



SONGFLUENCER

| Your song. Their story.

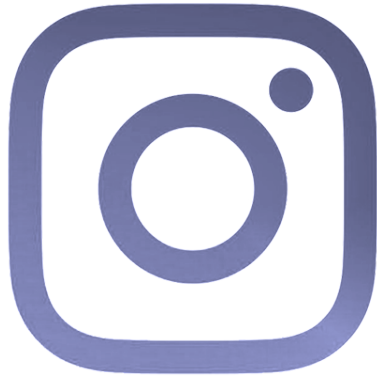
Helping artists reach a new audience by distributing their music to social media influencers.

songfluencer.com

| Services Overview

- Songfluencer has a constantly-growing database of **1,000+ influencers** that are versed in promoting music. Our database grows daily via inbound inquiries from influencers and outreach from our staff.
- Songfluencer offers influencer marketing with a focus on **micro-influencers**.
Good news! We're only using real people, no meme or re-post accounts.
- The Songfluencer approach is tech-driven, but our software/systems/influencer campaigns are managed by a team of human beings, because we believe that machines and robots cannot properly promote music!
There must be a heartbeat!
- **We can work with budgets of all sizes**; however, your dollar is directly connected to a specific number of impressions or views. TikTok is a CPM-based fee. Instagram is a view per story-based fee.
- We consider ourselves a creative agency just as much as we are a promotional agency. **Our team is eager to consult and/or create TikTok/Instagram creative concepts** if needed.
- **We want to share our data with you!** Clients will receive weekly reporting that includes influencer links/handles, as well as impactful data – likes, comments, views, etc. – in real time, and we will notify you when an influencer goes live.

We have relationships with 1,000+ influencers on **Instagram** and **TikTok** who promote music for our clients. Campaigns will use influencers associated with the brand (or “vibe”) of the artist.



| Instagram

Songflencer tasks influencers to promote focus track(s) in their Instagram Story with three basic requirements:

1. A swipe-up link must be included.
2. Audio must be audibly playing in the background of their story.
3. The artist’s Instagram account must be visibly tagged.



| TikTok

Songflencer tasks influencers to promote focus track(s) on their TikTok feed with three basic requirements:

1. The audio/song link we provide must be used.
2. Any requested creative concepts must be implemented.
3. The artist’s TikTok account must be visibly tagged (if client desires).

These campaigns are customizable based on your goals. We can deviate or add elements easily.

Portal Overview (Songfluencer Staff View)

ID	Influencer	Post Status	Price	Views	Responses	Report Status	Handle
1	Caracas, Rebecca (206)	Completed	\$50.00	72,898	32,450	204,962	muvastay@gmail.com
2	Adams, Brandon	Tx/Tx	\$200.00	0	0-0	136	contactethancurtis@gmail.com
3	TSD, Peasant	Tx/Tx	\$45.00	12,407	9,822	291,800	southern.cruiz129@gmail.com
4	Myers, Abby	Instagram	0	0-0	0-0	57,784	abbyleymyers@gmail.com
5	Castro, Adam	Instagram	\$0.00	0	0-0	38,764	adamofamersidera@gmail.com
6	@addsonasterling	Tx/Tx	\$0.00	0	0-0	14	
7	Curtis, Ethan	Tx/Tx	\$125.00	0	0-0	491,947	contactethancurtis@gmail.com
8	Carson, Logan	Instagram	\$30.00	6,949	5,949	106,268	loganclifton.com
9	Huff, Aarti	Tx/Tx	\$700.00	0	0-0	2,631,590	apartnd@gmail.com
10	Collins, Alexa	Instagram	\$40.00	6,304	6,132	722,988	
11	Elizabeth, Alexa	Instagram	0	0	0-0	68,732	lifestylewithalex@gmail.com
12	Amato, Alex	Instagram	\$0.00	0	0-0	28,700	amatoalex@gmail.com
13	Burnberg, Alex	Instagram	\$0.00	1,183	804+1,672	16,409	alexburnberg152@icloud.com
14	Noten, Alex	Tx/Tx	\$0.00	0	0-0	1,047,372	homerob@gmail.com

All Client Overview Page

This helps the Songfluencer team view all active projects, incoming projects, and completed projects.

