

DROPOUT — MEDIA —

MARKETING DECK





WHAT WE DO

SALES

Multiply your sales with programmatic ads in order to maximize first week sales, or monetize a catalog.

STREAMS

Blow up your streams with conversion ads that give you live data and amplify your algorithmic plays.

TOURS

Run tightly targeted ads to grow ticket sales for individual shows, or an entire tour!

ARTISTS WE'VE WORKED WITH

Here's a small selection of artists we've worked with
over the last few years:

boygenius

FATHER JOHN MISTY

DILLON
FRANCIS

MYSTERY

guster

CODY
JINKS

NEUROSIS

jpegmafia

SAMMY
RAE

CANNIBAL
CORPSE

THEY
MIGHT
BE
GIANTS

MARC
BROUSSARD

HERRY KING

KILLSWITCH
ENGAGE

MOBLEY

APOCALYPTICA

HINDER

MUNICIPAL
WASTE

JOSH RITTER

YUNG CRAB

ACE
HOBBS

A FLOCK OF
SEAGULLS

WHITE CARL

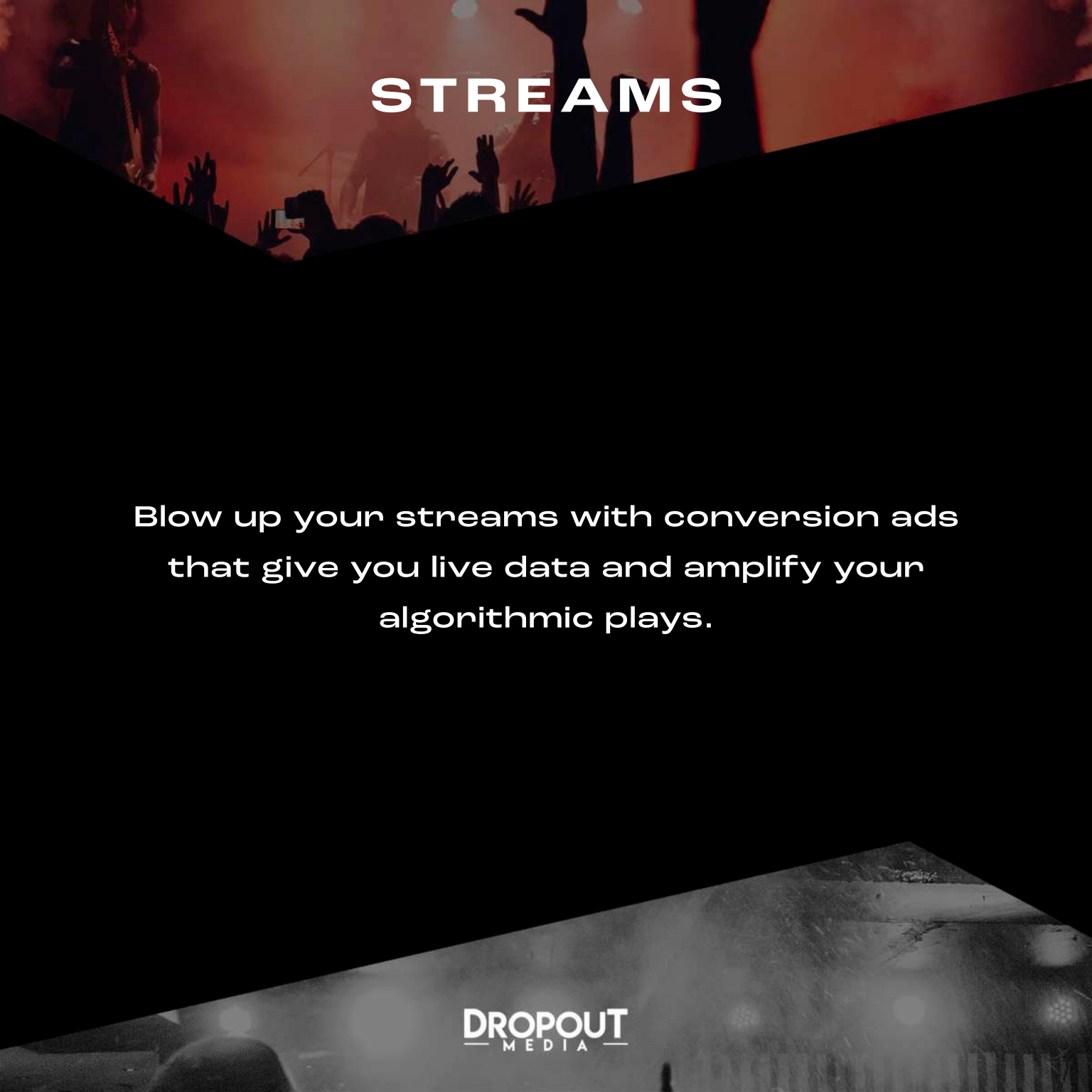
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INDUSTRY CLIENTS

