**ALTERNATIVE DIGITAL AGENCY** FOR ROCK, REGGAE, REGGAETON, SALSA, INDIE & **WORLD MUSIC** 

AN OUT OF CONTROL MUSIC GROUP COMPANY



### **CONTACT US**

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# TREND Culprit

The Digital Agency for Music

# **OUR PURPOSE**

TrendCulprit is here to provide bands and performing artists with alternative digital creative services that spin around every aspect of your music's digital marketing with a very unique globally inspired taste.

# **OUR MISSION**

Our mission is to see our bands and performing artists stand out backed by a creative blend of digital music marketing and innovation created by a hand selected set of extraordinary and refreshing global creative thinkers.

# **OUR VISION**

Our vision is to build the place that puts into action global creative and cultural collaborations between music artists and digital media artists becoming a powerful house of free flow of creativity within music and tenacious digital art.

A DIGITAL MUSIC
MARKETING CREATIVE
POWERHOUSE

# CONNECTING CULTURES THROUGH GLOBAL DIGITAL MUSIC MARKETING

WE CREATE GLOBAL
DIGITAL MUSIC BRANDS

# CORE SERVICES

## WEBSITE DESIGN

Fully customized bands and performing artists website design, development and, merch and downloads e-stores. Our commitment is to deliver industry standard's compliant, search engine optimized and revenue generating websites.

## MUSIC VIDEOS

From pre-production including creative ideas, concept creation, budgeting, treatment, to production, direction, crew, wardrobe, makeup, and execution to post-production, curating, editing and wrapping out.

## MUSIC MARKETING

Multi-language custom-tailored Digital Music Marketing strategies and campaigns built and managed by national and international music industry marketing experts and music publicists.

# **MERCH E-STORES**

Search Engine Optimized Content
Management Systems with a fully
customized design with the
ability for downloads, merch
sales, album catalog showcase,
ticket sales, streaming and social
media engagement, fan and
community management, news
page, tour itinerary, newsletter
blast, and much more.

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# WEB DESIGN

Integrate your SoundCloud Account, CDBaby Music Player, Spotify Playlist, and more.

FAN MANAGEMENT

# ADDITIONAL WEBSITE SERVICES

STARTING AT \$62

- Webmaster
- Managed Hosting
- e-Store Management
- Extended Website Support
- · Copy Writing and Editing
- Website Translations

# **KICKSTAR**

### STARTING AT \$597

Search Engine Optimized CMS •

Mobile and Tablet Responsive •

Photos, Audio, Video Streaming •

Bio, Discography, Press Kit Page •

Newsletter, Email, Contact Form •

Social Media, SoundCloud, Analytics <sup>,</sup>

Tour Calendar, News, Press, Blog Page •

Basic Logo Design, Image Optimization •

Basic e-Commerce, Up to One Revision •

Free One Month Maintenance & Support •

Free Two 1hr Consultation •

# **MID-LEVEL**

### **STARTING AT \$1,582**

Search Engine Optimized CMS •

Mobile and Tablet Responsive •

Photos, Audio, Video Streaming •

Bio, Discography, Press Kit Page •

Newsletter, Email, Contact Form •

Social Media, SoundCloud, Analytics •

Tour Calendar, News, Press, Blog Page •

Custom Logo Design & Graphic Design •

Standard Image & Video Optimization •

Standard e-Commerce, Tickets, Merch •

Content Strategy, Up to Two Revisions •

Free Newsletter Template Configuration •

Free Two Month Maintenance & Support •

Free Hosting & Domain Name (1 Year) •

Free Two 1hr Consultation •

# ROCKSTAR

### STARTING AT \$2,465

Search Engine Optimized CMS

Mobile and Tablet Responsive •

Photos, Audio, Video Streaming •

Bio, Discography, Press Kit Page •

Newsletter, Email, Contact Form •

Social Media, SoundCloud, Analytics •

Tour Calendar, News, Press, Blog Page •

Custom Logo Design & Graphic Design •

Standard Image & Video Optimization •

Standard e-Commerce, Tickets, Merch •

Content Strategy, Up to Three Revisions •

Copy Writing, Editing, Multi-Language

Free Newsletter Template Configuration •

Fan/Community Management Integration

Free Three Month Maintenance & Support •

Free Hosting & Domain (1 Year) •

Free Three 1hr Consultation •

# MUSIC VIDEOS FOR ARTIST AT **ANY LEVEL** TrendCulprit's global team of affiliated videographers, directors and producers give an incredible visual motion twist to any level performing artist within multiple budgets, either for documentaries, promotion or a single's music video.

# FULL SERVICE PRODUCTION

Pre, Production and Post-Production

# **CONCEPT CREATION**

Concept Development, Treatment and Budgeting

# **EDITING**

High-Tech Equipment Cutting-Edge Software



# ROCKSTAR YOUR MUSIC

# MUSIC VIDEO ADS PROMOTION

STARTING AT \$868 mo.

Increase visibility of your music videos with tailored viral ads campaigns for self-published music videos. Traffic strategy for 12 weeks on Vevo, Venmo, YouTube and more with a 12 hrs a month dedicated Video Promotion Manager.



# **GRAPHIC DESIGN**

### **STARTING AT \$35**

- Logo and Graphics Design
- Merchandise Design
- Album Cover Art
- Posters, Banners Art
- Touring Promo Art
- Promo and Ads Art

# **BRAND CONSULTING**

STARTING AT \$62 hr.
Digital Brand Image
Merchandising Strategy

### **STARTING AT \$603**

Photo Shoots



STARTING AT \$723 mo.

Digital Ads Promotional Campaigns with a 12 hrs a month dedicated Digital Promotion Manager.



# MUSIC MARKETING

# DIGITAL SALES & MARKETING

### STARTING AT \$868 mo.

Management, Maintenance, Monetizing Strategy and Optimization with a dedicated 12 hrs a month Sales Channel Manager.

- iTunes, Amazon
- CDBaby, TuneCore
- Vevo, Venmo, YouTube
- SoundCloud, Spotify, Pandora
- FanBridge, BandCamp,
- BandPage, ReverbNation
- And more...

# SOCIAL & FAN MANAGEMENT

### STARTING AT \$1,085 mo.

Dedicated Social Media Manager to ease the day-to-day grind of social and fan networking 12 hrs a month.

- 3 to 4 Post a day
- Content Creation
- Publishing Schedule
- Blog and Newsletters Writing
- FaceBook, Twitter, Instagram
- And more...



# EMERGING ARTIST & NEW RELEASE PUBLICITY

### STARTING AT \$868 mo.

Media relations, press and press releases, article composition and distribution. Dedicated Music Publicist 12 hrs a month.

- 12 Weeks Minimum Contract
- Custom Campaigns, Targeting and Strategy
- Most Popular Social Networks
- New Media Online Publications
- Traditional Print Media Publications
- Crowdfunding Copy Writting
- And more...

# PRESS KIT SERVICES

- Press Release Writing \$185
- Biography/Resume Writing \$246

# PRESS KIT ASSEMBLY

### **STARTING AT \$652**

- Cover Letter Copy Writing
- Bio/Resume Copy Writing
- Press Release Copy Writing
- General Info Sheet Copy Writing
- Quotes. Reviews and Articles
- Media and Promo Content