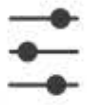




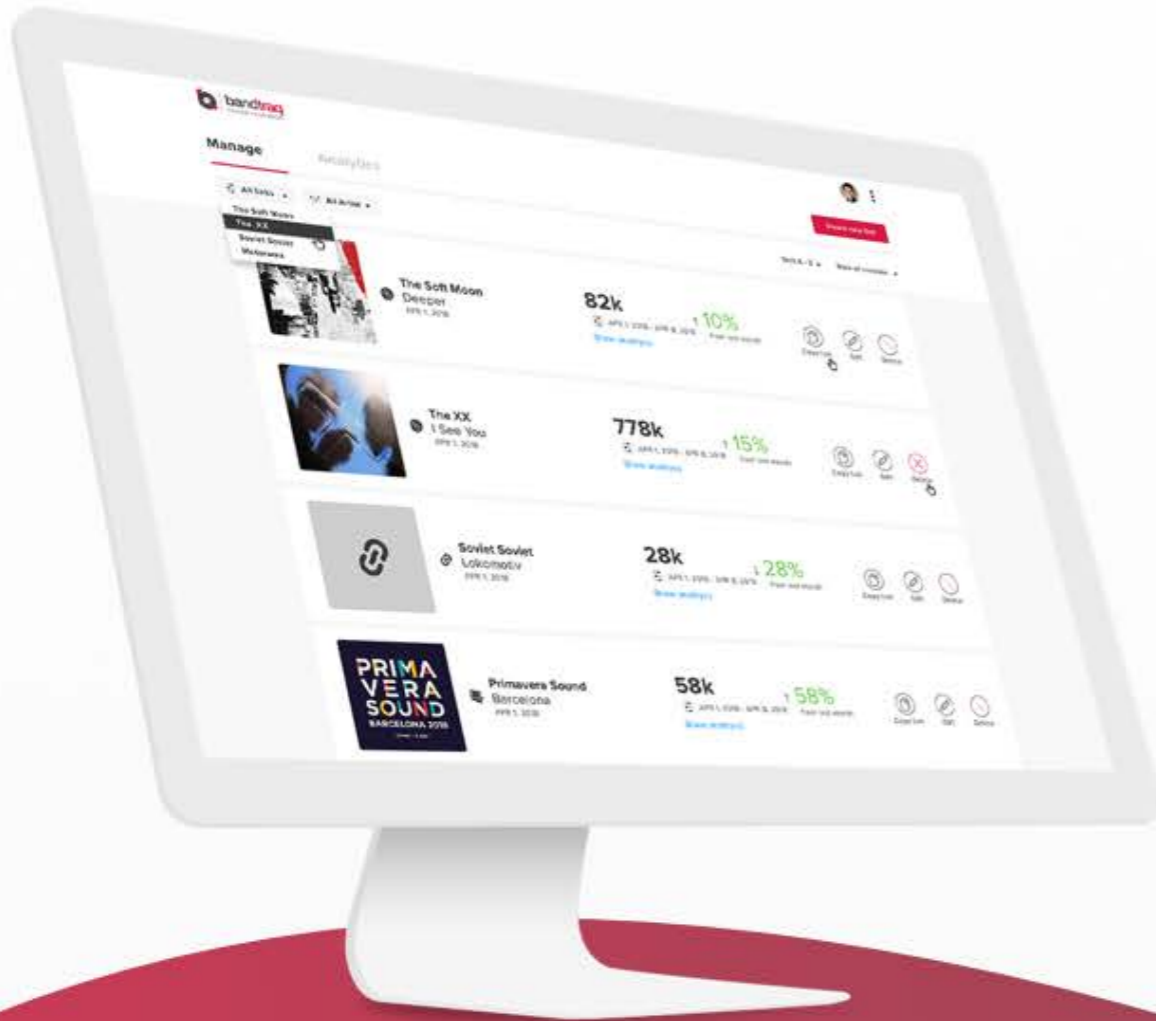
**bandlink**

**Marketing tools  
for music promotion**



# Tools

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Release landing



Event landing



Artist landing



URL shortener



Audience retargeting



Audience analytics



## One short link to multiple stream / download / CD options

- Ideal for social networks (posts with many links have less organic reach)
- Ideal for virality (short link is easy to remember, easier to share)
- Ideal for Instagram, Twitter, etc. profiles.

