



# AUDIOSWIM MUSIC MARKETING & BRANDING

Promoting your brand and band so that you retain and gain fans.  
Awareness. Engagement. Loyalty.

DIGITAL MARKETING



**AUDIOSWIM**



**FOUNDER**

# MY NAME IS ALBERT M. CARTER

## YEARS OF EXPERIENCE

I have over 20 Years in Music and Entertainment.

- Music Businesses Specialist (Berklee)
- Google Digital Marketing Certified
- E-Marketing Certified
- YouTube Certified
- Spotify Digital Audio Certified

## BRIEF DESCRIPTION

Helping to shift the cultural landscape of the music industry with innovative approaches to solve common problems. My goal is to help build artists and label brands, no matter if you're set to release your first song ever or you are a legacy artist, we can help.



# MARKETING MIX FOCUS: THE 4P'S

01

## BRAND & PRODUCT MANAGEMENT

Develop a successful brand and product strategy to increase perceived value of your product line or brand over time.

02

## PRICING (TICKETS, MERCH, NFTS)

Where you can set the price for your music, concert tickets, merchandise and NFT's.

03

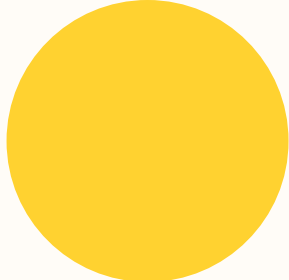
## PLACE

Where your product will be sold. Trade channels, sales support, online, off line, and how to move your music.

04

## PROMOTION

Inform customers about your music and products while encouraging them to take action to purchase.



# HOW I WORK WITH MY CLIENTS



## CONSULTATION

Discussing and analyzing your needs.



## PLANNING

Planning and creating strategy to execute.



## EXECUTION

Bringing to life you brands needs.



# AUDIOSWIM MUSIC MARKETING & BRANDING

## WHAT WE DO

- Prepare and monitor reports on marketing and sales metrics
- Collect and analyze customer behavior metrics
- Run or assist with ongoing marketing campaigns
- Coordinate marketing activities and initiatives
- Identify target audiences through research
- Evaluate trends
- Develop optimization strategies to improve search rankings
- Identify customer personas to enable marketing to identified audiences
- Identify and monitor key performance indicators (KPIs) for SEM
- Develop, implement, and manage a social media marketing strategy
- Create content to build customer connections & increase brand awareness
- Create email marketing campaigns to promote products or services
- Create an archive of emails for lead generation
- Purge non-deliverable and unsubscribed email addresses
- Use metrics to monitor the performance of email campaigns

# NOTABLE CLIENTS



**SKALES**

Afrobeats Star



**DJ KABOO**

DJ & Music Producer



**DABABY**

Hip Hop Star

# THE BRANDING PROCESS



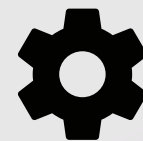
## Research

Uncover what is true about your brand through leadership perspective, communications audits, customer perspectives competitive audits.



## Synthesize / Story

Expose the brand position you can confidently own in the marketplace. Then determine the story to take to the marketplace.



## Create

Apply recommendations, decisions, and creative direction. Develop the plan of how to take it to market.



## Share

Launch to your employees and stakeholders first then to the world. Taking this to the marketplace is the final step.

# LICENSING AND CERTIFICATIONS

**WE ARE LICENSED AND CERTIFIED TO DO BUSINESS**

## Licenses

- Internet and Multimedia
- Consultancy
- Solution Provider
- Marketing via Social Media
- Support Service Provider
- Marketing Management
- Public Relations Management
- Artist Talent Contracting
- Live Events

## Certifications / Specializations

- Google Digital Marketing and E-Commerce (Certified)
- E-Marketing Specialist (Certified)
- Digital Product Management (Certified)
- Music Business Specialist (Certified)
- Public Relations Specialist (Certified)
- Spotify Digital Audio Foundation (Certified)
- Public Relations (Certified)
- Blockchain and Decentralized Finance (Certified)
- Youtube Music / Music Rights / Asset Monetization (Certified)





**LET'S WORK TOGETHER**



**PHONE**

+971.50.404.5715

**EMAIL**

contact@audioswim.com

**WEBSITE**

www.audioswim.com