



# DIGITAL DECK MUSIC MARKETING & PROMOTION

**SEASON**  
Summer 2021

**SUBMITTED BY**  
MPT Agency

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Trust the award-winning music marketing experts with almost 10 years of experience



## Securing Media: Premieres & Features

Our network includes regional press, national, and international media influencers. From niche bloggers to high profile journalists, we strive to secure targeted press and media opportunities. Do you need to reinforce your storytelling as an artist or want to pimp up your bio? We have the top of the line team of content writers.



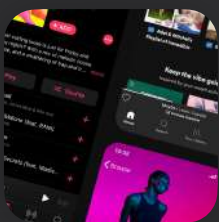
## Press Release Distribution

We syndicate customized pre-releases to news media and industry experts through our influential media channels to get you exposure on radio, TV, news sites, podcasts, magazines, blogs, etc.



## Interviews

We secure on-air or in-person interviews with various media outlets such as TV, radio, or podcast to bring your audience behind the scenes.



## Streaming Growth & Playlisting

It doesn't matter if you are an unsigned or signed artist, we work with the music industry top playlist curators and influencers of major digital music streaming platforms.



## Social Media

Implement multi-faceted campaigns that deliver measurable results across all your social platforms. We help create and deliver effective content that channels your voice.



## Influencers Campaigns: Tik Tok & Instagram

We have partnered with the world's most powerful social media influencers to expand your reach and grow your audience. With an audience completely immersed with social media as large part of their day to day activities, our GEN Z influencers always find new ways to help your records go viral.

Build a strong digital reputation and grow your audience with data-driven marketing



## Viral / Guerrilla

With knowledge and years of experience in the music industry, we know how to create an everlasting impact. Our viral campaigns are customized according to your goals to help you reach the mass audience.



## Artworks/ Press Kits

Enter the entertainment world with an electronic press kit that says everything about you. We prepare the most efficient media kits in the industry.



## Websites

Whether you are an independent artist or signed to a major record label, we design, develop, and maintain the most creative websites for bands and solo artists.



## Bio Creation

One paragraph is enough to get the attention of a record label executive or influential media rep. We weigh the words, and our experience media publicists write the most eye-catching bios.



## Tribe Building

Grow an engaged fanbase by reaching your target audience. We help you build a committed online community to spread your message and music.



## Strategic Planning

We create personalized and comprehensive PR and media campaigns that are based on industry data and provide measurable results within a timeline. Build a fanbase that is obsessed with your rebranded look, jump on official Spotify playlists, and gather shoutouts from TikTok, YouTube, and Instagram influencers.

MusicPromoToday handpicks all of its clients. Make sure to submit enough information about your artist and your release. The 6-step selection process takes up to 2 days.



Work with a professional team of seasoned publicists and the top music marketing experts in the music industry.



Get a weekly progress report featuring social media, streaming and influencer marketing growth.



Every campaign is customized based on the release calendar and includes artist one-on-one consultation.



[SEE MORE CASE STUDIES](#)



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### 30 Days Digital Press Campaign

\$1,500

Click to review more information and get full details on campaign timeline.

[VIEW OFFER DETAILS](#)



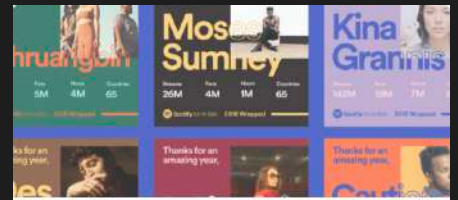
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### Digital Press & Playlist Campaign

\$2,500/month

Click to review more information and get full details on campaign timeline.

[VIEW OFFER DETAILS](#)



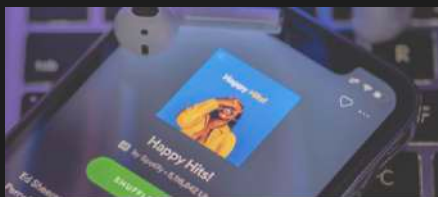
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### Digital Press, Playlists & Interviews

\$4,000/month

Click to review more information and get full details on campaign timeline.

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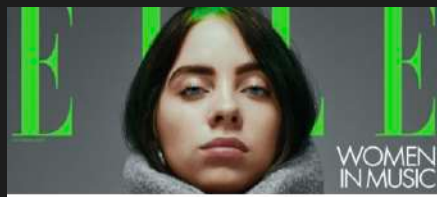
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### Digital Press, Full Social Media Growth & Playlists

\$6,000/month

Click to review more information and get full details on campaign timeline.

[VIEW OFFER DETAILS](#)



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### Digital Press, Social Media, Playlists & Influencers

\$12,500/month

Click to review more information and get full details on campaign timeline.