Here's a small selection of labels and industry clients
we've worked with over the last few years:





STREAMS

Blow up your streams with conversion ads
that give you live data and amplify your
algorithmic plays.

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KEY STATS

2000+ campaigns to date

\$300,000+ ad spend managed
annually

Blowing up streams for as little
as \$10/day



WE USE ADS TO GROW YOUR STREAMS

Every campaign gets daily
attention and optimization

Fixed fees

Concentrated on stream growth

No commissions or hidden costs



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HOW WE GROW STREAMS FOR JUST \$10/DAY

With our clients we are able to achieve hockey stick growth on streams with an easily replicable process.

1) Create a landing page with meta pixel tracking

This allows us to optimize not just for people who click on the ads themselves but who actually click through the landing page and get to Spotify.

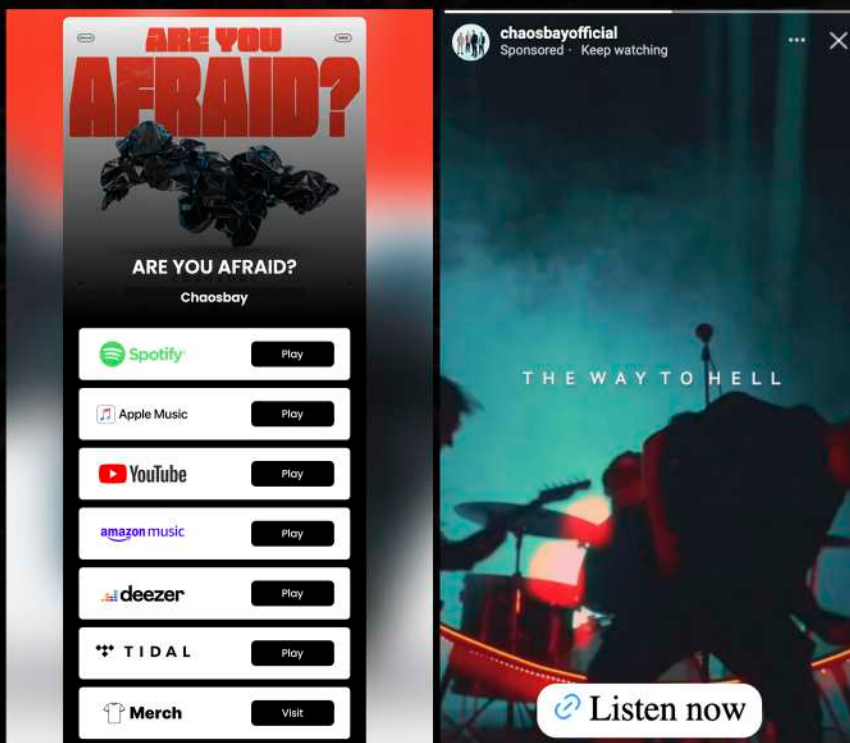
2) Test a range of video ads showcasing the hooks of the song.

- We don't use ad copy. Just a "Listen now" button. This is true on both Tiktok and Instagram.

On Instagram we run on Reels and Stories on IG since that's where people scroll with the sound on.

