



INFORMATION SHEET

PLUGGING YOUR MUSIC IN THE DIGITAL MARKET

Getting your music on the digital platforms nowadays holds no secrets anymore. **Dutch Music Works** offers distribution on all mainstream music platforms (Apple Music, Amazon Music, Google Play Music, Juno Download, Shazam, Spotify, Deezer, YouTube Music and Beatport & Traxsource (for dance music) plus over 250 other download and streaming platforms worldwide. **Dutch Music Works** also has a separate offer for digital distribution in China. Furthermore **Dutch Music Works** can handle the YouTube monetisation on your behalf.

The next step however is getting your music noticed on these platforms. There are literally millions of tracks in all genres on the platform so you have to find a way to stand out between all those songs. One of the solutions is by plugging your music on the platforms. There are more or less three ways of plugging your music: the most obvious one is getting plays for your music, the second is to build more followers as an artist and the third is submitting your music to multiple play lists.

Getting plays is the option for artists that wish to build a presence for the short term. You may gain a popular song in a short time. When an artist wants to build a steady group of followers for the long time the second option is the one to choose. The option of getting onto play lists ensures your music is being played to many people for a long(er) time.

The plugging service always starts on a Monday and is being carried out for a minimum of 30 days.

Which services can we offer you?

Spotify:

1. Playlist Service
2. Streams Service
3. Followers Service

YouTube

1. Playlist Service
2. Views Service
3. Like Service
4. Subscriber Service

SoundCloud

1. Playlist service
2. Play Service
3. Like Service
4. Follower Service
5. Repost Service

Instagram

1. View Service
2. Like Service
3. Follower Service

Pricing

Dutch Music Works charges the following prices for these service. It is also possible to combine the services and set up a bespoke plugging strategy for your music. If you are interested in that please contact us for a

Dutch Music Works is your independent label services provider

Dutch Music Works is a registered company (VAT NL856136438B01), Bakkerstraat 39, 5554 EC Valkenswaard (NL)

All information is correct at the time of preparation. Subject to change. Please check before commitment.



quote. We have listed the most popular plugging options below. If you're looking for larger services you may also contact us for a quote.

SPOTIFY SERVICES

<u>Playlist</u>		<u>Streams</u>		<u>Followers</u>	
goal	price	goal	price	goal	price
100	€ 60	1,000	€ 20	500	€ 25
250	€ 130	5,000	€ 60	1,000	€ 35
500	€ 180	10,000	€ 100	5,000	€ 140
1,000	€ 250	50,000	€ 300	10,000	€ 250
		100,000	€ 400		

YOUTUBE SERVICES

<u>Views</u>		<u>Likes</u>		<u>Subscribers</u>	
goal	price	goal	price	goal	price
1,000	€ 20	100	€ 15	200	€ 80
2,000	€ 40	200	€ 25	500	€ 180
5,000	€ 80	500	€ 45	1,000	€ 350
10,000	€ 150	1,000	€ 80		
20,000	€ 250	2,000	€ 150		
50,000	€ 500	5,000	€ 250		
		10,000	€ 350		

INSTAGRAM SERVICES

<u>Views</u>		<u>Likes</u>		<u>Followers</u>	
goal	price	goal	price	goal	price
200	€ 10	500	€ 13	500	€ 20
500	€ 15	1,000	€ 15	1,000	€ 40
1,000	€ 20	2,000	€ 20	2,000	€ 75
2,000	€ 30	5,000	€ 33	5,000	€ 150
5,000	€ 60	10,000	€ 55	10,000	€ 250
10,000	€ 120	20,000	€ 90	20,000	€ 350
20,000	€ 200	50,000	€ 160		
50,000	€ 425	100,000	€ 260		

SOUNDCLOUD SERVICES

<u>Plays</u>		<u>Likes</u>		<u>Followers</u>	
goal	price	goal	price	goal	price
1,000	€ 15	500	€ 15	500	€ 20
5,000	€ 25	1,000	€ 30	1,000	€ 40
10,000	€ 40	2,000	€ 50	2,000	€ 75
50,000	€ 100	5,000	€ 100	5,000	€ 150
100,000	€ 180	10,000	€ 150	10,000	€ 250
250,000	€ 350				

Guarantees

Dutch Music Works offers these services with the following guarantees:

- **100% real users** are reached ¹. We do not use automated click farms or other electronic means to blow up the results.
- **Money Back guarantee** when it is not possible for whatever reason to carry out the promotion.
- **10% minimum fulfilment.** As we are only reaching out to real users we can never guarantee to reach the goals. In our experience however we see than 10% of the goal is a minimum that you may expect, depending on the quality/style of your track.
- **Budget pools** are set when we are working with curators. Here the budget is used to add your music to curated lists in the said pool. Please note that the entry fee for a popular Spotify Playlist is at least € 100 for an individual artist.
- **Declining goals** are being refilled within 30 days after the start of the plugging period.

¹ Please note that when goals are not reached there is the possibility that there will be additional 'automated' reactions. These can influence the results.

We are proud to offer you our plugging service together with our partner Playlist Plugger.



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