## Release sales increase

- Reaching fans using different streaming / downloading music services

## Audience behavior analytics

- Clicks, referring sources and countries
- Adding Google Analytics and Yandex.Metrics

## Audience retargeting

- Adding Facebook and Vkontakte retargeting pixels (Twitter in development)

## Landing widget on your website

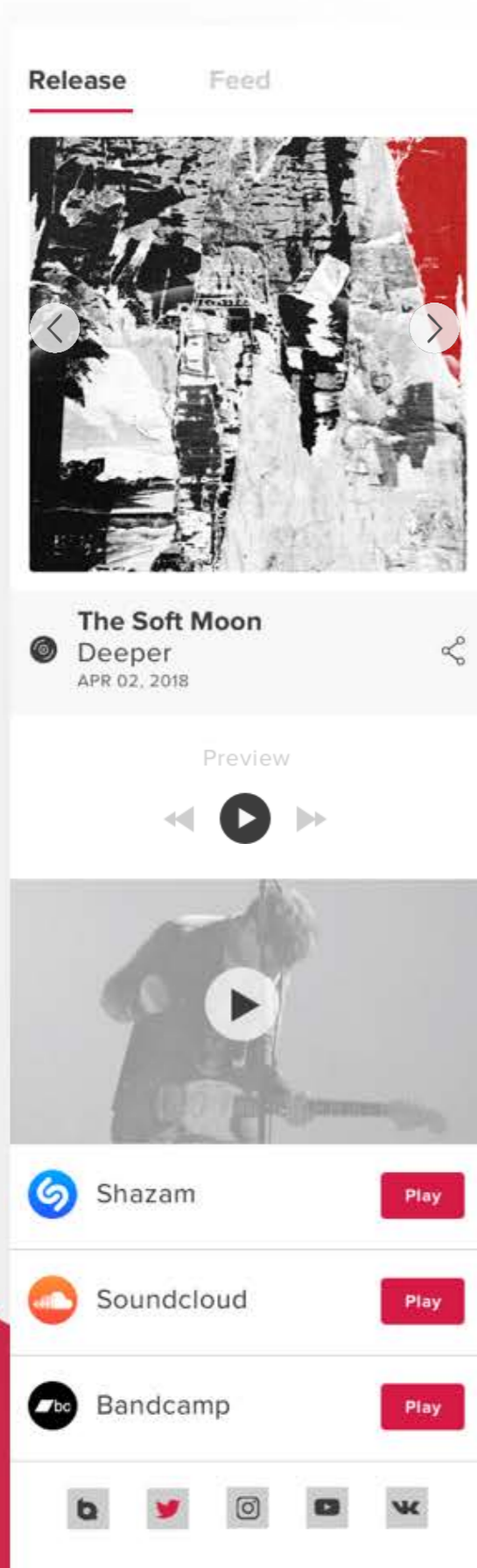
- Reaching fans using different streaming / downloading music services

## Custom branding

- <https://yourband.band.link>



# Release landing



Release tab and social news feed tab Optional

Release cover

Discography slider Optional

Artist name and release title + «Share» button

iTunes preview  
Optional

YouTube video  
Optional

Stream / download links

Official artist links  
Up to 7 links, optional



# Release landing

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News feed automatically aggregates latest posts from artist's social accounts.  
The tab is optional.