- On Tiktok we target feed
- Focused purely on showcasing the songs

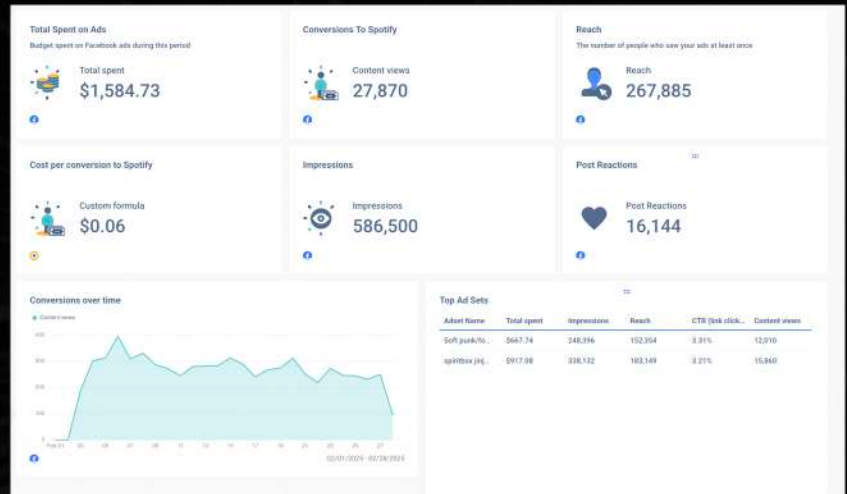
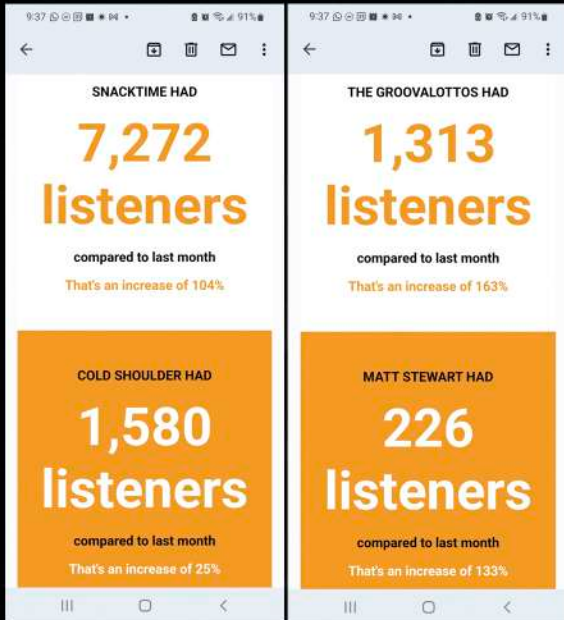
Building awareness of the songs and optimizing for conversions drives people to Spotify to listen. This in turn triggers the algorithm and achieves massive growth.



TARGETING BROAD AUDIENCES

Fans of similar artists

- Fans of similar genres
- Lookalike audiences
- Data driven audiences of existing fans and past buyers



These lead to driving people to Spotify for 10 cents a conversion or less.

Constant optimizing allows us to get our conversion rates up and our costs down.

Growing streams consistently just means refreshing content and being willing to try new things.

HOW WE CREATE ENDLESSLY GROWING STREAMS



We build a few core audiences.

We test good looking ad content.

We test like crazy to optimize our results. See the sample campaign.

Then the magic happens...

