



# SONGFLUENCER

**| Your song. Their story.**

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

[songfluencer.com](https://songfluencer.com)

## What We Do

We strategically match your music with like-minded social media influencers with loyal followers.

## How We Do It

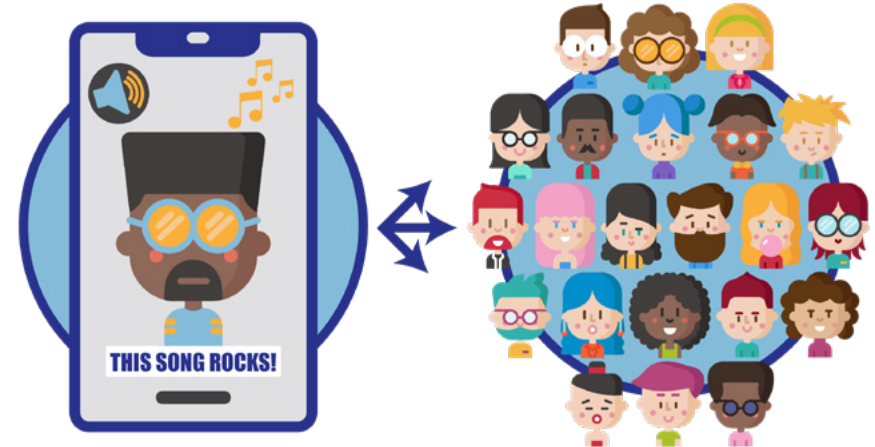
Our influencers create videos featuring your song and **generate hundreds of thousands of views**. It's that simple. Every influencer is encouraged to be creative and share your music to their audience in a unique way. Songfluencer also works to optimize the creative so you receive the maximum benefit.



It all begins with a song.



Songfluencer distributes your song to our network of influencers on social media.



Our influencers share your music by featuring it in their story or video, generating awareness, new fans, and increased numbers on streaming digital streaming providers (DSPs) such as Spotify, Apple Music, and others.

# SONGFLUENCER

## | Testimonials

“Songfluencer is ahead of the game and absolutely the future in influencer marketing for artists. The strategies in place for growth as well as instant feedback results make Songfluencer stand out when it comes to your brand’s development.”

**Todd Hancock**

*Adairs Run*

“After one post... Simon [Lunche] got about 60 new followers on Spotify immediately, as well as over 200 new followers in Instagram... Just thought it would be great for you to know what’s working!”

**Lori Pepe**

*Independent Artist Manager*

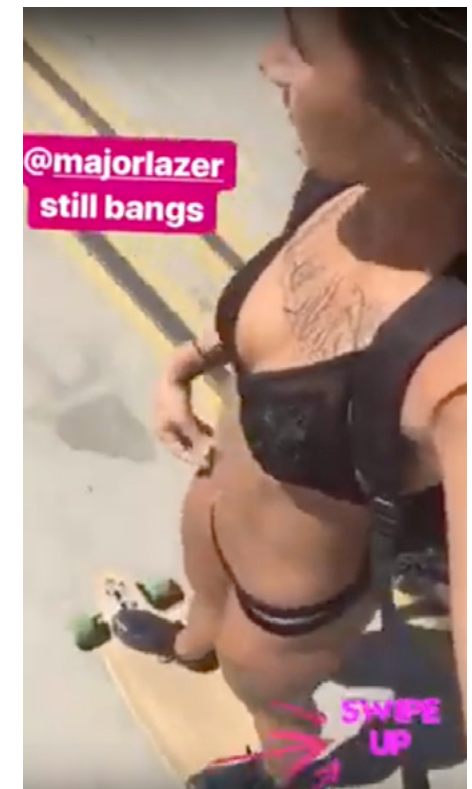
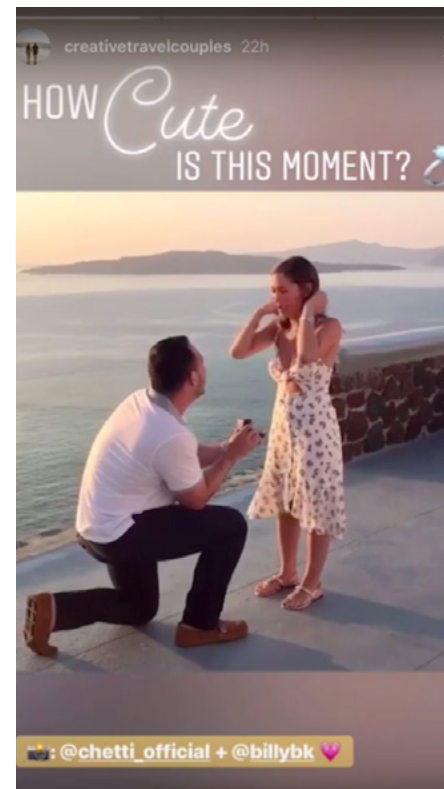
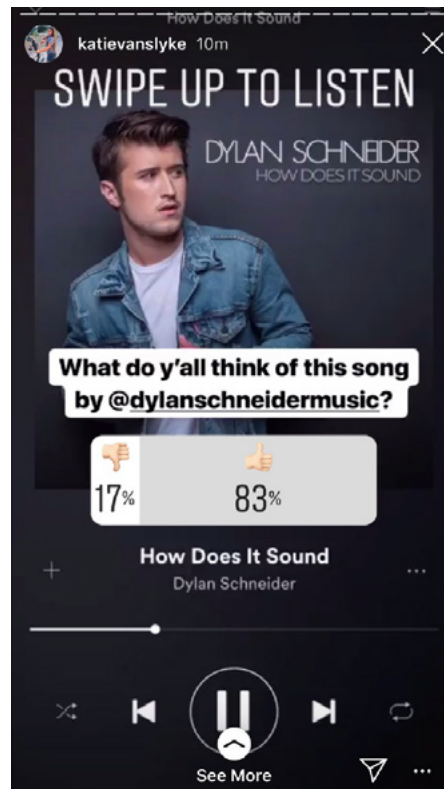
“Songfluencer has allowed our label to streamline influencer marketing. Their index of influencers is credible and the data Songfluencer provides from each campaign paints a full picture of how our artists tracks are reacting with audiences worldwide.”

