



## Elevating Your National Presence: The Diamond Campaign

The Diamond Campaign is specifically designed for artists aiming for substantial career advancement within the national market. This robust suite of services is tailored to meet each artist's unique goals, offering a focused approach that ensures effective and impactful career growth through targeted promotional efforts and high-caliber production.

'Diamond' Campaign focuses on a slightly smaller scale than the 'Grammy Jam' Campaign but with intensive high-quality offerings, involving the recording of 8-10 tracks and targeting 2-3 major labels, and exposure with 2 key singles aimed at significant industry recognition. It includes nationwide touring across 7-10 cities and strategic media campaigns designed to strengthen presence primarily within the national market. The 'Diamond' Campaign is ideal for artists looking to solidify their presence within the industry and expand their branding through targeted, strategic marketing and high-caliber production efforts.

The Diamond Campaign is JamMar Moguls' focused offering designed to propel artists to new heights within the national music landscape. This 9-month comprehensive program provides a robust suite of services tailored to each artist's unique goals and career objectives, with a strategic emphasis on securing major label exposure and strengthening their presence in the U.S. market.

Base Price: Starts at \$275,000 USD + tax. (Add-Ons are extra)

\*\* Call us for a private consultation \*\*

### **Key Features: 9-month comprehensive program**

#### **1. High-Caliber Production:**

- 8-10 full-length track recordings with award-winning named producers
- Crafted to resonate deeply with audiences and industry standards

#### **2. Strategic Release Initiatives:**

- 2 strategically launched singles aimed at significant industry recognition
- Positioning your work prominently within the competitive music landscape

### **3. Comprehensive Marketing Initiatives:**

- Curated streaming campaigns and targeted promotional efforts on platforms frequented by U.S. listeners
- Tailored social media campaigns leveraging detailed analytics to enhance engagement within the U.S. cultural context
- Targeted broadcast radio campaigns leveraging established major label strategies to maximize airplay and listener engagement across national radio stations

### **4. Dedicated Publicity Efforts:**

- Extensive media coverage, including efforts to secure a full feature in renowned magazines and TV interviews with major networks
- Subject to media interest and availability

### **5. Networking and Live Performance Opportunities:**

- 2-3 in-person meetings with major label executives to forge valuable industry connections and explore potential collaborations
- Opportunities to showcase your talents at high-profile Billboard or Latin Billboard official pre-events or after-parties (subject to organizer approval and availability)

### **6. Visual Content and Touring Campaigns:**

- 2 high-quality music videos to complement your singles and amplify your artistic brand
- 7-10 city nationwide tour to engage directly with fans and promote your latest releases

### **7. Event Participation Submissions:**

- Submissions for performance opportunities at notable industry events like SXSW, Coachella, and NAMM (subject to event schedules and organizer approvals)

### **8. Digital and Media Outreach:**

- Professional Electronic Press Kit (EPK) development
- Extensive online marketing efforts, including website and blog outreach, and press release distribution
- Ensuring your tracks are accessible in-store and on-air to a national audience
- Strategies to increase video views and enhance your overall online presence
- Proactive solicitation of sponsorship and brand partnership opportunities

### **9. Engaging Social Media Marketing:**

- Continuous, engaging social media marketing efforts to enhance your online presence
- Strategies aimed at growing your follower base and increasing interaction
- Weekly updates and detailed reporting on social media metrics

## 10. National Distribution:

- Ensuring your music is distributed across all relevant digital and physical platforms nationally

## Add-Ons and Customization:

- VIP experiences (e.g., VIP event tickets, red carpet experiences, luxury accommodations)
- Extended promotional activities (additional cities for tours, increased publicity efforts, collaborations)
- Customized campaign options tailored to specific artistic and career goals

**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 are committed to applying 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.*