[VIEW OFFER DETAILS](#)



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### Top-Tier Press, Top Playlists & Viral Engagement

\$20,000/month

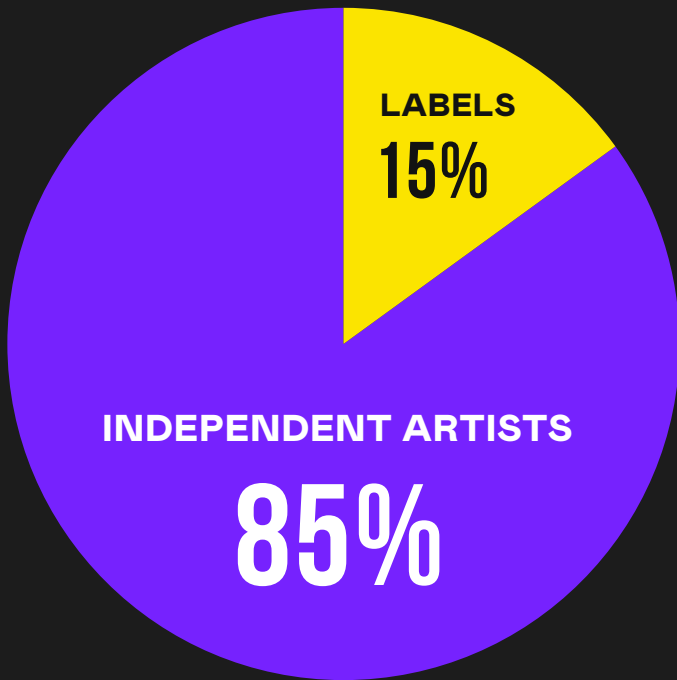
Click to review more information and get full details on campaign timeline.

[VIEW OFFER DETAILS](#)

EXCLUSIVE  
PRESS  
RELEASE

FOR NOT SIGNED ARTISTS & BANDS

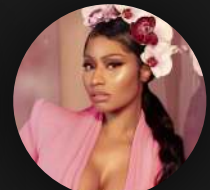
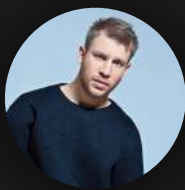
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EXPERIENCE  
**16**  
WITH  
MUSIC GENRES

WORKED ARTISTS  
**41**  
FROM  
COUNTRIES

COMPLETED OVER  
**10000**  
SUCCESSFUL CAMPAIGNS



[SEE MORE CASE STUDIES](#)

## HOLLYWOOD UNLOCKED



### From Cardi B To MusicPromoToday, Everyone Agrees Artists Need To Become Subscription Services

Becoming a subscription service on platforms like OnlyFans and Patreon allows artists to be content creators ...

## Disrupt



### MusicPromoToday's Guide On How Artists Can Get Tips From Fans On Social Media

Now that social media is integrating tipping, music marketing agency MusicPromoToday thinks it is smart and there's a reach...

## INFLUENCIVE



### MusicPromoToday Unveils The One Social Media Role Every Artist Needs On Their Team

If you have someone who will engage on your behalf you can become an influencer and truly unlock potential revenue...

## DIGITAL JOURNAL



### MusicPromoToday: How Music Marketing Is Evolving from Viral to Virtual

Understanding digital is not only necessary for surviving and succeeding in the music industry – digital is the music industry.

# THE SOURCE



**Forbes**



### When It Comes To Music Marketing, Data Is Power

The music industry went from being worth \$40 billion in 1999 to around \$16 billion in 2015.

**Forbes**

### How To Harness The Power Of Pop Culture In A Data-Driven Social Marketing Era

In 2021, pop culture's relevance helped build a gaggle of disruptive brands... Anto Dotcom explains how you can do it as well.

**ANTO DOTCOM**

GROWTH HACKER • CO-FOUNDER OF MPT AGENCY



### MusicPromoToday CEO Tells Us How They're Helping Artists Reach That Next Level: "Celebs Are Struggling W/ Their Online Presence"

Many of these artists started contacting us to duplicate the online viral campaigns we had run to their peers, and the rest is history...

**RESPECT.**



### No Streams To Mainstream: MusicPromoToday Hypes SoundCloud Rappers With Digital Marketing

"Our engineers help us better understand digital music platforms – what works when launching a new album, what doesn't work, how artists can get noticed and make a good name for themselves," says Katz.

**MAGNETIC**  
MAGAZINE

**MPT AGENCY**

MUSICPROMOTODAY

### SPOTLIGHT: CHATTING WITH MUSICPROMOTODAY: The Music Industry's Go-to Pr Agency

If you have someone who will engage on your behalf you can become an influencer and truly unlock potential revenue...

**HUFFPOST**



### The Internet And Social Media: How To Disconnect

The same study found that in the U.S., 97% of millennials and 94% of Gen Xers have a smartphone.

**Forbes**



### How Musicians Can Monetize Their Social Media Followings

Musicians have never been more powerful – and profitable – influencers. In the '90s, fashion brands flocked to sports stars like Michael Jordan for collaborations to elevate their brands.

**DIGITAL MUSIC NEWS**



### MusicPromoToday: How Music Marketing Is Evolving from Viral to Virtual

Understanding digital is not only necessary for surviving and succeeding in the music industry – digital is the music industry.

**Forbes**



### How Virtual Assistants Have Taken Over the Music Industry and Beyond (and Why It's OK)

It has become second nature for me to ask my iPhone questions and expect a chipper, informative response.



**IMPRESSWIRE**  
Everyone's Internet News Presswire™

### MusicPromoToday Once Again Acknowledged as Winner of 2020 Manhattan Music Agency Award

In the company's latest news, MusicPromoToday is celebrating its third consecutive win as the winner of the Manhattan Music Agency of 2020 award.