

music :) ally



Email Marketing

Building A Loyal Fanbase With Email Marketing

The Benefits Of Email Marketing

The Benefits Of Email Marketing

- **4 billion active email users**
- Extremely high ROI: **32:1**
- **95%** of Gen Z & millennials consider **email as essential to their life**

Email Marketing In Music

- Owned means of communication
- Direct to fan
- Valuable data for advertising campaigns

Choosing An Email Marketing Platform

Function

- Advertising: **Marketing emails**
- Fan relationship-building: **Newsletters**

Pricing Models

- Freemium (up to #)
- Monthly fee
- Contact list size-based pricing
- Additional costs for extra services and pay-as-you-go

Features

- Segmentation
- A/B Test
- Built-in CRM & Integrations
- Website & Landing Page Builders
- Customisation
- Automation
- SMS Marketing
- Social Media & Advertising
- Reports & Analytics

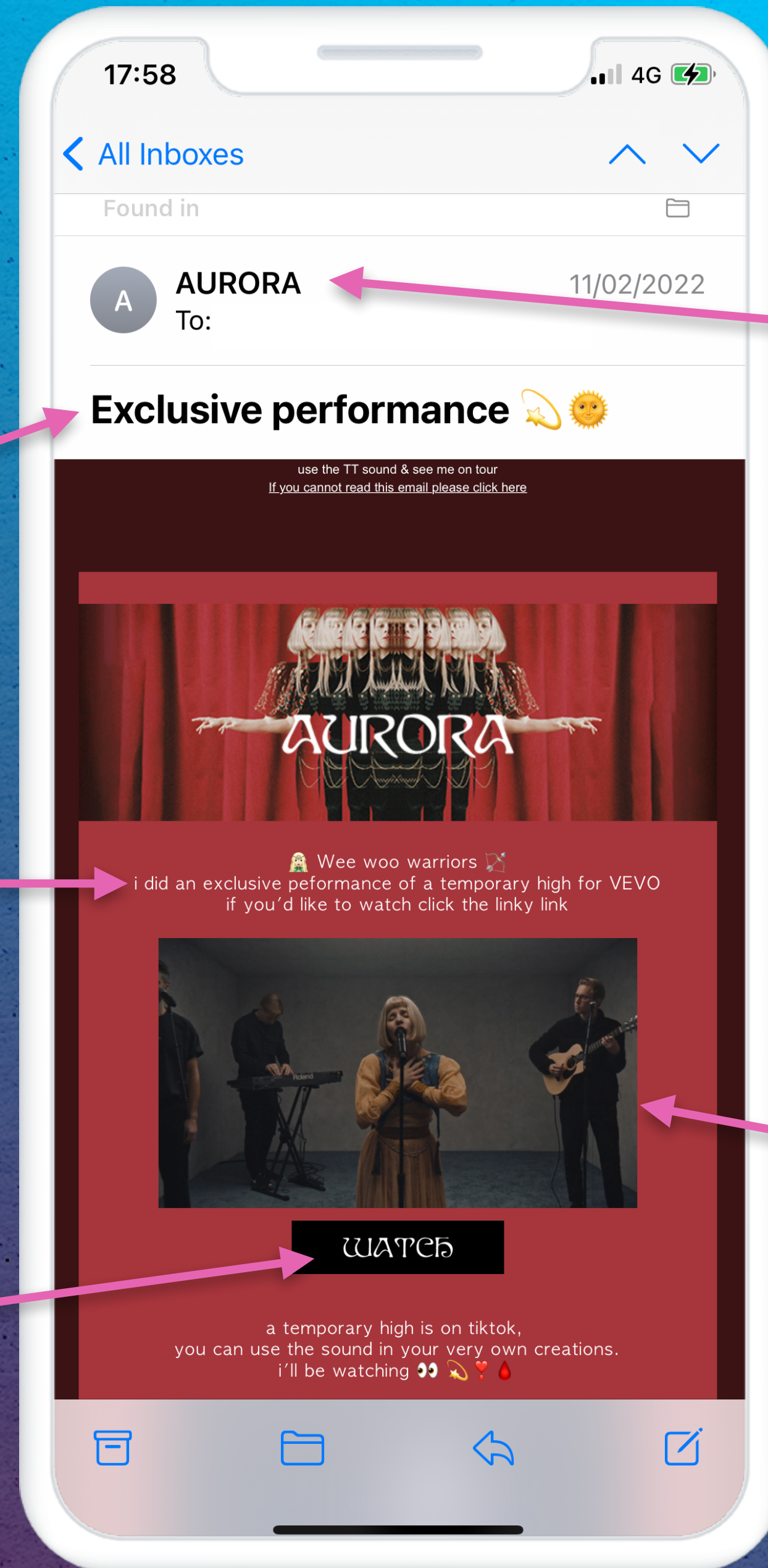
User-friendliness

- How **easy-to-use** is the platform?
- Prioritise a platform that does **what you need, well**
- **Test the platform** before committing and create a test campaign

