



LIBRARY MARKETING PLAYBOOK

SEPT 2018

THE PURPOSE OF THIS PLAYBOOK

This playbook is designed to help your team take tangible steps to build the awareness of your library's brand and to increase the inclusion of your music among the users of production music. By implementing the following marketing initiatives, we can work together to boost your music usage:

1. **Position your brand and build awareness of your library.** Refining your library tagline, participating in social media, and creating playlists will reinforce the unique characteristics of your library's music, and will help keep your library top-of-mind when customers begin their next project.
2. **Drive music auditions and downloads.** Social media, video creation, blog content, and SEO all are proven marketing tactics to drive more listeners to your latest album and bring more web traffic to your library page on apmmusic.com.
3. **Support the Account Executives in their sales efforts.** Investing in promotional marketing items and events, such as dinners, will go a long way to keeping your library top-of-mind.

Should you have any questions or need additional information, don't hesitate to contact our Marketing team Marketing@APMmusic.com. Remember, the best way to boost your music usage is to optimize your search metadata and descriptions for each album and track.

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TAGLINE

Effective marketing starts with building a strong brand. Consider creating a brief but unique tagline that best describes your library. This tagline, once it is approved by APM and your own marketing team, can be used in graphics, motion graphics, ads, social media, emails and more.

Examples:

Must Save Jane

“A team of composers, producers, engineers and agents who are out to rescue the world of motion picture advertising with an eclectic library of jaw dropping music cues!”

JUMP

“Jump is the soundtrack to life’s ups, inspiring moments and good times.”

Voyant

“This library delivers on-trend sounds to meet the needs of unscripted and factual entertainment programming.”

PLAYLISTS

Library curated playlists feature a set of tracks chosen by you to be included on our well-trafficked playlists page at <https://www.apmmusic.com/playlists>.

Let us know if you have any suggested additions to our existing playlists and allow for 7 business days for updates.

SOCIAL MEDIA

We want to get social with you!

Let us know what channels you are actively using so we can follow and engage with you! Let's grow our engagement and following together. Make sure to tag us in appropriate posts so we can share your important messages to our followers and vice versa.

Are you following us on social media?

- <https://www.instagram.com/apmmusic/>
- <https://twitter.com/apmmusic>
- <https://www.facebook.com/APMMusic>
- <https://www.linkedin.com/company/162477/>
- <https://www.youtube.com/user/APMmusic>

VIDEO CONTENT

Please produce video content whenever possible. Video is the content format with the highest engagement across all platforms and is the perfect way to demonstrate how your music can synch with videos no matter what the channel: social media, digital advertising, and email promotions. In addition to the videos we produce in house, we need more video content from you to help our clients and prospects really get to know your library and music.

YouTube has been a very powerful platform for discovery, but we distribute video content on most of the social media platforms.

There is no one right way to create a video; let your creativity run wild. That said, we do have some general guidelines for you and your creative team to follow.

Type of Videos:

There are several types of videos your team should consider producing.

Library Demo Reel

A demo reel should be approximately one to three-minute long and include information about your library, its history, location, music genres, producers, composers, musicians, credits and awards. Once made, this video needs to be updated only occasionally.

****Examples:***

Kingdom 2: [CLICK HERE](#)

HARD: [CLICK HERE](#)

Album and Single-Track Reels

Ideally, an album reel can be made for any release that you feel would merit a promotional push. Typically this would be at its release, but one could try to generate new interest in a previously launched album too. The creative format can be as simple as displaying album art and doing a montage of music from the album, but consider synching motion graphics to your music to showcase how your tracks might synch to a project. Although a single track video can be very engaging, consider having multiple tracks play in one video to demonstrate the depth of your album's material.

****Examples:***

Sonoton: [CLICK HERE](#)

Cézame Trailers: [CLICK HERE](#)

Primrose: [CLICK HERE](#)

Interview | Behind-the-Scenes | Studio Session

Another impactful format has been video interviews with composers, producers and musicians. The video should include the interviewee name and title. Quality really matters. Please ensure both your video and audio (particularly in interview or voiceover) are excellent quality (we are in the business of sound after all). Pay attention to lighting, framing, room sound and background when shooting video.

***Examples:**

2nd Foundation:

[CLICK HERE](#)

[CLICK HERE](#)



**Example of key art and logos*



**Example of watermark and interview captions, which is highly recommended*



**Example of watermark only. May include library logo as well.*

Video File Format:

In order for any video to be used in our Marketing efforts, the file must be given to the Marketing team **2 weeks before** launch. These video files should be uploaded to the Marketing folder in the FTP server. Please keep your videos between **1-3 minutes in length**. Submit your videos in MP4 format. We prefer to exclusively host the video on our YouTube page if possible. This way we can add APM branding and optimize the file for YouTube and Facebook. If you wish to distribute your video on Instagram, you should make sure that it is a **formatted square 4:3**, not landscape 16:9, and that it is **under 0:59 seconds in length**. You can send us videos via Hightail, email or upload to the “Marketing” folder in the FTP. **Please see screen shots of examples of watermark placements on videos above.*

BLOG

Visits to the APM Music blog continue to grow as we distribute our blog content across various social channels and promote with digital advertising. As the readership grows, so does the need for new and unique content. Use this opportunity to establish an ongoing creation and delivery of unique well-written content about your library.

