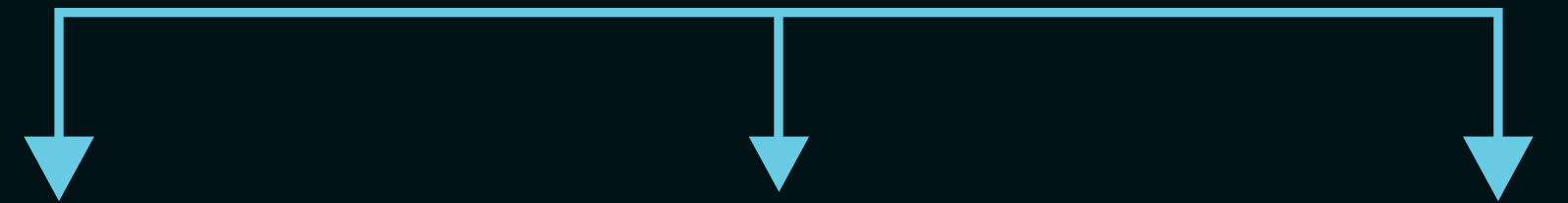


FULL SERVICE MUSIC MARKETING CONSULTANCY

# SAMMY KRET MARKETING SERVICES

SAMANTHA KRETMAR  
FOUNDER

# WHY SAMMY KRET MARKETING SERVICES



**+10**

YEARS IN DIGITAL  
MARKETING &  
STRATEGY

**+25K**

DOWNLOADS ON  
MASTER'S THESIS ON  
SOCIAL MEDIA & MUSIC

**4/4**

LAS VEGAS SHOWS  
SOLD OUT VIA  
INSTAGRAM

- Fortune 100 agency experience — managing teams, Fortune 500 brands, published in Ad Age
- Founder of Sammy Kret Marketing Services — music & hospitality clients, independent artists & top DJs
- Worked with Capitol Theatre, Brooklyn Bowl, Summer Camp Music Festival, Bassnectar, String Cheese Incident, Electric Forest, etC.
- Founder of 'Networked Culture' — artist interviews, show reviews, music business analysis

# SERVICES

- 01 - Marketing Strategy & Ideation
- 02 - Social Media Management & Support
- 03 - Release Strategy Development
- 04 - Partnership Pitches & Brand Management
- 05 - Artist Management

Each service can be engaged individually or as a comprehensive retainer package.



# MARKETING STRATEGY & IDEATION



## **Audience Research & Segmentation**

Deep-dive analysis of your fanbase, competitive landscape, and genre-specific trends to define who you're talking to and why.

## **Multi-Channel Campaign Planning**

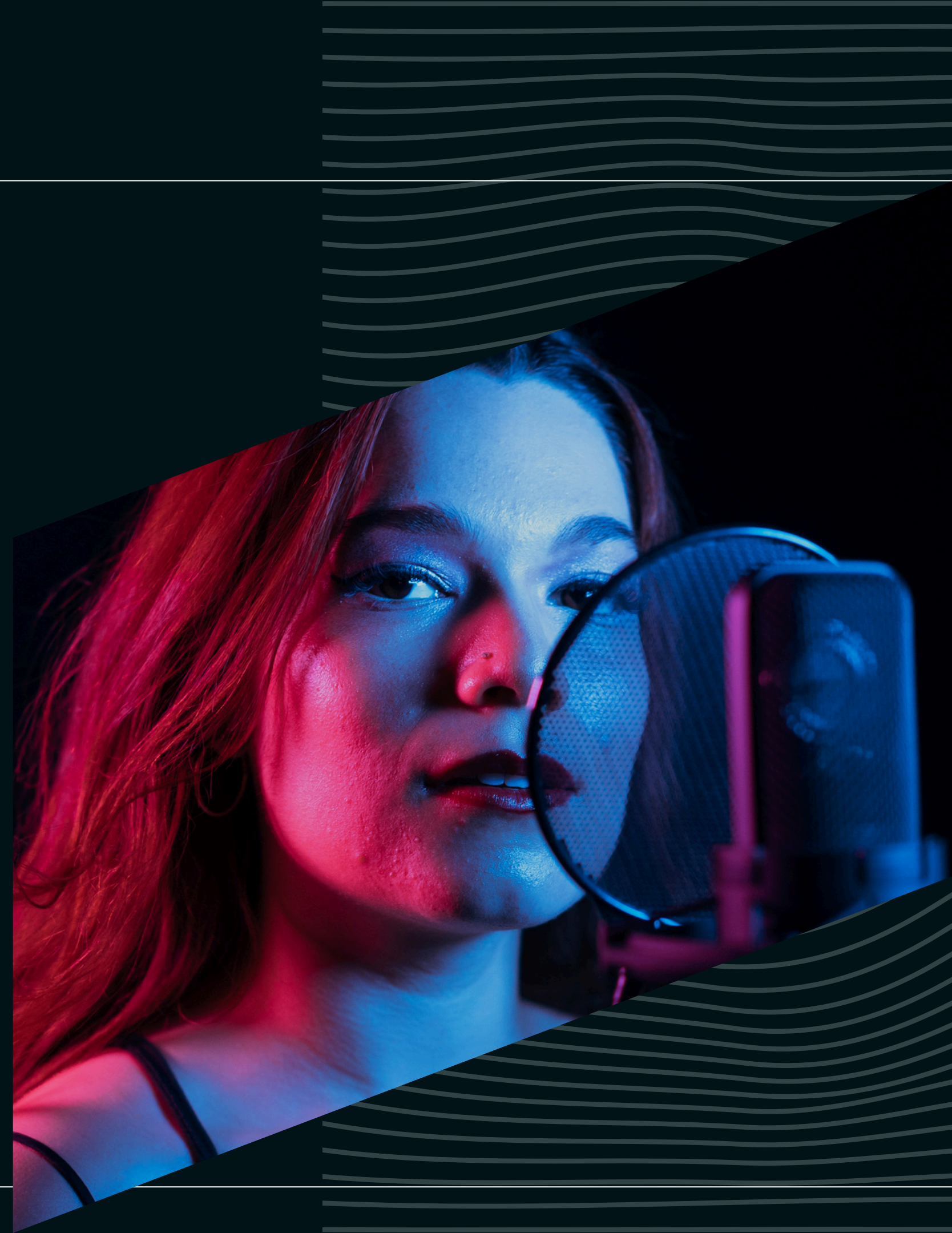
Integrated plans across social, streaming, email, and press — every touchpoint mapped to your rollout.

