

 EARKITZ



Bypass The Gatekeepers

&

Have Your Music

Heard

The Problem

Artists & Labels Lack Affordable, Reliable and Sustainable Music Marketing Services

1. Affordability

Music Marketing can be expensive with expert consultation & strategy.

Many artists & labels do not know the best way to utilize their dollars for ROI & long term sustainable growth.

2. Reliability

Many music marketing services are unreliable and lack transparency with the clients best interest in mind.

It's commonly known in the music industry that there's a music marketing fraud problem that's siphoned over \$2B in recent years.

3. Sustainability

Most services aren't focused on long term growth & success of clients.

One poor marketing decision due to bad data could have detrimental effects to an artists algorithm on streaming platforms

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Our Solution

We believe good music deserves to be heard.

Our specialized team has a combined 2 decades of music marketing experience working with artists big and small.

We believe no matter what point you are in your career that there are ways to position yourself to have your music HEARD!



① Low-Cost Consulting

We offer affordable professional consultation that goes deeper than a simple meeting. Paid consultations are goal oriented and provide us discovery for where we can provide more value across our network.

② Long-Term Growth

For larger clients (labels, mgmt companies, and teams) Earkitz offers ongoing services on retainer that act as an ongoing support network for their roster & staff.

③ Network Opportunity

Our network of resources allows us to bring value to clients beyond our main expertise. Our partnered network of affiliates provides us the opportunity to provide complete solutions to artists & teams.

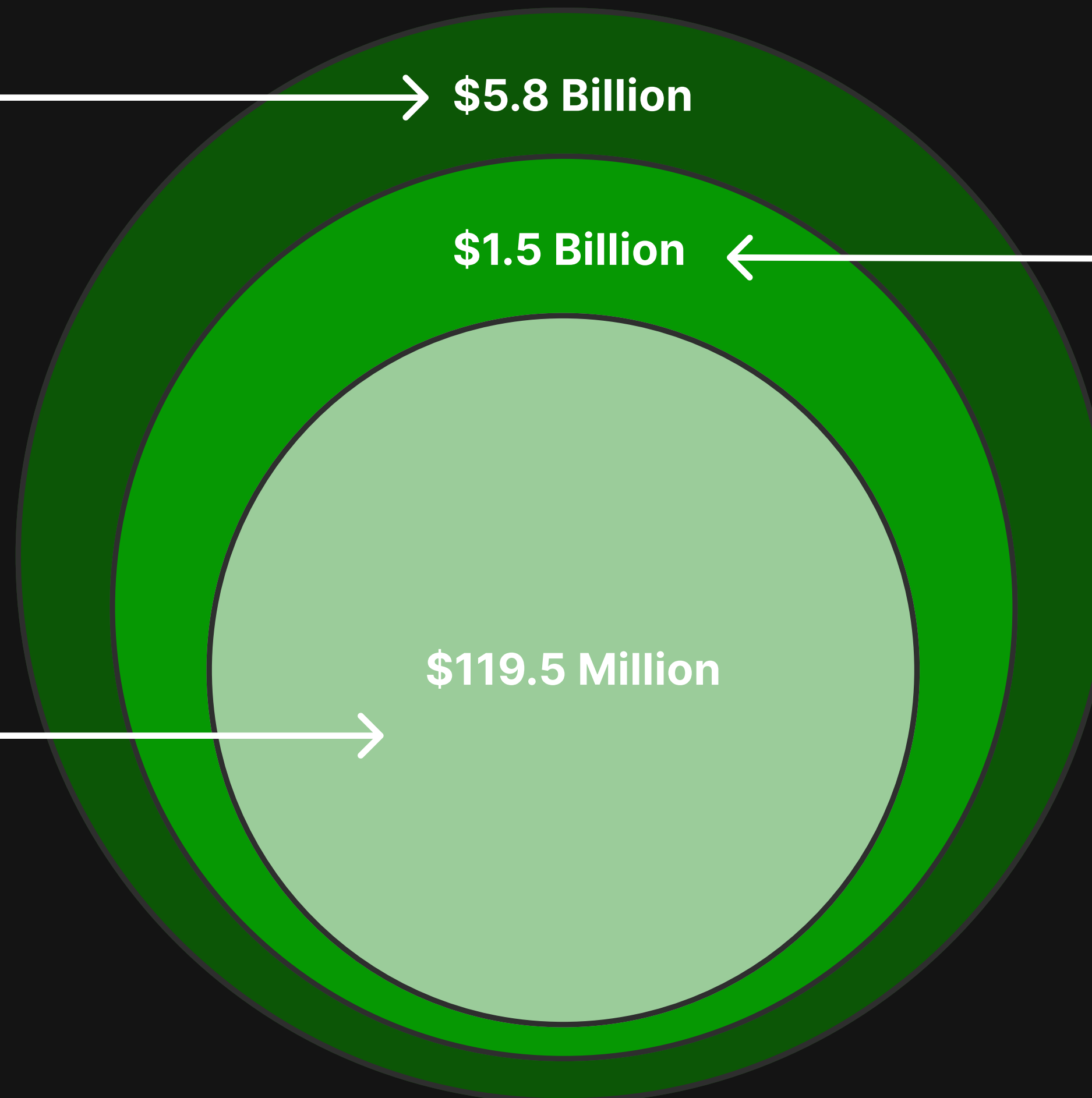


Market Opportunity: Music Marketing Services

Specialized Marketing Is In Huge Demand Across The Music Industry

The Major Label Sector within the Music Industry (Warner, Sony, UMG) accounts for most of the Total Addressable Market in this sector. Investing \$5.8 Billion annually dedicated towards Marketing & Music Discovery.

Due to Earkitz competitive advantages with partnered technology & platforms, it provides a low barrier opportunity to reach our Serviceable Attainable Market.



The total Serviceable Available Market is fuelled by about 26% of what major labels spend to 3rd party agencies & platforms.

The remaining attainable market is sourced from platform & agency competitors that focus more of their efforts building products for independent artists.

This includes Music Marketing Agencies, PR Firms & Consultants.

As well as growing sub-sectors focused on marketing/ administrative tools and platforms.