Support

- “How to” guides on the platform
- Access to a real person for support
- Access to an account manager for large contact bases

Email Content Strategy



Subject

Body text

Call to action

Sender

Embeds / Attachment

Subject Lines

<input type="checkbox"/>	☆	Billie Eilish	Boîte de réception	"NDA" – New Song & Video Out Now - Ever" Music Products and Merch View online https://us.umusic-online.com...	9 juil.
<input type="checkbox"/>	☆	AURORA	Boîte de réception	📣coming to a city near you 📺👉 - aurora-music.com This mailing is to [redacted]@gmail.com from AUROR...	9 juil.
<input type="checkbox"/>	☆	Bastille	Boîte de réception	When I'm dreaming tonight I can do anything - Distorted Light Beam - Out Now If you cannot read this email plea...	23 juin
<input type="checkbox"/>	☆	ill.Gates and Produ.	Boîte de réception	Why I created Producer Dojo - chart topping music, traveling all over the world, setting the record for the most se...	30 mai
<input type="checkbox"/>	☆	Melanie Martinez	Boîte de réception	'K-12' Anniversary Sale! - Melanie Martinez :: http://view.e.wmg.com/?qs=7f6b55818368b46886e6517a13f212...	11/09/2020
<input type="checkbox"/>	☆	Global Citizen	Boîte de réception	You did it, Louise - . Hi Louise, Can you believe it's been one whole...	18 avr.

VIEW THIS EMAIL AS A WEB PAGE



THE K-12 COLORING BOOK ARRIVES ONLINE TODAY. PRE-ORDER NOW.

PRE-ORDER NOW



AURORA

A creation that feels authentic to this piece of art. Our souls often feels the need to hide behind a mask, because the world can never truly judge you, if it doesn't know you. If you are wearing a mask and want to free yourself, join me... so we can liberate each other, i don't need any cure. And you don't need a cure. U are all wonderful speckles of light in this life.

I love u x

CURE FOR ME AURORA



WATCH

New items on my store including Vegan Chocolate

PRODUCERDOJO



I am super proud to announce the new [Tyraze "Forgotten Technologies" EP](#) release and introduce you to our newest Producer Dojo Blackbelt, **Mike Shada**.

Forgotten Technologies is a heavy bass music journey that takes you back to a time before recorded history to explore the possibilities of ancient civilizations.

This EP is a certified Banger that is sure to be blowing up sound systems this summer. Our friends at **Headbang Society** also love it and they just premiered Tyraze's song "Ancient Power." [Check out the Blog article here](#).

Tyraze is the music project of Long Island native **Mike Shada**. The themes and ideas of science fiction and fantasy along with artists such as Au5, Jantsen, and Virtual Riot are some of what influences his sound. Using the contrast of dreamy, mysterious, uplifting melodies and soundscapes to hard hitting in your face basslines, Tyraze takes listeners through an odyssey of sound spanning multiple genres.

Stream/Download [here](#).

The best way to support the release is to please buy the **Tyraze Forgotten Technologies EP** on Beatport [here](#).

If you don't have the funds to spare, it costs exactly \$0.00 to share this EP online, save this EP on Spotify, add this EP to a Spotify Playlist, favorite or repost the music on SoundCloud and follow [Tyraze](#) on social media.