## **Brand Positioning & Messaging**

Developing the artist narrative and language that makes you instantly recognizable.

## **Insights & Performance Reporting**

Ongoing analysis of what's working, what isn't, and where to double down — communicated clearly to all key stakeholders.



# SOCIAL MEDIA MANAGEMENT & SUPPORT

## **Platform Strategy (Instagram, TikTok, X, Facebook)**

Platform-native strategies for each channel — content types, posting cadence, community management, and growth tactics.

## **Content Calendar & Creative Direction**

Monthly content calendars aligned to releases, touring, and cultural moments. Creative briefs for photo, video, and copy.

## **Paid Social Advertising**

Targeted ad campaigns to grow followers, drive streaming, and sell tickets — optimized continuously based on performance data.

## **Analytics & Growth Reporting**

Monthly dashboards tracking reach, engagement, follower growth, and conversion — with clear recommendations.





# RELEASE STRATEGY DEVELOPMENT

## **Release Roadmap & Timeline**

Pre-release, launch day, and post-release phases fully mapped — from single drops to album rollouts with coordinated cross-channel activity.

## **Press & Media Outreach**

Securing placements in relevant music blogs, tastemaker publications, and local/national press to build critical momentum around each release.

## **Live Show Support & Event Marketing**

Integrating tour and show announcements into the release narrative — driving ticket sales and deepening fan engagement at every step.

# PARTNERSHIP PITCHES & BRAND MANAGEMENT

## Brand Partnership Identification

Research and identify brand partners whose values, audience, and aesthetic align authentically with the artist.