Who We've Worked With

We've worked with some pretty cool artists & labels

Check them out below 🙌



PVRX
59K+ SML



Shubz
6.7K+ SML



Moula 1st
18K+ SML



Andy Polk
19K+ SML



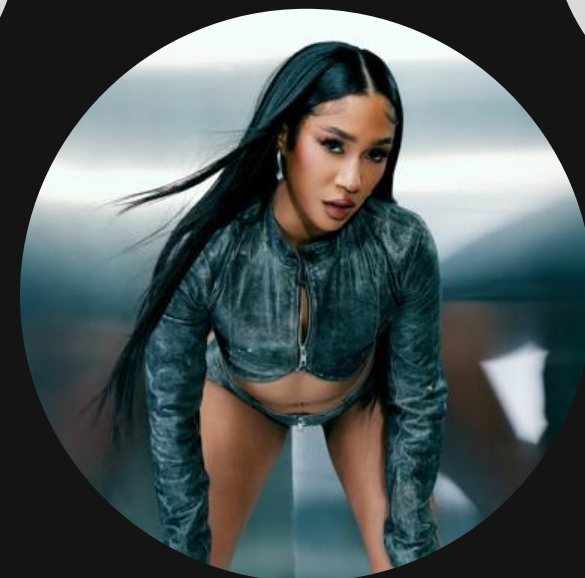
Trent the HOOLiGAN
80K+ SML



BAD CHILD
156K+ SML



Trey Joshua
3.4K+ SML



BIA
11M+ SML



Ricky James
10K+ SML



J-Minus\$
12K+ SML



*SML = Spotify Monthly Listeners

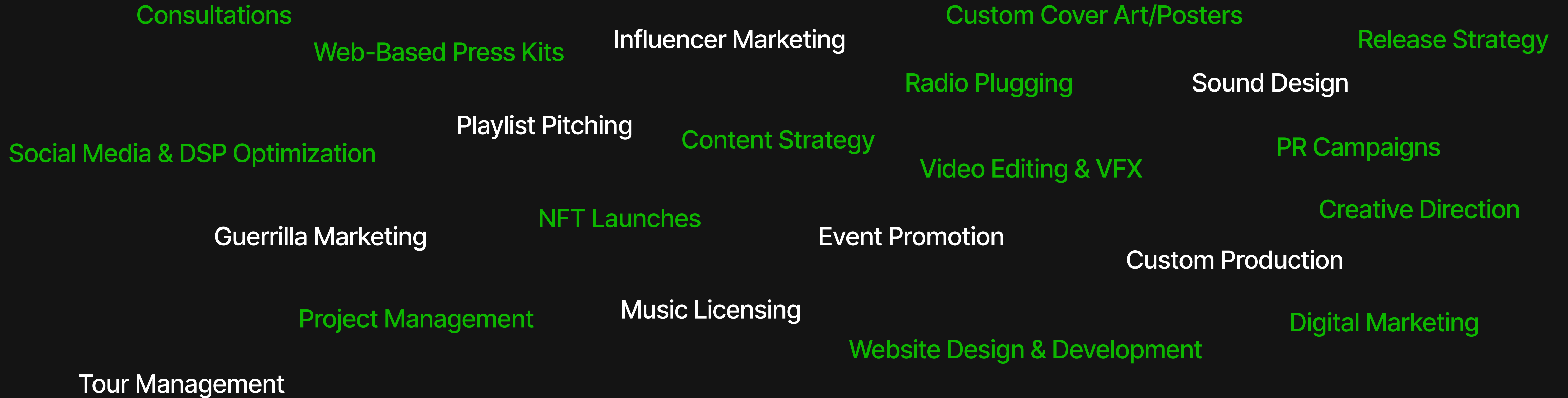
Earkitz

There's No One - Size - Fits - All

Our Services

Our approach to music marketing, each campaign is handled 1-on-1 with a dedicated campaign manager

but... here's what we have on our toolbelt



Popular Marketing Packages

Package A: Early Career

- Two 30 Minute Consultations With Industry Expert
- Custom Earkitz EPK Based On Client Goals

Client Cost: \$250 USD

Margins: \$250 USD

Package B: Early Career Release

- Two 30 Minute Consultations With Industry Expert
- Custom Earkitz EPK Based On Client Goals
 - Small Scale Ad Campaign
 - Small Scale PR Campaign
 - 4 Week Analytic Reporting

Client Cost: \$1200 USD

Margins: \$600 USD

Package C: Mid-Size Release

- Two 30 Minute Consultations With Industry Expert
- Custom Earkitz EPK Based On Client Goals
 - Customized Release Strategy
 - Dedicated Campaign Manager
 - Mid Size Ad Campaign
 - Custom Ad Creative & Design
 - Large Scale PR Campaign
 - Small-Size Playlisting Campaign
 - 6 Week Analytic Reporting

Client Cost: \$1500 USD

Margins: \$1150 USD

Package D: Large-Scale Release

- Two 30 Minute Consultations With Industry Expert
- Two Custom Earkitz EPK Based On Client Goals and Segmented
 - Customized Release Strategy
 - Dedicated Campaign Manager
 - Large Scale Ad Campaign
 - Custom Ad Creative & Design
 - Content Strategy
 - Radio Plugging
 - Mid-Size Playlist Campaign
 - 8 Week Analytic Reporting
 - Distribution & Label Pitching

Client Cost: 5000 USD

Margins: \$2063 USD



Business Model: More Services

AI La Cart & Add-Ons

Service	Pricing	Margins
Consultation	Starting at \$50 USD	100%
Web-Based Press Kits	Starting at \$250 USD	100%
Custom Cover Art/Posters	Starting at \$50 USD	100%
Video Editing & VFX	Starting at \$200 USD	60%
Release Strategy	Starting at \$300 USD	100%
Social Media & DSP Auditing	Starting at \$500 USD	100%
Content Strategy	Starting at \$250 USD	100%
Radio Plugging	Starting at \$1000 USD	40%
PR Campaigns	Starting at \$450 USD	65%
Digital Advertising	Starting at \$750 USD	40%
Website Design	Starting at \$750 USD	100%
Web Development	Starting at \$750 USD	Variable Depending on Scope
Creative Direction	Variable Depending on Scope	100%
Project Management	Variable Depending on Scope	Variable Depending on Scope
Smart Contract Development (NFT)	Variable Depending on Scope	Variable Depending on Scope



