



Promotion Upgrade

Increase sales and exposure with standard and/or upgraded promotion packages.*

Promotion Upgrade Menu

Blue Truffle promotion includes:	Artist Page bluetruffle.com	News- letter	Social Media	Promotion Upgrade Tools Select Any Combination
	Standard Promotion Package			Optional \$200 Upgrade
Artist Biography	Included			
Artist Photo (hi-res)	Included			
Artist Spotlight (e.g., birthday)			Included	Adwords, Twitter, and/or FB
Videos (YouTube)	Included	Included	Included	Adwords, Twitter, and/or FB
Publicize press quotes	Included	Included	Included	Adwords, Twitter, and/or FB
Publicize upcoming gigs	Coming soon	Included	Included	Adwords, Twitter, and/or FB
Twitter ad campaigns			Included	Paid publicity campaigns
Facebook ad campaigns			Included	Paid publicity campaigns
Reverbnation (Promote It)			Included	Paid publicity campaigns
Others (Google Plus, LinkedIn, etc.)			Included	Paid publicity campaigns
Album reviews				Paid publicity campaigns
Google Adwords				Paid publicity campaigns
Radio Airplay (Jango)				Paid web radio campaigns
Last.fm				Paid web radio campaigns

*Customized promotional packages let each artist select the desired mix of promotional tools to drive traffic to their own site and/or Blue Truffle artist page to increase sales and exposure. Price is for a single campaign (e.g., new album release, upcoming gig, etc.). The length of the campaign varies based on type and number of promotional tools selected.

Available only to Blue Truffle Artists (both leaders and sideman whose music is featured in the Blue Truffle Music Store.)