## Pitch Deck Creation & Outreach

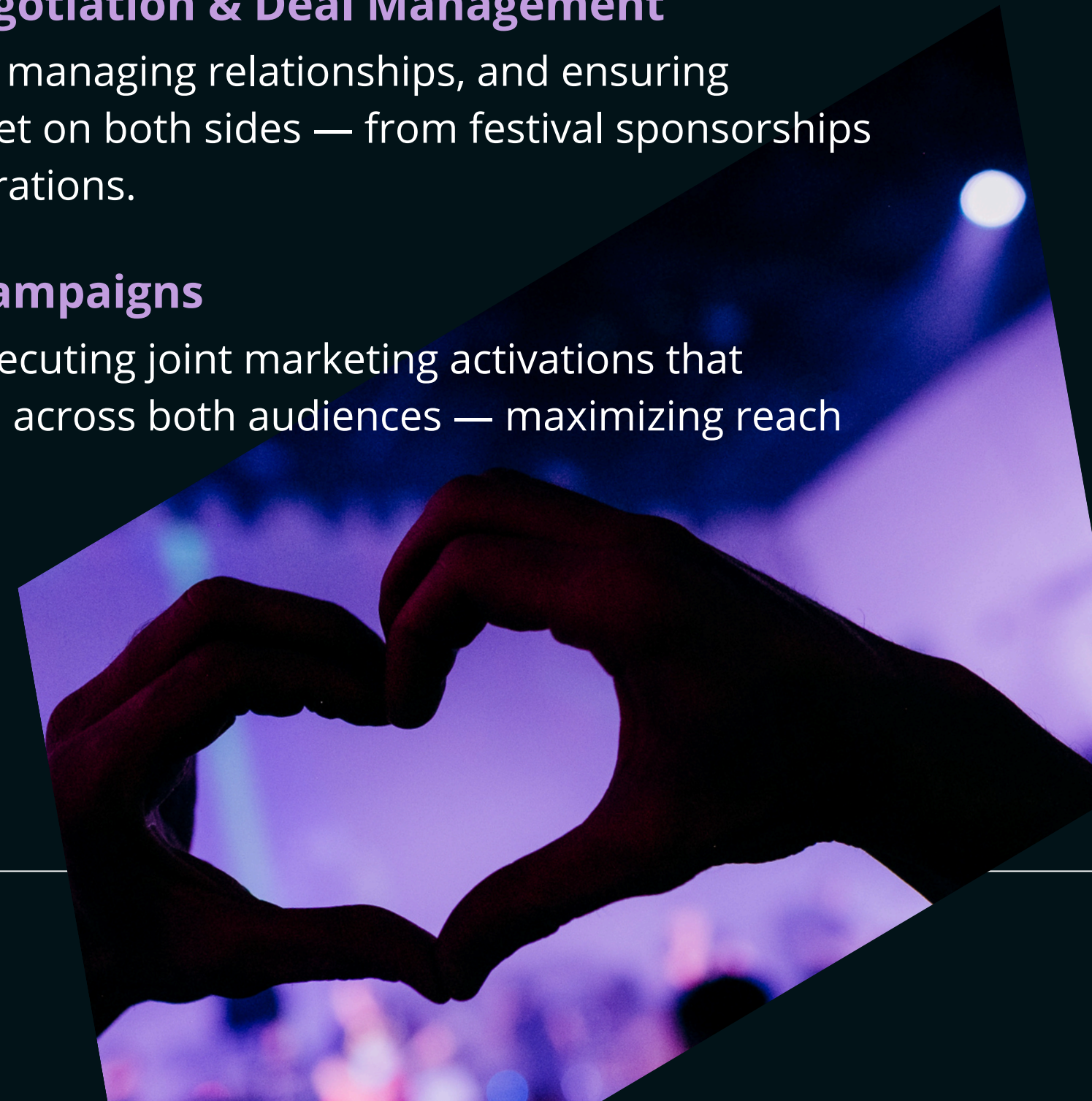
Professional partnership decks tailored for each brand target — with audience data, campaign concepts, and clear ROI case for the partner.

## Sponsorship Negotiation & Deal Management

Negotiating terms, managing relationships, and ensuring deliverables are met on both sides — from festival sponsorships to product collaborations.

## Co-Marketing Campaigns

Developing and executing joint marketing activations that generate exposure across both audiences — maximizing reach and earned media.



# ARTIST MANAGEMENT



## **Career Strategy & Goal Setting**

Developing a long-term vision and actionable roadmap for the artist's career — from the next single to the next 3 years.

## **Industry Relationship Development**

Leveraging an established network of venues, promoters, labels, press, and brands to open doors and create opportunities.

## **Day-to-Day Business Operations**

Managing schedules, communications, vendor relationships, and project timelines — keeping every moving part on track.

## **Revenue Diversification**

Identifying and developing income streams beyond streaming: merch, licensing, sync, live shows, brand deals, and direct-to-fan models.



# PROVEN RESULTS

## DJ COMEBACK — LAS VEGAS

**Challenge:**

Superstar DJ returning from hiatus with zero momentum and skeptical fans.

**Approach:**

Targeted Instagram strategy: teased the return narrative, rebuilt anticipation through strategic content sequencing, and drove fans to purchase.



- ✓ 4 Las Vegas shows sold out
- ✓ Fan meet-and-greet fully booked



## FORTUNE 500 TECH COMPANY

**Challenge:**

Complex B2B brand needing data-driven social strategy across an evolving digital landscape.

**Approach:**

Led a team of 4 strategists; developed insight-led paid social and content strategies using audience data and social listening.



- ✓ 12% increase in conversion rates
- ✓ Published in Ad Age



# THE DIFFERENCE



## DATA + CULTURE

Most music marketers are creatives without analytical rigor — or analysts without cultural fluency. Samantha bridges both: 10+ years running data-driven campaigns at top agencies and deep roots in music culture.



## REAL MUSIC INDUSTRY NETWORK

Capitol Theatre, Brooklyn Bowl, Summer Camp Festival — relationships built from the ground up with promoters, venues, and artists who matter.



## FOUNDER MINDSET

Not an employee executing a playbook — an entrepreneur with skin in the game for every client. Your success is the business model.



# LET'S BUILD SOMETHING

Your music deserves a strategy as ambitious as your sound.

Ready to discuss a strategy tailored specifically to your band?  
Reach out and let's start the conversation.