ID	Contact	Platform	Handle	Price	Avg Views	Views	Followers	Primary Email	Payment Email	Primary Phone
413	Caracas, Rebecca	Tx/Tx	EDubco0	\$50.00	72,898	32,450	204,962	muvastay@gmail.com	muvastay@gmail.com	210-995-0610
363	Adams, Brandon	Tx/Tx	2imgang	\$0	\$0.00	0	0-0	136	contactethancurtis@gmail.com	363-743-1773
111	TSD, Peasant	Instagram	4x4_bardie	\$45.00	12,407	9,822	291,800	southern.cruiz129@gmail.com	southern.cruiz129@gmail.com	
143	Myers, Abby	Instagram	abbymyers	0	0	0-0	57,784	abbyleymyers@gmail.com		
147	Castro, Adam	Instagram	adamc	\$0.00	0	0-0	38,764	adamofamersidera@gmail.com		
294	@addsonasterling	Tx/Tx	addsonasterling	\$0.00	0	0-0	14			
428	Curtis, Ethan	Tx/Tx	etancurtis	\$125.00	0	0-0	491,947	contactethancurtis@gmail.com	contactethancurtis@gmail.com	302-743-1773
115	Carson, Logan	Instagram	etsonank	\$30.00	6,949	5,949	106,268	loganclifton@gmail.com	loganclifton.com	
310	Huff, Aarti	Tx/Tx	apartnd	\$700.00	0	0-0	2,631,590	apartnd@gmail.com		
123	Collins, Alexa	Instagram	alexacollins	\$40.00	6,304	6,132	722,988			
75	Elizabeth, Alexa	Instagram	alexwithaleph	0	0	0-0	68,732	lifestylewithalex@gmail.com		
146	Amato, Alex	Instagram	alexamato	0	0	0-0	28,700	amatoalex@gmail.com		
271	Burnberg, Alex	Instagram	alexburnberg	\$0.00	1,183	804+1,672	16,409	alexburnberg152@icloud.com		
446	Noten, Alex	Tx/Tx	alexnoten	\$0.00	0	0-0	1,047,372	homerob@gmail.com	alexnoten@gmail.com	600-899-3009

Campaign Posts Page

This is what the Songfluencer team sees on the backend to help manage your campaign. Each color represents different statuses for promotional requests: *in consideration*; *invited*; *accepted*; *active*; *completed*; *declined*; and *expired*.

