

TIKTOK

MUSIC CAMPAIGN PROPOSAL



@rapidlaunchmedia



There is a direct correlation between a large amount of videos being made to a song on TikTok and those videos translating directly to streams on major music platforms like Spotify, Apple Music, etc.

The goal for every TikTok Music Campaign we run is to make the song we are promoting go as viral as possible on the TikTok platform, so that as many regular users, as well as large influencers use the song to create content with. Also of importance, we work hard to inject the song into the ethos of the TikTok community in a way that makes the song's virality seem natural and not "planted" by a record label.

WHY TIKTOK INFLUENCERS *ARE IMPORTANT*

Almost all trends start from influencers, people with over 100,000 Followers, who post these songs and make entertaining videos to the song. If enough influencers make videos to a sound, the song is primed to go viral because, as their name suggests, they can influence others to make videos to your artist's song.



TREND & DEVELOPMENT **STRATEGY**

A "trend" is when you use the artist's song in a unique and intriguing way, which entices others to make a similar video. A "trend" can be a dance to the song that people learn, it could be using the song's lyrics in a comical way in the video, etc.

For every song campaign we take that doesn't already have a "trend", we create one. We do this by brainstorming with some of the top influencers until we have one that we're confident will give the song its best chance to go viral.

PACKAGES

TIKTOK
CAMPAIGN
PACKAGES

We create personalized TikTok campaign packages of any size and get a song up to 30 Million+ reach with no problem. Below are our starter campaigns for the lowest price point we accept at \$7,000 for 25 Million Reach all the way up to our highest 300 Million Reach. 25 Million Reach means that the collective following of the influencers we use will be 25 Million.

Here are Reach Packages for the Smaller Micro Campaigns:

STANDARD MICRO

\$7,000

15-25 Influencers with a collective
25 Million Followers post the song

ADVANCED MICRO

\$8,500

25-30 Influencers with a collective
25-30 Million Followers post the song

SMALLER
MICRO
CAMPAIGNS

PREMIUM MICRO

\$12,000

30-35 Influencers with a collective
30-35 Million Followers post the song

PACKAGES

BIGGER
MACRO
CAMPAIGNS

Here are Reach Packages for the bigger Macro Campaigns:

STANDARD MACRO

\$15,000

50 Influencers with a collective
50 Million Followers Post the
Song with **1 Macro Influencer**
(Over 10M Followers)

ADVANCED MACRO

\$30,000

75-100+ Large Influencers with a
collective 110 Million Followers Post
the Song with **2 Macro Influencer**
(Over 10M Followers)

PREMIUM MACRO

\$50,000

150+ Influencers with a collective
175 Million Followers Post the
Song with **3 Macro Influencer**
(Over 10M Followers)

PLATINUM

\$75,000

250+ Large Influencers with a
collective 300 Million Followers Post
the Song with **5 Macro Influencer**
(Over 10M Followers)

CAMPAIGN PHASES & TIMELINE

We have gotten clients 25 Million reach in as fast as 48 hours, meaning influencers with 25 Million Collective Followers All got their videos posted in less than 2 DAYS. That's very hard to do in this business and we made it happen. So we can move quickly which helps virality potential. It's whatever the client prefers.

WHY CHOOSE US
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Doiyen Talent Agency has direct connections with over 300 of the Top TikTok Influencers in the world. We don't go through their agents, we have agreements directly with them and they prioritize the jobs we give them. We will always be straight forward with our clients and never try and upsell a client on a campaign that we don't think will be successful. We will never guarantee the viral success of any campaign to try and get more money out of a client.

PRICE

Due to our direct relationships to the talent, we have negotiated the lowest prices in the industry with these large influencers, far cheaper than their agencies bill them for and we pass those savings on to our clients. No other digital media company is offering 25 Million+ reach for the prices we offer, so you're getting the best price in the industry.

Artists We've **WORKED WITH**

We've worked with artists big and small and have had great results on multiple campaigns. We've also collab in the most recent TikTok challenge for "Girl Like Me" by Shakira and "Monster" by Shawn Mendes & Justin Bieber.

For major artists, we recently ran a campaign for NBA Youngboy's new song "Ten Talk" and we got his song over 10,000 videos made in just a couple weeks. Getting over 10,000 videos made is the hardest part about viral and is a very important milestone. Now his song is growing on its own and his manager will probably allocate more to continue the campaign.

For a new artist, we took a kid named Lil Xxel who put out his first song "LMK" and started with just 22 videos on TikTok made to his song. In just 2 months, his song hit 2 Million videos made to it and over 30 Million streams on Spotify, Apple, etc. and he's about to sign a multi-million dollar record deal. We even negotiated getting the 2, literal, biggest TikTok stars Charli D'Amelio and Addison Easterling to dance to the song.

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