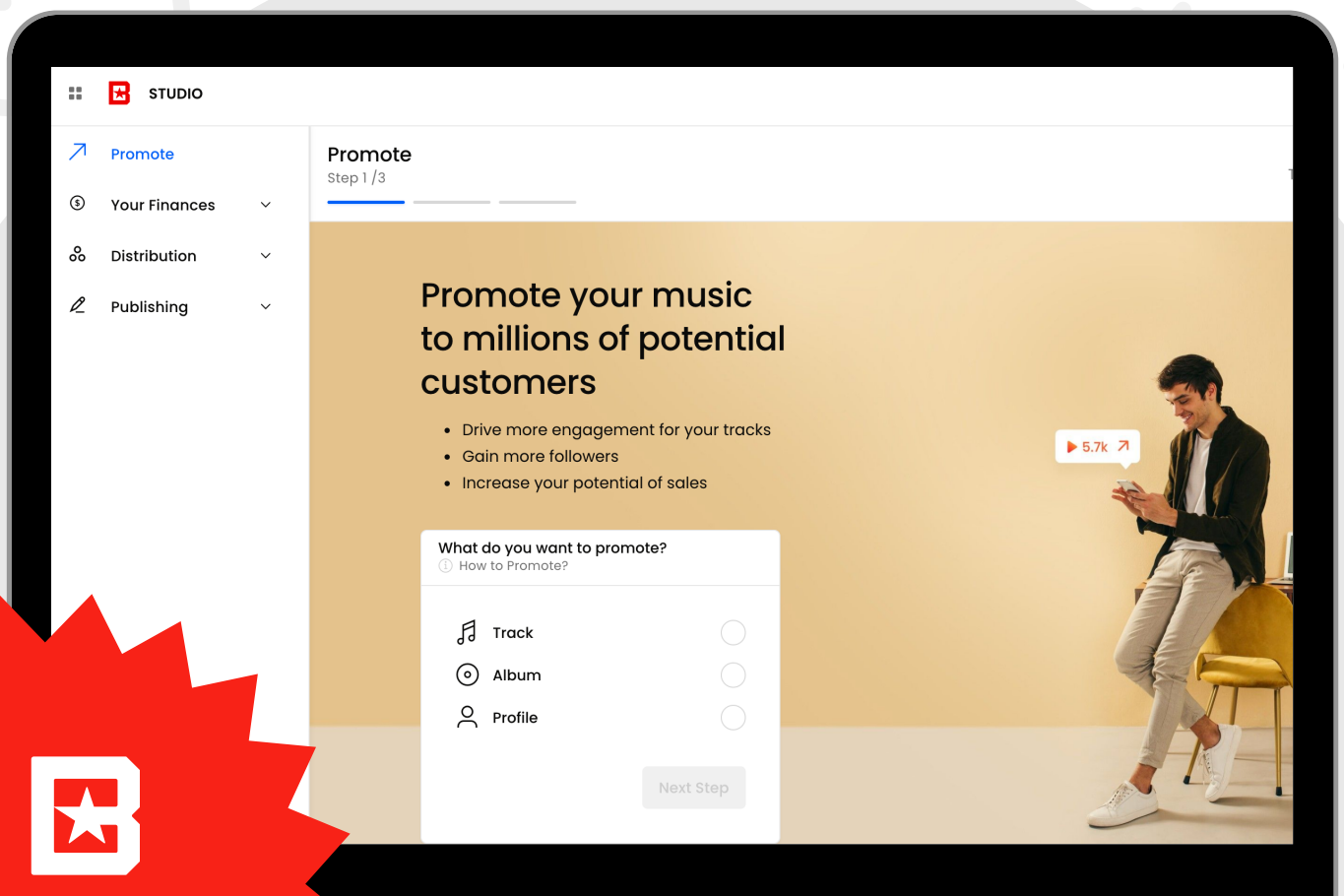


A GUIDE TO

MAXIMIZING YOUR RETURN

WITH

BEATSTARS PROMOTE





BeatStars Promote is a valuable tool. When used correctly, it can increase your following, your track and album streams, and inevitably your music sales. Similar to creating music or establishing a business strategy, promoting your music requires a strategic plan of action.

We've compiled a list of ways you can maximize your return and utilize BeatStars Promote to the fullest, conveniently sectioned off by Tracks, Albums, and Profile.



TABLE OF CONTENTS

PAGE 1	PROFILE PROMOTION
PAGE 2	PROFILE AUDIT CHECKLIST
PAGE 3	TRACK PROMOTION
PAGE 4	ALBUM PROMOTION
PAGE 5	ADDITIONAL RESOURCES



PROFILE PROMOTION

TIP #1

When promoting your BeatStars profile, revisit your bio and really utilize that real estate. Your bio is one of the first things that visitors will see, and can really set the tone of their first impression of you. Let the visitor know what you're about and where you're from, and be sure to reiterate any BOGO deals or special sales you're currently running so the visitor can be sure to check those out before leaving your site.