Business Model: Affiliates & Partners

White Label Solutions

Partners

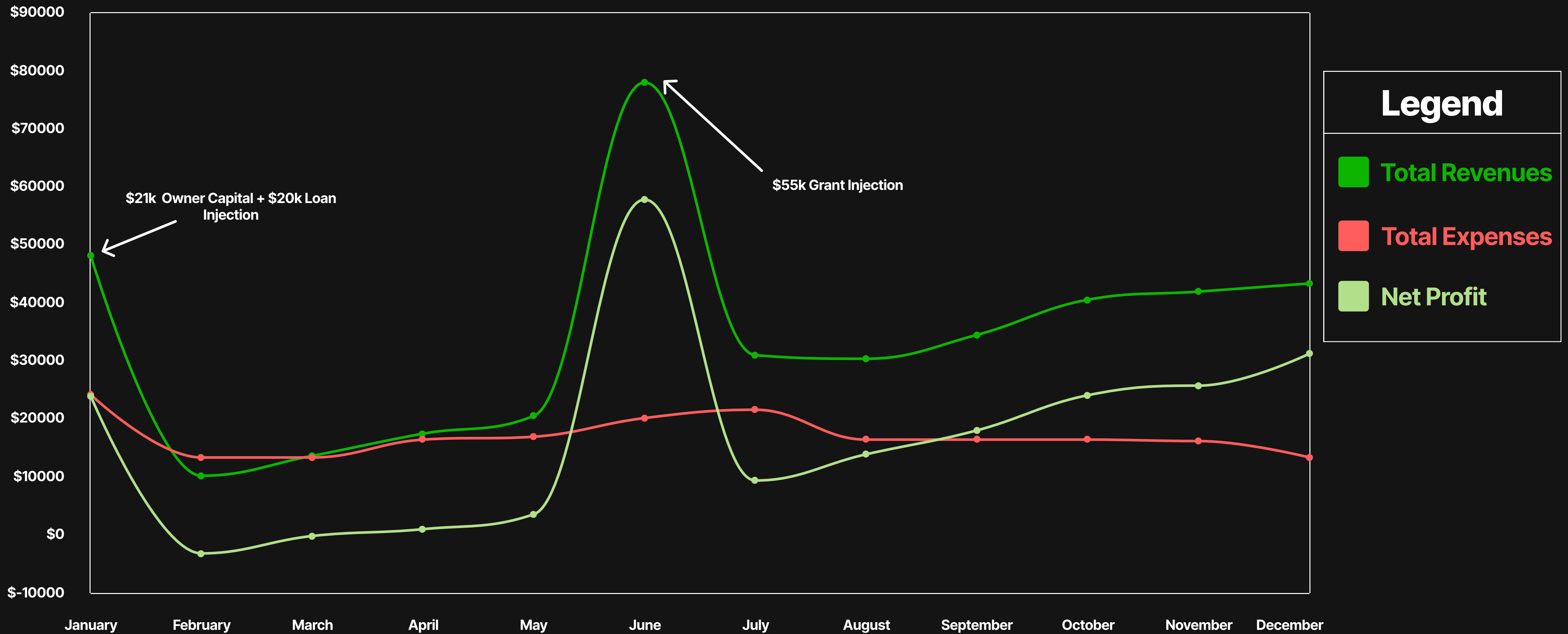
Services

Affiliate Terms

 WRACKET MUSIC	Music Licensing & Supervision	20% on Closed Contracts
 PANDO LAW	Entertainment & Corporate Law	10% On Retainers & Fees
 Industry Access	Financial Consulting, Business Development, Corporate Services	Joint Equity
 MOD MERCH ON DEMAND	Music Focused Print-On-Demand Merchandise	10% On All Referred Clients Total Sales Volume
SPARK + MINT	Web/Product Development	10% On Closed Contracts