**Ben Lifson**

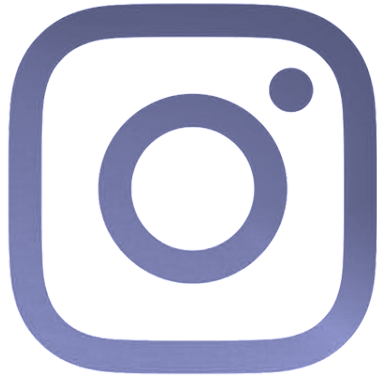
Digital Strategy, *Eleven Seven Label Group*

## Who Are Songfluencers?

Lifestyle bloggers, fashion tastemakers, and cultural “authority” that have direct-to-fan influence towards a specific music format.



We have relationships with hundreds of 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

- Influencers promote the artist or song via Instagram Stories using the song as their “soundtrack” or as background music. They can also add lyrics to their story.
- The purpose of this campaign is to build fans, generate awareness, and maximize click-throughs to digital streaming providers.
- The Spotify algorithm takes into account traffic that is driven to an artist’s song or artist page on Spotify. This has had tremendous impact on the algorithmic playlists like *Discover Weekly* and *Release Radar*.

## | TikTok

- TikTok (formerly Music.ly) is an app where users create and post short videos that are *always* set to music.
- It recently surpassed Instagram, YouTube and Snapchat as the top free app in the App Store.
- Posts on TikTok do not disappear after 24 hours (like Instagram stories). These stories live on the platform into perpetuity and will continue to receive impressions.
- All of our clients have seen an increase in TikTok followers and engagement, as well as algorithmic growth on digital streaming providers.

*Note: Our fee does not reflect the follower count of the influencers.*

## Types of Creative

Every influencer will share music to their audience in their own way. We encourage them to use their unique creativity to deliver your music to their audience in a way that feels most organic.



### Music in Stories (Instagram and TikTok)

Influencers create a story and use your song as the **soundtrack** using a sticker.

Influencers can also use your song as **background music** in their story.



### Direct link / Swipe up (Instagram only)

Influencers either post the song link in their story and encourage the audience to “**swipe up**” to find you on Spotify...

Or **share directly from Spotify**, making their audience only one click away from your Spotify profile.



### Lyrics in Stories (Instagram only)

Instagram recently announced a new feature that allows influencers to **add lyrics to their Instagram Stories**.

## Optimizing Instagram Creative

Instagram stories have many unique features that influencers can utilize to drive traffic, broaden awareness, and even gauge likability.



### Polls

The poll function is a great way to gather information on the likability of your song.



### Instagram Handle

In an effort to drive new fans to your Instagram page, influencers insert your handle in their story.



### Trending Hashtags

To broaden the awareness of the story, influencers may use trending hashtags.














