



Artist Development Package

You should be making at least \$300+ per gig. You should be seeing the country. A full time inexperienced assistant alone for one month would cost \$1,600 if you only paid them \$10/hr. Here you get a team of experienced professionals.

We've gotten pretty good at putting together things that work, and we try to build things that matter for the artist or artist manager. The Artist Development Package is a smart digital machine that is built to last longer than other fleeting digital marketing things you've seen come and go in the independent music industry.

Here we further breakdown the items and benefits of this package so you can decide at what point it becomes of great value to your project and the time you will save. Check it out below. Click any of the links/brown to have a robot google how much that item normally costs for you.

Includes:

Professional Website

\$300-10,000 | 10 Hrs

.com Domain

\$10-15 | .5 Hrs

Professionally Branded Email

\$0-19 | .5 Hrs

Perpetual Email Marketing Campaign Setup

\$495+ | 1 Hr

Fan Funnel Optimization

\$300+ | 2 Hrs

Sales Funnel Optimization

\$4,397+ | 5 Hrs

Search Engine Optimization

\$1,000-30,000 | 20 Hrs

Shopify Store

\$348 | 2 Hrs

DIYT Press: Project Review

\$500-1,000 | 2 Hrs

Bandturo Regional Tour Package: 12 Months

\$539 | 27-400 Hrs

DIYT Podcast: Featured Artist

\$1,000-1,500 | 2 Hrs

Artist Management Mentor

\$1,600-40,000 | 12+ Hrs

Professional Optimized Booking Email Template

\$48-1,099 | .5 Hrs

Professional One Sheet

\$100-300 | 2 Hrs

On-demand Merchandise System

Varies | 2 Hrs

Professional Poster Design

\$100-300 | 2 Hrs

Simple Merch Line Design

\$500-900 | 6 Hrs

Mfg-Dist.-Web Integration

\$48-240,000 | 6 Hrs

Yearlong Professional Target Social Media 1,000+ Impression/Month Ad Campaign

\$386+ | 10 Hrs

Crowdfunding Campaign Setup (Optional)

\$4,800-17,800 | 20 Hrs

DIYT™ Annual Membership (Optional)

\$23-119 | .5-480 Hrs

Baseline Social Media Management (Optional)

\$48,000-84,000 | 104 Hrs

Total

\$11,671-331,598 without options

112.5-525.5 Hrs

\$64,494-433,517 with all options

237-1129.5 Hrs

Professional Website - \$300-10,000 | 10 Hrs

Yeah, you got a friend that “does websites.” Hustle on, my friend. Well, good marketing sites cost a lot of money. And while most of your fans will spend most of their time “shopping you” on Spotify or in a college town pub, there should always be a place to go for them to get MORE. Our websites are simple, professional, and integrated with select other technologies (like email marketing) to make getting more of you as easy as possible. Eliminate the friction between wanting to buy and being able to buy your shirt or album with our professional website service at a “friend of a Facebook friend” price. Except, we’ll still be doing this and learning about the new standards and practices a year from now...

.com Domain - \$10-15 | .5 Hrs

Look professional. Low cost. We register a smart domain and dial in to your website’s nameservers behind the scenes to keep your domain name connected to your actual site.

Professionally Branded Email - \$0-19 | .5 Hrs

Do you want your drummer to handle booking and guitarist to handle press? Have a booking@yourband.com and press@yourband.com email address. Getting them to remember to check the email? That’s all on you.

Perpetual Email Marketing Campaign Setup - \$495+ | 1 Hr

We'll set up an automatic marketing email campaign for you to take over. Your fans will be able to sign up through your site, email, or Facebook, and you will also be able to manually add them from the notebook/pad you passed around at shows on tour. Use this email marketing setup to make announcements directly to your fans, show them special offers, and drive them to your van repair crowdfunding campaign when you need it, and without Facebook hiding your posts.

Fan Funnel Optimization - \$300+ | 2 Hrs

Eliminating friction is the key to getting people to buy. Especially on the internet. We go through and fix any kinks in the integration. Since the internet is made up of a bunch of different people building a bunch of different tools to work together, things can get buggy, sludgy, and messy. Our experts go through and make sure all the roads that lead to plugging in to your project are clear and smooth as possible. A key move good marketers do not overlook.

Sales Funnel Optimization - \$4,397+ | 5 Hrs

Same thing as the Fan Funnel, but with things that actually bring in money.

Search Engine Optimization - \$1,000-30,000 | 20 Hrs

Your digital gear will be set up to show up on Google and other search engine searches, a competitive marketplace for all industries. Companies pay thousands to compete and keep this up. We set everything to the best current search engine optimization practices, and is included in the Artist Development Package.

