



SERVICE & PRICE LIST

ARTIST TOOLBOX

Release and promote your music independently

1

DIGITAL PROFILES CHECK UP

We look at your digital platforms and channels and create a professional analysis with comments and improvement suggestions. Our big check up includes the following:

1. **Quick review of your basic digital health:** we check how easy it is to find your music
2. **Platform by platform breakdown:** we tell you exactly what works and what doesn't on each of these platforms:
 - a. Social media channels: Instagram, Youtube, TikTok, Facebook, Twitter
 - b. DSPs: Spotify, Apple Music, Amazon Music, Deezer, Youtube Music
 - c. Owned platforms: website
3. **Audience overview:** demographics, location, interests, platform use & preferred type of content
4. **Performance analysis:** engagement rates and growth trends put into context

PACKAGE S

website + 2 social media channels + 2 DSPs

390 Euro

PACKAGE M

website + 3 social media channels + 4 DSPs

690 Euro

PACKAGE L

full check up (all social media channels & DSPs, audience overview, performance analysis)

890 Euro

All basic questions about **distribution, DSP & royalties are answered in our [DIY Guide for Musicians](#).



2

ALBUM / EP – RELEASE STRATEGY

In a first online meeting you tell us what your plans are and present your project, be it your album or an EP. After the meeting, we will create a professional album campaign and release strategy according to your budget and wishes. This package includes the following:

- 1 x Zoom meeting 60 minutes
- Release timeline (album & singles)
- Number of singles
- Selection of radio singles
- Selection of marketing tools (promotion, paid social media ads)
- Budgeting of the campaign

Price: 790 Euro

[book your session here](#)

You can find all the general info about **PR & Marketing and Planning your Campaign in our [DIY Guide for Musicians](#).*

3

MEDIA FORMATS & PLAYLISTS

Do you need a better insight into the media world? We'll help you with our expertise and create a list of relevant media formats and third-party playlists that might be of interest to you. We also give you tips on how to best reach them. We consider all relevant media and playlists from Germany, both German- and English-speaking.

The media formats are:

Blogs, Music magazines (online & print), thematic magazines like lifestyle, fashion, women, queer (online & print), third party playlists on Spotify, social media formats, live sessions, podcasts, newspapers & city magazines (online & print), radio stations

Price: 390 Euro

You can find the answers to all FAQ around **PR & Marketing, alongside tips on approaching journalists and bloggers, in our [DIY Guide for Musicians](#).*

4

LIVE TOURING & PR

Do you want to go on tour with your album in Germany? We will compile a customized list of booking agencies, venues and festivals that might be interested in you. To increase your reach, we also give you a list of relevant media that will help you sell more tickets.

- Booking agencies / promotion agencies
- Venues
- Festivals
- Media

Price: 390 Euro

You can find the answers to all FAQ on **Touring in our [DIY Guide for Musicians](#).*



5

SPOTIFY FOR ARTISTS PITCH

Do you want to pitch your new single via Spotify for Artists but don't really know where to start? Yes, there really are a few things to consider when pitching to Spotify. We'll write you a working pitch that's guaranteed to get you the attention you're hoping for.

Price: 280 Euro

You can find the answers to all FAQ on **Distribution, DSP & Royalties in our [DIY Guide for Musicians](#).*

6

CONSULTING SESSION

Our co-founder Steffi is offering private sessions (60 minutes per session) via Zoom to talk about your release plans and artist vision. From getting started as an artist, rebranding your profile to releasing your next album, EP or single and planning a tour, Steffi will use her experience and knowledge to give you inspiration and guidance to take your music career to the next level. In **package 2** the session is included.

Price: 300 Euro

[book your session here](#)

7

DIY GUIDE

DIY Guide - 10 Steps to release your music

Price: 29 Euro

[DOWNLOAD](#)

CONTACT US

hello@better-things.berlin



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DIY GUIDE

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*all prices are brutto incl. VAT

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