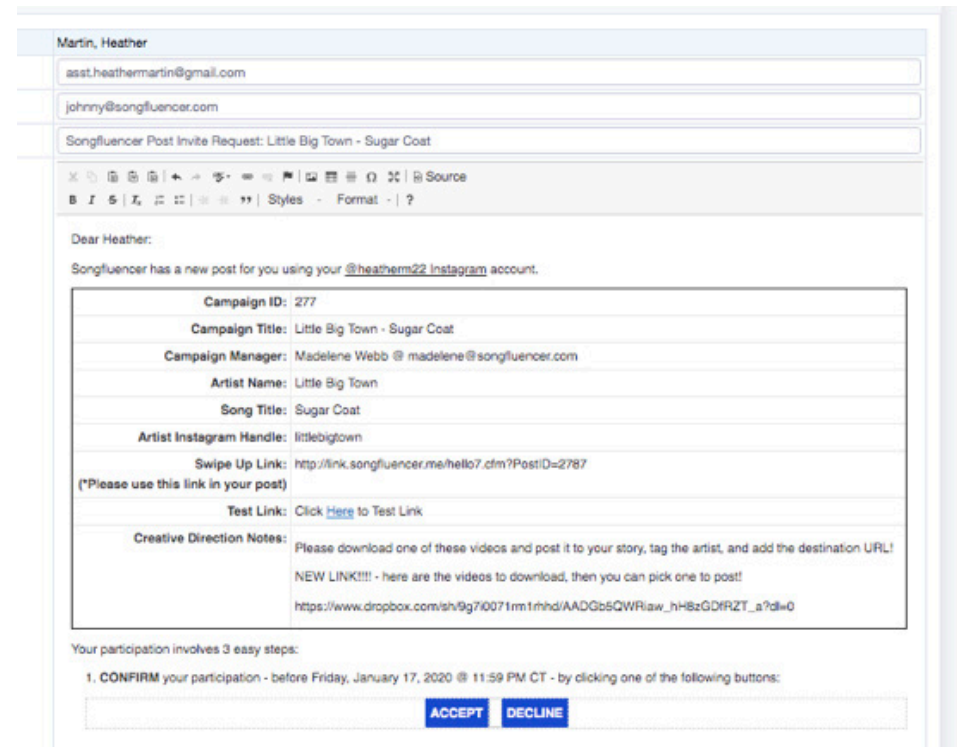
ID	Artist	Status	Platform	Record Label	Price	Invoice Date	Post Date	Campaign Dates	Influencer Name	Handle
268	LevelLess (206)	Active	Tx/Tx	Republic Records / Coexist, Alex (206)	1094	20-10-09	20-10-09	20-10-09	LevelLess	BOYFREN
265	Isly VK - How To Mend A Broken Heart (206)	Active	Tx/Tx	Isly VK (271)	1101	19-12-23	19-12-23	19-12-23	Isly VK	How To Mend A Broken Heart
268	Walker Hayes - Black Sheep (206)	Active	Tx/Tx	Bury Music, Only Sarah (207)	1074	19-12-23	19-12-23	19-12-23	Walker Hayes	Black Sheep (Track)
274	Lost American - Let's Stay Outside (216)	Active	Tx/Tx	S. Datta, Chris (230)	730	20-01-13	20-01-13	20-01-13	Lost American	Let's Stay Outside
292	Melanie Martinez - Luncheon Friends (206)	Active	Tx/Tx	Atlantic Records / Geaux, Kasey (243)	1097	20-01-10	20-01-10	20-01-10	Melanie Martinez	Luncheon Friends
234	Ella Mason - Naked (216)	Active	Tx/Tx	Drash, Daniels (245)	1068	19-12-04	19-12-04	20-01-04	Ella Mason	Naked
276	Matt Mason - Go Easy (276)	Active	Tx/Tx	Atlantic Records / Atlantic Records / Chung, Sherry (236)	1081	19-12-16	20-01-06	19-12-16	Matt Mason	Go Easy
293	Lizzo - Good As Hell (283)	Active	Tx/Tx	Atlantic Records / Atlantic Records / Chung, Sherry (236)	1089	19-11-06	19-11-06	19-11-06	Lizzo	Good As Hell
243	Gavin Haley - Low Beams (243)	Active	Tx/Tx	Red Bull Records / Chung, Sherry (236)	1054	19-11-09	19-11-09	19-11-09	Gavin Haley	Low Beams
291	Olia - Need Someone (291)	Crossing	Tx/Tx	Olia (210)	1036	20-01-23	20-01-23	20-01-23	Olia	Need Someone
297	Levi - Shine Out (297)	Crossing	Tx/Tx	Levi (210)	1102	20-01-24	20-01-24	20-01-24	Levi	Shine Out
296	Gina D'Angelo - Pay Me No Mind (296)	Crossing	Tx/Tx	Gina D'Angelo (210)	1100	20-01-24	20-01-24	20-01-24	Gina D'Angelo	Pay Me No Mind
281	Jordan Fisher - Be Okay (281)	Crossing	Tx/Tx	Jordan Fisher (210)	1088	19-12-23	20-01-24	19-12-23	Jordan Fisher	Be Okay
189	Stephania Quaye - Withina Dream About 2 of 2 (Tx/Tx) (148)	Schedule/Future	Tx/Tx	Reco Engine / McLaughlin, Carl (138)	1018,1016	19-12-23	20-01-24	19-12-23	Stephania Quaye	Withina Dream About 2 of 2
188	Stephania Quaye - Withina Dream About 1 of 2 (Tx/Tx) (146)	Schedule/Future	Tx/Tx	Reco Engine / McLaughlin, Carl (138)	1018,1016	19-12-23	20-01-24	19-12-23	Stephania Quaye	Withina Dream About 1 of 2
290	Olia - Stuck (290)	Confirmed/Invoiced	Tx/Tx	Olia (210)	1096	20-01-23	20-01-23	20-01-23	Olia	Stuck
292	Patrick Martin - Stranger Nights (292)	Confirmed/Invoiced	Tx/Tx	W. Lynch Music, Scott, Chris (138)	1087	20-01-23	20-01-23	20-01-23	Patrick Martin	Stranger Nights
254	Twelve - Blue (254)	Potential	Tx/Tx	Republic Records / Onor, Daniel (246)					Twelve	Blue
188	Jessy K - You Are (188)	Declined	Tx/Tx	Jessy K (210)	1022	Not Invoiced			Jessy K	You Are

Database view


Our database collects all impactful data to help the Songfluencer team make strategic decisions for campaigns.

