

**PROMOTION
LABEL**

CASE STUDY



Groove and Spotify

Forging Hits through Artistic Collaboration

Creating Beautiful Outdoor Spaces

FOR MORE INFORMATION,
CONTACT US

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United States

PROMOTION LABEL

Client:

PROMOTION LABEL

Year

2022

Category:

Advertising Service

Revenue:

\$300k

ABOUT CILENT

Our client, Promotion Label is a premier talent management agency specializing in supporting emerging artists on Spotify. Promotion Label provides strategies for artist development, digital marketing, streaming optimization, and branding, helping artists build their brand, expand their reach, and monetize their talent effectively.

PROBLEMS

As a small organization, Promotion Label was challenged with the feast or famine sales cycle. They needed to drive growth, but the owners were doing all the selling and then doing the implementing of the solutions.

Challenge#1:

We encountered challenges including an undefined ideal customer profile, difficulty in creating a precise buyer persona, ineffective targeting of the potential fan base, emails landing in spam folders, and non-optimized email content.

Challenge#2:

These hurdles resulted in a scattered approach, diverting attention across various demographics rather than focusing on a specific target audience.

FOUR STEPS

THE PATH TO REVENUE

Artistic collaboration creates unique music, expands audiences, generates media buzz, and shares costs, leading to higher royalties, global appeal, successful joint tours, and viral marketing, all boosting revenue.



Value Proposition

Marketing Crows help you build strong relationships with personalized, timely, and relevant emails that resonate with your target audience.



Optimize Your Visibility

Our expertise ensures 99% email deliverability, getting your message in front of more customers.



Data Driven Leads Generation

We guarantee a minimum number of qualified leads per month, ensuring our email marketing services deliver tangible results.



Proven Track Record

Our clients see an average 25% increase in open rates and 30% boost in conversions with our email marketing services.

SOLUTIONS

We helped Promotion Label execute hyper-personalized marketing campaigns for each artist on Spotify.

1. Talent Outreach

We extracted relevant data through Instagram by creating a custom scraper that extracted all the information we needed to reach out to emerging talents and artists.

2. Structured Email Strategy

The industry was pretty vast so we built an infrastructure of 5000 emails a day that required consistent monitoring of DNS to maintain a 30% response rate on all the campaigns.

3. Setup a perfect cold email structure

We established SPF, DKIM, and DMARC authentication methods, monitored results, and stayed updated on email security policies for optimal email deliverability.

BENEFITS

Effective campaigning led to an average increase of **25%** in monthly listeners and **30%** uplift in follower growth

The average ROI for our campaigns was around **300%**, implying a three-fold return on each dollar invested.

Close to **1 million Streams** on Spotify.

VISITE OUR WEBSITE

<https://marketingcrows.com/>

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This is Avery from Producer Party. Marketing crows provided assistance to a promotional label over a duration of six months, focusing on the management of our cold email system. Marketing crows support encompassed various tasks including the setup of sending domains, campaign management utilizing instant AI technologies, proficient management of cold email outreach, and the creation of compelling sales copy.

Avery Wiese - CEO

WORKING WITH US, PROVISION ACHEIVED A

↑ **25%**

Improvement in REVENUE over 90 days

WORKING WITH US, PROVISION ACHEIVED A

↑ **30%**

MORE EVENUE PER ORDER

A Partnership between



**PROMOTION
LABEL**

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