Campaigns

1 selected

Ad sets for 1 Campaign

Ads

+ Create

Duplicate

Edit

A/B Test

Preview

Rules

View Setup

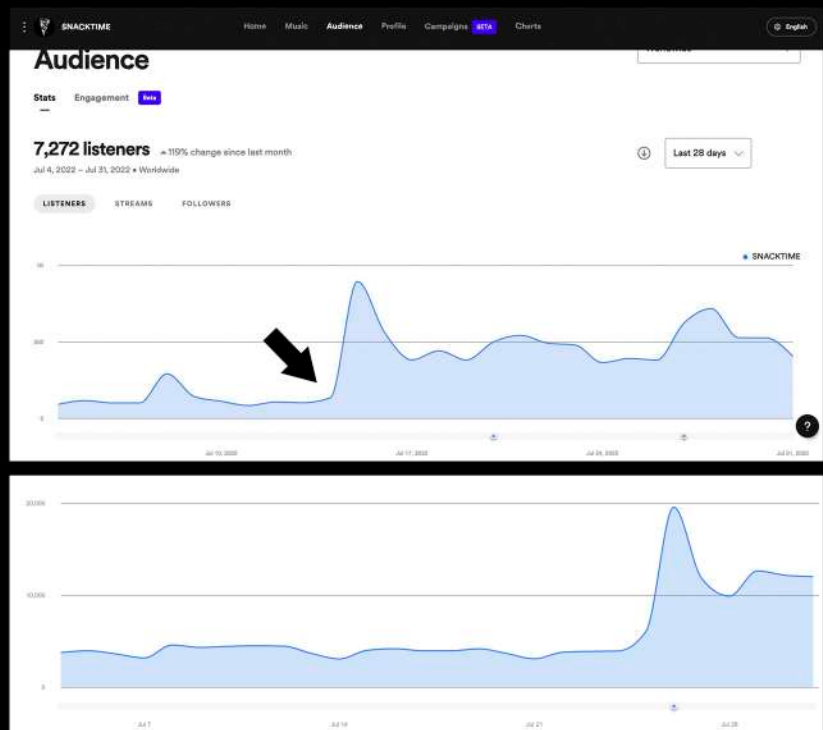
Off / On	Ad	Results	Reach	Impressions	Cost per result
☒	 4	478 Website Views Co... Per View Content	59,281	83,431	\$0.31
☒	 4	707 Website Views Co... Per View Content	84,681	127,270	\$0.34
☒	 6	4 Website Views Co... Per View Content	520	533	\$0.57
☒	 2	2 Website Views Co... Per View Content	474	567	\$0.58
☒	 5	2 Website Views Co... Per View Content	243	249	\$0.58
☒	 3	1 Website View Con... Per View Content	168	194	\$0.64
☒	 6	4 Website Views Co... Per View Content	671	700	\$0.78
☒	 5	1 Website View Con... Per View Content	305	318	\$1.55
Results from 8 ads		1,199 Website Views Cont...	119,432 People	213,262 Total	\$0.33 Per View Content

HOW WE CREATE ENDLESSLY GROWING STREAMS

Spotify's algorithm picks up that thousands of people are checking out a certain song, as powered by the ads.

This means Spotify in turn promotes the song in their algorithm.

Now that you've trained the algorithm, it'll help you to grow forever.





SALES

Multiply your sales with programmatic ads in
order to maximize first week sales, or
monetize a catalog.