## One short link to tour dates and tickets

- Ideal for social networks (posts with many links have less organic reach)
- Ideal for virality (short link is easy to remember, easier to share)
- Ideal for Instagram, Twitter, etc. profiles.

## Ticket sales increase

- Better usability
- Better fans awareness

## Audience behavior analytics

- Clicks, referring sources and countries
- Adding Google Analytics and Yandex.Metrics

## Audience retargeting

- Adding Facebook and Vkontakte retargeting pixels (Twitter in development)

## Landing widget on your website

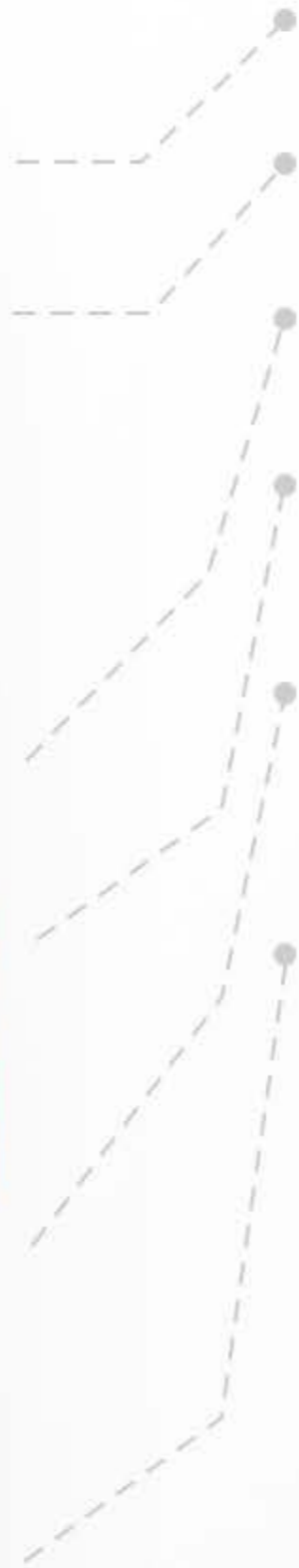
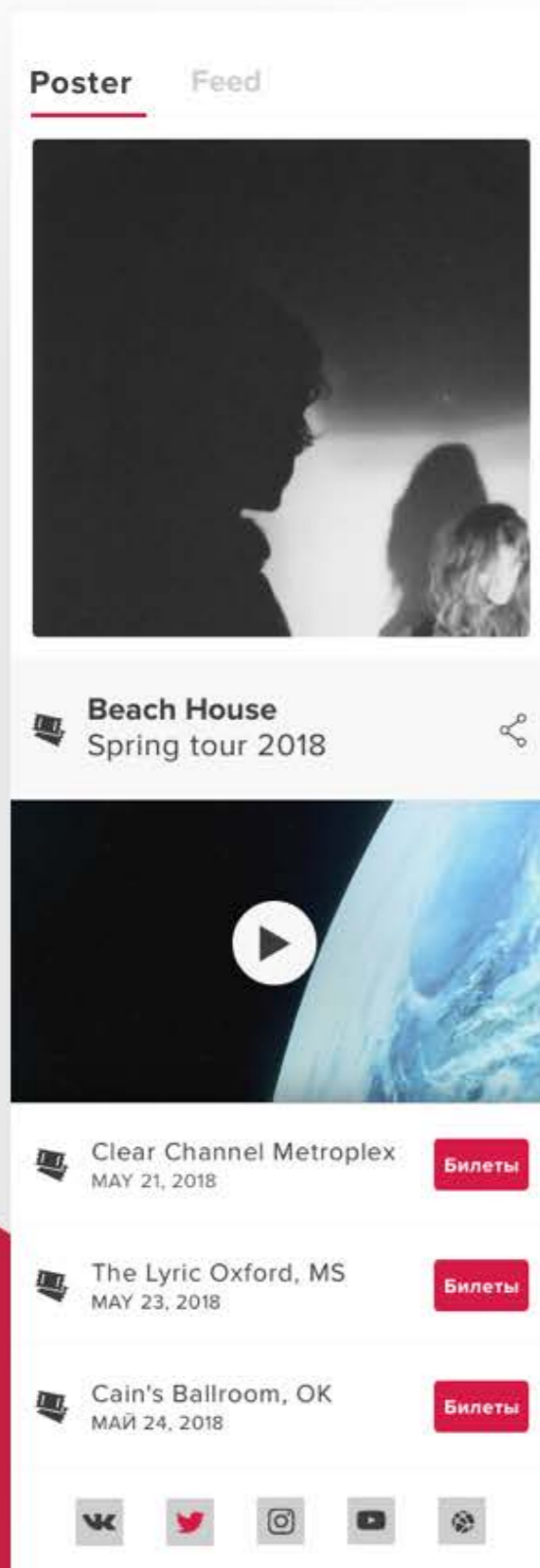
- Reaching fans using different ticketing services

