done" on any of the tasks, besides a change of status, you will also see the option of editing that specific action.

1. If you click on the pencil shown on the card, you will have the option to change the status to "skip" or "mark as done" as you wish.

2. It is important to remember that once you click on the Edit, the status of that task will be considered "Pending". So remember to choose one of the two available options, so it will be either counted as one of the tasks or not when considering the completion of the marketing task.

HOW TO CREATE A MARKETING CAMPAIGN

Completion Rate

All Marketing Campaigns

The table below displays all campaigns generated for this account. Here you can view existing campaigns.

Select a Label

Select a label to filter ⌄

Select an Artist

Select an artist to filter ⌄

Select an Album

Select an album to filter ⌄

ALBUM / CAMPAIGN NAME	RELEASE DATE	COMPLETION RATE (%)	ANALYTICS
Campaign for Bombando na Náite	2011-09-06	21	
Campaign for Gó Gó Boys	2014-05-12	0	

On the main dashboard for Marketing Campaigns, you will have a list of all your campaigns created along with visual information with the completion rate. This will indicate how much of all the tasks you chose to include in your campaign were completed.

Remember before you start, the system considers all available tasks, so it is important for you to go through each one of them and mark as done once you finish or skip them. The skipped tasks are not going to be counted on this rate.

Just as an example, if you choose to use only 10 tasks for your campaign, and skip all other tasks, the % rate will show 100% when you mark the 10 as done. Or 50% if you completed 5 out of 10.

HOW TO SEE THE IMPACT OF YOUR CAMPAIGN

HOW TO SEE THE IMPACT OF YOUR CAMPAIGN

Note: You can only check the results after the date of your release. So after one week you can always come back to check these stats.

All Marketing Campaigns

The table below displays all campaigns generated for this account. Here you can view existing campaigns.

Select a Label
Select a label to filter

Select an Artist
Select an artist to filter

Select an Album
Select an album to filter

ALBUM / CAMPAIGN NAME	RELEASE DATE	COMPLETION RATE (%)	ANALYTICS
Rei da Jogadinha	2022-05-26	6	
Minha Ex Me Odeia	2022-02-24	47	
Vai Se Acostumando	2021-12-16	2022-01-05 100	

On the Marketing Campaign dashboard, you will see the list of all your releases which had a campaign. Click on the icon to the right, under "Analytics" for the one you would like to see the performance data and evaluate the impact each task had on your streams.