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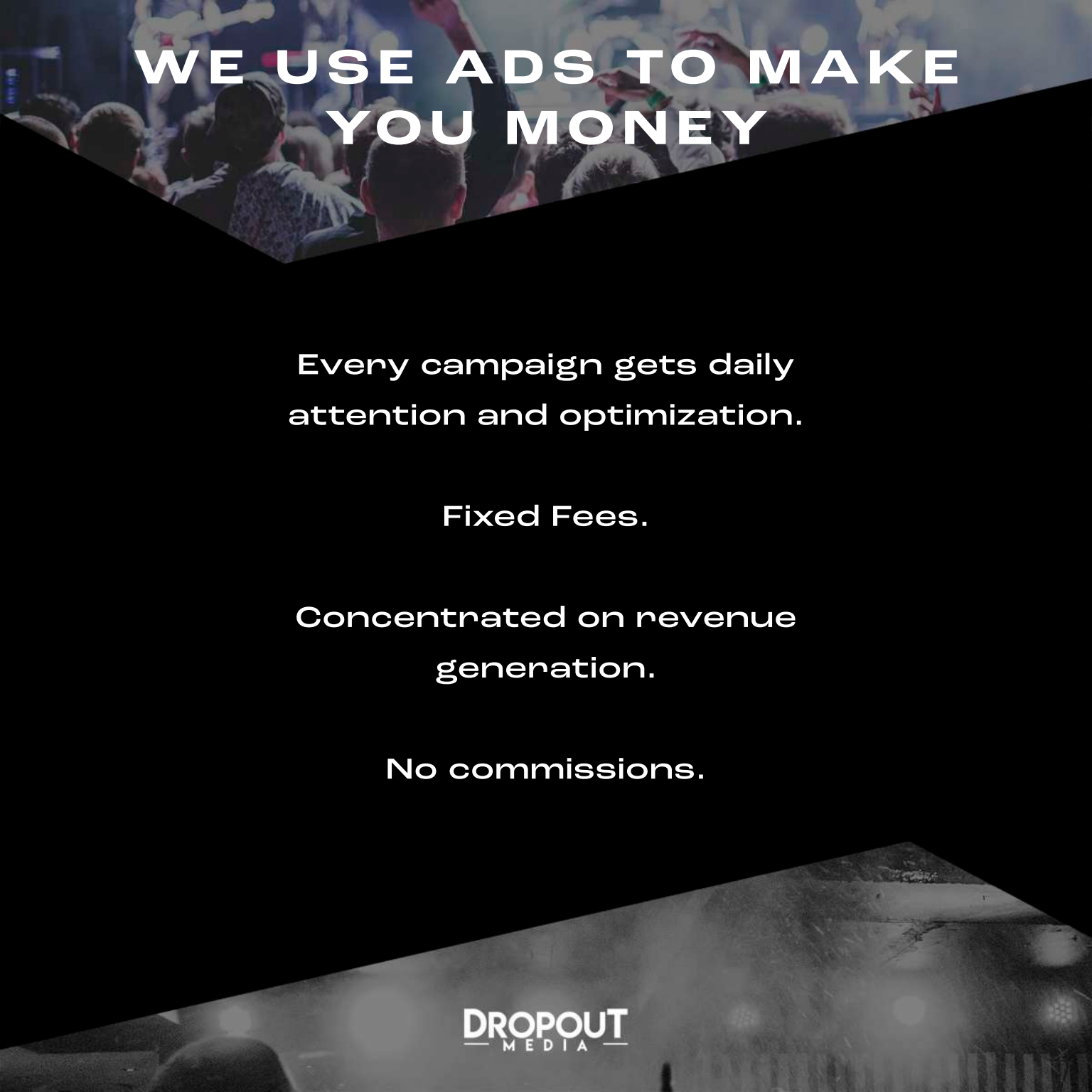


KEY STATS

500 Ad Campaigns Per Year

\$300,000 Ad Spend Managed

Regularly Achieving Over \$30
For Every \$1 Spent



WE USE ADS TO MAKE YOU MONEY

Every campaign gets daily
attention and optimization.

Fixed Fees.

Concentrated on revenue
generation.

No commissions.

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HOW WE GENERATE OVER \$30 FOR EVERY \$1 SPENT

With one of our clients we've achieved 37.5x ROAS (Return on Ad Spend) through a simple, easily replicable process.

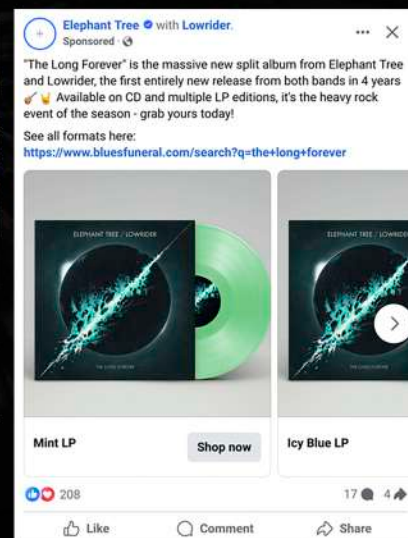
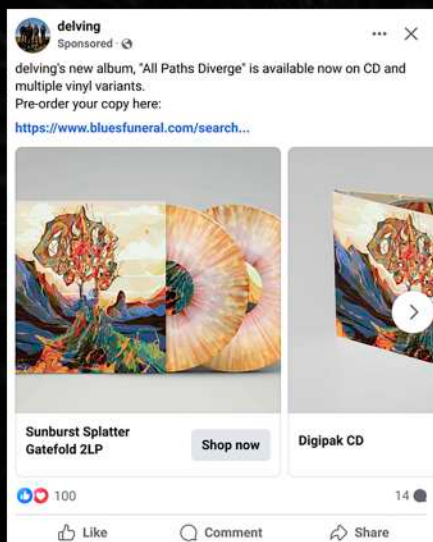
1) Installed Tracking Pixel On Artist's Store

This allowed us to track purchases and how much money the ad generates.