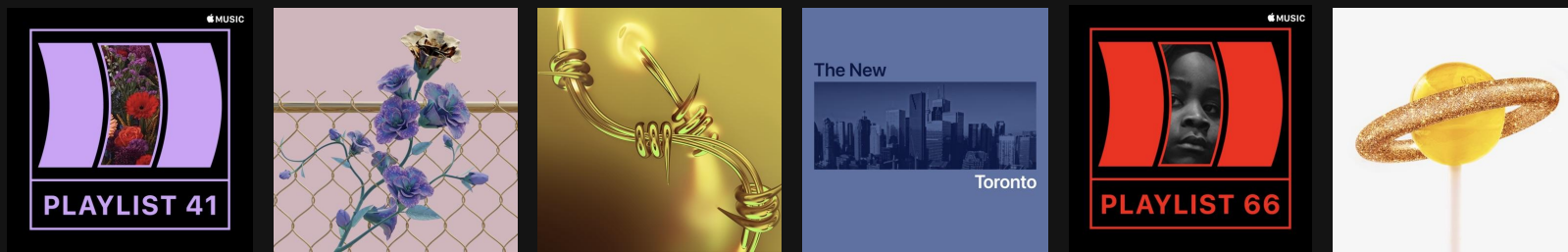
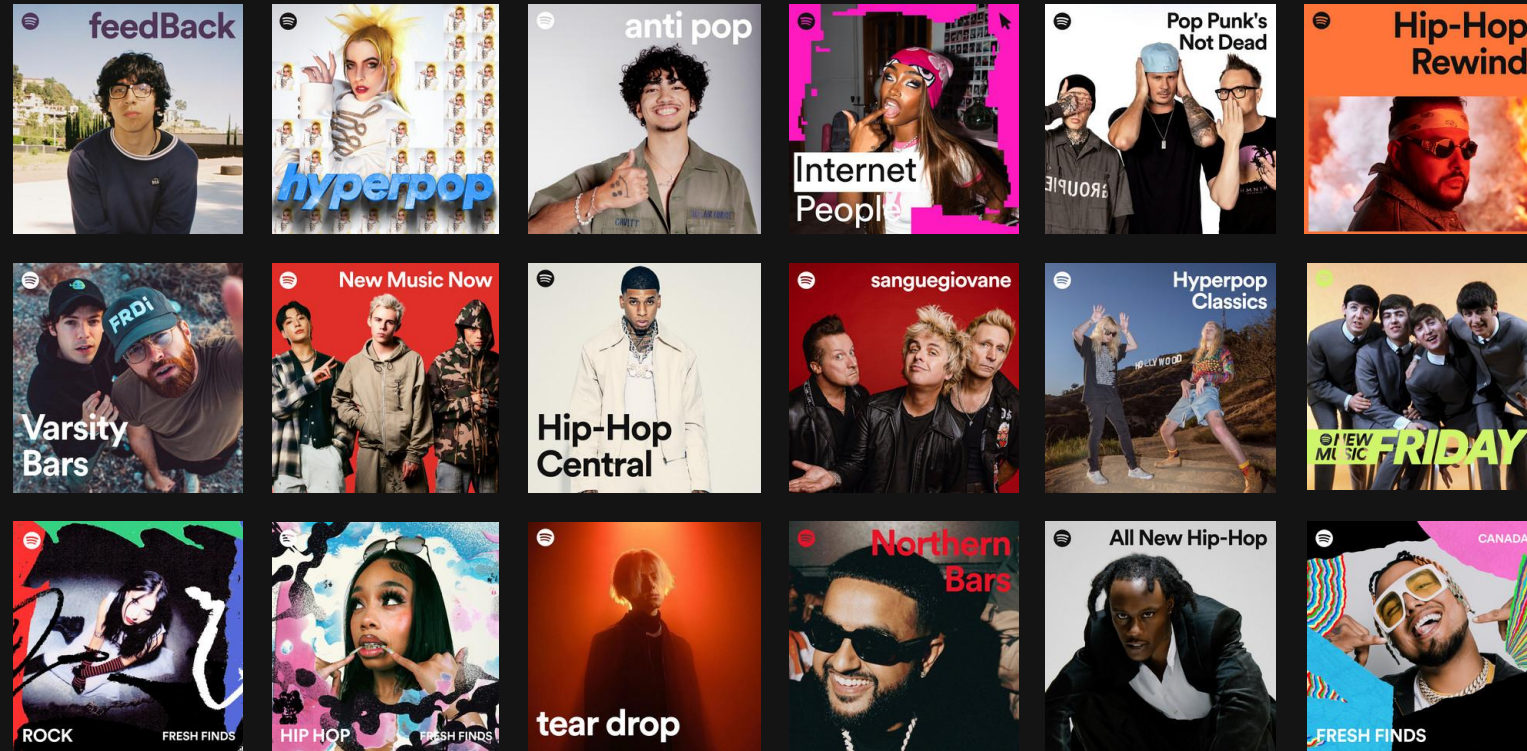


Earkitz Year One Forecasts

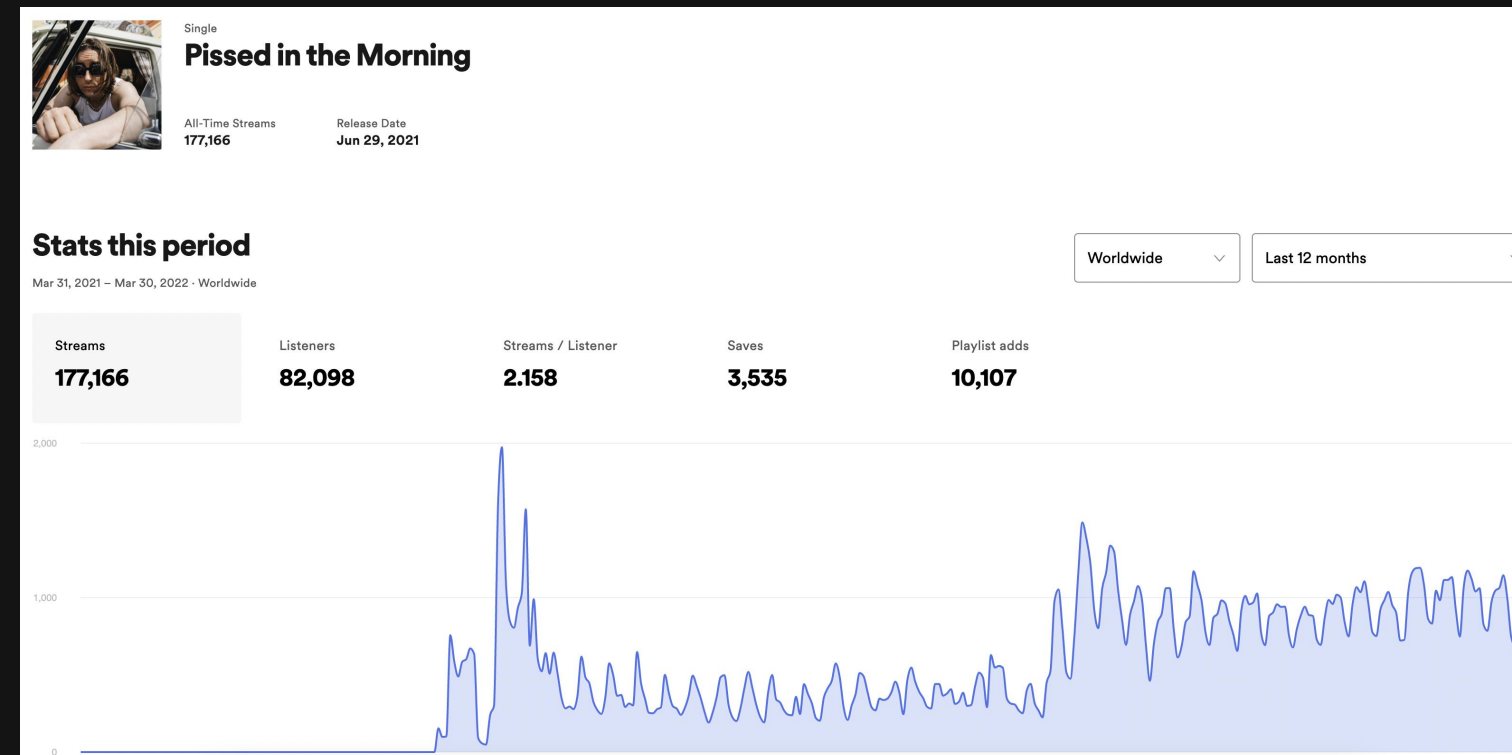


Case Studies

Playlist's We've Landed



Digital Marketing Campaigns



Website Views Co...	56 [2]	3,334	3,437	\$0.53 [2]	\$29.61
Website Views Co...	364 [2]	17,464	19,855	\$0.46 [2]	\$168.62
Website Views Co...	264 [2]	10,816	12,000	\$0.39 [2]	\$101.65