Email Preview

- Preview your emails in different email clients
- Make sure your template is mobile-friendly
- Allow for Plain Text option

Content

- Newsletters
- New music / video / merch / live concerts
- Pre-sales
- Discounts
- Competitions / UGC Campaigns
- Confirmation emails

Growing Your Mailing List

Sign Up Forms On Website

J U S T I N B I E B E R

COMPLETE EDITION

MUSIC TOUR SHOP VIDEOS PHOTOS

NEWSLETTER

EMAIL ADDRESS (REQUIRED)

UNITED STATES OF AMERICA

SUBSCRIBE TO EMAIL UPDATES FROM:

Justin Bieber Def Jam Universal Music Group

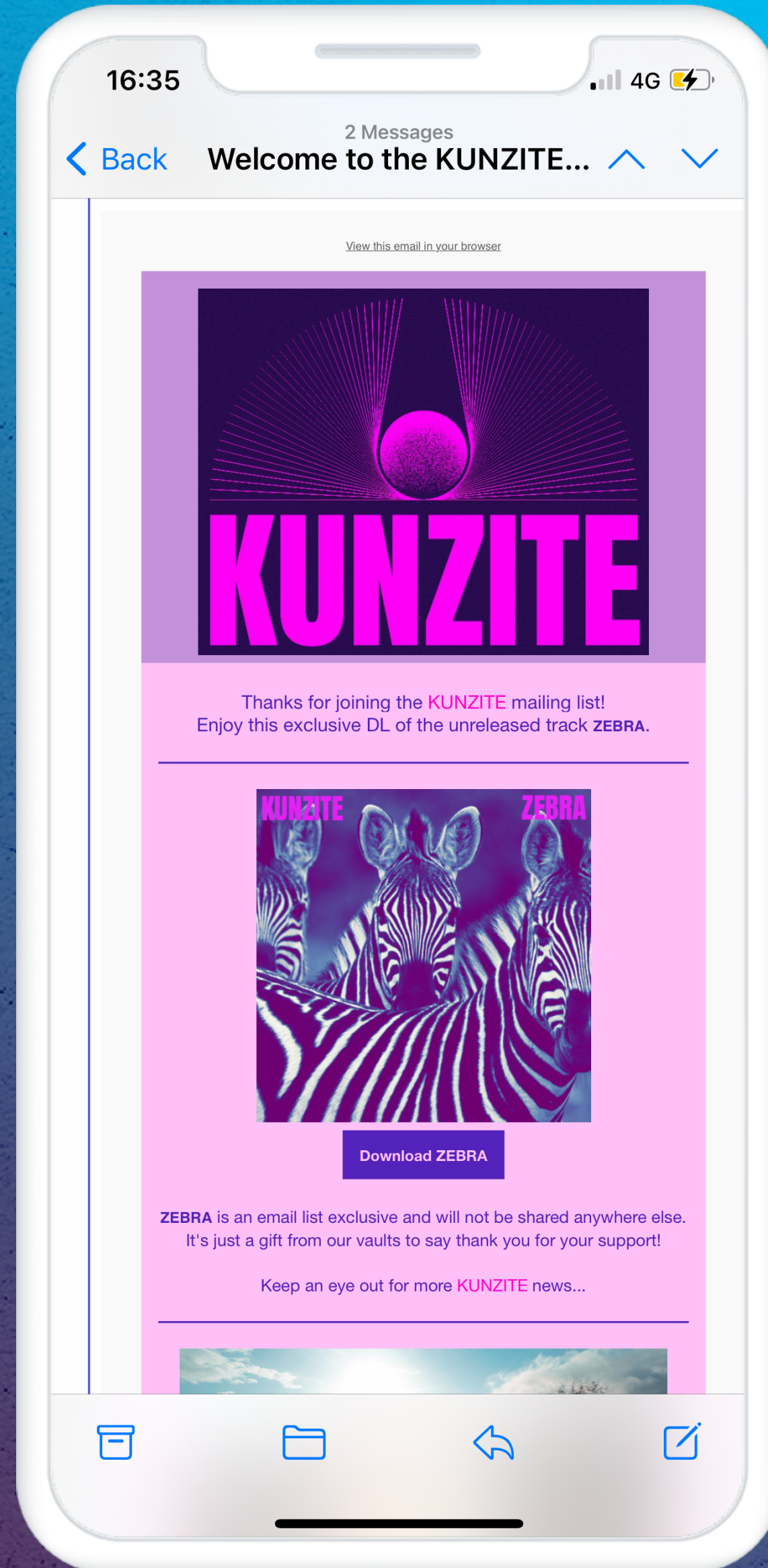
EMAILS WILL BE SENT BY OR ON BEHALF OF UNIVERSAL MUSIC GROUP 2220 COLORADO AVENUE, SANTA MONICA, CA 90404 (310) 865-4000. YOU MAY WITHDRAW YOUR CONSENT AT ANY TIME. [PRIVACY POLICY](#) / [DO NOT SELL MY PERSONAL INFORMATION](#)