### Calls to Action

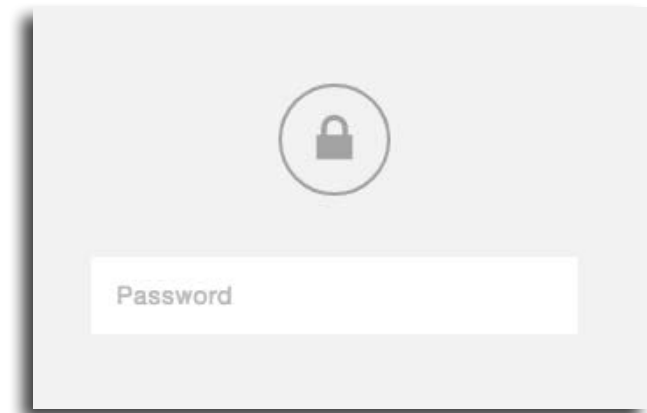
Influencers can help drive additional traffic to your page or to your song.

## Weekly Reporting and Tracking

Client reports are accessible from Songfluencer's password-protected web portal.

Songfluencer report

er	Date Influencer Posted	View Counts	Attachments
esslermtv	11/7	43588.0	
hakelly	11/12	12800.0	
rwild	SCHEDULED		
bb	11/13	19663.0	
wn92mtv	11/10	112291.0	
n	11/12	8590.0	
anslyke	11/8	26126.0	
akes	11/13	10012.0	
swaney	11/12	40671.0	
anner	11/18	3692.0	 
lewifestyles	SCHEDULED		
tkaren	11/14	9213.0	



**The report is 100% transparent.** This is the grid we use to track your campaign and house screenshots. It updates in real time, so you see what we see!

We will include:

- The influencers handle
- The date the influencer posted
- The view count of the story post
- The screenshot of the insights

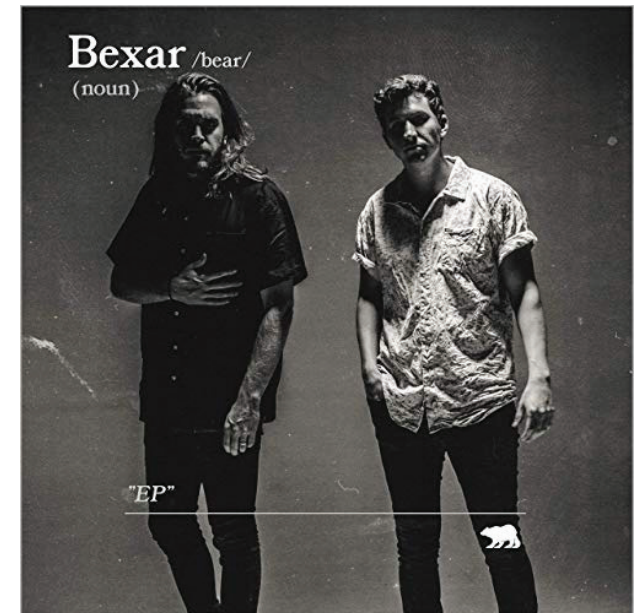
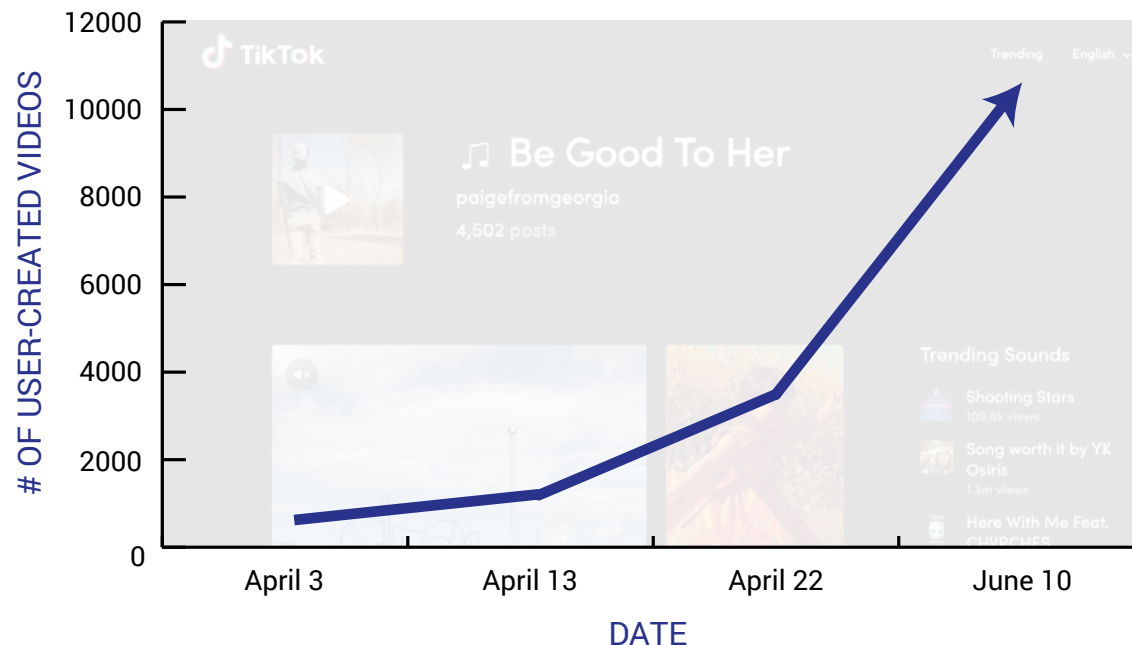


## TikTok Campaign - *Bexar, Country/Pop duo*

SongFluencer partnered with 8 influencers between March 28 - April 10 (13 days), having them post videos using Bexar's song *Be Good To Her*.