	Streams	Listeners
Album	1,644,742	—
1 day by day	784,668	151,464
2 for never	57,172	15,515
3 stressin' kinda	48,231	10,881
4 in the morning	9,689	1,627
5 another love	576,901	121,485
6 dial tone	16,401	2,664
7 optimistic	133,064	28,043
8 maybe we got it all wrong	18,616	3,904

Content Marketing Campaigns

Video analysis
Data since post time: Dec 15, 2021 1:48 PM

1.7M 246K 2,636 16K 31K

Total Play Time: 13365h:26m:13s
Average Watch Time: 28.2s
Watched full video: 22.69%
Reached Audience: 1,583,246

Video views by section

For You	92%
Search	3%
Personal profile	3%

Video views by region

United States	52%
United Kingdom	14%

Rolling Loud Toronto
142.9K
11.2K
10.1K

Results	Reach	Impressions	Cost per result	Amount spent
Website Views ...	5,311 [2]	349,425	\$0.14 [2]	\$721.51
Website Views ...	774 [2]	127,959	\$0.39 [2]	\$302.20
Website Views Conte...	379	18,160	\$0.48	\$182.78
Website Views Conte...	275	11,576	\$0.41	\$114.01
Website Views Conte...	564	25,047	\$0.53	\$298.35



Our Team



Creative Director

Trevor James



COO

Everton Lewis Jr.



CEO

Matt St. Pierre



CFO

Daniel Suopera



Marketing Campaign Manager

Zoë Tzaneteas



CONTACT

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Appendix

Our Process

**Our Pricing
Begins @
\$250 USD**

We Work With Artists At Any Stage

Big or small, and do our best to be able to work with artists no matter their budget or goals.

If the music is good, we want to be a part of it.

The Process

- ① Once your music is accepted via submission, you will be emailed an onboarding checklist & consulting invoice from your campaign manager. Due to a high volume of submissions we require invoices to be paid as a deposit before consulting with clients.
- ② Once you complete your onboarding, you will be invited to a one-on-one consultation with your campaign manager to get to know how we can best serve you & your music.
- ③ At the end of your consultation, your campaign manager will provide you a follow up email with a recap of your call along with a custom designed Ear Kit (EPK) and next steps with your campaign if applicable.



Quality Control

We try to work with artists we believe have potential to have a lasting career, we only accept music & clients that we feel fit our mission at Earkitz.

① Hundreds Of Submissions

We receive hundreds of submissions on a weekly basis however, we ensure every single demo/single/album gets reviewed by our quality control team.

② Exclusive Network

As much as we'd love to accept all music submitted we only take on music that we feel we can effectively support backed by our teams expertise.

③ Confident Marketing

We only want to work with music that we confidently feel we can effectively market. If you don't hear back don't be discouraged, your music might be amazing however if we feel we cannot properly support we do not want to take your money for sub-par results on a campaign.

④ Projected Results

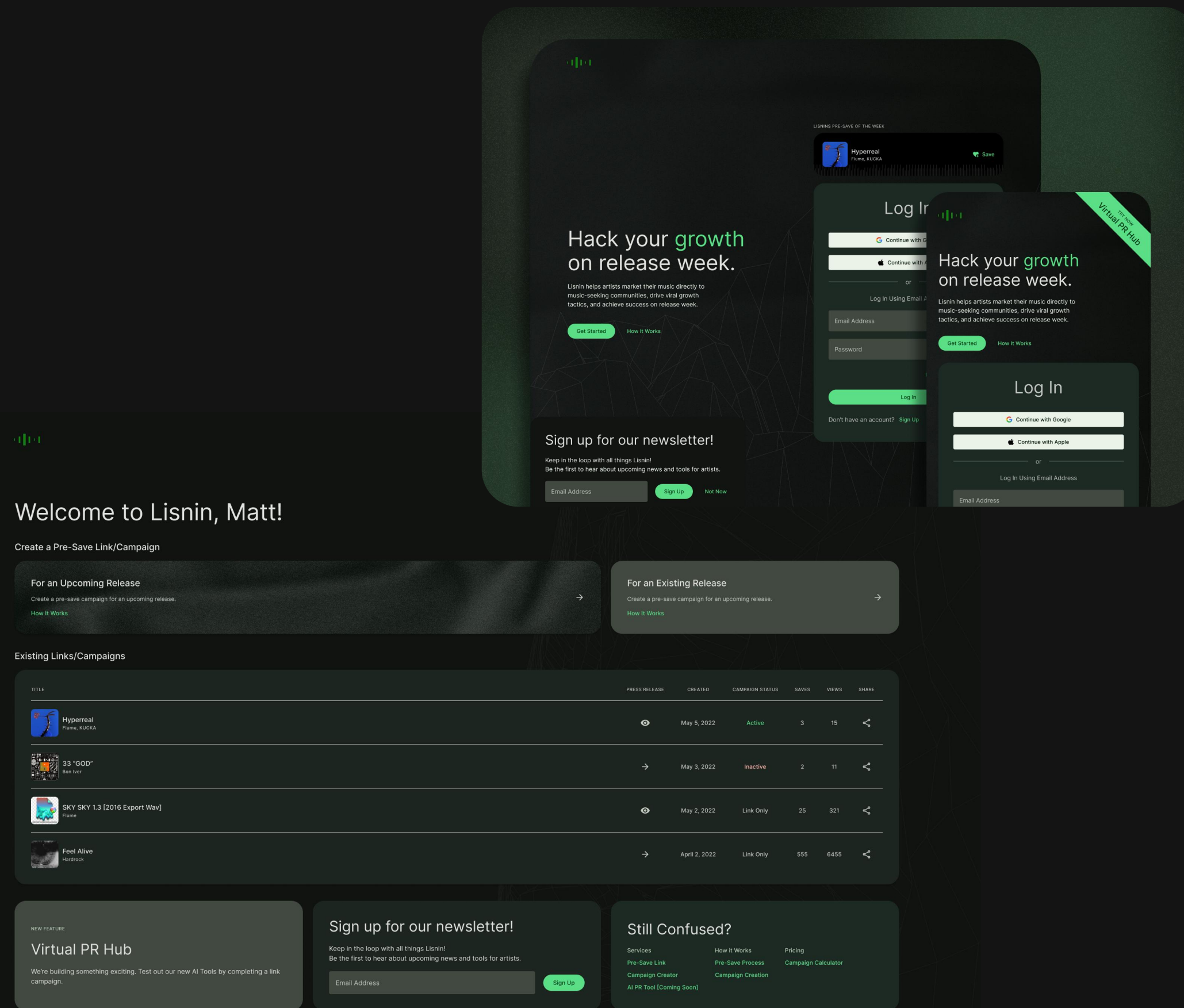
Though we cannot guarantee set results on things like streams or listeners, we do have enough experience to give baseline estimations compared with previous campaign data. At the end of the day, it's going to come down to an audiences receptiveness on your music; but if we have the data we will always share estimations.



