



PROMOTE
YOURSELF
TO FANS
DIRECTLY

townsendmusic

INFO@TOWNSEND-MUSIC.COM

TOWNSEND-MUSIC.COM

TOWNSENDMUSIC.STORE

makingmusic

The COVID-19 pandemic has already had a massive impact on the music industry, with fans and artists alike sitting in isolation around the world.

These are difficult times for everyone, not only in terms of fears surrounding the virus, but also the need to stay afloat during a lockdown.

Behind the glamorous image, musicians are just one part of a self-employed sector that is feeling the impact of self-isolation on its livelihood.

For the past 14 months, Townsend has been running and refining a platform called Making Music. It provides a new, more flexible way for artists to give to their fans and maintain income year-round, no matter what their circumstances.

Making Music enables artists to continually generate income whilst interacting with current fans and engaging new ones with special products, exclusive content and an ongoing insight into their creative process.

As opposed to only uploading content on social media platforms, artists using Making Music can connect with their audiences directly from their online store. By using our platform and product options, they can then generate income with a variety of offerings and give their fans deeper experiences and better value for their money.

There is no requirement for artists to have a current pre-sell campaign in action. In fact, they can utilise the platform to help fund upcoming projects – anything from the recording of a new album or the mastering of a live LP, to a new range of merchandise or a deluxe physical offering.

In the current state of isolation, people all over the world are looking to strengthen connections remotely, and they're looking to their favourite creators for a sense of escapism.

We hope Making Music can provide a solution to both of these needs, while giving music fans the opportunity to support their favourite artists during a difficult time.

makingmusic

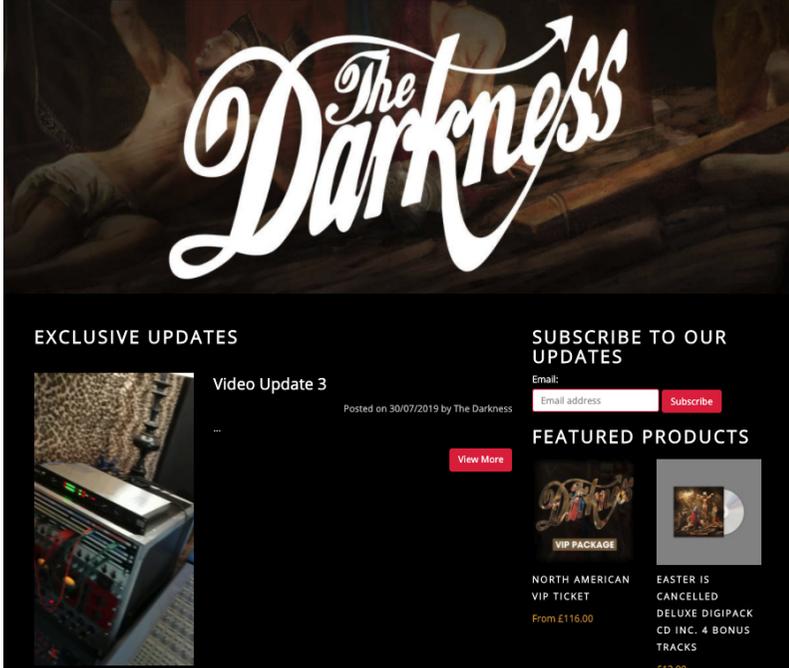
Making Music is a toolset that enables artists to involve fans with their music, connecting with them at **anytime** from **anywhere**.

A **Making Music** Campaign is the perfect way to boost fan engagement whilst gathering **chart eligible** pre-orders. Whether that be during the making of a new album, live performance recordings or using blog and video updates to continuously engage with their audience.

Perfect as part of a traditional album launch, a **Making Music** Campaign can kick-off at conception and continue through pre-production and recording, all the way to release before extending into the album's touring cycle. All whilst offering **exclusive products** along the way.

Making Music Campaigns are **fully adaptable** so amends can be made to release schedules as required, whilst keeping fans in the loop.

Making Music has been utilised to great effect by Gary Numan, The Darkness, Feeder, Deaf Havana and Rick Astley to name just a few.



The Darkness

EXCLUSIVE UPDATES

Video Update 3
Posted on 30/07/2019 by The Darkness

... [View More](#)

SUBSCRIBE TO OUR UPDATES

Email:

FEATURED PRODUCTS

 **VIP PACKAGE**
NORTH AMERICAN
VIP TICKET
From £116.00

 **EASTER IS
CANCELLED
DELUXE DIGIPACK
CD INC. 4 BONUS
TRACKS**
£13.00



Gary Numan @numanofficial · Mar 12

Just uploaded a new video update to the Making Music site. It's 27 minutes of new music and me moaning about it. If you want to join the campaign and watch my tortuous progress you can use this link: garynumanmm.tmstor.es

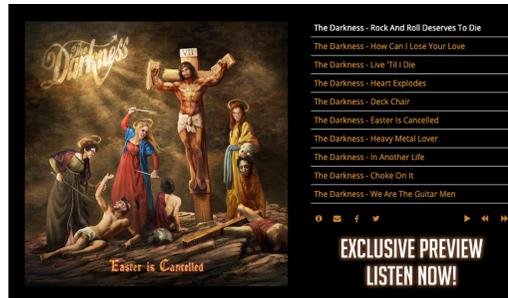


14 22 246

Artists can take fans on a **unique journey**, offering...

