MeansMGMT

Artists and labels trust us to deliver.

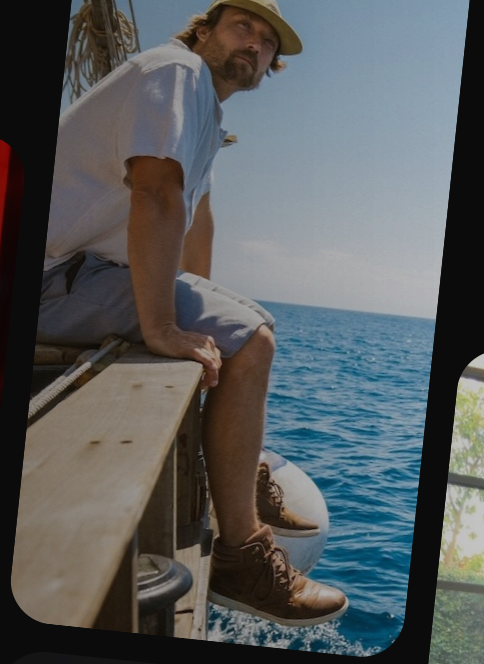
Paid campaigns for musicians, labels and the teams behind them, on every platform that moves music.

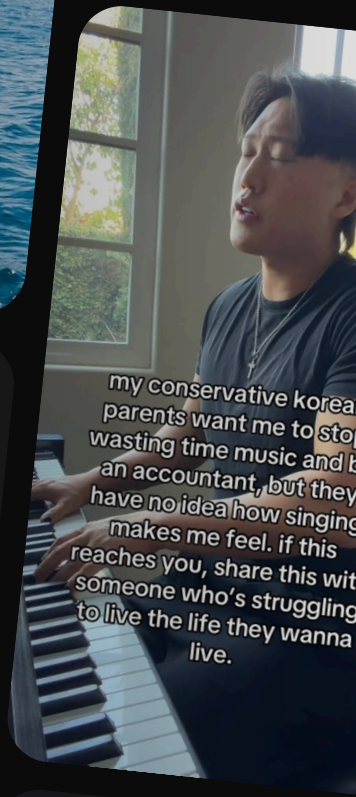
Meta Agency Partner

Google Ads certified

Since 2017







550M+

STREAMS DRIVEN

(01) The problem

Most music marketing is a black box.

Promo packages, AI auto-campaigns and pitching sites take the money and send back a screenshot. You never see what ran, what it cost or what it did.

Promo packages

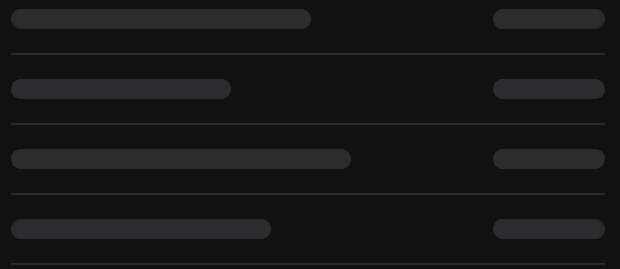
AI auto-campaigns

Pitching sites

Vanity reports

WHAT YOU USUALLY GET

“Your campaign is live.”



No access. No breakdown.

WHAT YOU GET WITH US

Your account. Your data.

Ad spend, by platform	Every dollar
Cost per click and per stream	Daily
Which ads won, and why	Ranked
Streams vs the month before	Before / after

Live dashboard plus a written report every Friday.

(02) Who we are

Run by certified people. Not a black box.

