

How to **AMPLIFY** the **BUSINESS**  
of *Your* **MUSIC** by using a  
CUSTOM MOBILE APP



Connecting Fans + Musicians in New Ways

**CENTRALIZE + INNOVATE**



[www.musicdrip.com](http://www.musicdrip.com)

# “Technology is redefining how musicians and music fans are interacting...”

Have you really thought about how using a mobile app can redefine everything regarding how you can support and grow the business of your music?

*...are you?*

# WHY A CUSTOM MOBILE APP?

Put the business of your music right in the middle, and let it all flow from your custom mobile app. When your fans install your app, you enable them to do everything with you directly! They can buy your music, buy tickets, access your videos and live streams, and so much more. Instead of telling them to go here, go there, go to your site, go to that site, etc...all you need to tell them is go get your free app!

## For the Musicians

Centralize the experience of your music with your mobile app. Within the mobile app, we integrate all your existing music marketing, music sales, and music promotion resources. Instead of trying to communicate through different platforms when people are already stuck on their favorites, you can simply say, "Get Our App!" Not only can you streamline everything with this new media technology, you also open up new avenues of direct communication!

## For the Music Fans

Your app gives you and your fans a direct connection you've never had before. Because of what technology allows, there are opportunities that never existed. These are new opportunities you can leverage with your mobile app. Your fans, like you, pretty much always have their phones on them or within earshot. And when a notification comes up, it gets checked – every time! When they install your app, they give you permission to contact them with phone notifications. There are no numbers to call or text, no emails to send. We just send out a short message from your mobile app letting them know what's up. They can then click their notification and access what we are sharing or clear it off their phone. This is quicker than posting or emailing – and more discreet. Everyone loves to be on the inside, and with your mobile app, you let your fans in!



# Music Fans + Mobile Apps

Mobile apps are not just a trend; they are a tool. Your music is not just personal to you; it becomes a part of your fans' lives. You make them dance, sing, cry, and celebrate, help them make babies, and give them the escape that inspires you. You can now engage with your fans in ways never possible.

The music marketing-based mobile apps we build allow you to connect with your fans in new ways, with direct communications that leverage their phones' system notifications, driving new types of interactions and creating new forms of content engagement and access – all of this with the added ability to track, identify, and reward your super fans.

