



**ORDIOR** MEDIA

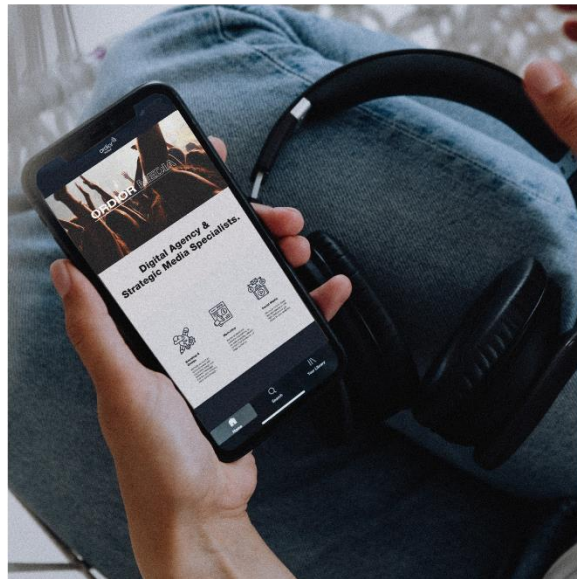
# ORDIOR MEDIA

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Ordior Media is a marketing company created for the music industry. We specialize in creating custom-built marketing strategies to assist our clients to reach and engage music lovers across the digital landscape.

We combine innovative direct-to-fan marketing strategies, implementation of digital advertising spends, social media planning, creative planning, design work, streaming and radio promotion to provide a dynamic set of marketing tools.

OUR GOAL – For our clients and their music to stand out in a world full of music.



## AWARENESS

- Album or EP Release
- Single Release
- Tour Market
- PR Campaign
- Radio Campaign

## GROWTH

- Tik Tok
- Instagram
- Facebook
- Twitter
- Spotify
- Apple Music
- YouTube
- Deezer

## PURCHASE

- Pre-Orders
- Fan Club Subscriptions
- Merchandise Sales
- Ticket Sales

*Every minute 1000 hours of content is uploaded globally to digital & social platforms.*

**How much of that is yours?**



## THE ORDIOR PROCESS



Choose Your Objectives



We complete SEO audit of your current website & socials



Assess brand profile across all your socials



Content marketing strategy customised for your business. Track Results



# Social Media & Streaming Platforms Analytics







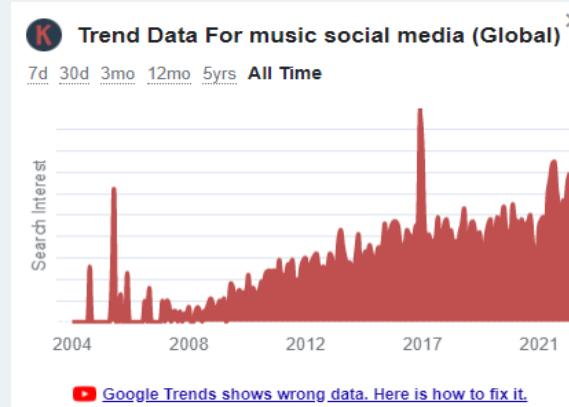
## CLIENT REVIEW

### Assess Client Likes | Followers | Subscribers

- Keywords Google, Trend Data
- Youtube Subscriber and Likes
- Google Trend Data
- Meta Suite presence: Facebook & Instagram
- Twitter Like and Follows
- TikTok
- Reddit Presence
- LinkedIn (if relevant)

## REPORTS

- Sprout Social
- SongStats
- ChartMetrics



## Managing Social Media

### Goals

Increase Engagement with the Client and Promote Opportunities

### Outcome

Build Musician's Profile & Community Growth across the Platforms

### What we do for Client

- Create Client customised Social Media Marketing plan - Identify key messages Content Development - Testimonials, FAQ's, Quotes, Niche Specific
- Quarterly Reporting
- Monthly Social content schedule development with optimised timing
- Paid campaign strategy – Meta Suite, Google Adwords, Spotify
- Keyword identification & optimisation across web & socials
- Review management
- Hashtag strategy
- Influencer identification & campaign
- News Posts
- YouTube channel content development & optimisation
- Link all Client influencers with your campaigns
- Add-on option for video editing & animations
- PR & Media strategy