Consider the following blog ideas:

- Historical items about your library or albums
- Newsworthy stories, awards and announcements
- Written interview with key composers/producers
- Musician spotlight
- Press

Deliverables: Word files, inline images/jpegs

Note: You will be notified when a blog post with your content is published, and we will provide you with a link. We ask that you cross promote this blogpost on your social media and other channels you manage. A link to the blog post from your website would help our SEO.

PROMOTIONAL MARKETING ITEMS

When our Account Executives are out in the field visiting clients, fun promotional items left on clients' desks are a great way to keep your library top of mind when the next project comes along. Smaller items work the best. Let the Marketing department know what you are thinking of producing ahead of time, so that we can help you select the item and advise on your design to achieve the most return on your promotional investment. Note: In order for us to distribute these items they must have the APM logo on them, as well as your own.

When you use the APM Music logo in your promotional material, please follow our branding criteria and asset specifications to maximize your promotional opportunities with APM Music. If you have any questions or need the most current logo files, please reach out to marketing@apmmusic.com and we will help.

CLIENT ENGAGEMENT

Connect directly with our key clients by hosting a client dinner, lunch or breakfast. These types of events can range from simply bringing a lunch to a client's staff and mingling at their office, to smaller more intimate high end dinners with under 8 clients. If you are interested, the Marketing team will help plan and coordinate in conjunction with the appropriate APM Account Executive.

WEBSITE LINKS TO APMMUSIC.COM (SEO TACTIC)

Ranking at the top of the search engine results page as a result of search engine optimization (SEO) is one of the most important marketing tactics for driving traffic to your album page and generating new business. You can make a significant impact on the search ranking of your music on apmmusic.com by building links to your library page and your individual albums on apmmusic.com.

The best place to start is by linking to these pages from your own website. In addition, getting links from any of your composers and artists who have websites or blogs is highly encouraged. This is especially good for newly released albums.

Note: SEO ranking is increased when you post on social media with links to your albums on apmmusic.com.

How to create an HTML link on your website that points to your library page or album.

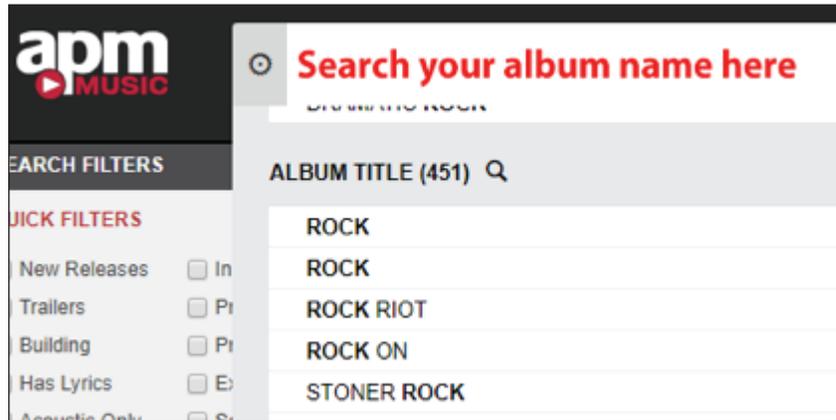
Your web developer will know how to do this, but here is a simple example:

Check out our latest tracks, perfect for your next project!

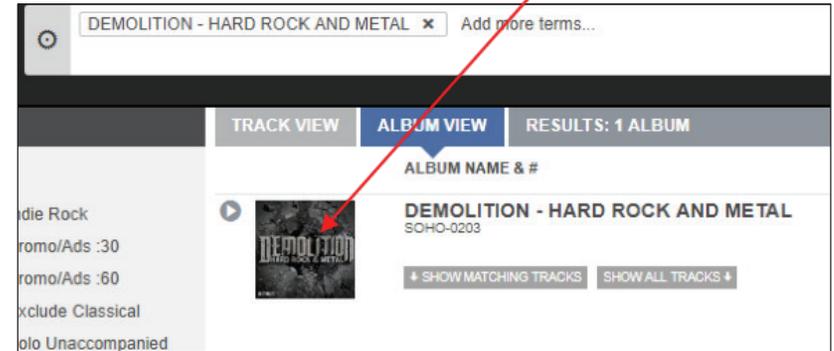
Visit APMMusic.com to hear all of our music.