SUBMIT

WANT ONE

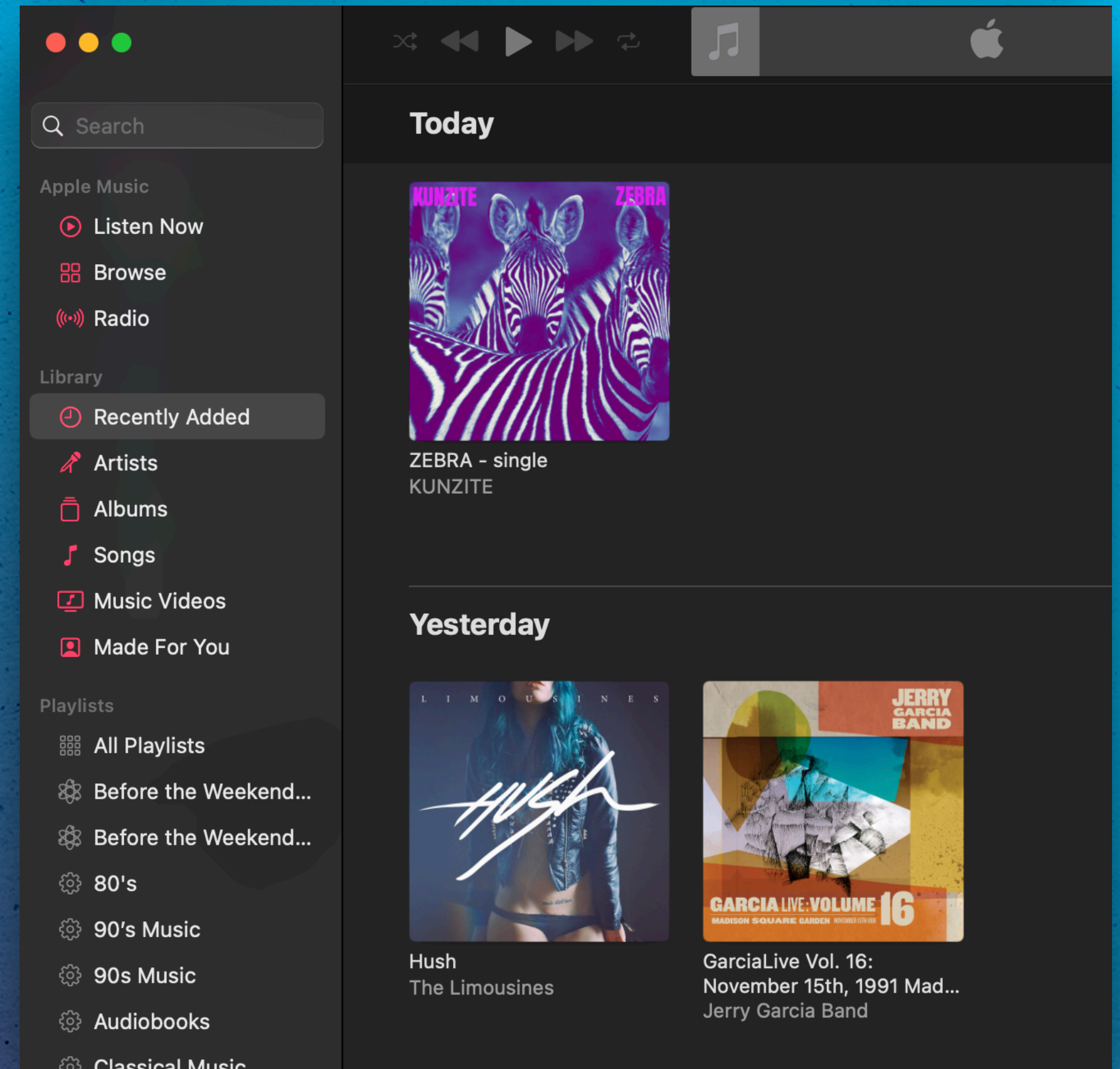
