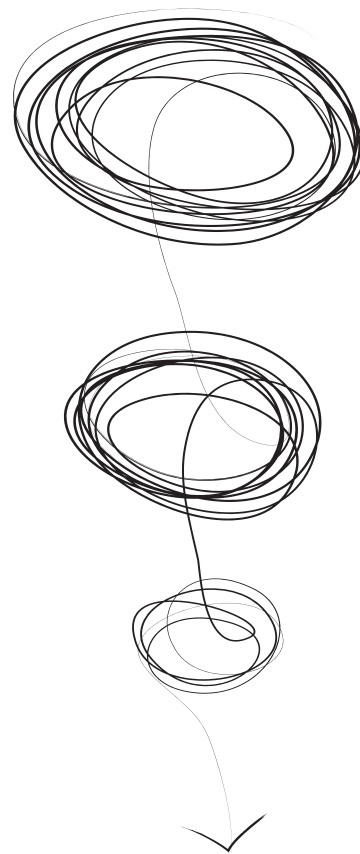


il domani music marketing

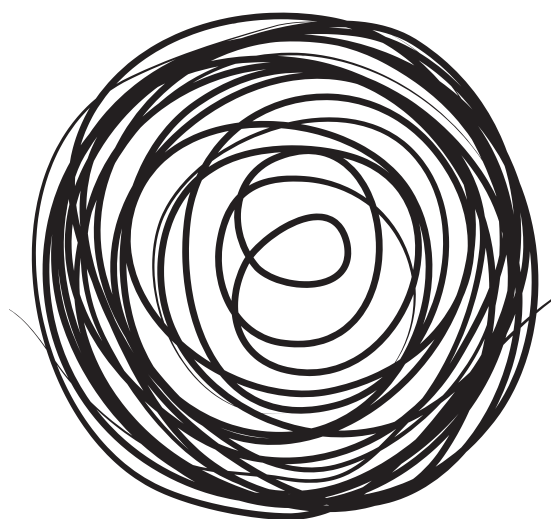
advanced
digital marketing
strategies
for the new
music
industry



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what is it about

il domani is an international music promotion company that is dedicated to helping artists reach their full potential and achieve success in the music industry. we deal with all activities that can support artists in advertising campaigns (ads), digital distribution and international promotion on all digital distribution platforms (youtube, spotify, apple music), and social networking management (instagram, facebook, tik-tok).

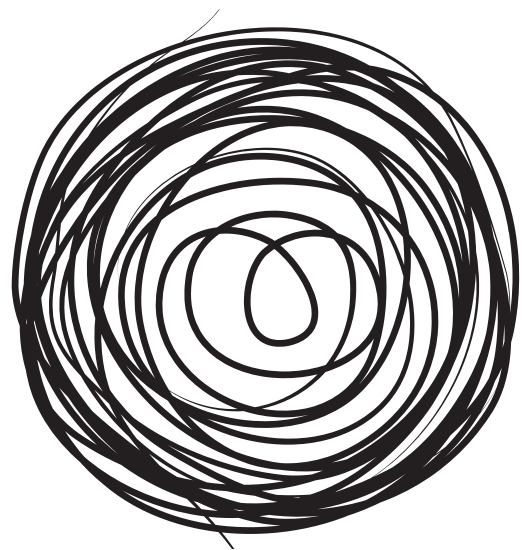
we build strategies for growing a real fanbase - instead of relying on editorial playlists, which are increasingly difficult to place - we help artists grow on spotify through algorithmic playlists, arguably, the best way to grow for any artist right now.

we help you grow your audience and fanbase by combining solid content strategies with targeted advertising campaigns. we use a marketing and advertising platform called smartnoise and integrate the same proprietary technology into every campaign we run for our artists.

the goal of our work is to empower the artist to reach a broader audience interested in music around the world. through our services, each artist will also be able to gain real visibility, ratings and interactions and grow their fanbase organically and in a real way.

at il domani we provide all the technology, tools, and support you need to get the fame you deserve and become your best self. whether you are a new artist just starting out, or an established musician looking to take your career to the next level, we are here to help.

our team of experienced professionals has years of experience in the music industry, and we are dedicated to helping you succeed. we work tirelessly to promote your music, book shows and tours, and connect you with fans all over the world.



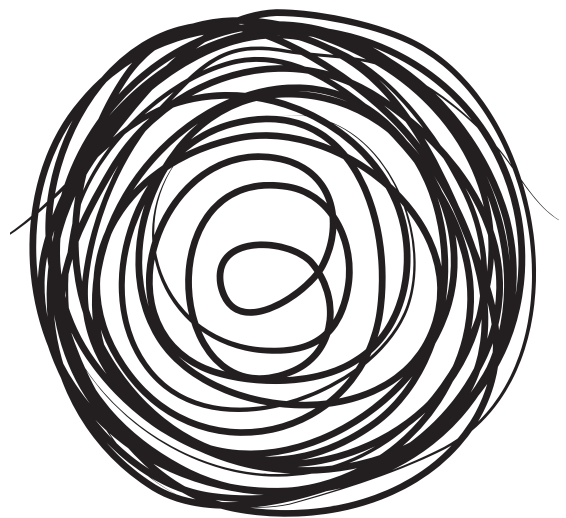
the key question

we need more “good” streams so that we can activate algorithmic playlists on spotify, as those same playlists will be able to generate new listeners and fans. this will consequently lead to strong growth and more sustainable performance. we cannot rely only on being on “editorial playlists,” as they are difficult to access and we are unable to make them ourselves for our artists.

we need as much “good quality” (good quality understood as tracks played by users who love music and add to their private libraries/playlists the tracks they discover through advertising) as possible outside of native territories, so we can get out of geolocation. most artists are locked into their own little territory and are unlikely to be able to show themselves in a more sustainable way on platforms like spotify.

we need an active niche audience willing to buy tickets for our artists in the markets where we will start our long-term campaign. If we are unable to sell tickets for a club's first tour in a new territory, we are unlikely to be successful in that market. clubs are no longer in a position to risk financial losses and competition is increasingly fierce.

with a larger and more widespread following on platforms such as spotify and Instagram, we are able to promote our artists' shows through direct marketing tools (customized ads targeted to specific audiences).