FOUNDED 2017

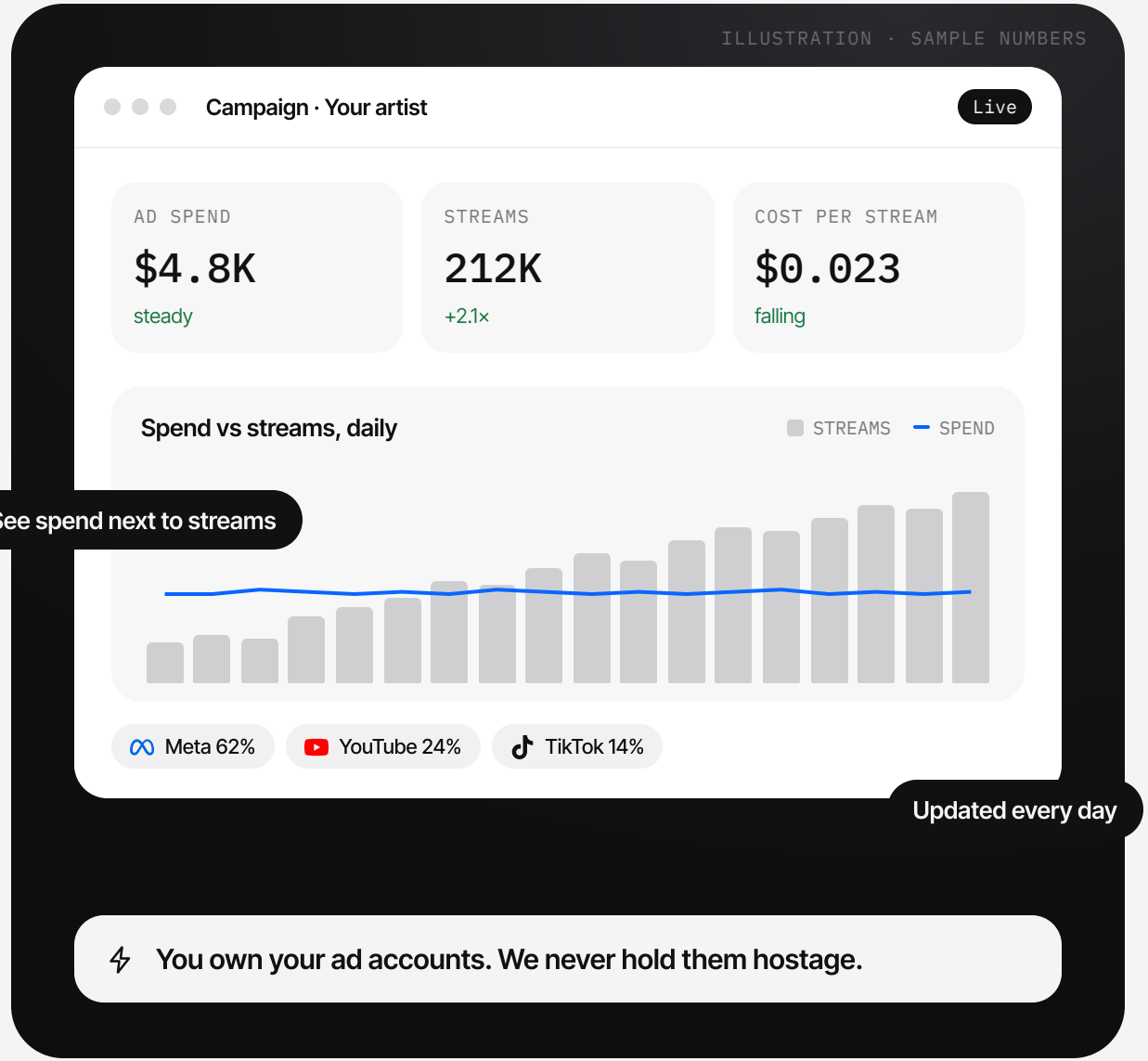
Started by Benjamin Means. Musicians, labels and their teams since day one.

CERTIFIED

Meta Agency Partner. Google Ads certified. Marketing Science Professional.

HANDS ON

Custom strategy, daily human monitoring and a live dashboard on every campaign.



(03) How it works

Active management, not passive automation.

DAY 0 TO 3 — DAY 4 TO 7 — DAY 8 ON — EVERY FRIDAY

01

Discovery and strategy

We audit your setup and catalog, pick the songs with the most potential and map the plan.