## Custom branding

- <https://yourband.band.link>



# Concert landing



Tour tab and social news feed tab Optional

Tour poster

Artist name and tour name + «Share» button

YouTube  
Optional

Tour schedule  
Automatically updated schedule with ticket buy links

Official artist links  
Up to 7 links, optional



## One page artist profile

- 5 minute set-up.
- Optimized for mobile devices
- Customization
- Automatic news feed from social networks
- Discography, videography, concerts
- Audio player

## Increase of release and ticket sales

- Better usability
- Better fans awareness

## Audience behavior analytics

- Clicks, referring sources and countries
- Adding Google Analytics and Yandex.Metrics

## Audience retargeting

- Adding Facebook and V Kontakte retargeting pixels (Twitter in development)

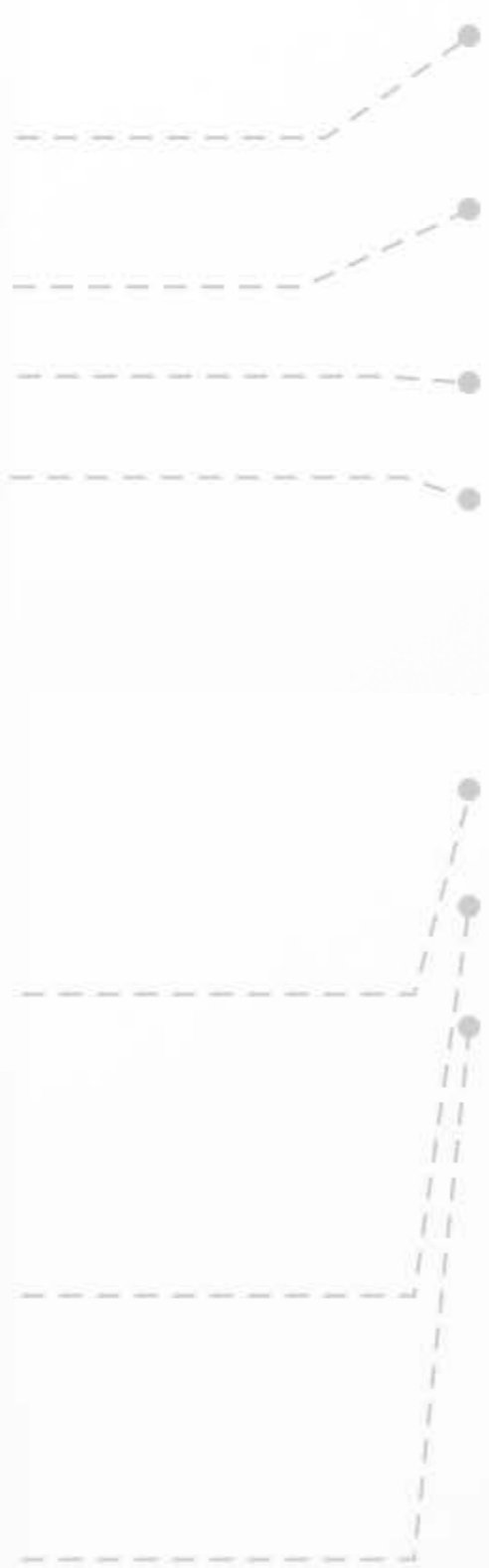
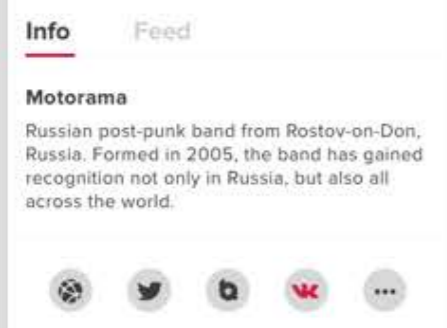
## Custom domain

