



# BLOODY KNUCKLES M A R K E T I N G

[BloodyKnucklesMarketing.com](http://BloodyKnucklesMarketing.com)

[michael@BloodyKnucklesMarketing.com](mailto:michael@BloodyKnucklesMarketing.com)

415.997.8483

## Digital Strategy Creation

Working with your team we will help you craft a full release strategy that is unique to your goals and your music, including digital service provider setup, network advertising, Facebook advertising, Twitter advertising, retargeting and incorporation of smart urls.

## Online Management

We can manage all of your day-to-day social media ops. We'll work directly with your team to keep you and your band active and engaged with fans. We'll also create a marketing plan deliverable that incorporates all marketing channels – social, email and advertising.

## Fan Acquisition

We'll create and execute a targeted acquisition strategy, geared toward getting new, REAL fans to notice and become engaged with you on Facebook, Twitter and Instagram.

## Content Strategy Creation

"What should I post? I have nothing to post!" Let us create a daily plan of content you can share with your fans. We'll generate content themes for individual social media platforms to keep content fresh and lively.

## Spotify Playlist Promotion

Need Spotify playlist promotion? We can submit your tracks to third party playlist curators from many different genres. Playlist promotion is the NEW radio promotion.

## Crowdfunding Strategy

Creating the rewards your fans desire, building a strategy to market your crowdfunding campaign, we can help with all your crowdfunding needs.

## Label Liason

We'll review marketing plans and coordinate marketing efforts with record labels and distributors, across all platforms.

## Tour Promotion

Are you looking for assistance with your tour promotion?

Are you getting overwhelmed with staying in contact with every venue and promoter?

We can manage all day to day aspects of promoting your tour. Interfacing with venues, promoters, media and agents. Implement a tour related social media strategy for each show. Creating and delivering promotional assets.