AN ARTIST’S GUIDE
MARKETING CAMPAIGNS FOR ARTISTS
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In order 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
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.
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.
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 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.
### HOW TO CREATE A MARKETING CAMPAIGN

#### Campaign Manager Checklist Mode

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.
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.
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.
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
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

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.

<table>
<thead>
<tr>
<th>ALBUM / CAMPAIGN NAME</th>
<th>RELEASE DATE</th>
<th>COMPLETION RATE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boi da Jugadinha</td>
<td>2022-05-26</td>
<td></td>
</tr>
<tr>
<td>Minha Ex Me Odiosa</td>
<td>2022-02-24</td>
<td></td>
</tr>
<tr>
<td>Vou se Acostumando</td>
<td>2021-12-16</td>
<td></td>
</tr>
</tbody>
</table>

**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.
HOW TO SEE THE IMPACT OF YOUR CAMPAIGN

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.

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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