**38%**  
**of app time**  
spent in music +  
social apps

**66%**  
**of phone time**  
spent using  
mobile apps

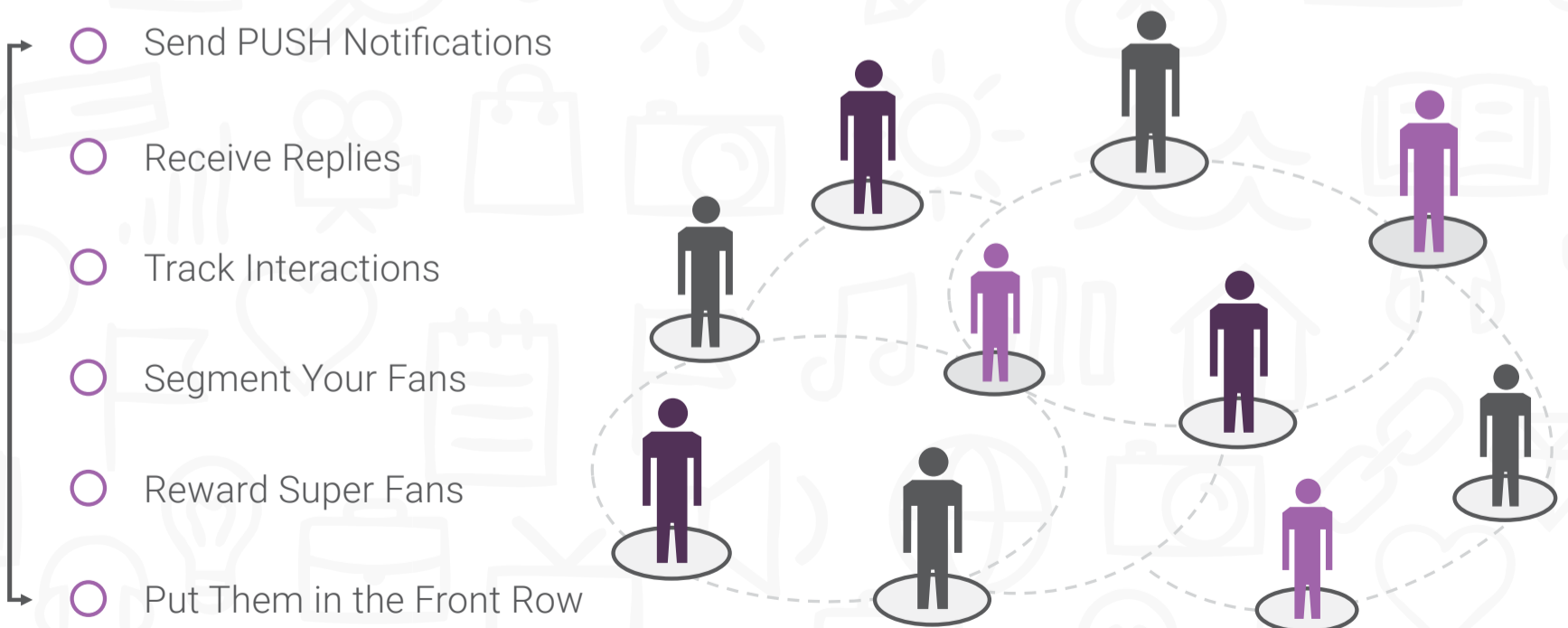


# Fan Connections Are Evolving

The fans are why the music industry exists. The fans are why musicians dedicate their lives to making and sharing their music. As technology has evolved, the big labels have lost their control over where fans can find, enjoy, and purchase the music they want to hear. The radio used to be the only channel to broadcast music. Now with the Internet, we have instant access to just about anything at any time. Technology now allows musicians and fans to create their own vehicles for music exchange. This is where the evolution of using mobile apps to redefine how musicians and fans interact begins. By using a mobile app to centralize the business of your music for your fans, you open up new channels for the music experience.

## It's Better than Giving Them Backstage Passes!

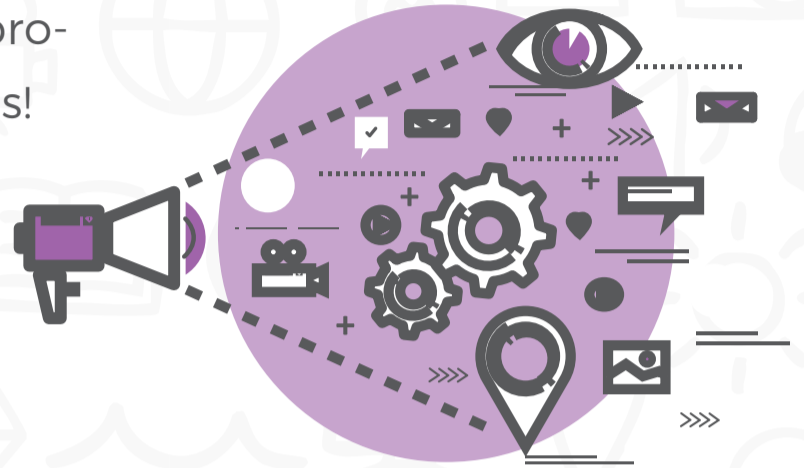
The app puts everything together for you to directly connect with your fans! As you start streaming and interacting more, you can create an experience that allows the fans to feel like they are on the road, at a show, or in the studio with you.



# Creating New Media Experiences

It's all about using high-quality interactive content that will engage your audience and allow them to be a part of everything while being able to provide invaluable feedback, opinions, and ideas!