OUT NOW

Exclusives

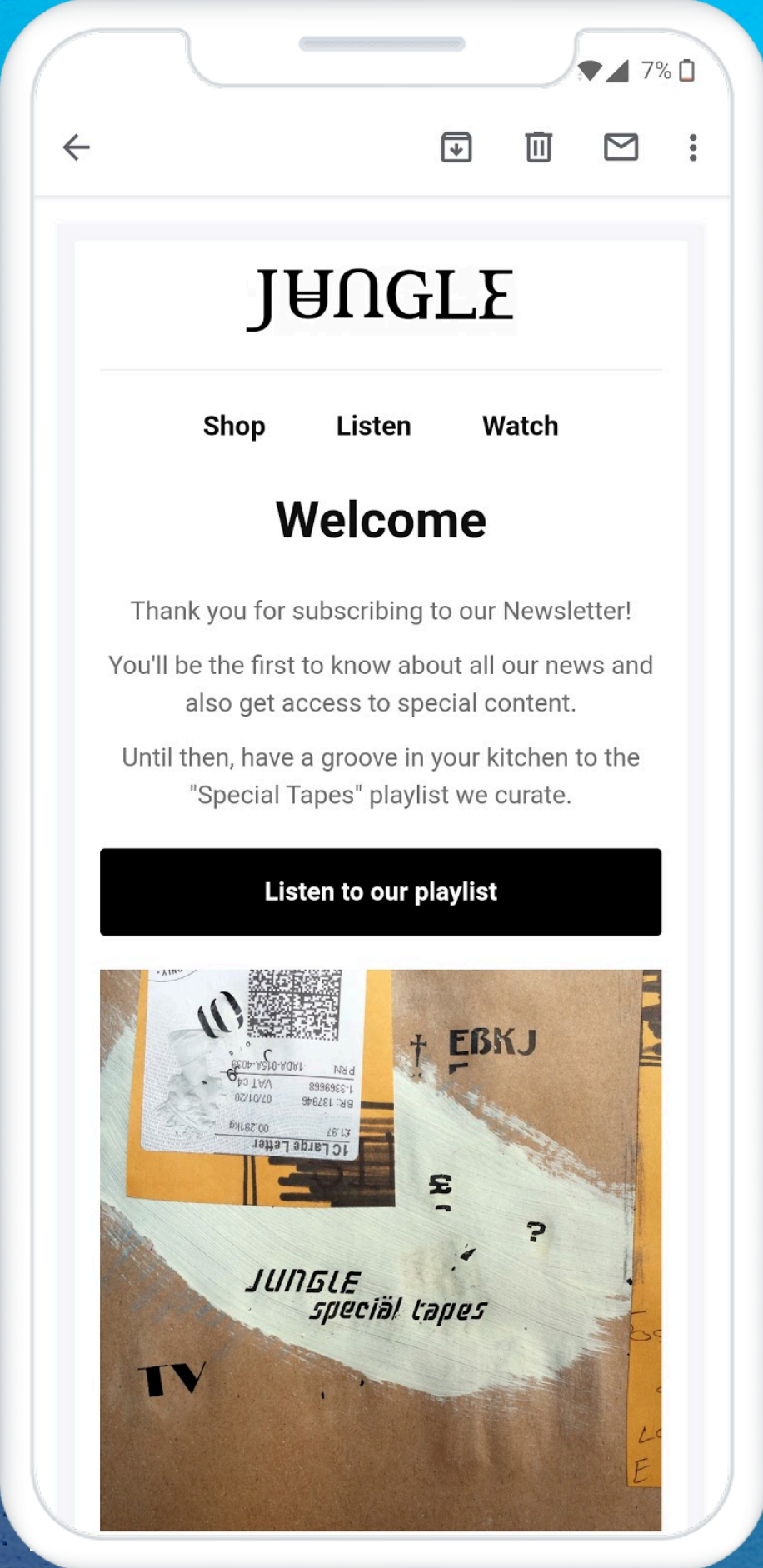