- One page profile on your own domain





# Artist landing



Artist photo, artist name, audio player

Artist info and social news feed tabs

Artist description

Official artist links

Discography

Videography

Concerts



## Custom short link

- Ideal for social networks
- Ideal for virality (short link is easy to remember, easier to share)
- Ideal for Instagram, Twitter, etc. profiles.

## Increase of release, ticket, and merchandize sales

### Audience behavior analytics

- Clicks, referring sources and countries
- Adding Google Analytics and Yandex.Metrics

## Audience retargeting

- Adding Facebook and Vkontakte retargeting pixels (Twitter in development)



## Audience behavior analytics for artist, release or tour landing



Unity One  
Awakening  
2018-03-22

142  
Clicks all time  
[Hide analytics](#)

27  
Clicks this week



Copy



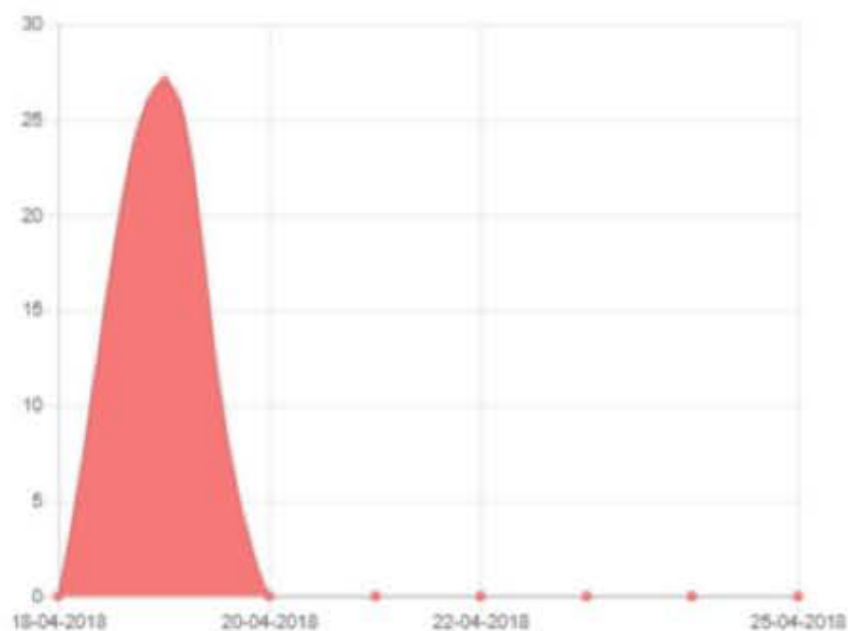
Customize



Delete

Clicks Sources Countries

all time 30 days **7 days** today



skyqode.bandcamp.com	16
feed	7
itunes.apple.com	2
play.google.com	2

## Referring sources analytics for artist, release or tour landing



Unity One  
Awakening  
2018-03-22

142

Clicks all time  
[Hide analytics](#)