Shopify Store - \$348 | 2 Hrs

Shopify Basic currently costs \$29/mo. It is included in the ADP and integrated optimizations.

DIYT Press: Project Review - \$500-1,000 | 2 Hrs

Why pay for press or write-ups for fly-by-night blogs by unprofessional keyboard warriors. We will have our staff review an album, EP, or single and publish it to our DIYT website and social media. Now you can show off to bookers that a legit firm has taken time and found you interesting.

Bandturo Regional Tour Package: 12 Months - \$539 | 27-400 Hrs

Our most popular package of all time, included in the ADP. One campaign alone can save you months worth of work and research.

DIYT Podcast: Featured Artist - \$1,000-1,500 | 2 Hrs

We love to spotlight artists out here working hard. The library of (hopefully) super helpful podcast episodes will be here forever. Maybe even longer than your band after we interview you for it. Thousands of downloads and listens. Distribution all over Apple iTunes, Google Play, Amazon Alexa, and many more.

Artist Management Mentor - \$1,600-40,000 | 12+ Hrs

Included, your lead will help you manage the decisions and guide your project. We'll tell you the hard stuff to hear that your "friends" are too scared to do. And we'll encourage you like the lazy and jealous people are too scared to do. We are stacked with knowledge and experience since we communicate with active artist, bookers, and managers every day. Ask us anything. Let's dig deep and keep it moving.

Professional Optimized Booking Email Template - \$48-1,099 | .5 Hrs

We're really good at this. Everything a booker actually wants to know is easy to access and just one click away. No clutter, no offending them and their busy schedules.

Professional One Sheet - \$100-300 | 2 Hrs

One sheets are basically a marketing brochure for a band/artist. It makes you look professional and presents your content in a way that helps bookers and talent buyers do their job. A good graphic designer will charge hundreds for this.

On-demand Merchandise System - Varies | 2 Hrs

This is tricky, but we think we've figured out a way to get you a professionally branded merch store plugged into all your other digital assets. In a way where you never have to order, package, or ship out anything. The cost is a little higher per item, but the time and cost savings make up for it very quickly.

Professional Poster Design - \$100-300 | 2 Hrs

Simple. Big. Original. Professional. Plug in your tour info and you're all set. Need help shipping paper posters to venues? We can help with that. Just ask.

Simple Merch Line Design - \$500-900 | 6 Hrs

We will load up, send for proofs, and approve all merch designs. Your fans will be able to get all sorts of original content (aside from the content you already have) and generate excitement all over the place.

Mfg-Dist.-Web Integration - \$48-240,000 | 6 Hrs

We will take your on-demand manufacturer, your Shopify store payment portal, and artist website and put them all together in working order. The internet isn't as simple as the internet makes it look, is it. Now you're learning.

Yearlong Professional Target Social Media 1,000+ Impression/Month Ad Campaign - \$386+ | **10 Hrs**

This is one of the best parts of the Artist Development Package. All the other assets are awesome and a huge time & cost savings. But having professional, expertly targeted, social media ads from a trusted organization like ours is great for national exposure, trickling in fans, and converting fans to ticket and merch sales. For a whole year. ::sunglasses emoji::

Crowdfunding Campaign Setup (Optional) - \$4,800-17,800 | **20 Hrs**

Crowdfunding campaigns work, but you have to do it right. We have experience putting them together. Most of the time failed campaigns happen because there is too much focus and effort building the campaign, and not enough energy and follow-through promoting it. We help with most parts of the setup, advise your manager on promotions and delivery, and optimize all items for success. Great for getting tour funds up before you leave.

DIYT™ Annual Membership (Optional) - \$23-119 | **.5-480 Hrs**

Just a perk with our sister company DIYT. DIYT is one part serious artist community, one part treasure trove of booking and promoting resources. We'd add you automatically, but we don't want you to be overwhelmed with people contacting you extra from DIYT if you don't want right away. Up to you.

Baseline Social Media Management (Optional) - \$48,000-84,000 | **104 Hrs**

Social media is always changing. Your life is always changing. We'll put together some good standard content to keep your Facebook page up to date at all times, allowing you to promote or share other cool stuff in between. You won't have to worry about if you've posted in a while, so fans and talent buyers will never have doubt that you are hard at work. Plus we kinda know what we're doing with this marketing stuff.

Total

\$11,671-331,598 without options

112.5-525.5 Hrs

\$64,494-433,517 with all options

237-1129.5 Hrs

Even if you googled how to do everything we know how to do at a professional level, we're pretty confident it would take you hundreds of hours in research alone before you ever typed your first

line of code or built your first drip campaign email. With research, building, revisions, and maintenance the value of this package becomes apparent. If you're not ready, come back later and see if we're still offering a similar package. If you're ready then act now before we change this package or discontinue it. We are always evolving.

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