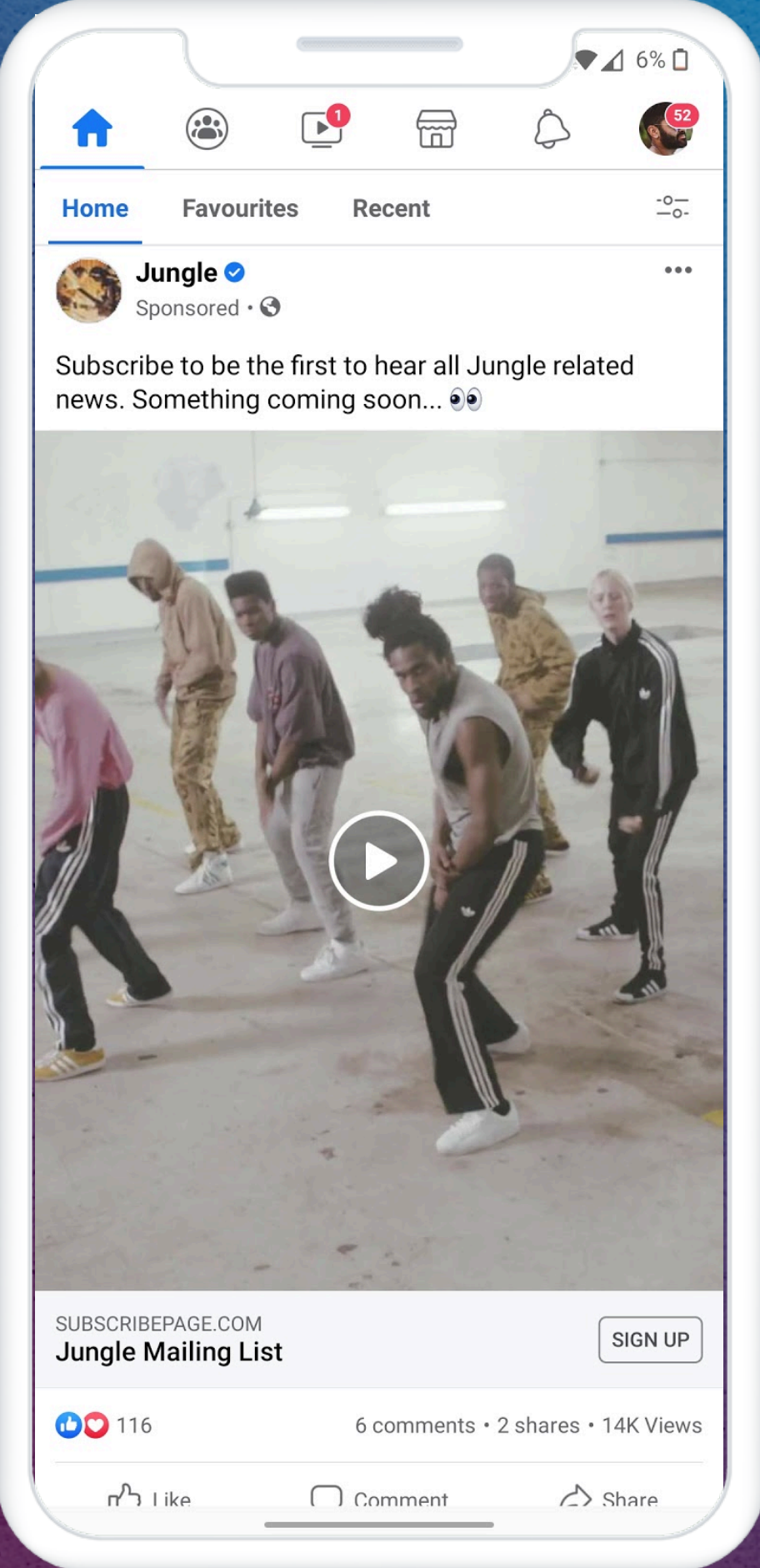