- By **April 3**, the song had **348 users** who created videos using *Be Good To Her*.
- By **April 13**, the song had **1,012 users** who created videos.
- By **April 22**, the song had **3,410 users** who created videos.
- By **May 13**, the song had **11k users** who created videos.

All paid promotions ended on April 10.



- Of the **top 3** performing videos on TikTok using *Be Good To Her*, **1 of them came organically** and was not a paid promotion.
- Of the **top 9** performing videos, **4 of them came organically**.

Bexar's *Be Good To Her* averaged **250+ videos per day between April 17-23, 2019** (experiencing an organic ripple effect 7 days after the paid promotion ended).

## Instagram Campaigns

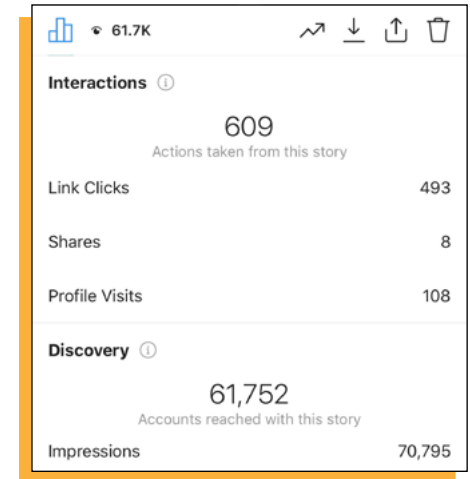
**Brynn Elliott**  
*Pop artist*

Partnered with  
**11 influencers for 4 weeks.**  
**278,489**  
total campaign impressions.



### Insights Example

- **61.7k unique accounts reached**
- **600+ actions taken**
- **400+ swipe ups to Spotify**



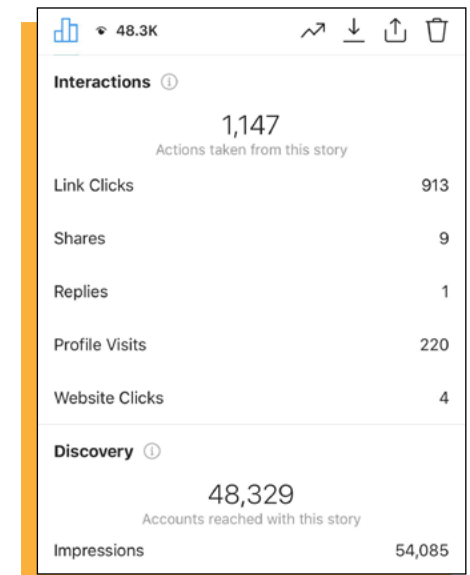
**Petit Biscuit**  
*DJ/Producer*

Partnered with  
**16 influencers for 6 weeks.**  
**259,754**  
total campaign impressions.



### Insights Example

- **48.3k unique accounts reached**
- **1100+ actions taken**
- **900+ swipe-ups to Spotify**



## Corporate / Industry Partners



## A Selection of Songfluencer Artists

24kGoldn

Aazar

Adairs Run

Alec Bailey

Ali Gatie

Ambjaay

Andy Velo

Apollo LTD

Ariana and the Rose

Austin Merrill

Bailey Hefley

Bang Bang Romeo

Brynn Elliot

Carlie Hanson

Caroline Kole

Caroline Romano

Chase Rice

Chelsea Bain

Chris Jobe

Colt McBee

DIAMANTE

Dillon Carmichael

Dmitri Vegas & Like Mike

Drew Baldrige

Haley & Michaels

Hermitude

Hunter Phelps

Jacob Powell

Joe Lasher

Jordan Rager

Kid Politics

Leaving Austin

Lil Nas X

Major Lazer

Mason Ramsey

Matt Stell

Mötley Crüe

NEIKED

Olivia Lane

Papa Roach

Petit Biscuit

Robert Counts

Royal South

ROZES

Russ

Sam Mooney

Ships Have Sailed

Simon Lunche

Stephanie Quayle

Travis Denning

Waterloo Revival

Whitney Woerz

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## | Contact Us

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