Influencer Portal

- First, the Songfluencer Campaign Lead contacts influencers. The influencer then has the ability to accept or decline the promotional request within 48 hours. If the influencer provided a phone number when they partnered with us, they can opt for text message requests as well.
- If accepted, the influencer has four days to post the content. If the content is not posted, the offer expires. The Songfluencer campaign lead will monitor and activate influencers as offers are accepted or declined.
- Once influencers notify the Songfluencer portal their post is live, the client receives an instant email with links to access the post.
- The Songfluencer client report will immediately populate with a link to the influencer's post and their handle.



Client Report



ARTIST NAME
Campaign Results

START DATE
Dec 16, 2019

END DATE
Jan 6, 2020

TOTAL VIEWS
4,644,360 155%

TARGET VIEWS
3,000,000

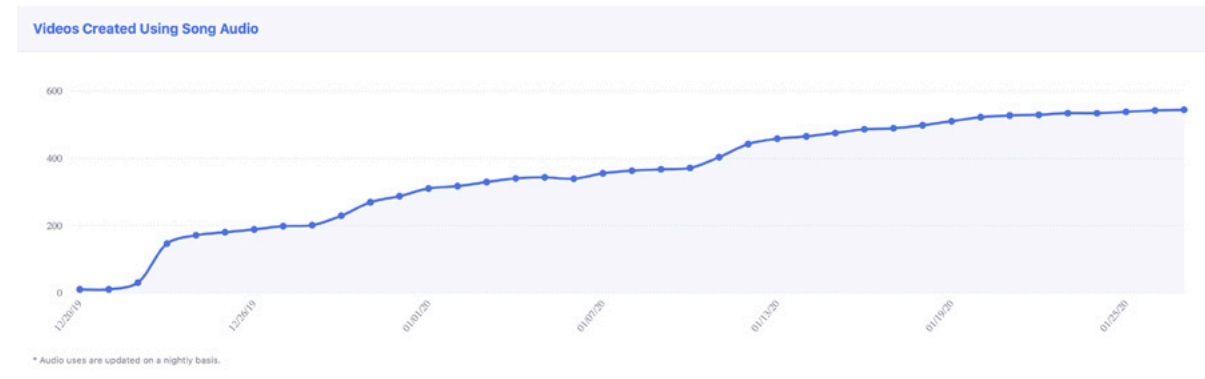
Campaign Info

<p>Campaign ID: 276</p>	<p>Client Contact: CLIENT NAME</p>
<p>Platform: TikTok</p>	<p>Artist: ARTIST NAME</p>
<p>Sales Manager: Sean Pace @ sean@songfluencer.com</p>	<p>Song: SONG NAME</p>
<p>Campaign Manager: Bryce Johnson @ bryce@songfluencer.com</p>	<p>Audio Link: https://www.tiktok.com/music/Go-Easy-6705082043778205698 (544 Posts as of 01/27/20)</p>

Target views = number of paid views.
Total views = gross number of views all paid posts have achieved.

Views are updated on this report 10 days following date of each post.

We will track the number of videos created on TikTok using your song on a daily basis.



The growth will be shown on a line graph at the bottom of the report page.