Our services go beyond building an app. We also create great new audio and video content that will take the experience of your app to an entirely new level!



## GIVE THEM YOUR SOUND! YOUR VIBE! YOUR WAY!

We bring studio-quality equipment that gives your music the sound of the million-dollar consoles. We capture the essence of your live performance. This audio becomes invaluable for content you can share with fans, promoters, venues, and labels.

## INTEGRATE VR 360° VIDEO

We capture 360° video + 360° audio of the live session. Put your fans and music professionals who couldn't be at your show in the middle of your show! Let them see how your fans react to your performance, and how you respond to them, by being there in VR!

## LIVE STREAMING VIDEO OF YOUR MUSIC EVENTS

With app notifications, let your fans know when you are broadcasting a live performance or session. By leveraging mobile apps properly, we can bring fans into the performance and creative process, and define an entirely new music-making experience!

## FAN-GENERATED CONTENT OPPORTUNITIES

With the right technologies in play, apps allow fans to engage with content in new ways. In some cases, this creates content we haven't thought of yet. Allow fans to engage with each other while being able to openly share and interact with your music and videos!

# Leverage Bluetooth Beacons

Bluetooth beacon technology and proximity marketing allow you to connect with your fans in entirely new ways that go beyond email and text messages. Are you ready to connect with your fans?



*When your fans have installed your app and walk within a few hundred feet of the Bluetooth beacon, you can send them targeted messages, offers, pictures, videos, links, directions to the VIP afterparty, etc.*

## Connect with fans who have your app when they come to your shows!

Bye-bye email! With a mobile app, you can always send PUSH notifications whenever you want to your fans who have installed it on their phone. With integrated proximity marketing technology, the Bluetooth beacon connects with your fans' phones when they show up to your show!

When they click on the custom message, coupon, or special offer you want to give them, we start tracking and identifying who your super fans are – the opportunities are limitless.



