

Amplified Promotions

Media & Playlist Strategy

1. Press & Media Outreach

Build credibility by securing coverage from respected music publications and media outlets.

Services

- Press release writing
 - Press release distribution
 - Music blog pitching
 - Online magazine features
 - Local & regional newspaper outreach
 - Digital entertainment news
 - Album & single reviews
 - Artist interviews
 - Feature stories
 - Tour announcements
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2. Playlist Promotion

Increase streams through legitimate playlist placements.

Services

- Spotify editorial submission
 - Independent Spotify curator pitching
 - Apple Music playlist pitching
 - Amazon Music playlist pitching
 - Deezer playlist pitching
 - YouTube Music playlist pitching
 - Pandora playlist pitching
 - Genre-specific playlist outreach
 - Mood & activity playlist targeting
 - Release Radar optimization
 - Discover Weekly optimization guidance
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3. Podcast Promotion

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Reach engaged listeners through interviews and music features.

Services

- Music podcast pitching
 - Country podcast outreach
 - Americana podcast outreach
 - Texas Country podcast outreach
 - Red Dirt podcast outreach
 - Entertainment podcasts
 - Artist interview scheduling
 - Podcast follow-up management
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4. Radio Promotion

Expand exposure through terrestrial and internet radio.

Services

- College radio
 - Internet radio
 - Community radio
 - Independent radio
 - Specialty country shows
 - Americana radio
 - Red Dirt radio
 - Texas Country radio
 - Syndicated radio shows
 - Radio follow-up campaigns
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5. Influencer & Creator Outreach

Put music in front of creators who introduce it to new audiences.

Services

- TikTok creator outreach
- Instagram creator outreach

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- YouTube creator outreach
 - Music reaction channels
 - Lifestyle creators
 - Travel creators
 - Outdoor & hunting creators
 - Western lifestyle influencers
 - Line dancing influencers
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6. Social Media Amplification

Support every release with coordinated promotion.

Services

- Release announcement graphics
 - Countdown campaigns
 - Reel strategy
 - TikTok strategy
 - Story templates
 - Fan engagement campaigns
 - Hashtag research
 - Content calendar
 - Link optimization
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7. Music Discovery Optimization

Ensure every release is positioned for maximum discoverability.

Services

- Spotify for Artists optimization
- Apple Music for Artists optimization
- Artist profile audit
- Biography optimization
- Canvas recommendations
- Profile imagery review
- Genre optimization
- Metadata review

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- Keyword optimization
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8. Analytics & Reporting

Measure what's working and refine future campaigns.

Services

- Playlist placement reports
 - Stream growth tracking
 - Listener demographics
 - Geographic performance
 - Save rate analysis
 - Playlist retention
 - Media coverage reports
 - Campaign performance summary
 - Monthly analytics review
 - Future strategy recommendations
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Ideal Campaign Workflow

1. Strategy consultation
 2. Asset review (music, EPK, photos, links)
 3. Press release creation
 4. Media list development
 5. Playlist curator research
 6. Podcast and radio outreach
 7. Influencer pitching
 8. Follow-up campaigns
 9. Reporting & analytics
 10. Recommendations for the next release
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Deliverables

- Customized media list

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- Playlist curator outreach
- Press release (if applicable)
- Outreach tracking
- Placement reports
- Analytics summary
- Recommendations for future campaigns