

Decliped

Press Kit 2024



About Decliped

Decliped is a modern multi-genre label specializing in the release of **of trendy music.**

Our team are music industry experts with many years of experience working with all the world's major labels and organizations **around the world.**

With Us You Will Get

1. Release on **240+** leading streaming platforms (Spotify, VK, Apple Music, YouTube Music and many others)
2. **Promotion** in Shorts, Reels, and TikTok (not deducted from the artist's income)
3. **Pitching** a track to global playlists of all platforms
4. Personal **manager**
5. **Free cover design** as well artist's social networks upon request (not deducted from the artist's income)
6. **Mixing, mastering** and any other assistance in finalizing the
7. **track Collaboration** with our artists and vocalists
8. **Assistance** in managing social networks

And of course - **a super-friendly community** , where everyone knows everyone and everyone works and develops as one big friendly team

Promotion In Shorts, Reels, TikTok

We carry out promotion using a unique and effective method of attracting **algorithmic and organic** traffic to the release.

What is this method? **Only those people who are really interested in it will hear your track** and will pay attention to you as an artist.

Unfortunately, most labels add tracks to playlists where listeners **simply switch tracks** without even paying attention to the artists, which is bad for its profile algorithms.

What Does The Promo Include?

Stage 1: Testing the track

We test the track on such platforms as VK, Tik Tok, Reels, Youtube Shorts to find out **how the audience reacts to the track** and what its **Listen Rate*** is.

If the Listen Rate on a track is more than 2.4, then it means **people really liked the track** and they are ready to listen to it on repeat, which in turn is a good indicator for the further **successful promotion** of the track.

If the Listen Rate is less than 2, then this is an indicator that **the audience did not like the track** and people do not want to listen to it again. Even if you invest a conventional \$30k into such a track, the situation will not change; the track will also have few plays and they will quickly drop to 0.

Listen Rate* - number of listens per listener

What Does The Promo Include?

Stage 2: Promotional campaign of the track

If the Listen Rate is more than 2.4, then we **begin to buy advertising in Tik Tok, Youtube Shorts, Reels and VK** in order to attract the maximum amount of live traffic to the track, which will go directly to the track and the musician's card, which will also make excellent advertising for the artist and his future releases.

Stage 3: Additional promotion

If the promotional campaign on a track is successful, **we repeat it several times** until the track loses its relevance. Thanks to this approach, every good track will ultimately show **the maximum result for the artist and for the label.**

Pitching A Track To Global Playlists Of All Platforms

We pitch **to all major platforms** - VK, Spotify, Yandex Music, Apple Music, Deezer, Youtube Music and many others.

Our pitching consists of two stages:

The first stage of pitching is at the stage of track distribution (your personal manager will help you with this stage). At this stage, based on the data you provide, we submit the track for pitch to all major platforms. Considering **our label's priority** in the queue for consideration by curators of such applications, any **good track will end up on the playlists** of the platforms and remain there for a long time.

The second stage of pitching is after the track distribution stage. We duplicate each pitch request to the site curators, which will allow us **to maximize the chance of** the track getting into the official playlists of all platforms.

Personal Manager

At the beginning of cooperation, we assign you a personal manager who will help **in any questions and situations.**

A personal manager will always answer your questions:

- **Show your track** to the label team
- Help you arrange **the release on the label**
- Send **the cover and a multi-link with the release**, as well as other promotional materials
- Will help you solve **problems with the release**
- Will carefully consider and answer **each of your questions**
- **Will give advice** on finalizing the track
- **Will help with verification** of Youtube channel, Spotify, VK, Yandex
- **Share a link** to our groups and communities

Free Cover And Artist Socials Design

For each of your releases, we are ready to provide **a free high-quality cover** made by our in-house designers, and upon request we also provide:

- **Promo video** of the release
- **Design of the artist's social networks**
- **Processing** of the artist's photos

And all these services are also **100% free**, like the cover itself.



Mixing, Mastering And Any Other Assistance In Finalizing The Track

Our label is headed by 3 professional sound producers with more than **10 years of experience** in almost all genres of electronic music. They are the ones who are ready to help you:

- Do **mixing and mastering**
- Improve **the idea**
- Adjust **the melody**
- Globally **improve the track**

This label service is also **100% free**, because it is in our interests to make each track **really cool and interesting** so that every listener will definitely like it.

Collaboration With Our Artists And Vocalists

Since we have **a friendly community**, you can meet and start working with almost any of our **artists or vocalists**.

Also, upon request, we can provide you **with exclusive vocals** if you have a potential hit track.

Help With Social Media Management

Are you new to the world of music or don't know how to properly manage social networks? You can easily **call the management of our label** and get a lot of advice about:

- what **social networks** and how to maintain
- what kind of **content you need**
- what **prospects there may be** in a particular genre of music
- and much more.



About Our Community

We have a friendly and motivated team of artists and label employees, where everyone is friends with everyone and communicates almost every day. We are actively **developing and helping each other**, so we will always be happy to help you!

We communicate on **Telegram and Discord**, so if you decide to be with us, we **will gladly accept you into our friendly community.**

Terms Of Cooperation

Unlike some labels, **we do not oblige the artist to sign an exclusive contract** with us: the artist can release either 1 or 40 tracks on our label without any obligations.

We maintain the market average rate between artist and label - **50% to 50%**, which is as fair as possible, taking into account the label's investment in each release and support of each artist.