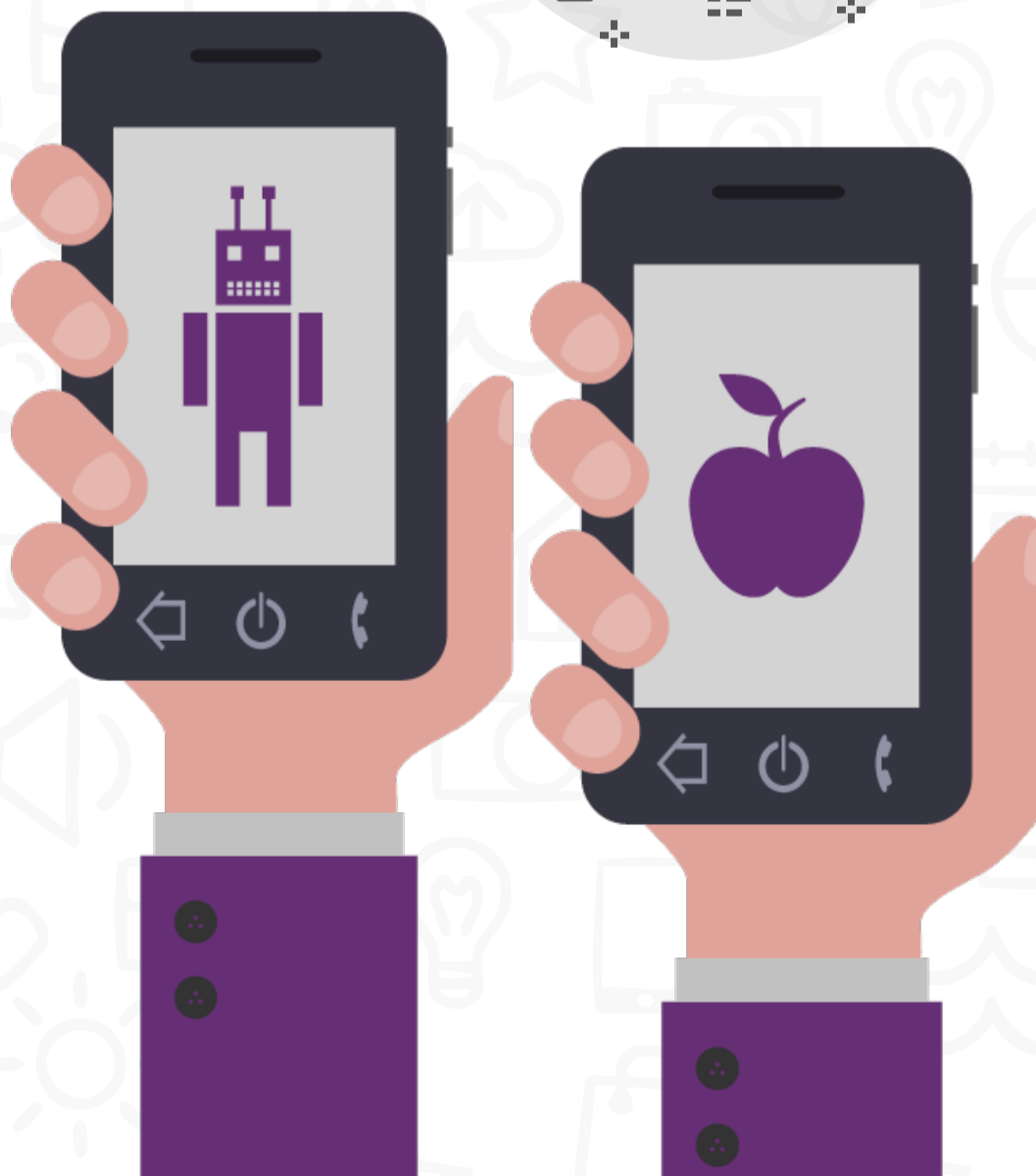
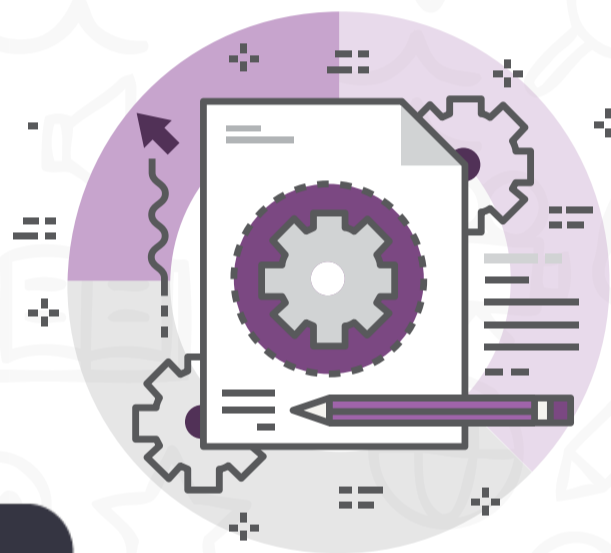
# The Guts of Our Music Business Apps

Implementing the right content and technologies into your mobile app will drive the shift in how musicians and fans can interact – which will change everything! If you are going to build your own mobile app, do what we are doing for our MusicDrip family! After all, we just want to enable musicians to own their own music and allow them and their fans to define the experience of their music! Doing this will redefine how everything works while allowing musicians to make the music the fans really want to hear.

The items below are the key parts of functional technology that we put into the mobile apps we create for our musicians, bands, producers, and DJs! As you can see, we are implementing the major music business functions that you need to make the business of your music happen. This is the beauty of technology: everything we need to do for the business of your music can be in the palm of your hand!