2) Set up a carousel ad showcasing a range of best selling products.

- We kept the ad copy very simple, with just a call to action.
- Focused purely on showcasing merch.

Building awareness of products leads to sales.



HOW WE GENERATE OVER \$30 FOR EVERY \$1 SPENT

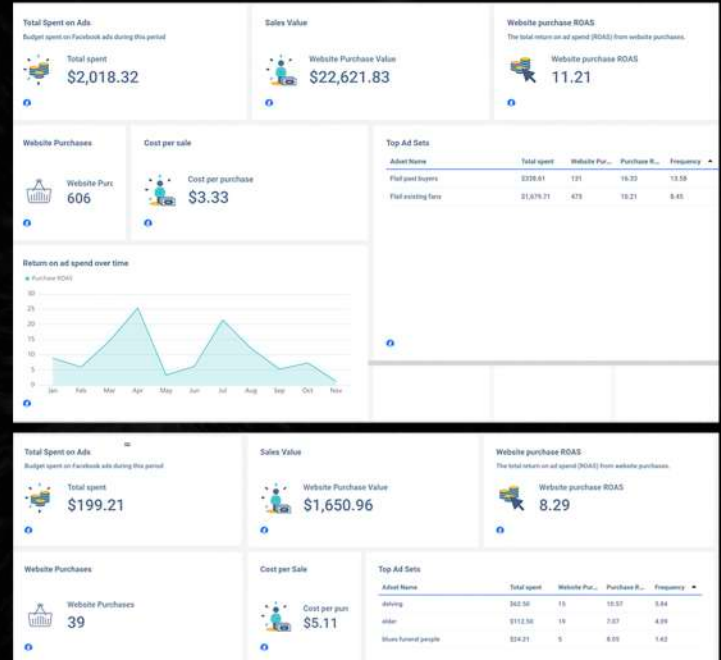
3) Targeting Core Audiences

- Existing fans
- Past buyers
- Fans of similar artists
- Data driven audiences of similar buyers and followers.

This often leads to generating \$20 for every \$1 spent!

Constant optimizing allows for huge sales bumps.

Staying profitable just requires refreshing products and testing new audiences.



If you're already selling merch, but you'd like to maximize your investment contact matt@dropoutmedia.net

HOW WE CREATE NEW INCOME STREAMS

Tankcrimes is a legendary punk label who have worked with Dystopia, Toxic Holocaust and Municipal Waste

They had data and demand from the underground, but had never run ads.

We built few core audiences:

Fans of relevant artists

- Everyone who previously bought from the label
- Everyone who has engaged with the label on social
- A data driven audience pulling from past buyers.

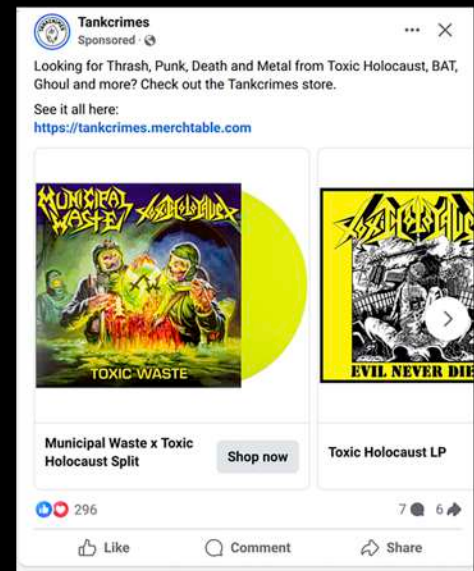
Tested all these audiences to generate an ad that generates recurring income.

Achieved ongoing 8x ROAS, by targeting the right products to the right audiences.

We've replicated this for labels consistently, creating a fresh new income stream.