HOW TO SEE THE IMPACT OF YOUR CAMPAIGN
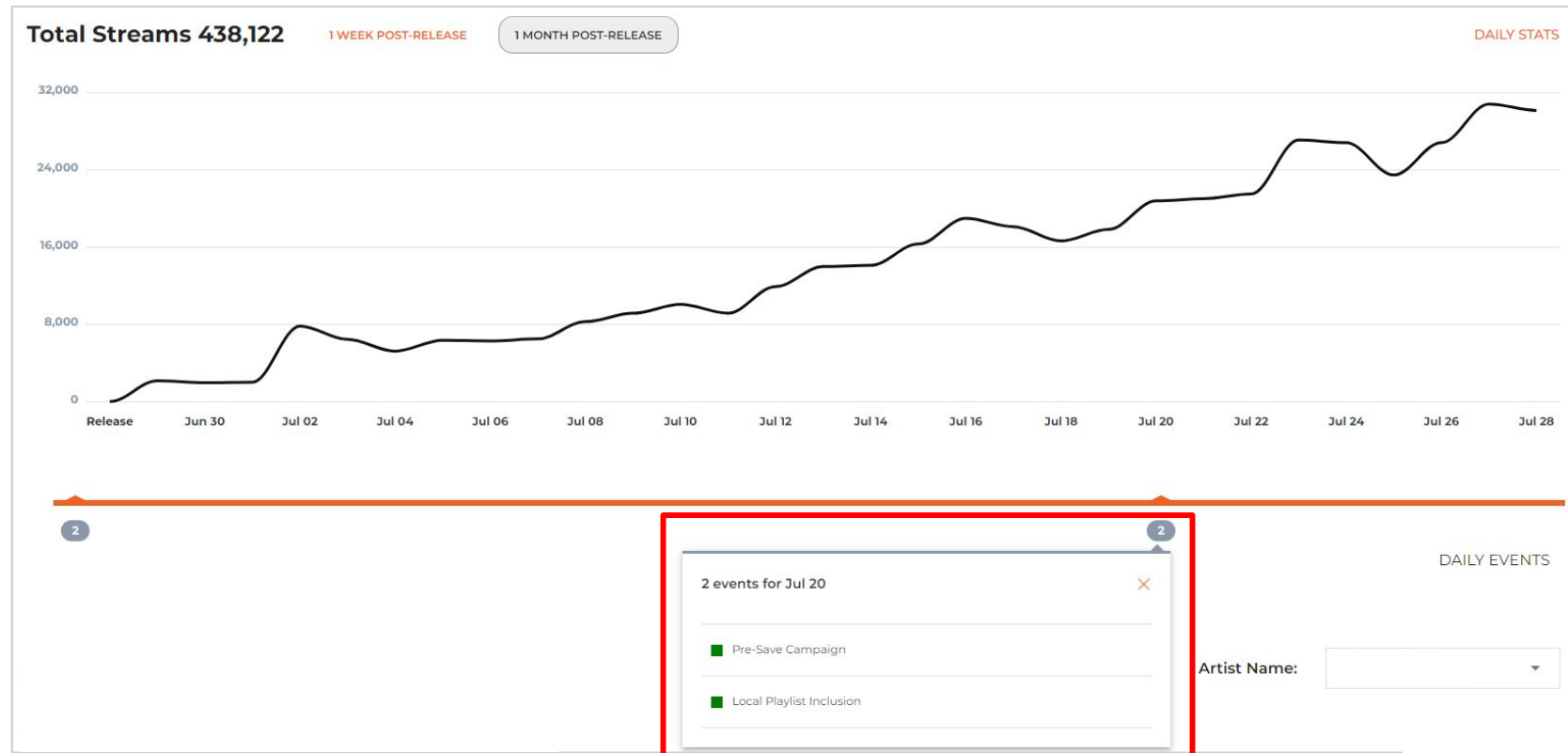
Campaign Stats
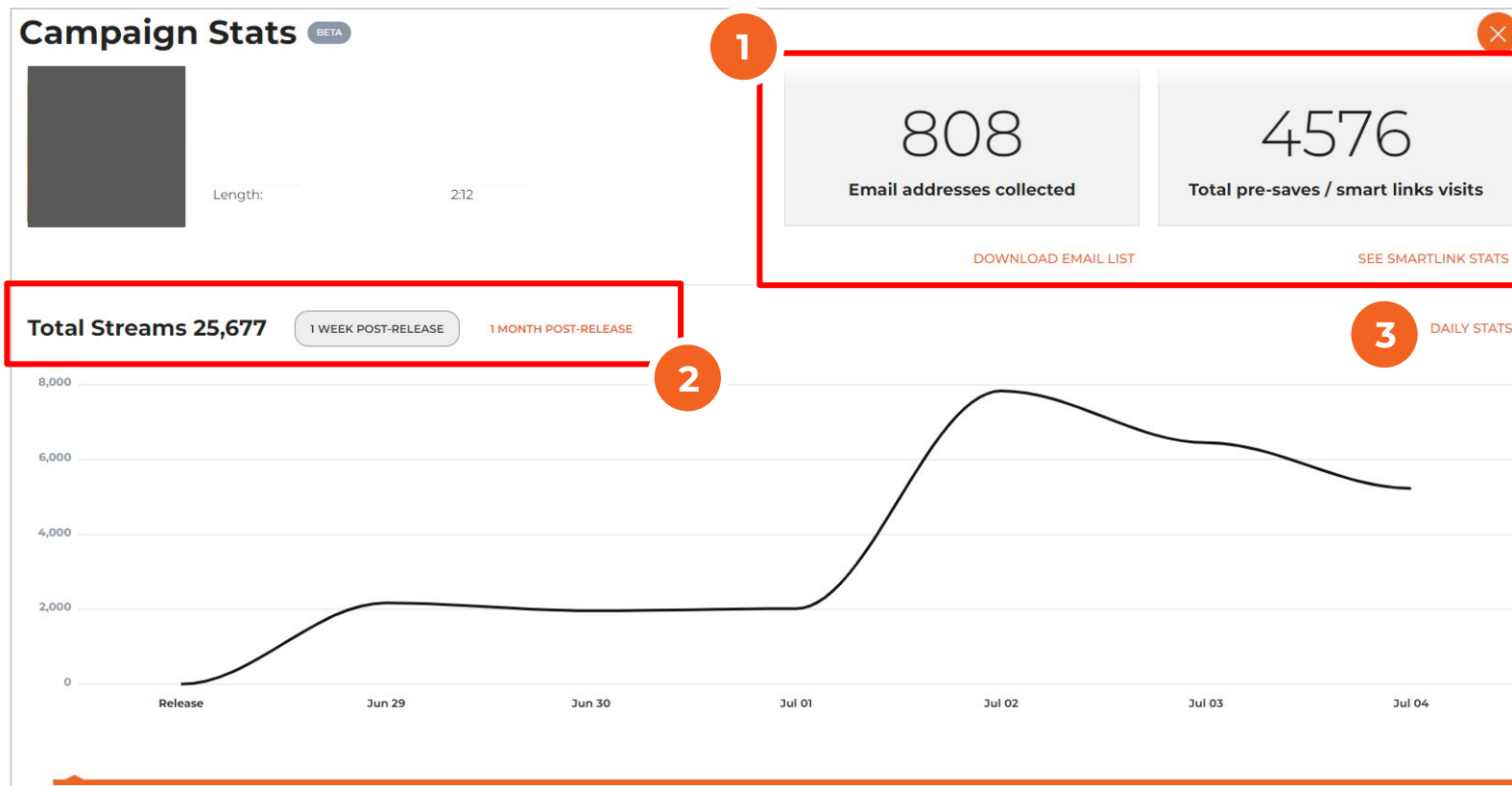
1. You will be able to check, using only one click, the total of email addresses collected during the pre-save campaign and total of pre-saves. Remember this strategy is extremely effective to enable artists to communicate with their fans.
2. By default, you will have the total number of streams on the top and the graphic showing the performance 7 days after the release. You can click on 1 month of release to change the period.
3. By clicking on Daily Stats, you will be directed to detailed audience and demographics for the track in our existing analytics tool.