Lisnin.io x Earkitz

Lisnin.io Is A Music Marketing Platform Being Built By The Same Team as Earkitz Launching Q3 2024

A platform designed to streamline all music marketing and administrative tasks while educating teams on optimizing their music releases and fan engagement at a significantly lower cost than traditional products.



Lisnin is dedicated to our mission of disrupting the traditional music business by developing new and innovative technology to create a flourishing entertainment industry.



Low Cost Direct-To-Listener Campaigns

1. Teams can create a link campaign (to stream or pre-save their music) to share with fans, while collecting data that can be used for CRM.

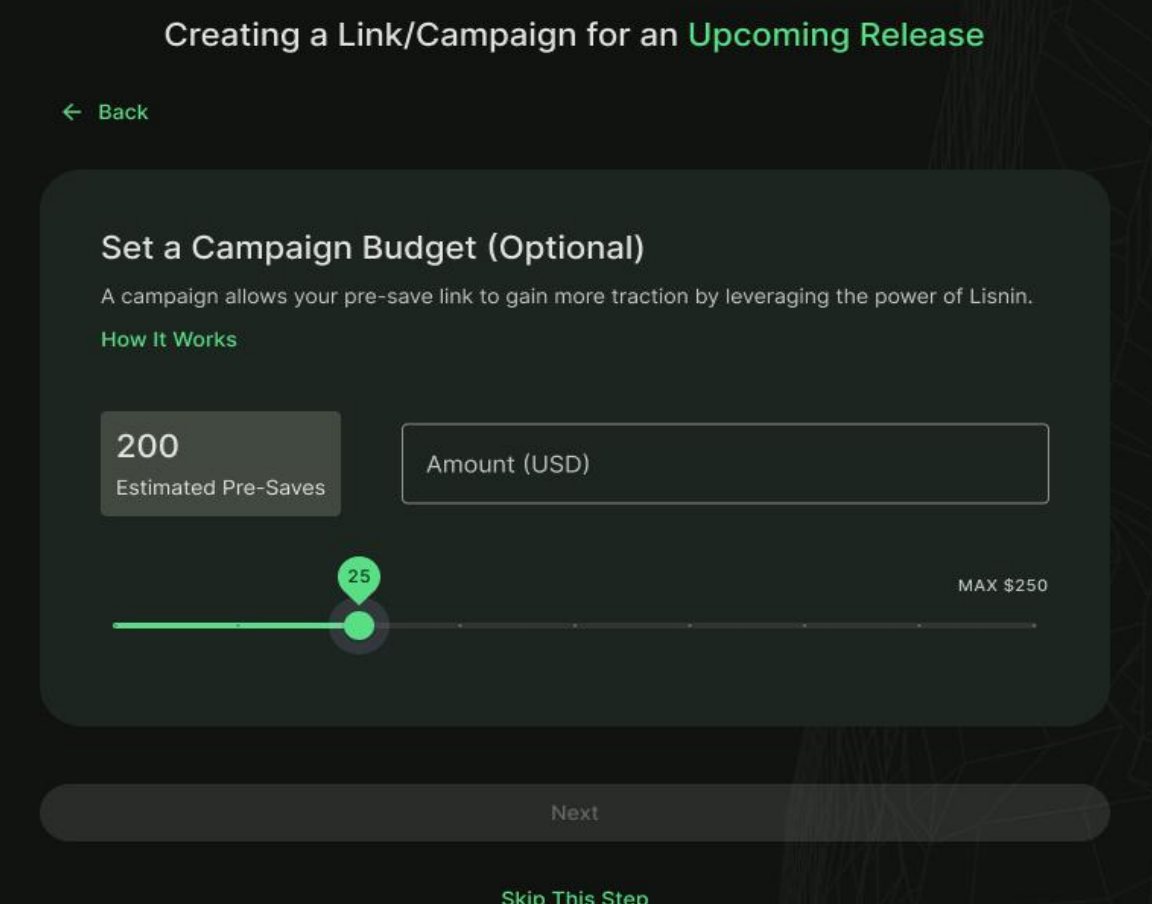
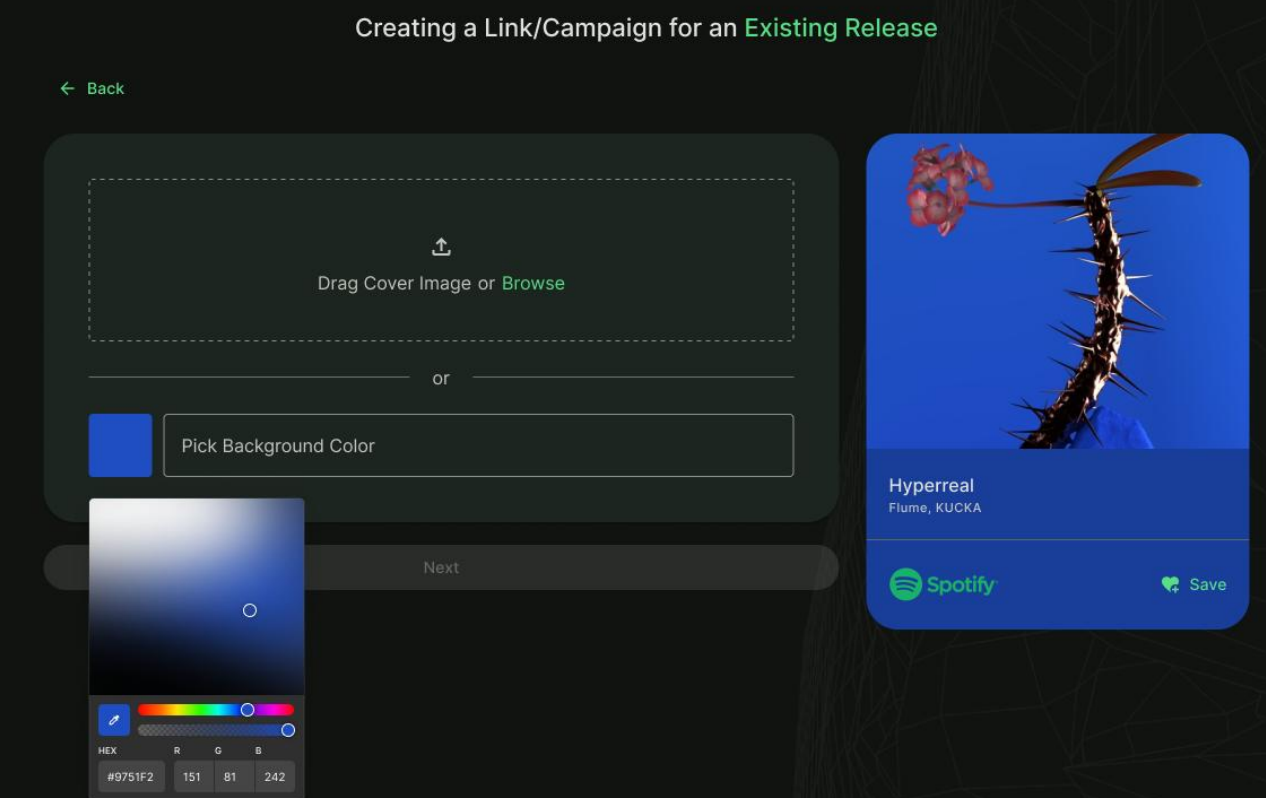