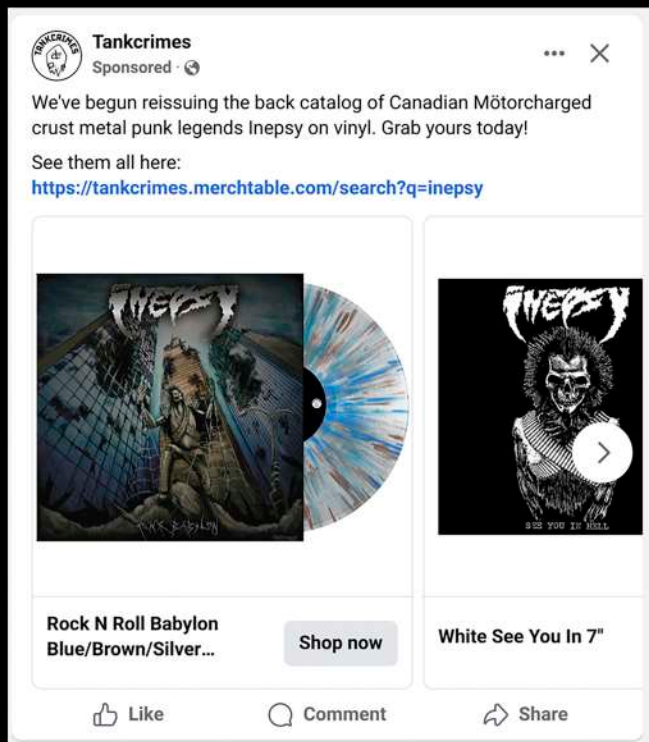
Maintenance is easy, just switch out products based on stock.

Then we built a carousel ad showcasing products. It looks like this:



HOW WE CREATE NEW INCOME STREAMS

Then we built a carousel ad showcasing the products. It looks like this:



The image shows a Facebook carousel advertisement for Tankcrimes. The ad features two vinyl records. The first record is titled "Rock N Roll Babylon" and is described as "Blue/Brown/Silver...". The second record is titled "White See You In 7". The ad includes a "Shop now" button and social media interaction icons (Like, Comment, Share).

Tankcrimes
Sponsored · 🌐

We've begun reissuing the back catalog of Canadian Mötorcharged crust metal punk legends Inpsy on vinyl. Grab yours today!

See them all here:
<https://tankcrimes.merchtable.com/search?q=inpsy>

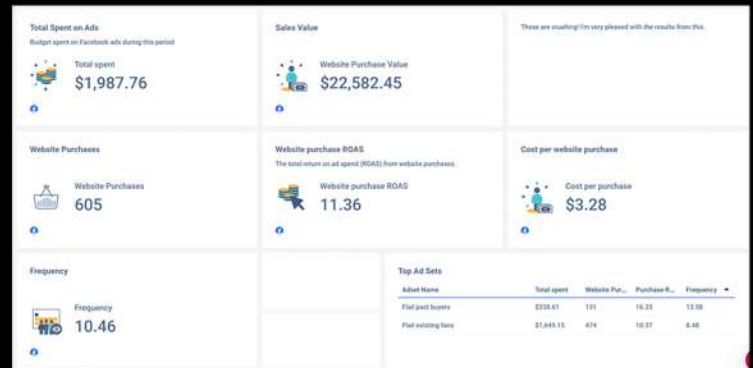
Rock N Roll Babylon
Blue/Brown/Silver... **Shop now**

White See You In 7"

Like Comment Share

We tested all these different audiences and were able to generate an ad that gives the label recurring income.

We achieved well over 8x ROAS for months at a time, simply by targeting the right products to the right audiences.



This has been a success we've been able to replicate for labels consistently, allowing them to create a fresh new income stream.



TOURS

Run tightly targeted ads to grow ticket sales
for individual shows, or an entire tour!



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KEY STATS

2000+ campaigns to date

\$300,000+ ad spend managed
annually

Getting more people to
your shows

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WE USE ADS TO GROW SHOW ATTENDANCE

Every campaign gets daily
attention and optimization

Fixed fees

Concentrated on paid ticket
growth

No commissions or hidden costs

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HOW WE GET MORE PEOPLE TO SHOWS FOR JUST \$20/SHOW

The biggest problem with touring is people aren't aware the shows are happening. Here's how we fix that.