02

Setup and creative

Pixels, audiences, ad accounts, landing pages and creative. Built or fixed.

03

Launch and optimize

Daily monitoring. We test creative, adjust targeting and move spend to what works.

04

Report and plan

A written read on the week and what changes next. A full breakdown at the end.

Daily monitoring | Live dashboard | Weekly written report

KICKOFF TO LIVE, TYPICALLY 7 TO 14 DAYS

(04) Where we run

Every platform that moves music

Plus a 6,000-playlist network and an 80M-follower social network on top of paid.

Meta
Instagram + Facebook

Google
Search + display

YouTube
Video + search

TikTok
Sound-first discovery

Spotify
Ads, Marquee, Showcase

SoundCloud
Audio + display

Connected TV
Vibe + Paramount

EMERGING

- ChatGPT
- Snapchat
- Pinterest
- Reddit
- X

(05) Track record

550M+

streams driven since 2017

$ AD SPEND MANAGED
Across every major platform
$2M+

CAMPAIGNS RUN
Artists, labels, apps, tours
600+

PLAYLIST SAVES
From paid playlist campaigns
800K+

WORKED WITH

Warner Music Group · Downtown Music · Vydia · Red Light Management · Alchemy Artist Services · By.Design Music · Ineffable Music · Alex da Kid · By.Alexander · UpNext · Promoting Sounds · Ambiqo Records