27

Clicks this week



Copy



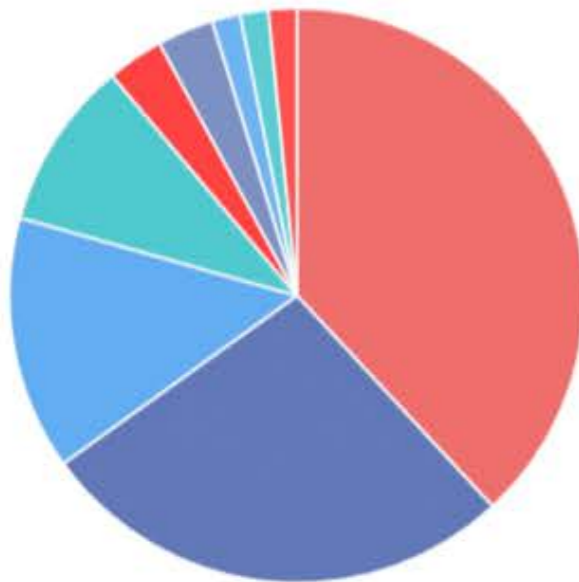
Customize



Delete

Clicks Sources Countries

all time 30 days **7 days** today



facebook.com	24
vk.com	17
youtube.com	9
direct *	6
band.link	2
instagram.com	2
t.co	1
synthema.ru	1
ok.ru	1

## Audience geolocation analytics for artist, release or tour landing



Unity One Awakening  
2018-03-22

142

Clicks all time  
[Hide analytics](#)

27

Clicks this week



Copy



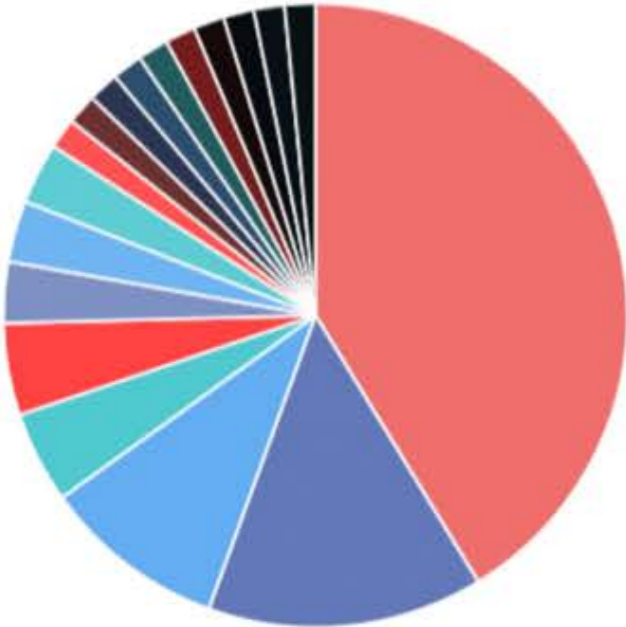
Customize



Delete

Clicks Sources Countries

all time 30 days **7 days** today



Russian Federation	26
Germany	9
Spain	6
United States	3
Poland	3
Netherlands	2
Ukraine	2
Italy	2
Latvia	1
Canada	1
New Zealand	1
United Kingdom	1
Sweden	1
Lithuania	1
Turkey	1
Belgium	1
Norway	1
Peru	1



## Geoadaptation for landings and release links

- Fans from Russia and the CIS see a Russian language landing
- Fans from other countries of the world see an English language landing
- Only displaying services available in a target country



## BandLink right now:

- + 200 artists
- + 12 labels
- + more than 400 landings
- + more than 3000 clicks a day

## We work with:

- Amatory (Global Fans: 120K)
- On-The-Go (Global Fans: 82K)
- Severnyj Flot (Global Fans: 61K)
- OQJAV (Global Fans: 17K)
- Tequilajazzz (Global Fans: 14K)
- Skyqode label
- Polygon records