2. Teams can take advantage of our blockchain powered listening/pre-saving reward system to access our growing network of 5000+ music listeners interested in discovering new music.

Using a fiat onramp provides a frictionless experience for artists without any Web3 knowledge necessary.



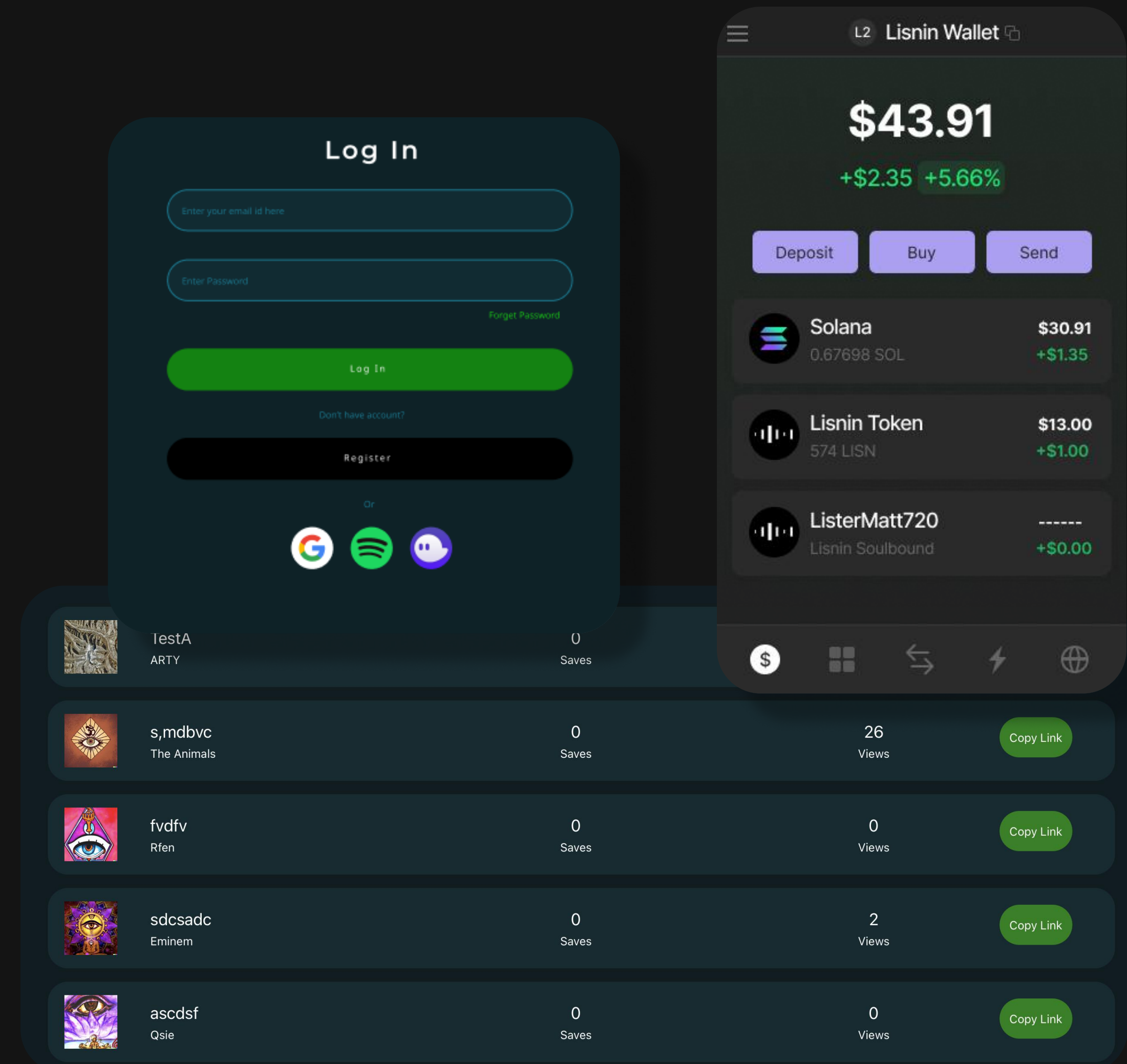
3. Campaigns with Lisnin result in an average of 83% lower cost-per-conversion for new listeners compared to traditional music marketing such as digital advertising (Meta, Tik Tok, Google/Youtube).