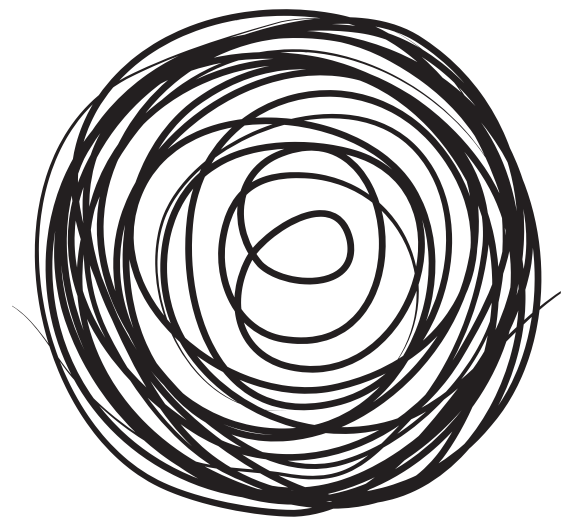
how it works

account setup: we'll run the campaign transparently through your own ad account, this way, you'll always have full access and control of your account and campaigns.

audience research & ad creation: we'll split test multiple audiences and creatives to find the best combination to produce the highest return of investment (roi).

more followers = growth: the main goal of a dsp growth campaign is to grow your audience organically, while also feeding positive data to spotify's algorithm, potentially creating a snowball effect release after release.

campaign type: choose your campaign (traffic, sales, growth, conversion) and we'll setup a personalized campaign tailored for your needs.



strategic approach

this is a great approach to growing an artist's real fanbase. below, you will find some other strategies that can be used to achieve organic and real fanbase growth:

collaborations with other artists: collaborating with other artists can help increase the exposure and visibility of your music project. in this way, you can reach a new fan base that may be interested in your music.

involving fans: involving fans in the creation and promotion of your music can be an effective way to create a connection with your audience and increase their loyalty. you can organize contests, polls, preview listening sessions, etc.

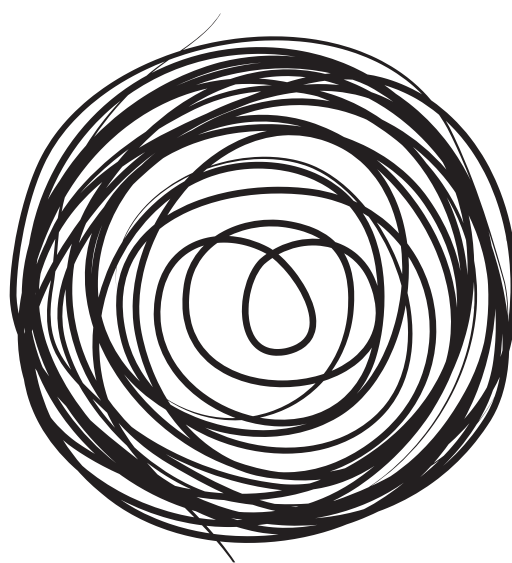
pay attention to streaming data: analyzing streaming data can help you better understand who your fans are and how they interact with your music. this can help you better plan the promotion of your music and create more relevant content for your audience.

collaborations with influencers: collaborating with influencers can help increase the exposure of your music on social platforms. this can be done in various ways, such as through fashion or fitness collaborations or through sponsorships.

tours and concerts: organizing tours and concerts can help increase exposure of your music and interact with your live fans. this can help create a stronger connection with your audience and increase fan loyalty.

create engaging visual content: creating engaging visual content such as music videos, live performances, documentaries, etc., can help increase the exposure of your music and create a stronger connection with your audience.

use social media platforms strategically: using social media platforms strategically can help you create a community of active and engaged fans. you can create relevant content, promote your music creatively, and interact with your audience through comments and direct messages.



conclusions and case studies

these campaigns lead to a massive increase in merchandising sales and a substantial increase in income related to ticket sales (merchandise, physical products). it will be instrumental in achieving greater artist awareness and will lead to new opportunities in all areas of income in the music industry (streaming, radio airplay, streaming concert market, television and film sync, engagements in events of various kinds).

spotify has a great impact on ticket sales: the band elvett, for example, sold 150 tickets in istanbul, solely because of their fantastic local performance on spotify!

the band black sea dahu (bsd) sold 130 presale tickets in amsterdam. at that point, not a single penny had been invested in public relations with the netherlands.

bsd also sells many tickets in germany and austria thanks to spotify: the streaming service sends messages to the band's audience when they perform near their hometown.

if the artist's reach on streaming platforms is large enough, we are able to promote our artists abroad without spending a lot of money on local pr agencies. in addition: in many cases, the results are better (and cheaper!) than with traditional promotion in the past.



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