## MUSICDRIP APPS HAVE GUTS!

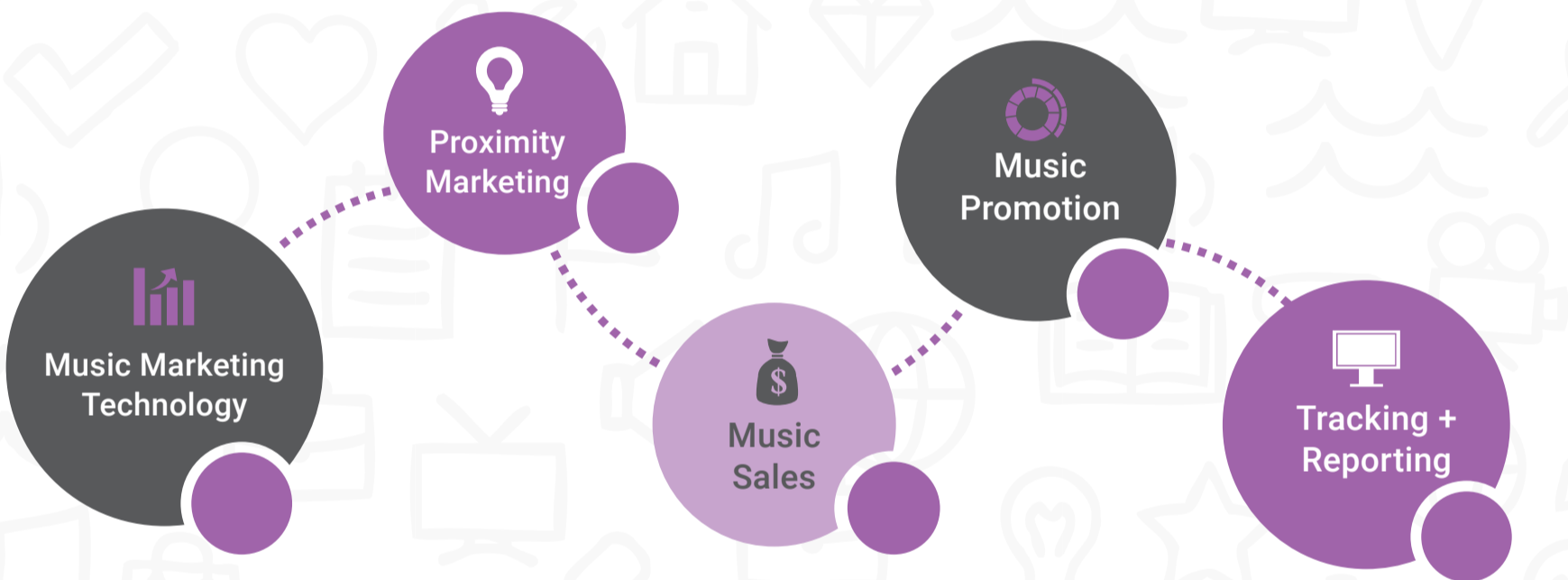
- Includes 1 Bluetooth beacon
- Proximity marketing tech built in
- App-based phone notifications
- Integrate your bio(s) + profile(s)
- Integrate music sales
- Integrate bookings
- Integrate merchandise sales
- Integrate event calendar
- Integrate ticket sales
- Embed music player
- Embed video feed
- Embed live streaming
- Data + analytics tracking





# Tech is Evolving the Music Industry

The music industry's peak profits started falling when people were able to download songs from file-sharing networks. The industry did not see it coming, had no way to stop it, and has yet to fully recover. New technology killed the old-school industry as quickly as the tech came to life. In the past, the industry itself was the technology that got musicians into studios, playing on the radio, and on the stages. It continues to be replaced by evolving technologies that we all can use. By using your mobile app the MusicDrip way, we will redefine how you and your fans interact – in every way!