Client Report

18 Influencers (18,757,809 Combined Followers)

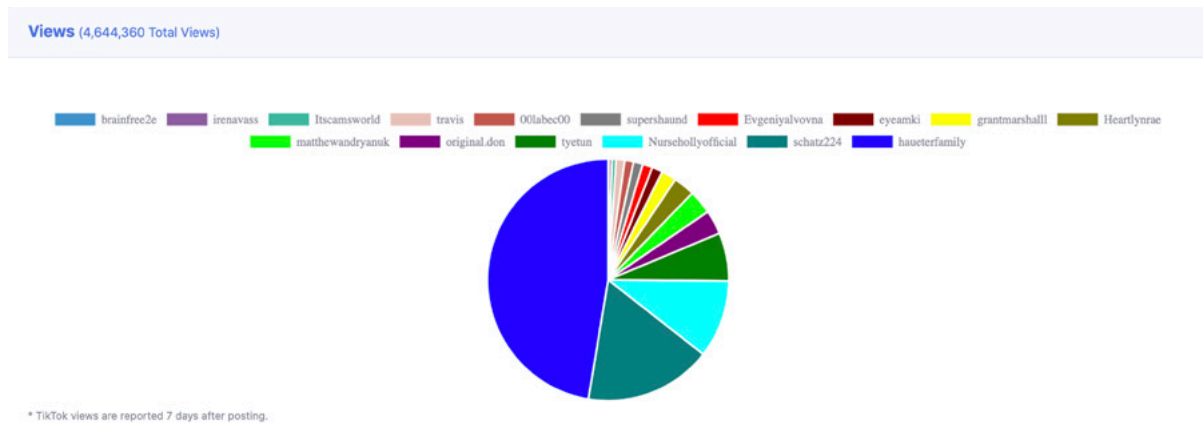
<p>Influencer: zrab (997,360 Followers) Post: View Posted on 01/18/20 Likes: 13,500 as of 01/27/20</p>	<p>Influencer: haueterfamily (3,139,848 Followers) Post: View Posted on 12/27/19 Views: 2,200,000 as of 01/07/20 Likes: 504,100 as of 01/27/20 Comments: 764 as of 12/30/19 Screenshots: 📄</p>	<p>Influencer: @matthewdryanuk (1,278,951 Followers) Post: View Posted on 01/10/20 Views: 148,600 as of 01/21/20 Likes: 36,900 as of 01/27/20 Screenshots: 📄</p>
<p>Influencer: travis (2,323,914 Followers) Post: View Posted on 12/18/19 Views: 63,200 as of 01/02/20 Likes: 13,800 as of 01/27/20 Comments: 393 as of 01/02/20 Screenshots:</p>	<p>Influencer: Nursehollyofficial (1,680,859 Followers) Post: View Posted on 12/21/19 Views: 484,000 as of 01/07/20 Likes: 140,000 as of 12/30/19 Comments: 409 as of 12/30/19 Screenshots: 📄</p>	<p>Influencer: schatz224 (1,319,133 Followers) Post: View Posted on 01/10/20 Views: 793,000 as of 01/21/20 Likes: 218,600 as of 01/27/20 Screenshots: 📄</p>
<p>Influencer: @grantmarshall (1,135,777 Followers) Post: View Posted on 12/23/19 Views: 93,600 as of 01/07/20 Likes: 15,600 as of 01/02/20 Comments: 105 as of 01/04/20 Screenshots:</p>	<p>Influencer: tyetun (534,576 Followers) Post: View Posted on 12/28/19 Views: 298,600 as of 01/05/20 Likes: 62,700 as of 01/27/20 Comments: 1,900 as of 01/06/20 Screenshots: 📄</p>	<p>Influencer: itscamsworld (266,050 Followers) Post: View Posted on 01/13/20 Views: 25,200 as of 01/21/20 Likes: 2,700 as of 01/06/20 Screenshots: 📄</p>
<p>Influencer: 00labec00 (234,289 Followers) Post: View Posted on 12/30/19 Views: 55,000 as of 01/07/20 Likes: 23,600 as of 01/27/20 Comments: 343 as of 01/05/20 Screenshots:</p>	<p>Influencer: eyeamki (395,591 Followers) Post: View Posted on 12/28/19 Views: 65,777 as of 01/06/20 Likes: 10,600 as of 01/20/20 Comments: 363 as of 01/01/20 Screenshots: 📄</p>	<p>Influencer: Evgeniyalovna (960,880 Followers) Post: View Posted on 01/14/20 Views: 62,000 as of 01/22/20 Likes: 4,700 as of 01/06/20 Screenshots: 📄</p>
<p>Influencer: original.don (1,617,263 Followers) Post: View Posted on 12/29/19 Views: 150,000 as of 01/02/20 Likes: 29,100 as of 01/27/20 Comments: 142 as of 01/06/20 Screenshots:</p>	<p>Influencer: supershaund (1,579,144 Followers) Post: View Posted on 01/06/20 Views: 58,400 as of 01/19/20 Likes: 22,800 as of 01/27/20 Screenshots: 📄</p>	<p>Influencer: @brainfree2e (438,048 Followers) Post: View Posted on 01/13/20 Views: 4,831 as of 01/22/20 Likes: 233 as of 01/02/20 Screenshots: 📄</p>
<p>Influencer: @madiwebbsings (52,251 Followers) Post: View Posted on 01/12/20 Likes: 219 as of 01/27/20</p>	<p>Influencer: Heartlynrae (814,270 Followers) Post: View Posted on 01/11/20 Views: 132,800 as of 01/19/20 Likes: 32,800 as of 01/27/20 Screenshots: 📄</p>	<p>Influencer: @irenavass (8 Followers) Post: View Posted on 01/17/20 Views: 19,452 as of 01/26/20 Likes: 2,000 as of 01/27/20 Screenshots: 📄</p>