MeansMGMT

REGGAE / ROCK 07 / 10

(06) Featured case study

Stick Figure

Meet Me By The Ocean · YouTube views campaign



PAID VIEWS	PER VIEW	PUBLIC VIEWS	NEW SUBSCRIBERS
1.11M	$0.0063	6.9×	231

Google Ads · 31 days · $6,995

(07) Case studies

Results that speak

31+ case studies at meansmgmt.com

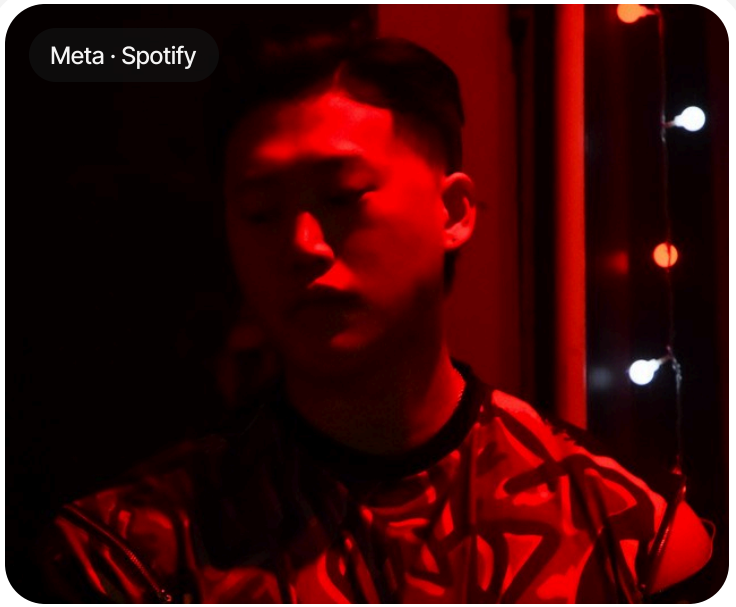


Stick Figure

1.11M

PAID VIEWS

$0.0063 a view, 231 new subscribers

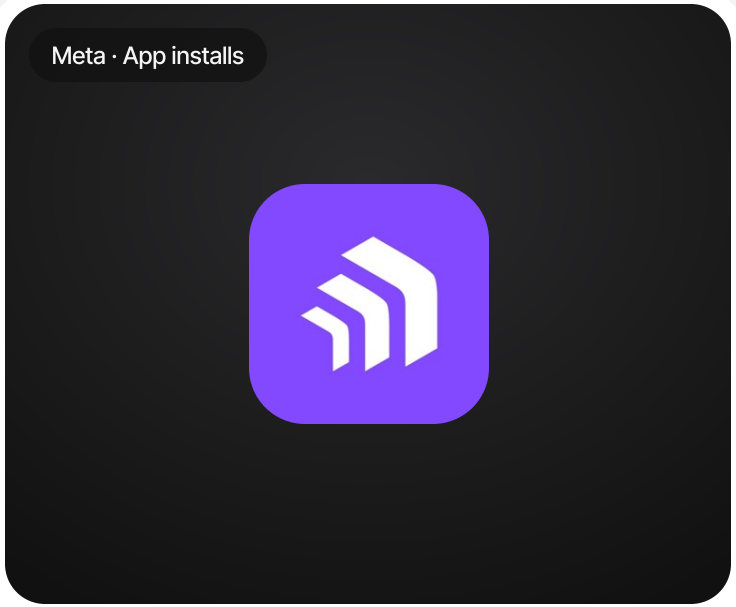


Aspen David Lee

2.1×

DAILY STREAMS

843 to 1,752 a day while ads ran



UpNext

6,269

REGISTRATIONS

$4.91 each, 5.1× under the $25 benchmark

(08) Why us

What you get with us

01 **Live dashboards**

Ad spend next to streaming growth across Meta, Google, TikTok, Spotify and YouTube. Updated daily.

02 **Every ad, ranked**

Top creatives by spend, clicks and click-through rate, for every campaign.

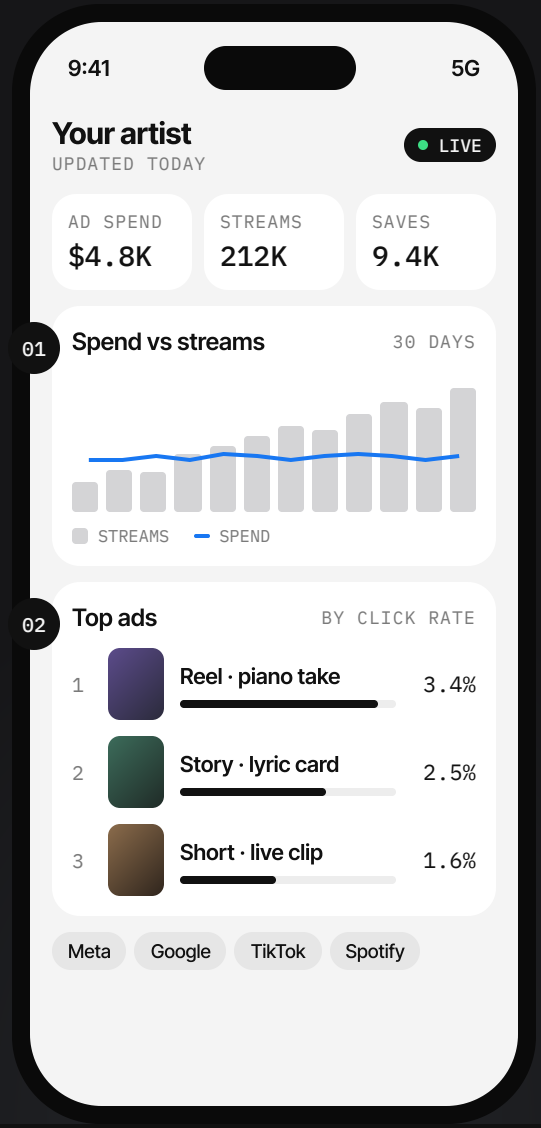
03 **Music-first since 2017**

550M+ streams and 600+ campaigns across every genre and budget level.

04 **StreamSpend**

Our own campaign analysis and benchmarking, so you know which songs to push and how much to spend.

ILLUSTRATION · SAMPLE NUMBERS



(09) Next

Let’s talk about your next campaign.

Artist, label or team. Tell us what's coming up and we'll show you what we'd build.

Start a campaign

Build your plan and check out

start.meansmgmt.com/campaign

Book a call

Labels, tours, budgets under $2K

start.meansmgmt.com

Email us

We reply within one business day

contact@meansmgmt.com