Join our Newsletter for a **free download** of the unreleased track,
"ZEBRA"
email address

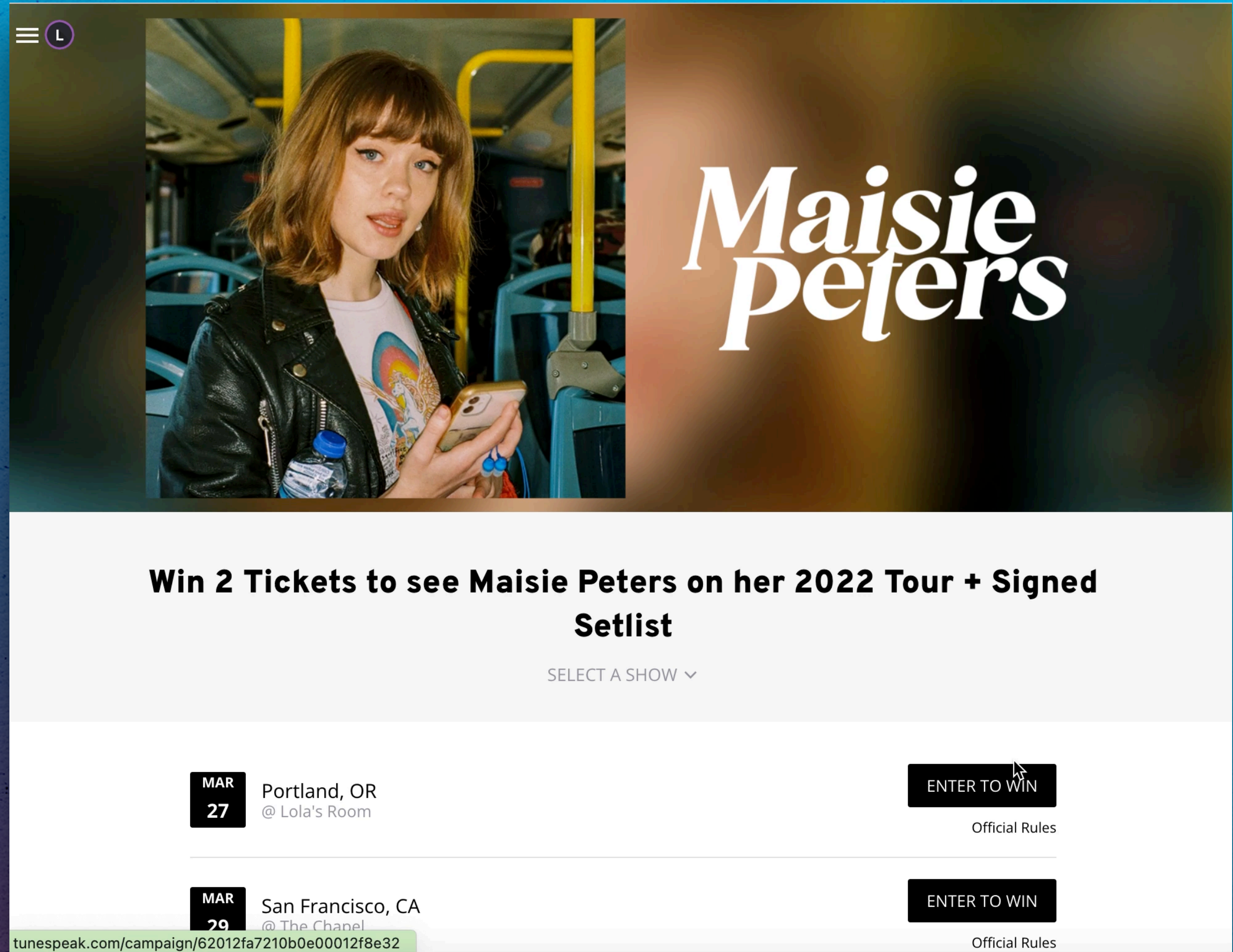
JOIN #KUNZITE



Facebook Lead Ads



Tunespeak



The screenshot shows a promotional page for a contest. At the top left is a menu icon and a profile icon. The main header features a photo of Maisie Peters on the left and her name in a large, white, stylized font on the right. Below the header is a white section with the contest title: "Win 2 Tickets to see Maisie Peters on her 2022 Tour + Signed Setlist". Underneath the title is a dropdown menu labeled "SELECT A SHOW". The page lists two tour dates: "MAR 27 Portland, OR @ Lola's Room" and "MAR 29 San Francisco, CA @ The Chapel". Each date has a black "ENTER TO WIN" button and a link to "Official Rules". At the bottom left, there is a URL: "tunespeak.com/campaign/62012fa7210b0e00012f8e32".