* Views are updated on a one-time basis.
 * Likes are updated on a rightly basis.
 * Comments are updated on a rightly basis.

Click any of the links to view the influencer and/or the post.

Comments, likes, and video uses are collected from the platform daily.

Views are collected from the platform 10 days following the date of each post.



A pie chart demonstrates each individual post as a percentage of the total views for the campaign.

TikTok Song Promotion 101

- A TikTok influencer's follower count means very little when it comes to engagement. Followers are not an indication of success, impressions, and/or impact.
- The engagement of TikTok influencers can change dramatically. We've noticed that TikTok will routinely suppress certain influencers for periods of time. Influencers simply perform better at different peak periods. Songfluencer monitors our roster of influencers to determine when they will be at peak periods of algorithmic success.
- This isn't Instagram. While influencers across all platforms are essentially content creators and brand managers, TikTok influencers tend to care less about creating a brand/image and more about creating engaging content. Instagram lends itself to individual identities (i.e. Travel Blogger, Fashion Model, Fitness Influencer, etc.) These archetypes do not exist in the same way on TikTok.
- It is ALL about the "For You" tab, TikTok's algorithm-curated home page feed. The basis of our campaign-based model is to use influencers and concepts that will help get videos featured in this tab. Campaigns that receive one, two, or more videos featured in the "For You" tab yield exponentially better results than campaigns that receive none.

Using a small number of influencers (regardless of how popular they are) simply means less probability of getting featured. Thus, our ideal campaign contains no fewer than eight to ten influencers.

TikTok Song Promotion 101

Three Elements of Success for a Songfluencer TikTok Campaign

1. **A “TikTok-friendly” song.** The same way certain songs work for radio or playlists, certain songs simply work better than others for TikTok. Our team will work with you to determine if the song is worth promoting on TikTok or not. While we want nothing more than to help you promote your music, we have a rigorous screening process and have declined campaigns we didn’t think would be beneficial to our client.
2. **A creative concept.** Songfluencer works with your team to help produce a concept or idea. This concept is distributed to every influencer that we use for the campaign.
3. **Artist involvement.** Songfluencer has seen that organic artist involvement in the campaign can help support growth. Potential fans will be encouraged when they see artists participating. In addition, the artist will feel a part of the project and its growth which will only help your campaign move in a positive direction.

Three Elements Overview

- As an extension of your team, we want you to know what it takes to win. We also want to make sure you are well informed. Do you need to have all three elements – a super TikTok-friendly song, a great creative concept, and a high level of artist involvement – to have a successful campaign? Yes... and no.

As with any marketing activity, having a great song (a hit!) can be the difference between an extremely successful promotional campaign and a mediocre one. However, we have indeed worked songs we did not think were stellar for the TikTok platform, but when paired with a great creative concept and solid artist involvement, it produced amazing results.