HOW TO SEE THE IMPACT OF YOUR CAMPAIGN

Campaign Stats

Tip: The date you set "Mark as complete" will be the same indicated in this graph, so avoid setting a task as completed on an incorrect date in order to have a more accurate analysis.

Total Streams 438,122   1 WEEK POST-RELEASE | 1 MONTH POST-RELEASE | DAILY STATS

DAILY EVENTS

2 events for Jul 20   ✕

■ Pre-Save Campaign

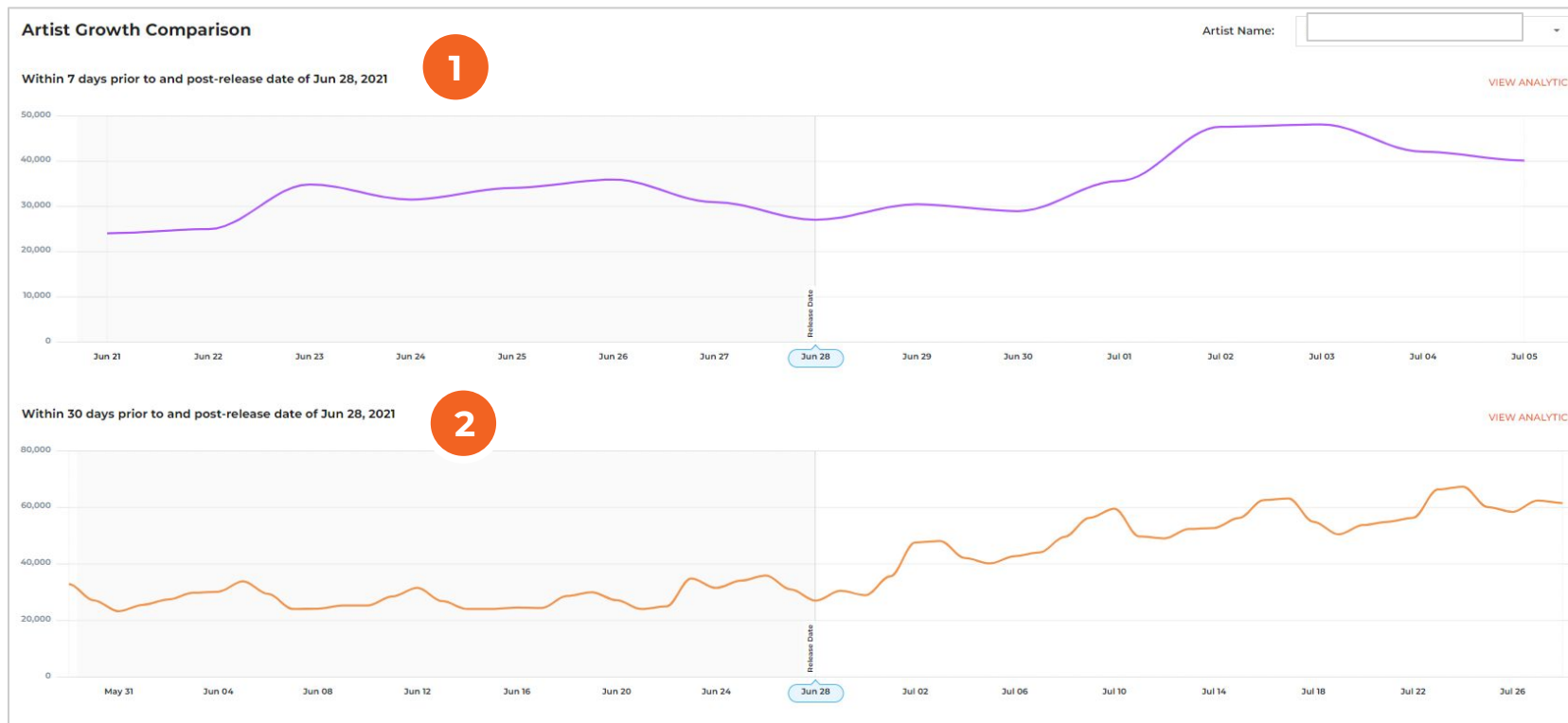■ Local Playlist Inclusion

Artist Name:

You will note the numbers on the graphic along the period of your release. Once you click on the number, you can see which marketing actions happened on that date, so you can correlate with any change on the performance of your music.

HOW TO SEE THE IMPACT OF YOUR CAMPAIGN

Growth Comparison

Under Artist Growth Comparison, you can see the performance of the artist before and after the release in different periods.

1. On the top, it shows a comparison with 7 days before and after the release.
2. The graphic below brings a comparison between 30 days prior and post release.

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