



MUSIC MARKETING & ADVERTISING

Every platform that moves music

Music and streaming is our specialty, backed by a **6,000-playlist network** and an **80M-follower social network**. The same data-driven engine runs across every major ad platform, for brands, apps, and SaaS too.

CORE · ACTIVE



Meta

Instagram + Facebook

∞ META BUSINESS PARTNER

The workhorse for streaming and pre-saves at scale, with deep retargeting.



Google

Search + Display

High-intent search ads plus display retargeting across the web.



TikTok

Sound-first discovery

Puts the song into culture and turns viral moments into streaming saves.



YouTube

Video + search

Video views, subscribers, and the people already searching for you.



Spotify

On-platform reach

Ads plus Marquee, Showcase, and Discovery Mode, right where they listen.



SoundCloud

Audio + display

Reach listeners and creators where new music breaks first.



Connected TV

Streaming TV via Vibe

Streaming-TV and OTT ads through Vibe, targeted to the right households, not just channels.

EMERGING



ChatGPT

Contextual ads, new in 2026.



Snapchat

Young, music-heavy reach.



Pinterest

Visual discovery & merch.



Reddit

Interest & fandom targeting.



WHAT WE RUN

Campaign types, matched to the goal

The core structures we run across platforms. We match the build to the release and the goal, never a one-size template.

02 BY OBJECTIVE

01 Direct-to-Streaming

Straight to 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 redirects to the listener's service.

03 Pre-Save / Future-Save

Auto-pre-saves the release. Future Save also captures future releases, auto-follows, and opts fans into email.

04 Playlist Growth

Builds a playlist's audience on the streaming service.

05 On-Platform Song Use

Drives traffic to the song where it lives, on TikTok, Instagram, and Facebook.

06 Sales

Ticket and merch campaigns.

07 Brand / Profile Awareness

Builds artist presence and recognition, mainly on TikTok and Meta.



Custom structures

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

THE EDGE

Network & partners

What surrounds the paid campaigns and makes them convert: an organic playlist network, an 80M-follower social network, and the tools that turn listeners into an audience you own.

03 OUR NETWORK

6,000+

Playlist Network

A vetted network of organic, search-driven playlists across 10+ genres. Real listeners, not bot farms, layered on top of paid.



In partnership with Sound Runners Digital

80M+

Social Network

Partnered music accounts reaching 80M+ followers. Song placements in the genre accounts your fans already follow.

Rap

Pop

R&B

Latin

Country

Electronic

Afrobeats

Indie

& more

DIRECT-TO-FAN TOOLS



Feature.fm

Landing pages, smart links, pre-save, and Future Save.

50% off any plan
For 3 months



Laylo

SMS, email, Instagram DM, ticket & merch drops, fan CRM.

10,000 free tokens
~10,000 emails or 1,000 texts



SuperFan

A fan listening and social app.

Custom deals
Negotiated directly



UpNext

Artist-to-artist collaboration and audience cross-promotion.

Collab network
Artist to artist

Ads, network, and tools, run as one system.

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