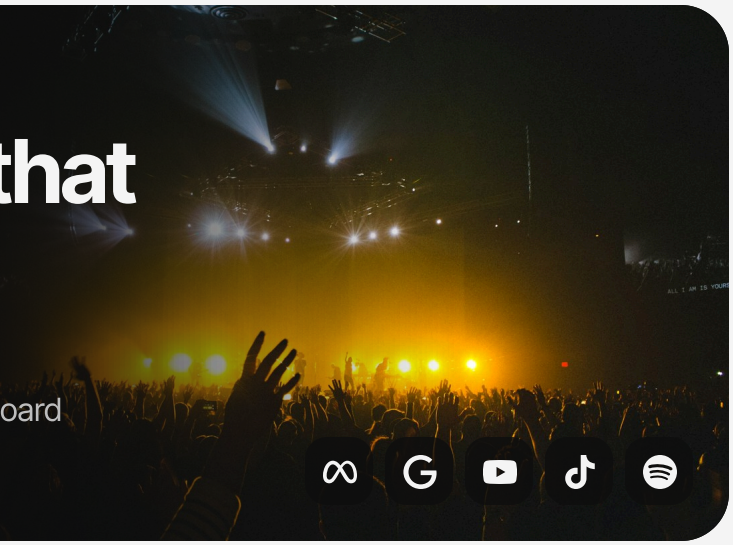
Services and platforms

Every platform that moves music

One team, one strategy and one live dashboard across all of them.



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

Music is the specialty.

The same engine runs for brands, apps and SaaS.

WORKED WITH SINCE 2017

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

What we run

Campaign types, matched to the goal

Eight core builds we run across every platform.

01 **Direct-to-streaming**
A landing page with every streaming service. No gates, no friction.

02 **Direct-to-streaming, auto-follow**
A gated page auto-saves the artist, playlist or song, then sends the listener on.

03 **Pre-save and Future Save**
Auto pre-saves the release, catches later releases and opts fans into email.

04 **Playlist growth**
Builds a playlist's audience on the streaming service.

05 **On-platform song use**
Gets people using the song where it lives: TikTok, Instagram, Facebook.

06 **Touring**
Ticket sales city by city, set up for each tour stop.

07 **Direct-to-consumer**
Merch, tickets, app installs and signups, sold direct.

08 **Brand and profile awareness**
Builds artist presence, mainly on TikTok and Meta.

Custom structures
Objectives combine and adapt per release, platform and budget.

The edge

Network and partners

6,000+

organic playlists

with Sound Runners Digital

80M+

followers across partner music accounts

ARTIST TOOLS WE PARTNER WITH

Feature.fm Landing pages, smart links, pre-save	50% off for 3 months
Laylo SMS, email, IG DM and drops	10,000 free tokens
Mogul Royalty tracking and catalog value	20% off to start
SuperFan Fan listening and social app	Custom deals
UpNext Artist-to-artist collabs	Collab network

DISTRIBUTION DEALS WE CONNECT

Duetti · Create Music Group · Vydia · Downtown Music · SoundCloud