TIP #2

This is essential, even outside of promoting your profile! Set your pop-up contact form on your profile before you start promoting. Collecting emails and contact information is a great way to connect with your visitors, fans, and customers. Retargeting site visitors who have filled out your contact form is not only a great way to promote future releases, but is one of the best ways to maintain personal contact and nurture your professional network. If you're promoting your profile while lacking a way to collect contacts and lead information, then you're really doing yourself a disservice and missing out on potential customers to market to.

TIP #3

Make sure everything you offer in your store is up-to-date before promoting your profile. If you've been neglecting setting up a service, memberships, merchandise, or updating your licenses, then now is the time to do it! Running routine audits of your site is a great way to ensure that all of your information is correct and ready for first impressions.

Run through our profile audit checklist on the next page to help you as you clean up your profile prior to promoting.



DON'T SLEEP ON THIS

If you aren't collecting contacts through BeatStars' contact form pop-up, you're missing out on lost connections and business!

PROFILE AUDIT CHECKLIST

RUN THROUGH THE FOLLOWING BEFORE YOU PROMOTE YOUR PROFILE!



Are all of your licenses up-to-date and displaying accurate information and pricing?



Does your bio have any spelling or grammatical errors?



Are all your special deals and discounts reflected on your profile?



Is your pop-up contact form working correctly?
Be sure to test it out with your own email!



Is your merchandise up-to-date and able to accommodate for various sizes?



PRO TIP

Website audits should be conducted on a monthly basis. It may seem tedious, but it's important!

PROMOTING YOUR TRACKS

TIP #1

Keep an eye on trending genres, searches, or type beats! For example, if Afrobeats or Lil Baby is trending on BeatStars, then try promoting a track that caters to that trend. Including brackets in your track titles such as, 'Track Name [Lil Baby Type Beat]' is a great way to convert listeners to buyers.

TIP #2

Run ads on your tracks during holidays or special events! The BeatStars Marketplace sees an influx of buyers from November to December with people looking to purchase gifts, make songs for loved ones, or finish out the year strong with new songs. Running ads during the holidays can cut through the noise of competition as other producers on BeatStars run end-of-year deals. If you have an anniversary coming up, such as your one year on BeatStars, celebrating with special discounts can entice current fans and ring in new ones.

TIP #3

When you're promoting a track, experiment with offering a 'Buy Two Get One Free' deal. If buyers are coming onto BeatStars to buy a track regardless of a 'Buy One Get One' deal, buyers may feel more inclined to buy an additional track to unlock a free track.



DID YOU KNOW?

In a study conducted by Music Marketing Manifesto, 67% of musicians reported that they have spent money on music advertising

PROMOTING YOUR ALBUM

TIP #1

When dropping an album or beat tape, try aligning BeatStars Promote with your release date! If you plan on executing a huge marketing push the week your album comes out, then be sure to set your time and ad duration to span across the release week. Once your ad campaign has ended, be sure to go back and look at your ad's insights to see what day your ad performed best. This information could in turn be used in future BeatStars Promote campaigns, and can help you determine your ROI after launching an ad campaign.

TIP #2

Similar to our 'Promoting Your Tracks' tip, compiling an album showcasing tracks that fit trending searches is another great way to increase your streams and sales. Keep in mind that this is a more timely drop, but when done correctly, can increase the possibility of landing more track sales. An example of an album name for something like this could be, 'Album Name | Featuring Lil Baby Type Beats'.

TIP #3

Your music and your licenses should work together to increase your sales! Consider lowering the price on your album and attaching a premium license to it. This can help incentivize your buyer with a cheaper album, while incentivizing yourself with revenue from a pricier license purchase. It's a win-win for everyone involved.

TEAM WORK DREAM WORK

If another producer or artist is featured on one of your album's tracks, ask them to help promote too!



ADDITIONAL RESOURCES

VIDEOS & TUTORIALS

- [How to Set Up An Ad With BeatStars Promote](#)
- [How to Create a Pop-Up on your BeatStars Pro Page for Email Marketing](#)
- [How to Create Bulk Discounts on BeatStars](#)
- [How to Promote Your Music on the BeatStars Studio App](#)
- [How Producers Should Sell Bulk Deals](#)

WRITTEN CONTENT & GUIDES

- [How Offering Discounts Can Increase Your Beat Sales](#)
- [Set Up Discounts & Bulk Deals](#)
- [Promote Your Music On BeatStars](#)
- [Determine Your Release Strategy](#)
- [Fill Out Your About Section](#)

HELP DESK ARTICLES

- [How do I edit a scheduled campaign?](#)
- [How do I stop a promotion campaign?](#)
- [What are Promo Credits?](#)
- [What are the royalties in my BeatStars account?](#)
- [What does each tab mean in my Promote section?](#)
- [When will my promotions begin and end?](#)
- [Why am I being charged past my scheduled campaign date?](#)
- [Why do I have a campaign and/or budget promotion limit?](#)



Click any of the above
to be taken to the resource!