Patented Listen-To-Earn Reward Systems

How It Works For Listeners

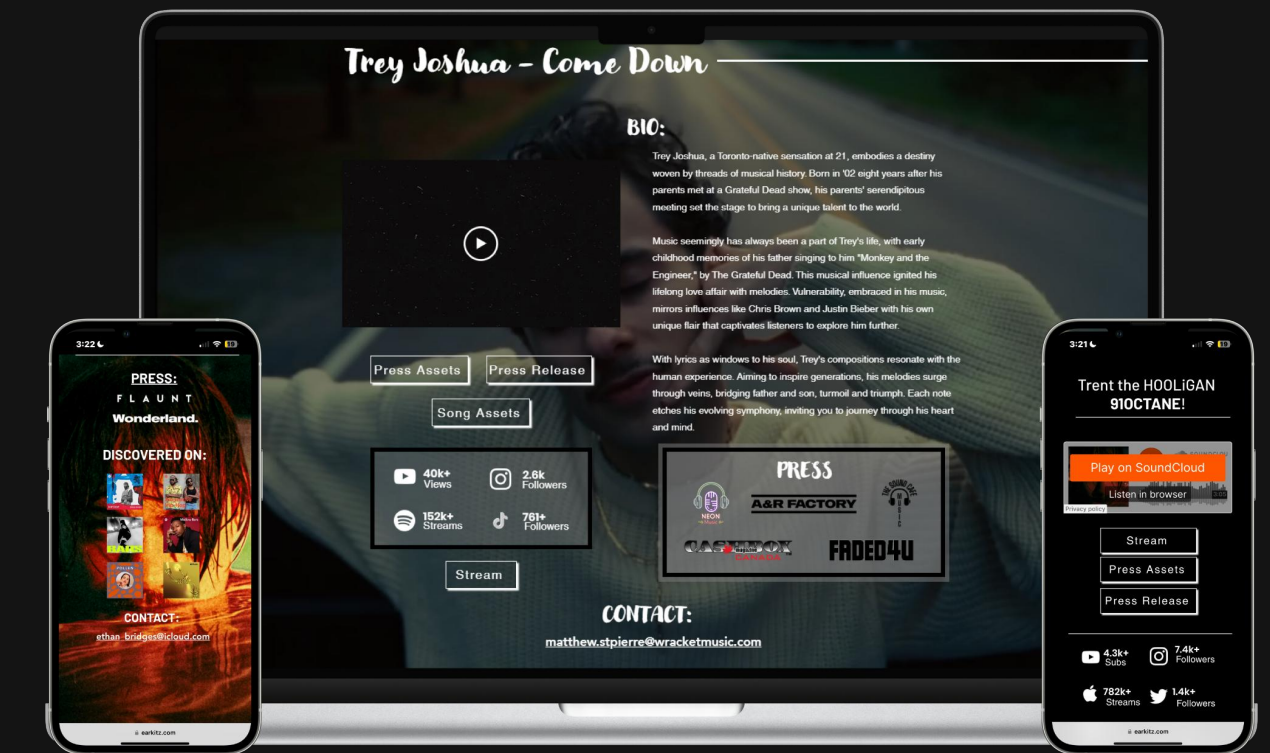
- Listeners can connect their Spotify Premium Account & Crypto Wallet. Once connected they can access their Lisnin dashboard to view their music listening habits.
- Once connected, listeners are assigned a “Soul-Bound NFT” which acts as an identifier to their Listener profile.
- Their Soul Bound data shows in forms of metadata/traits that are focused around genre, size of artists, and other important metrics.
- This identifier allows Lisnin to recommend them music from clients that are a “quality match” while blocking any rewards for music that isn’t relevant to their interests.
- Listeners can login to their dashboard at any time to view what songs are eligible for rewards & will be reminded via email when there are new tracks available for their listening style to claim rewards.



How Earkitz Integrates To Lisnin

Design, Create & Optimize Press/PR

1. Lisnin aids artists & labels in using best practices for Music PR using our “Earkitz” designer suite. Users can plug in their streaming & social links to aggregative live data, embed songs/videos, plug in notable achievements & choose from dozens of design templates to create an accessible Press Kit built to convert for placements.



Fun Fact: did you know that over 90% of songs sent to labels, blogs, and curators are never heard due to web security protocols. Earkitz promotes best practices & education to help teams have their music heard.

Select Tone

Professional

Additional Options

Word Count [Help](#)

Send to 10k+ Music Business Contacts (Waitlist) [Learn more](#)

Press Release

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[Regenerate](#)

2. Lisnin’s AI Press Release Generator collects all the data provided by a user when they are onboarding & setting up a link campaign. We use this data to generate a press release which can be edited & refined by artists/teams directly within the Earkitz Designer Suite.

3. Each Earkitz EPK has its own unique domain link that can be customized and shared with tastemakers both directly in Lisnin and outside of the application.

