

Burnout Records & Consulting

Digital Management & Campaign Strategy

2026

BURNOUT RECORDS



Who We Are

An extension of your management team — not an outside agency.

Artist-Services Company

Founded by senior music executives with major-label pedigree & indie-label artist development sensibilities.

Roots

Sony Music US Latin, Sony Music Central America & Caribbean, and Better Noise Music. Experts in Audience Development, Digital Strategy, and Business Intelligence

Global Track Record

Campaigns spanning from major Latin artists to Rock, Metal, and Alternative acts

How We Operate

Senior, hands-on, and accountable to results. We integrate into your existing workflow. Whether it's running the day-to-day or building a full release campaign, running analyses, we make the digital engine run.

Proof of Work

Senior operators with campaigns that have moved real numbers.

635M+

Campaign Reach

Spearheaded a digital campaign reaching over 635 million for a major theatrical music launch

Music Ally Awards

Nominee

Recognized for **Best Gaming Marketing** — a genre-crossing video game campaign tied to an album release

Multi-Genre Range

Built and executed campaigns across major Latin, rock, metal, and alternative acts

Community Development

Track record of driving fan acquisition and engagement numbers for artists as well as brands across genres via organic socials, CRM, and out of the box campaigns.



How We Partner

Built to flex around what each artist actually needs.

Ongoing Digital Management

A monthly retainer covering the day-to-day across social, CRM, paid media (strategy), YouTube, platform admin, and analyses. For artists who need a steady, senior team running the engine.

Campaign & Release Strategy

Project-based engagements built around a moment — a single, an album, an anniversary. We analyze performance, design the strategy, the creative concept, and then direct the partners and budget to execute it.

A La Carte Services

We offer flexible asset creation options for your release from Spotify canvas, social banners, Ad banners, etc.

We Run Campaigns End-to-End

Beyond ongoing management, we build and run full campaigns — strategy through execution, with one senior lead accountable for the outcome.

This isn't advisory work. We own the whole arc:

→ **Strategy & Creative**

The goal, the audience, the cultural angle, and the ideas that make a release land

→ **Activations**

Out-of-the-box experiences fans want to be part of

→ **Partners & Budget**

We assemble and direct the execution partners and manage the budget directly

→ **Run of Show**

Coordinated from pre-release through release week and campaign sustain period

→ **Measurement**

Owned fan infrastructure that outlasts the campaign

Built on years running campaigns inside Sony Music and Better Noise Music — now delivered through Burnout.

Out-of-the-Box Activations

We design and build custom experiences fans actually engage with — not templated campaigns.

Custom Builds

- Video-game-style sites and interactive experiences
- Tour companion sites
- Custom sites (i.e. playlist generators) that capture fan data and resonate with fans

Physical Meets Digital

- Augmented reality experiences tied to physical products — boxsets, vinyl, merch
- In-person digital activations for events, pop-ups, and launches

If the idea fits the artist, we can build it.



What Ongoing Management Covers

A senior team running the digital engine day-to-day — across the core work-streams.

1 Social & CRM

Content programming, copywriting, asset assistance and creative direction; CRM strategy, newsletters, and fan-data capture

2 Paid Media

Strategy, media planning, and overseeing operations/campaign performance with our agency partner who will be executing ad buys