## Music Past

Studios need musicians

Amazing music

Corporate takes control

## Music Present

Studios move into homes

Corporate controls music

Tech redefines everything

## Music Future

Musicians are independent

Live shows rule success

Tech gives fans superpowers

TECHNOLOGY HAS PUT THE MUSIC INDUSTRY AT OUR FINGERTIPS. YOUR MOBILE APP IS THE SINGLE UNIFYING DIGITAL MEDIA TECHNOLOGY THAT ALLOWS YOU TO CHANGE EVERYTHING!



# MusicDrip Apps Are Marketing Apps

Taking on marketing technology is like learning how to play an instrument. We can play this instrument, and we can help you learn how to play it better if you need us to. Either way, in addition to all the services we integrate into your mobile app, we will also analyze how you use them and then determine what you could do to get more out of your music business. We don't just create the new media forms for music marketing; we use the media within the app to help you engage with your fans and sell more music, tickets, and merchandise. Everything we make with you, we leverage to help you take the next step in your music marketing while, most importantly, connecting with your fans in new ways!

## OUR PROCESS

WE BUILD APPS BASED ON HOW YOU CONDUCT THE MUSIC OF YOUR BUSINESS SO YOU CAN DO MORE!

### Integrate Services

Make the most out of your existing music marketing solutions, tools, and strategies.

### Great Content

Create content that shares your vibe and creates new fan experiences with technology.

### Leverage Your Mobile App Fully

Once your app is built, it's up to you to share with your fans and get them to download the app. Once they install, it's on! You will be able to connect with them in new ways, and your music experience will define itself.

# 360° Music Marketing Solutions

FULL SERVICE DEAL – SAVE 30% Best Results + Best Pricing!	JUST GET A MOBILE APP DEVELOPED	MUSIC MARKETING + TECH AUDIT
Mobile App Developed	Mobile App Developed	Complete Music Marketing Analysis
Includes 1 Bluetooth Beacon	Includes 1 Bluetooth Beacon	Create Annual Recommendations Playbook
Proximity Campaign Built In	Proximity Campaign Built In	Competitor Comparison
App-Based Phone Notifications Enabled	App-Based Phone Notifications Enabled	Audit Music Marketing Tools
Integrate Your Profile(s)	Integrate Your Profile(s)	Audit Social Profiles
Integrate Music Sales	Integrate Music Sales	Audit Music Sales Channels
Integrate Merchandise Sales	Integrate Merchandise Sales	Audit Merchandise Sales Channels
Integrate Event Calendar	Integrate Event Calendar	Audit Event Calendar Technology
Integrate Ticket Sales	Integrate Ticket Sales	Integrate Ticket Sales Technology
Embed Music Player	Embed Music Player	Audit Website Traffic
Embed Video Feed	Embed Video Feed	Audit Mobile App Performance
Embed Live Streaming	Embed Live Streaming	
AND		
Live Audio Recording Session	<b>JUST THE LIVE EPK DEMO RECORDING SESSION</b>	<b>visit <a href="https://musicdrip.com">musicdrip.com</a> for Pricing Info</b>
Individual Tracks + Stereo Mix	Live Audio Recording Session	We provide <b>all about your music</b> pricing options!
360° 4K Video + 360° Spatial Audio	Individual Tracks + Stereo Mix	1. No-fee payment options available.
Live Streaming with (5) 4K Cameras	360° 4K Video + 360° Spatial Audio	2. We help you get crowd-funding.
On Demand Video of Live Stream	Live Streaming with (5) 4K Cameras	
AND		
Includes the Music Marketing + Tech Audit	On Demand Video of Live Stream	

## FREE 30-MINUTE CONSULTATION

Let's Start this Music Marketing Party!!! With No Strings Attached!  
Fill out the form on the site to request your free 30-minute music marketing consultation. What should you expect?

You will get a few ideas on how you can start selling more music, more merchandise, and more tickets and how you can start connecting with your audience in predictable and scalable ways.

We will ask you a few questions to help us identify where you are with your music marketing, and then we can determine with you what your next steps should look like. There are no commitments, and we have advice for you based on 15 years of music, marketing strategies, and marketing technology use.