- Many clients ask us what genres work best. Genres do not matter at all in the world of TikTok. We have seen great results from all genres.
- A successful Songfluencer TikTok campaign works well as part of a holistic marketing effort. Be mindful of other marketing drivers that will support your efforts on TikTok.

| TikTok Song Promotion 101

Three Types of Campaigns

1. **Strict creative concept.** In this type of campaign we will communicate a super strict idea to the influencers to replicate. For example: dance challenge, handshake, etc. typically will be accompanied by a thorough explanation and an example video. In order to maintain quality control, we give the influencer the option to opt out of participating in campaigns on which they do not feel they can appropriately deliver content.
Note: it is most helpful if the client creates the example video, but the Songfluencer team is able to do so if needed.
2. **Purposed creative concept.** With this campaign we communicate a feeling, vibe, or attitude to influencers, but typically not specific movements, gestures, text, etc. For example: “use fall clothing/fashion ideas;” “use this in a fitness/workout video;” “do whatever you want, but make sure your significant other is in the video with you.” This approach allows influencers to be creative within the parameters of their TikTok identity, which can help videos resonate significantly through the algorithm.
3. **No creative concept.** This campaign will allow influencers to do whatever they choose with the music. It’s important to understand that this approach does not mean there is lack of strategy or direction. This type of campaign will be seeded to an initial few influencers to create free concepts. From there, the Songfluencer team will monitor concepts developing on the platform to better steer the direction of the rest of the campaign. Sometimes letting creatives create is the best approach!

| Recent projects of note

Ali Gatie, *It's You*

Good song, discuss lack of creative direction, and high artist involvement.

Kane Brown, *Like a Rodeo*

Discuss Karl's post and how monitoring the platform is critical.

Waterparks, *Miss Having Sex But At Least I Don't Wanna Die Anymore*

Great concept works well for an interesting song with explicit content.

Y2k & Bbno\$, *Lalala*

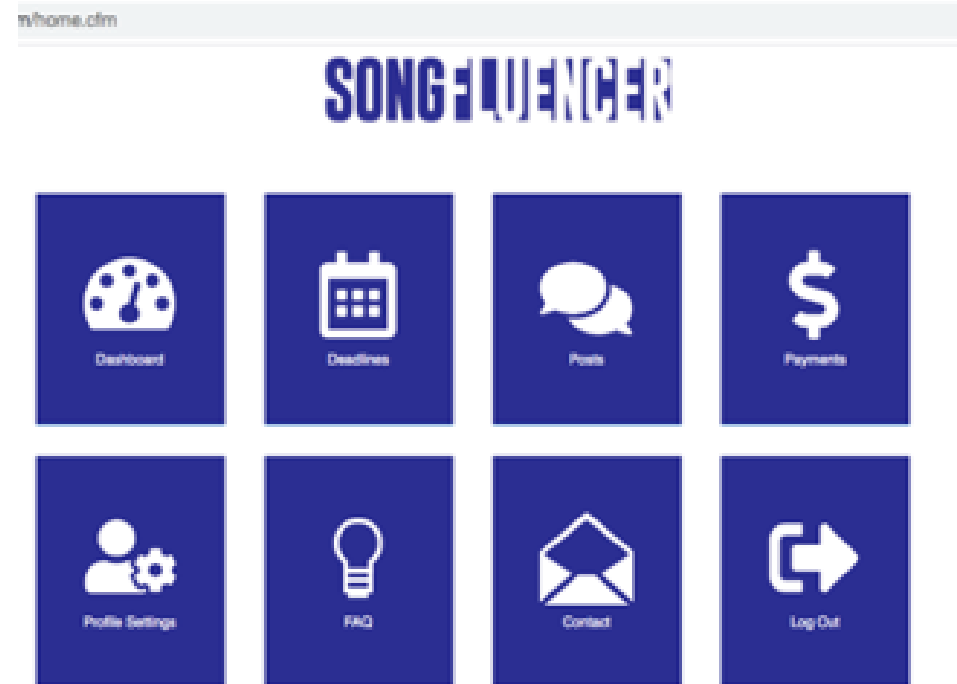
"Hitchhiking" creative concept.

24kGoldn, *Valentino*

Discuss massive streaming success after song took off on TikTok.

Q1/2020 updates

- The Songfluencer Influencer App. We are so excited to share that our app is currently being tested by a small pool of influencers. The Songfluencer app will provide better functionality and convenience for our influencers. It will also be used as a training/coaching tool, and has global messaging features built into it.
- Tracking/Feedback loop on client-facing reports. The Songfluencer Influencer App includes a feature where Influencers can provide feedback (positive or negative) about the promotional request. Any feedback collected will be provided in the client-facing report.
- Instagram campaigns will begin including geographical data collected from swipe-up feature.



Dashboard view of the Influencer App

SONGFLUENCER

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