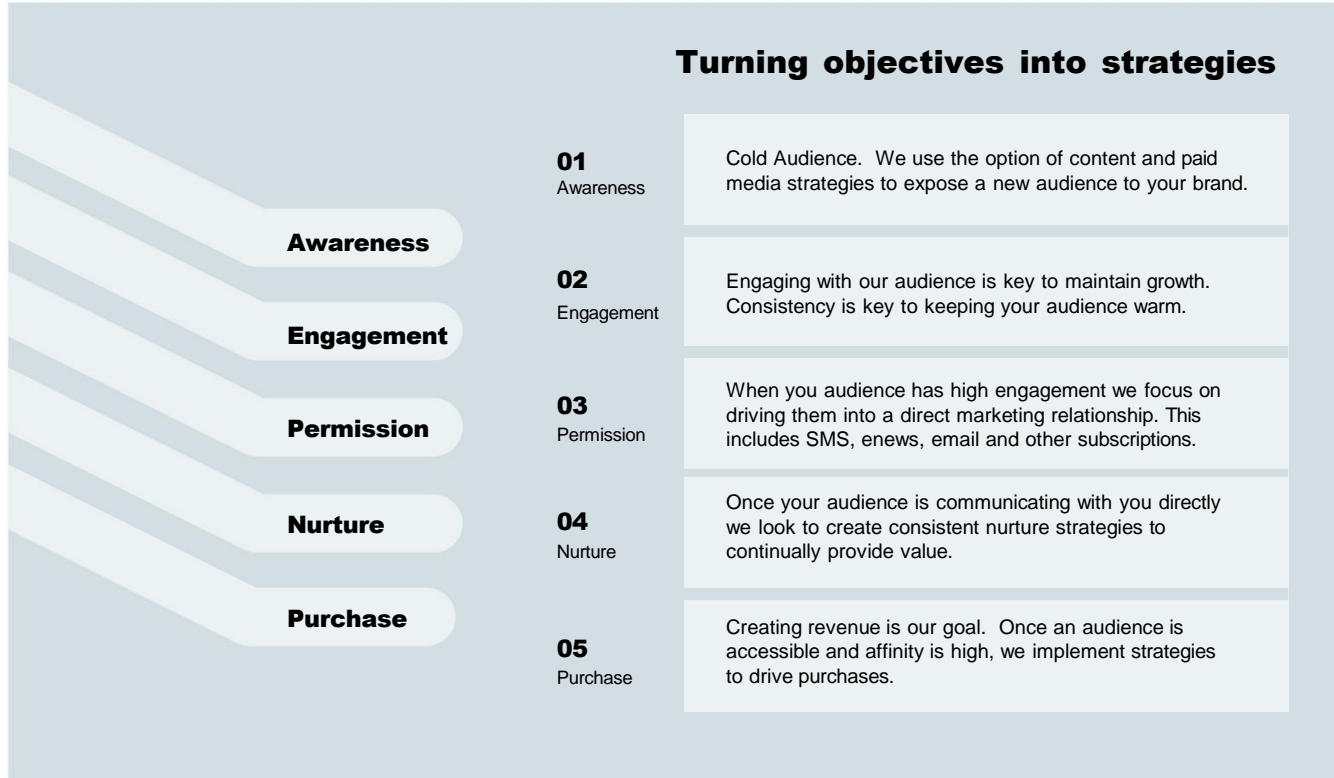


### How we achieve this

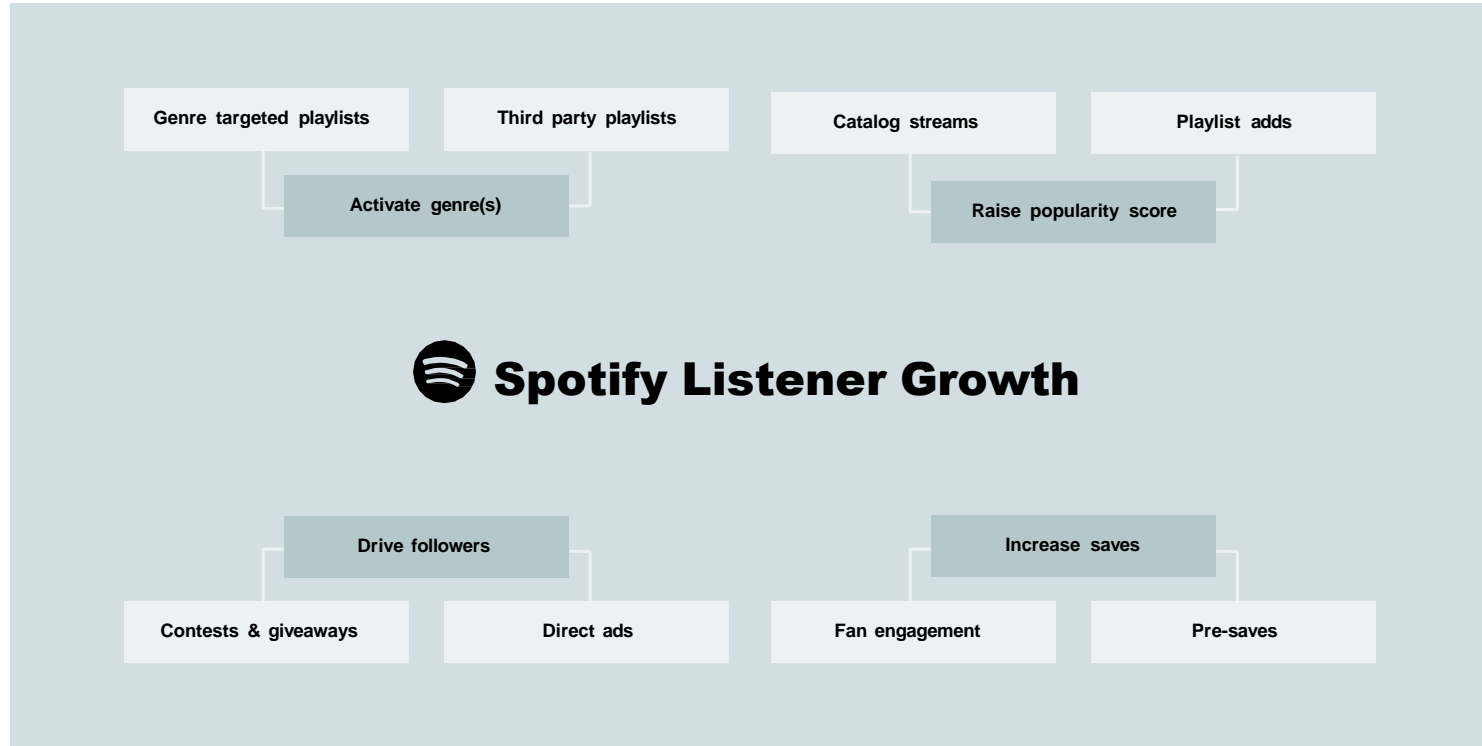
- Dedicated Account Manager Liaison
- Project Basecamp for all communications – full transparency across Ordior & Client
- Establish Sprout Social account for all posts
- Establish SongStats & ChartMetrics Profiles for aggregating reporting
- Dedicated team – Defined hours per week developing & posting content
- Design, Video Production & PR available as required

### Managing Brand Compliance

- Social Media Marketing Plan – outlines clear messaging guidelines, restrictions, brand
- Establish Social Media Policy for Client
- Establish Client contact for all communications
- Client Pre-approved posts & videos
- Oversight by Ordior Manager
- Report to include keyword monitoring across the web in monthly report and community growth data across socials and streaming platforms