1) Hyper target each city

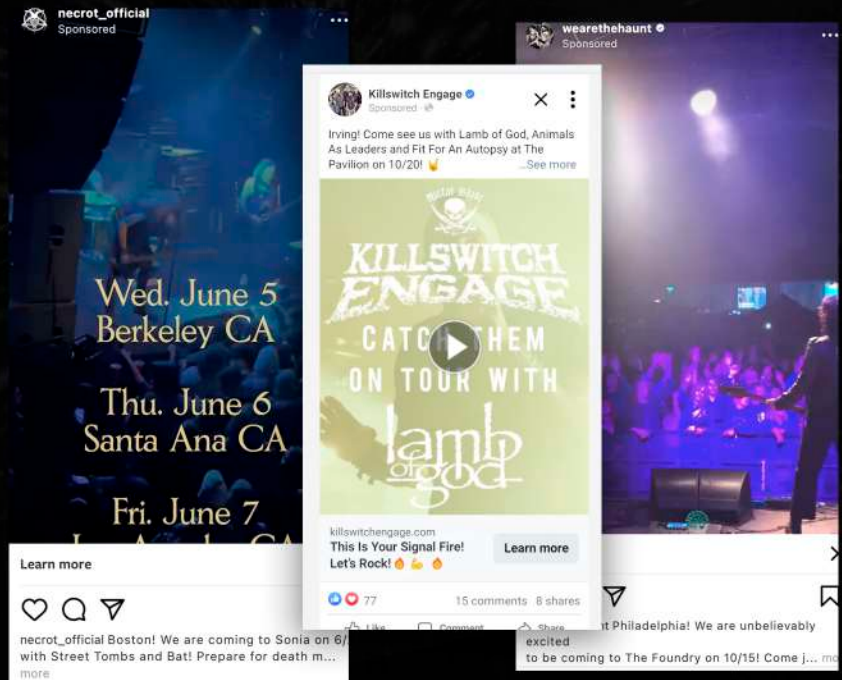
We focus on creating ads targeted for each date on the tour, with custom copy for each.

Every show will have its own ad and own budget with generic text with variable text for each highlighting the city, date and venue.

Personalization is the key.

2) Highlight live performance with video assets.

We strongly encourage clients to use live or performance footage video assets as the creative of their ads. This helps show how exciting the concert is going to be.



TARGETING LOCAL AUDIENCES

Fans of similar artists

- Fans of similar genres
- Data driven audiences of existing fans and past buyers



All localized to each given market.

These lead to building awareness for your upcoming shows and getting more people out.

These people often buy merch and become new fans of the project.

**Night Demon** 
Sponsored · 

Hamburg! We are bringing true metal mayhem to Logo on 19/9! Hear us shred our new album "Outsider" and more!

Grab tickets here:
<https://bit.ly/43bdA8b>



LIVE @ LOUNGECAFE 9PM - GRIES, DE

tixforgigs.com
👉 Come Out For A Classic Metal Party! 👉

[Learn more](#)



LET'S WORK TOGETHER

If you want to discuss how we can help you build tailor made marketing campaigns based on your budget and needs, contact us anytime! We want to share our decade plus of music marketing experience to help you grow!

Contact info:

Matt Bacon, Founder

matt@dropoutmedia.net

+16103904084



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LONG TERM GROWTH

Vision Video
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Asheville! We are coming to The Grey Eagle on 10/5 bringing the fierce post punk energy of our new album "Modern Horror"! We'll see you there.

Get tickets here:
<https://www.etix.com/ticket/p/53861251/vision-video-wtreasvre-asheville-grey-eagle-music-hall>



etix.com
Goth Rock Show In Your Town! [Learn more](#)

Stacy Red · 10 comments · 0 shares

Apes of the State
Sponsored · 🌐

Boston on 8/23 we are rolling through Deep Cuts to open for the Dreadnoughts! Who will we see? What should we play? Will you make a new friend?

Grab tickets now!
<https://link.dice.fm/mcbb3d388731?pid=530cb286>



link.dice.fm
Live, Laugh, Folk Punk. [Learn more](#)

Nik Lavoie and 4 others · 1 share

By consistently running ads to target fans in local markets, we see more people at the shows.

If you repeat this process in a given market several times you are doubling down on your market penetration by having ads that point to a digital experience emphasizing to fans how exciting your music is and why they should see it live.



LET'S WORK TOGETHER

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