



‘GOLD’ CAMPAIGN: DETAILED OVERVIEW

The Gold Campaign from JamMar Moguls offers a focused, yet impactful suite of services designed for emerging artists aiming to establish a solid footprint in the music industry. This campaign leverages high-quality production, strategic marketing, and targeted promotional activities to enhance visibility and foster career growth on a national scale.

This detailed overview provides emerging artists with a clear understanding of what the Gold Campaign offers, emphasizing both the quality of the services and realistic expectations of outcomes. By investing in the Gold Campaign, artists are positioned to enhance their market presence and career trajectory through professional, high-quality, and strategically focused efforts.

Price: \$75,000 USD + tax.

** Call us for a private consultation **

High-Caliber Production

- **Track Recording:** Collaborate with one of JamMar Moguls' named producer to record 3 full-length songs. These sessions are focused on producing high-quality music that aligns with current market trends and audience expectations.

Comprehensive Marketing Initiatives

- **Streaming Campaigns:** Implement a major label type streaming strategy to significantly enhance your music's presence across top streaming platforms, aiming to maximize reach and listener engagement.
- **Broadcast Radio:** Conduct a major label type broadcast radio campaign targeted at specific markets, designed to introduce your music to a wider audience and generate airplay in selected regions.
- **Social Media:** Execute a major label type social media campaign to boost your online visibility and engage effectively with your target demographic.

Dedicated Publicity Efforts

- **Top Ranked Publicity:** Work with a skilled publicist to gain media attention, focusing on securing interviews and features in music magazines and influential music blogs.

Networking and Live Performance Opportunities

- **Live Performances:** Secure performance opportunities through a 2-3 city nationwide promotional tour, which provides a platform to connect with fans and showcase your music live.
- **Industry Networking:** Utilize tickets to key industry award shows and networking events to meet industry professionals and expand your professional network, subject to availability.

Visual Content and Touring Campaigns

- **Music Videos:** Produce one high-quality music video over three months, supported by targeted promotional campaigns designed to enhance your artistic brand and attract a wider audience.

Event Participation Submissions

- **Performance Submissions:** Manage your submissions for opportunities to showcase your talents at industry events like NAMM, aiming to increase your visibility and industry footprint.

Digital and Media Outreach

- **Electronic Press Kit (EPK):** Develop an engaging EPK to effectively showcase your artistic profile to promoters, venues, and media outlets.
- **Online Outreach:** Oversee extensive online blog outreach, including press release creation and distribution, aimed at maximizing your visibility.
- **Radio and Retail Exposure:** Ensure your music is accessible in-store and on-air, enhancing its reach and availability to a national audience.

Engaging Social Media Marketing

- **Social Media Strategies:** Utilize dynamic social media marketing efforts to enhance your online presence, aiming to grow your follower base and increase interaction. This includes regular updates, fan interaction, and active community engagement, supported by weekly performance reporting.

National Distribution

- **Extensive Reach:** Ensure that your music is distributed across all relevant digital and physical platforms nationally, maximizing accessibility and market penetration.

Premium Add-Ons and Customization

- **Video/View Increase:** Implement strategies aimed at increasing video views and enhancing your overall online presence, with submissions to over 30 online music video outlets.

Comprehensive Disclaimer

While JamMar Moguls is dedicated to providing exceptional service and maximizing the potential of each campaign, it is important to understand that outcomes in the music industry can vary due to market trends, audience preferences, and other external factors. We apply our extensive knowledge and resources to achieve the best possible results for our clients. However, specific outcomes, such as chart positions, media coverage, and performance opportunities, cannot be guaranteed. All services are offered within the framework of industry norms and are subject to terms and conditions available upon request.

NAMM (National Association of Music Merchants) serves as an invaluable resource for both established and emerging artists in the music industry. By participating in NAMM's events and utilizing its resources, artists can gain significant benefits that enhance their careers in numerous ways. Here is an overview of how NAMM can be beneficial:

1. Access to Cutting-Edge Instruments and Technology

- **Product Exploration:** NAMM shows feature the latest innovations in musical instruments, recording technology, and sound equipment. Artists can discover and experiment with new tools that can transform their music production and performance capabilities.
- **Hands-On Demos:** Both new and veteran artists benefit from hands-on experiences with new technologies, helping them make informed decisions about integrating these tools into their work.

2. Educational Opportunities

- **Workshops and Seminars:** NAMM offers a plethora of educational sessions covering a wide range of topics from advanced music production techniques to the latest trends in the music business. These sessions are tailored to offer value to artists at all stages of their careers.

- **Skill Development:** Learning opportunities at NAMM help artists refine their craft, stay updated with industry standards, and manage their careers more effectively.

3. Networking Opportunities

- **Broad Industry Connections:** NAMM attracts a diverse group of industry professionals, including manufacturers, marketers, producers, and fellow musicians. This environment is perfect for building relationships that can lead to collaborations, endorsements, and other career opportunities.
- **Collaborative Ventures:** For emerging artists, meeting established professionals can open doors to mentorship and collaboration. Established artists can find new talent to mentor or collaborate with, keeping their own work fresh and innovative.

4. Performance and Visibility

- **Showcase Talent:** NAMM sometimes provides stages for live performances, offering artists a platform to reach new audiences and industry influencers who attend the shows.
- **Enhanced Profile:** Performing at a prestigious event like NAMM can significantly boost an artist's profile, attracting attention from potential business partners and media.

5. Advocacy for Music Rights

- **Legislative Influence:** NAMM advocates for policies that benefit musicians, including copyright protection and fair compensation. Membership can keep artists informed and involved in advocacy efforts that protect their interests.
- **Resource Availability:** NAMM provides resources to help artists navigate legal and business aspects of the music industry, essential for both new and established artists to protect their work and maximize earnings.

6. NAMM Foundation Benefits

- **Support for Music Education and Research:** The NAMM Foundation funds programs and research that advance music education and public engagement. Artists can participate in these programs, enhancing their community presence and personal growth.
- **Grants and Scholarships:** Artists can benefit from educational grants and scholarships for music education, helping them to further enhance their skills and knowledge.

7. Market Insights

- **Trend Analysis:** Staying abreast of industry trends is crucial for sustained success. NAMM provides insights into consumer behavior, technological advancements, and global market trends that can influence strategic decisions for artists at all levels.

***Comprehensive Disclaimer:** While the opportunities provided by NAMM are designed to support and enhance the careers of music professionals, artists should understand that outcomes depend on personal effort, market conditions, and the competitive landscape of the music industry. NAMM equips artists with the tools and knowledge necessary for success, but it cannot guarantee specific results.*

NAMM represents a cornerstone of the music industry, offering unmatched resources and opportunities for artists to grow professionally and personally. Whether you are just starting out or have years of experience, NAMM provides a platform to advance your career and contribute to the music community.