# Activating Spotify's Algorithm







## The Ordior Team

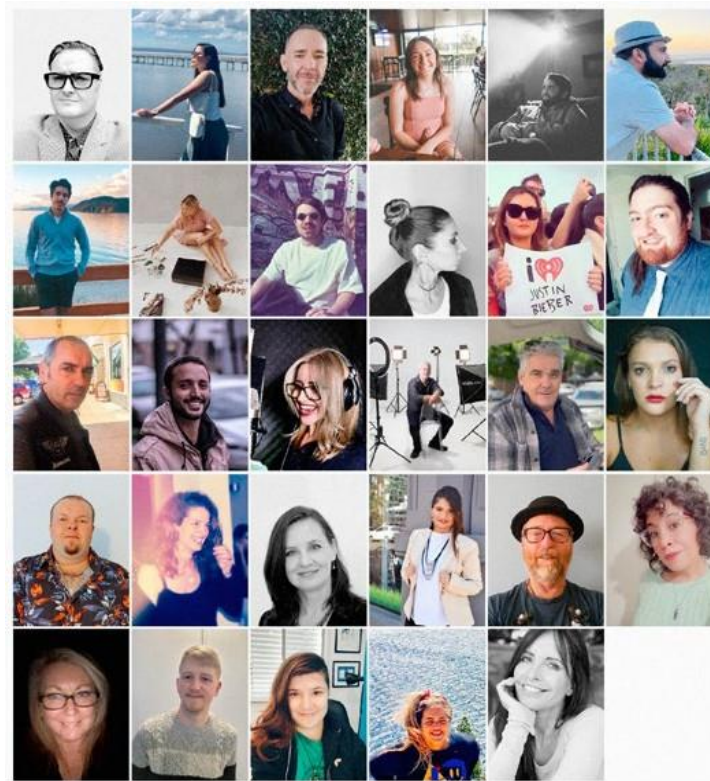
Our corporate structure as well as our unique infrastructure, gives Ordior the best opportunity to tap into all corners of the globe and find the best people to collaborate with.

We currently have a support team of over 70 people across 7 global offices that allow Ordior to produce high quality content:

- Social Media
- Audio & Video Distribution
- Video Production
- Audio Production
- Creative Concept & Design
- Sales & Licensing
- Promo & Marketing

We become your full service content providers as required.

Please visit our website: [www.ordior.com/team](http://www.ordior.com/team).



## Ordior Expertise



**70**

### People

Passionate and experienced employees.



**7**

### Offices

A global network of offices based in key territories.



**10**

### Forensic & Legal Experts

An experienced digital music rights team.



**15**

### Content Managers

A team of local content managers speaking more than 10 different languages.



**7**

### Trade Marketing Experts

Building the best strategies across stores to maximise the impact of releases.



**65**

### Leading Partners

A global network of some of the world's leaders in rights management, royalty collections and content monetisation partners.





## Australian Head Office

We have 355 M2 of office space with 35 workstations, 2 film and television editing suites, a recording & production studio as well as a full broadcast live-streaming production studio. We cater for a wide range of software standards including Adobe's full product suite, ProTools and AVID.



## Ordior Global Offices Multi-lingual Services

### Global Offices

ORDIOR MEDIA - Dedicated offices and points of presence in Moss Vale Australia, Buenos Aires Argentina, Lagos Nigeria, Vancouver Canada, Los Angeles USA, London UK and Mallorca Spain.

**Multi-lingual** social media capability covering English, Spanish, French, Portuguese and German.







**All Social Media is managed by our team via Sprout Social. Clients of Ordior Media can expect quarterly reporting which includes:**

- **Highlights**

Quarterly Tasks & Achievements

- **Contact Database**

Build and Maintenance

- **Facebook Statistics**

- Engagements (Reactions, Comments, Shares, Click Through)
- Impressions
- Audience Growth (page likes)

- **Instagram Statistics**

- Engagements (Likes, Comments, Saves, Story Replies)
- Impressions
- Stories Performance (Replies, Tap Backs, Tap Forwards, Exits)
- Hashtag Performance
- Audience Growth (Followers, reach)

- **Tik Tok Statistics**

- **Twitter Monthly Statistics**

- Engagements (Likes, @replies, Retweets, Click Through)
- Impressions
- Audience Growth (Followers)


- **YouTube Statistics**

- Video Statistics (Views, Average View Duration, Engagements, Reactions, Subscribers Gained from Video.
- Channel Statistics

- **LinkedIn Statistics**

- Impressions
- Engagement (Reactions, Comments, Shares, Post Clicks)
- Audience Growth (Followers)
- Publishing Behaviour
- Audience Demographics