3 YouTube

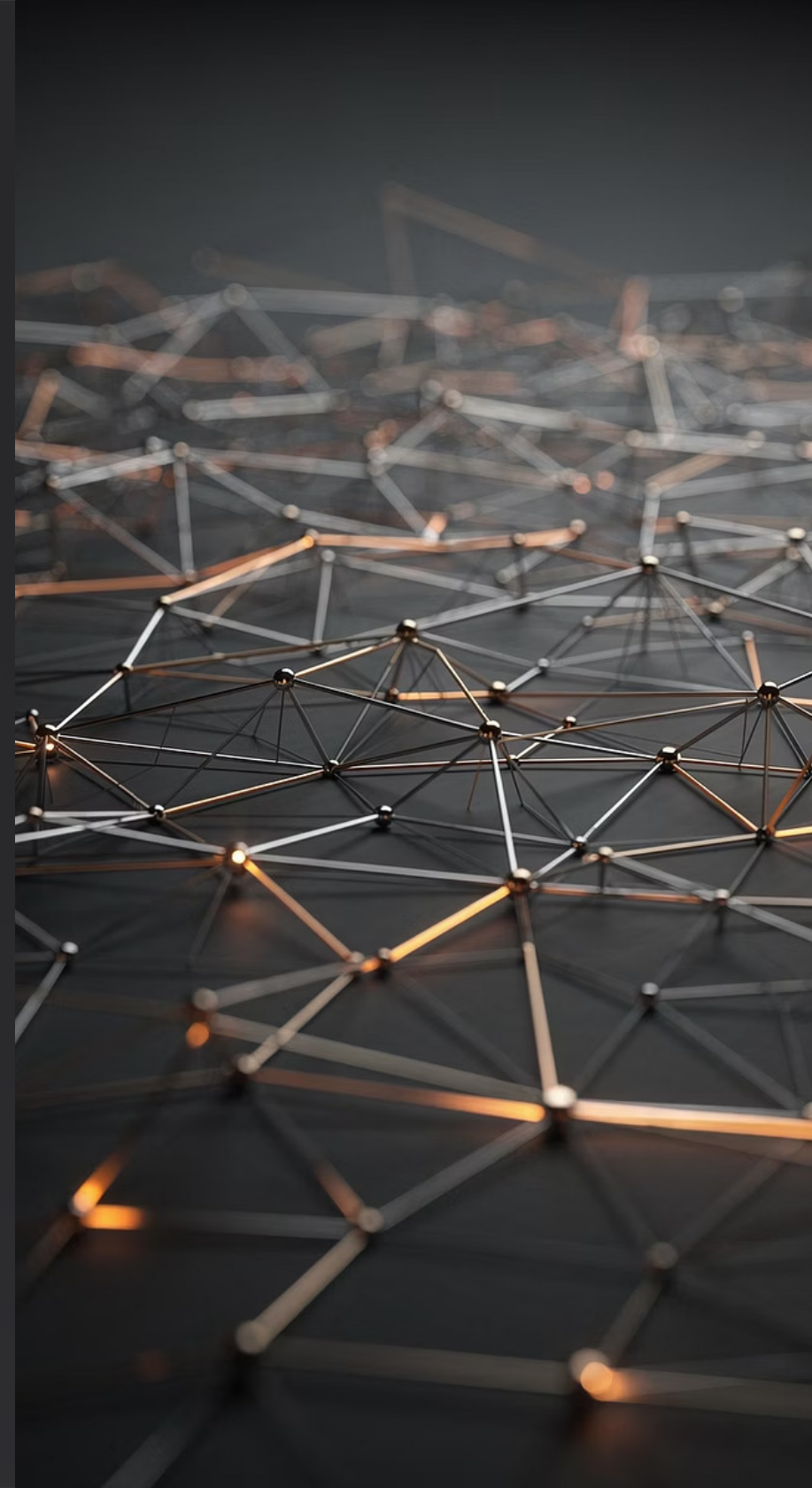
Channel growth, video and playlist optimization, Shorts, and posts support

4 Admin

Bio links, storefront ecosystem (SET.Live, Bandcamp, BandsInTown), profile and catalog hygiene

5 Reporting

Clear performance analysis across all of the above



How We Work

A retainer-plus-scope model, built around senior, accountable work.

Retainer + Defined Scope

A flat monthly retainer covers a clearly bounded scope of strategy and management across all five workstreams. You always know what you're getting and what you're paying.

Ad Spend Is Separate

The retainer covers management and strategy — not media budget or execution. Ad spend is set and paid by the band/management, so your investment in our work and your investment in reach stay cleanly separated.

A Senior Team, One Point of Contact

You work directly with senior operators — no account-manager layers, no juniors learning on your project, no handoffs. The people pitching you are the people doing the work.

Trial, Then Growth

We start with a 30-day period to prove the partnership, then revisit scope and rate as it grows — scaling with additional services and partners on paid media, E-commerce/CRM, Patreon, Discord, influencer campaigns, and more.

Let's Move

This deck is a starting point. The specifics come next: once we know the artist, the release, and the goal, we put together a tailored proposal with scope, activations, and budget.

Next Steps

Align Release & Scope

Agree project, goals, scope, and confirm start date.

Project Kickoff

Start work immediately with no onboarding lag.

Execute Agreement

Sign contract and begin 30-day trial.

Day-30 Review

Assess outcomes and plan scope expansion.

The Team

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