

MODERN MARKETING + BRANDING

OSYM



MODERN MARKETING + BRANDING

- What is Marketing?
 - “Putting the **right product** in the **right place**, at the **right price**, at the **right time**.”



MODERN MARKETING + BRANDING

- ❖ Marketing is an ART!
 - Marketing Mix
 - Product
 - Price
 - Promotion
 - (P) Distribution / Place



MODERN MARKETING + BRANDING

- ❖ What is Branding?
 - How do you want to be perceived?
 - What should your audience expect?
 - Apple, Southwest,
Eminem, Rick Ross



MODERN MARKETING + BRANDING

- ❖ How much is your success worth?
 - Time?
 - Energy?
 - Money?



MODERN MARKETING + BRANDING

❖ “Free” Marketing

- Time & Energy (+ Creativity)
 - Social Media + Youtube
 - Word of Mouth
 - Footwork
 - Physical
 - Digital



MODERN MARKETING + BRANDING

❖ Paid Marketing

➤ The Holy Grail

- DON'T SLEEP!



MODERN MARKETING + BRANDING

❖ Paid Marketing

- Website
- Newsletter
- Influencers

➤ Ads

- *Beyond 82% of the
reason I'm successful*



MODERN MARKETING + BRANDING

❖ Website

➤ HOME OF EVERYTHING

- Music
- Videos
- Merch
- Events
- Email List



MODERN MARKETING + BRANDING

❖ Newsletter

➤ GET ONE NOW!



MODERN MARKETING + BRANDING

- ❖ Influencers
 - Not necessarily social media
 - Not necessarily music
 - HUGE dividends



MODERN MARKETING + BRANDING

- ❖ Ads
 - Game Changer
 - No...SERIOUSLY



MODERN MARKETING + BRANDING

AIRBIT

Dashboard

Platinum
Producer



Unlimited
Beat Uploads



\$268,651.05

EARNINGS
ALL TIME 30 DAYS



9,851

BEATS SOLD
ALL TIME 30 DAYS



4,661

BEAT PLAYS
LAST 7 DAYS



0

FREE DOWNLOADS
LAST 30 DAYS ALL

MODERN
MARKETING +
BRANDING

SOUNDClick

OSYM BEATS

PLAY

EDIT



OVERVIEW SONGS (402) LEASE TRACKS (44) VIDEOS ABOUT MORE

★★★ 20 NUMBER 1

★ 93 TOP 10

402 TRACKS

12,937,727 plays

1,113,070 views