# Reports | Quarterly Example



Follow Artist

Claim Pending

DL Down3r

Artist Overview

Social & Streaming Stats

Milestones

TikTok

YouTube

Audience

Playlists

Airplay

TV, Movie & Game Sync

Chartmetric

Dashboard

Charts

Artists

Playlists

Cities

Albums

Tracks

Brands

Curators

Radio

SiriusXM

Reports

A&R

Compare

Search

Summary Statistics

All Social & Streaming

Spotify

Followers: 10.9K (78,309M)

Monthly Listeners: 50.5K (88,868M)

Popularity: 32/100 (88,410M)

Playlist Reach: 138K

Fan Conversion Rate: 21.55%

Reach / Followers Ratio: 12.89x

Instagram

Followers: 6.5K (85,351M)

YouTube

Channel Subscribers: 29.8K (28,306M)

Channel Views: 5.9M (31,708M)

Pandora

Monthly Listeners: 323.6K (12,726M)

Streams: 38.3M (8,730M)

Artist Stations: 35.6K (12,823M)

Deezer

Fans: 664 (86,844M)

Shazam

Total Count: 2.9K

Playlist Count

Last updated: Nov 27, 2022 8:20 PM

All Playlists

Spotify

Editorial: N/A

1.9K total

Apple

Editorial: N/A

Total: N/A

Deezer

Editorial: N/A

1 total

Amazon

Editorial: N/A

Total: N/A

YouTube

Editorial: N/A

1 total

Top Tracks

Top Tracks

Suga Boom Boom

Release Date: Oct 23rd 2018

Track Score: 37

Popularity: 31

Photos: N/A

Suga Boom Boom

Release Date: Nov 7th 2018

Track Score: 35

Popularity: 26

Photos: 43.7K

Suga Boom Boom

Release Date: Mar 9th 2020

Track Score: 30

Popularity: 39

Photos: 127

Still Gangsta - Spec...

Release Date: Aug 18th 2022

Track Score: 29

Popularity: 5

Photos: N/A

Profile Performance

Activity from Aug 1, 2022 - Oct 31, 2022 (multiple time zones)

8/1/2022 - 10/31/2022 vs 5/1/2022 - 7/31/2022

Share

Sources

DL Down3r Fanpage

Overview

Profiles

Impressions

9,527,879

204.4%

Engagements

771,728

183.1%

Post Link Clicks

105,692

87.5%

Engagement Rate (per impression)


8.1%

7%

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



A line chart showing net audience growth by day from August 1st to October 28th, 2022. The y-axis represents growth from 0 to 1,400. The chart shows several peaks, with the most significant one reaching approximately 1,300 on October 20th.





## Next Steps

1. Contract Agreement executed.
2. Plan Identified
3. Content elements will be established during the Account Manager initial consults.
4. Dedicated contact
5. Existing digital assets with rights approved for usage.
6. Communicate with our team through the Project Management Basecamp.
7. Known content sources & influencers.
8. Access details to relevant platforms.
9. Development of Social Media Marketing Plan



# ORDIOR MEDIA



Ordior Media Australia  
Clarence House  
Unit 6 No 9 Clarence Street  
Moss Vale, NSW 2577  
Australia  
W: [www.ordior.com](http://www.ordior.com)  
E: [sales@ordior.com](mailto:sales@ordior.com)  
P: +61 2 9310 0155  
F: +61 2 9310 0166



Ordior Media USA  
3 Germay Dr  
Ste 4 – 4002  
Wilmington, DE 19804  
USA  
W: [www.ordior.com](http://www.ordior.com)  
E: [sales@ordior.com](mailto:sales@ordior.com)  
P: +1 646 291 8906  
F: +1 360 326 1527  
Toll Free N°: +1 877 772 3711



Ordior Media Argentina  
La Maquinita  
Gdor. Valentín Vergara 1485  
Vicente Lopez, Buenos Aires  
Argentina  
W: [www.ordior.com](http://www.ordior.com)  
E: [sales@ordior.com](mailto:sales@ordior.com)  
F: +54 11 5263 9876