Win 2 Tickets to see Maisie Peters on her 2022 Tour + Signed Setlist

SELECT A SHOW ▾

MAR 27 Portland, OR
@ Lola's Room

ENTER TO WIN

Official Rules

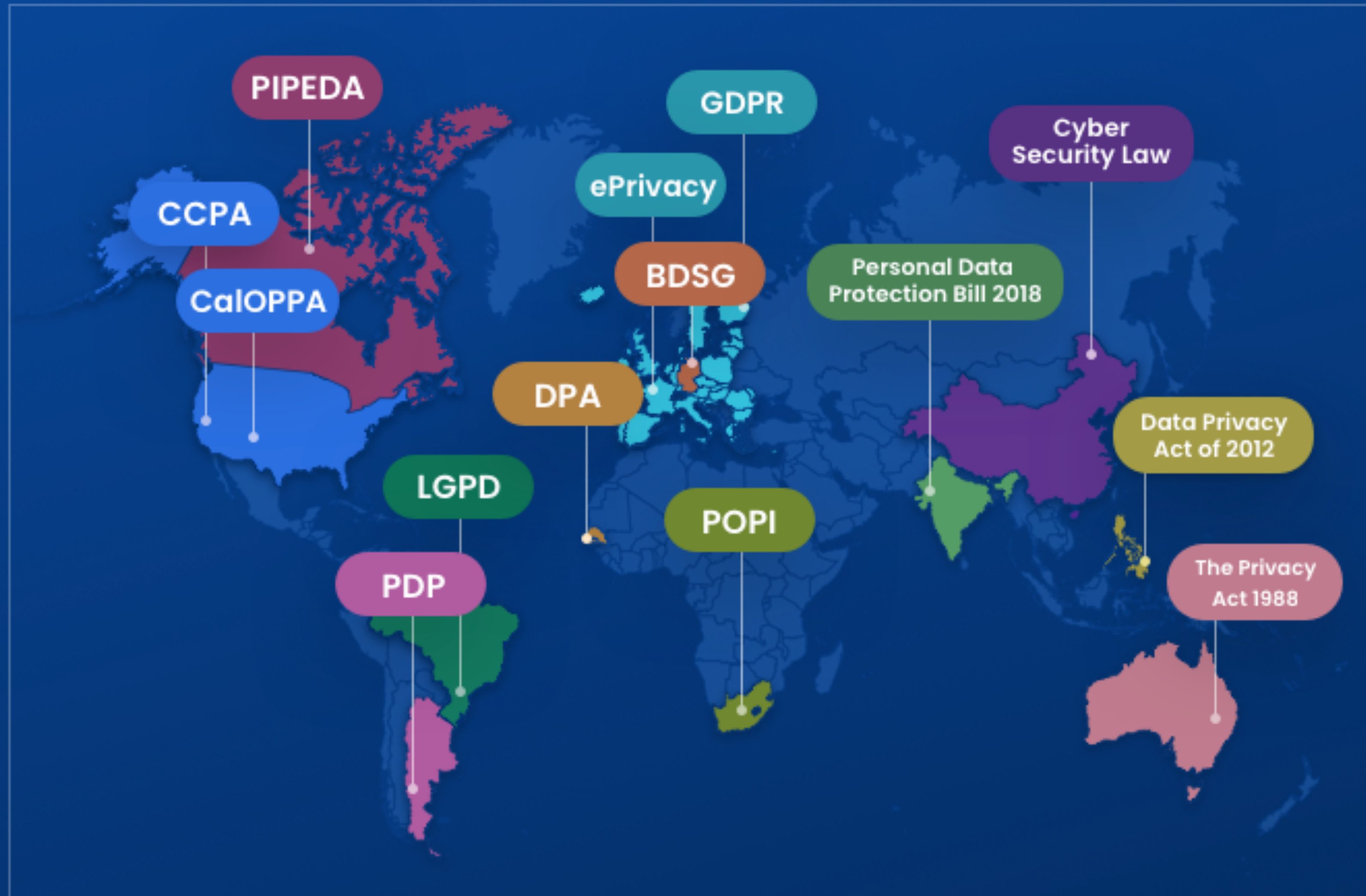
MAR 29 San Francisco, CA
@ The Chapel

ENTER TO WIN

Official Rules

tunespeak.com/campaign/62012fa7210b0e00012f8e32

Privacy Laws Around the World



Good Practices

- Users must provide **valid consent** to receive marketing messages
- Unsubscribing must be as **easy and accessible** as subscribing
- Marketing emails must include a **physical street address**

Improving The Success Of Your Email Marketing Campaigns

Improving Open Rates

- Remove inactive subscribers
- **Segment your audience**
- Optimise to avoid spam filters
- Experiment with sending times
- **A/B testing** with subject lines

Improving Click-Through Rates

- **What's the goal** of your email?
- Does your email reflect that goal?
- **Why should people click on the link?**
- Can people easily find the link?

Improving Unsubscribe Rates

- **Segment, segment, segment**
- Create a relevant and consistent newsletter
- **Personalise emails**
- Test out email frequency

Key Learnings

- Email Marketing is still highly relevant in music
- Choose a platform that **fits your project**
- Provide **value** to subscribers with **exclusive and tailored content**
- Keep emails **on brand** and aligned with your **artist's identity**
- **Analyse engagement metrics** to improve performance

Questions?

training@musically.com www.musically.com