How to link to your album in apmmusic.com:

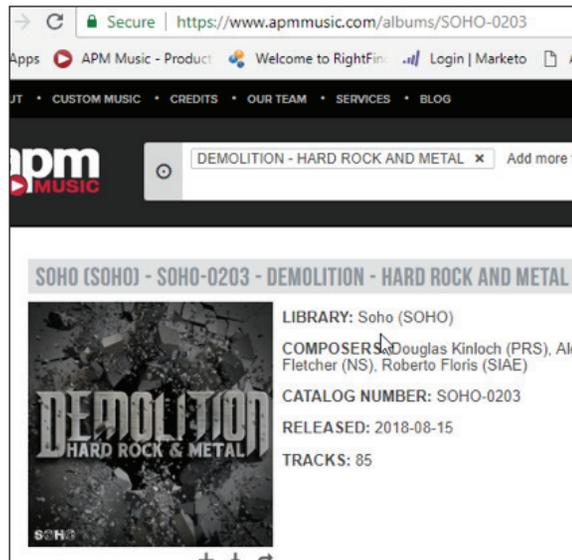
1. Locate your album in APM Search



2. After accessing your album in APM search, click on the album cover artwork



3. You will now see the Album URL in your web browser that you can copy and use in your promotions



4. Create a blog post or article on your own website that highlights your album, also use a similar HTML code to the one mentioned previously. Example below:

Check out our latest album,
The album name here. Go on to describe your album.

ALBUM RELEASE ANNOUNCEMENT

Here is an example of an album press release written by a library and emailed with the promotional assets to the Marketing team. This information helped the Marketing team pull together a social media campaign for the album and the artist. Consider writing one whenever you have an album, composer or artist with an interesting backstory.

Kingdom 2 releases “Classic Country: Memphis to Nashville”

Los Angeles CA— Kingdom 2 Music is proud to release its authentic-styled classic country album “KING-162 Classic Country: Memphis to Nashville” featuring artist Jamison Hollister.

This record is filled with completely original country-themed songs done in the style of the famous country classics that we all know and love.

Jamison Hollister, currently touring as the guitarists for Dwight Yoakam, is responsible for cooking up this down home country-and rockabilly filled album of authentic and classic sounding tracks. Using vintage and analog microphones and pre-amps, it's painstakingly recorded and mastered to travel back through time. This record oozes “old school” and Kingdom 2 is thrilled to have it in the catalog and ready for licensing everywhere.

Jamison Hollister resides in LA, but spends much of the year outside Memphis, TN, where he has converted an old barn into his recording studio and creative space. Jamison has done over 10 records for Kingdom 2 and he always brings the goods.

From Memphis all the way to Nashville, you might feel like you are actually listening to unreleased gems from a bygone era.

Another format option is the album one sheet:

KPM 2061 SPAGHETTI WESTERN
Cinematic and authentic Spaghetti Western packed full of adventure – from heroic orchestral themes to dusty desert tension cues



Genre:
Orchestral /
Cinematic
Application: Film
Composers:
Joseph Michael
O'Brien/ Jody
Karl Jenkins/
Lorenzo Piggici



A collection of classic Wild West film cues for your heroes, villains and everything in between.
With iconic sonic elements – from sweeping panoramic strings to atmospheric, expansive scenesetting harmonica and steel guitar, traditional Native American chanting and cowboy whistling
Covers a range of dynamics and emotions, superbly balancing authenticity and originality

These are just two examples. If you prefer another means of communicating the key features of your album, then please feel free to use the format that works best for your team. The more information about your album you provide the Marketing team ahead of its release, the more we can do to promote it.

HOW TO PROMOTE A NEW ALBUM LAUNCH - BEST PRACTICES

1. Make sure your metatags are robust and accurate. If you have any questions, please reach out to Connor or Sira.
2. Make a video, but do not upload to YouTube. Let us upload the file first to our YouTube channel for search reasons— or please exclude from North America if the file is being shown in other geographic areas. We should be the only source for these videos in the US and Canada. Make sure the video file is uploaded to the ftp at least two weeks prior to the launch, we need time to brand videos with the APM logo.
3. Write a press release and email it to Marketing@apmmusic.com, if possible include the following;
 - a. Images of the recording
 - b. Provide quotes from the composer about the inspiration for this recording and who might be able to use it.
 - c. If any videos were taken during the recording, please upload them to the Marketing folder in the FTP.
4. Reach out to our Marketing team about the album and any assets that you created after your files have been uploaded but before the new release launch
5. If we promote your album on social media, please repost and comment.
6. It is helpful if all materials to be used for an album launch are delivered to us at least two weeks prior to the scheduled release date.

CONTACTS

- Marketing assets – upload to “Marketing” folder in FTP
- Content via email – send to marketing@apmmusic.com
- Questions about metadata format – contact metadata@apmmusic.com