- Behind-the-Scenes Footage
- Exclusive Online Events
- Demo / Song Snippets
- Acoustic Renditions
- Album Artwork reveals
- Competitions & Giveaways

... giving fans a **real insight** into life as an artist.



Artists can offer unique items and experiences including exclusive album formats, listening party tickets, mastering sessions, names in credits, hand-written lyric sheets, artwork prints or items of merchandise.

Artists can engage fans directly through their artist-branded online store to reach anyone who might not use social media or can't catch them on tour whilst getting their community talking on **the platform's interactive message board**.

Artists can choose whether **exclusive content** is available for free on their store or as part of a paid-for fan subscription model creating an additional D2C revenue stream.

Feeder - Tallulah (Video Update)



Dashboard

Overview, Statistics and more

Today Last 7 Days Last month Custom



0

NEW SALES



17

NEW ORDERS



2045

NEW VISITORS



0

NEW FANS

Sales Summary					
Figures	Today	Yesterday	Last 7 Days	Last 30 Days	Total
Number of Orders	17	15	52	154	12515
Orders Total	£670.33	£366.51	£1,599.10	£3,927.49	£272,166.84
Order Items	40	32	108	276	19791
Number of sales	0	8	24	126	12479
Sales figure	£0.00	£186.74	£627.74	£2,956.13	£271,116.94
Average order	£39.43	£24.43	£30.75	£25.50	£21.75
Conversion Rate	0.83%	2.46%	1.14%	1.39%	N/A

STATS AND REPORTS JUST A CLICK AWAY ...

All clients are assigned log-in details to an artist store dashboard giving them **live 24/7** access to sales, stock movements and data analysis reports, including country and region analysis, referral traffic, slow-moving lines, bundle sales and more.

MAKE USE OF OUR APP

Stay up to speed on campaigns by downloading the **TM Stores App** from the App Store and have custom reports emailed at regular chosen intervals.

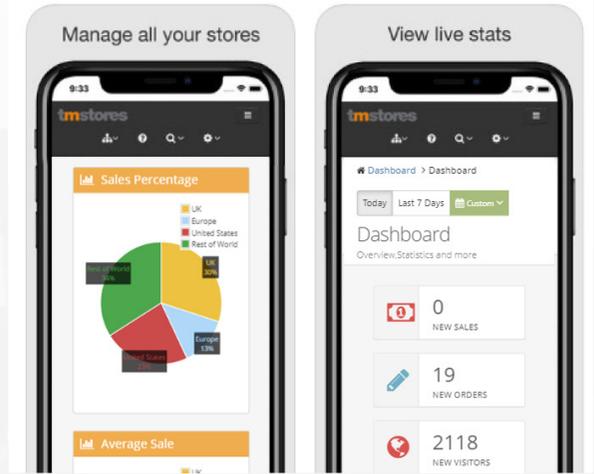


TM Stores 4+

Townsend Music Stores Admin
Townsend Music Ltd

Free

iPhone Screenshots



Artist	Title	Type	Orders	Orders UK	Orders Total	Orders Total UK
	Artist Name Our New Album CD (Signed)	Music	126	112	1526.67	1219.96
	Artist Name Our New Album Red Vinyl (Signed)	Music	121	60	2521.18	1354.46
	Artist Name Our New Album Cassette	Music	58	38	515.54	427.80

MORE MARKETPLACES . . .

Being a part of the **Townsend Music platform** allows for artist products to be listed and featured on Spotify, YouTube, Discogs, Amazon and our **popular music e-commerce site townsendmusic.store**.

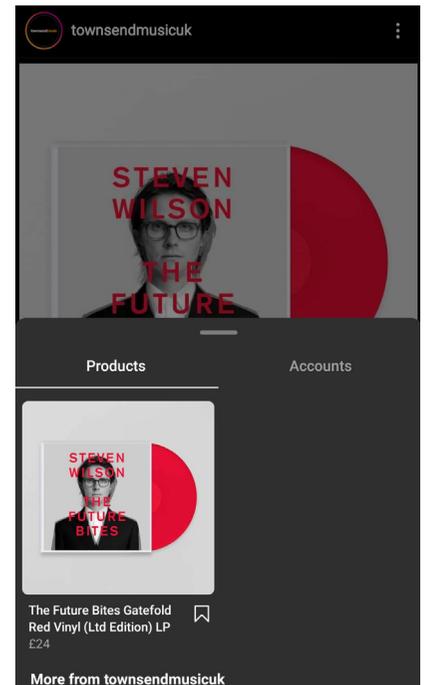
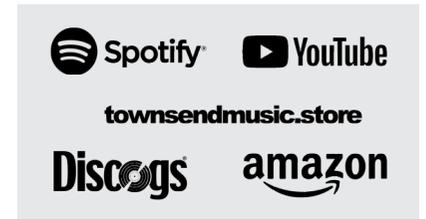
Our e-commerce store features our official artist releases as well as general stocks, allowing us to **drive traffic** to the store for a large variety of releases. This allows artists to benefit from each other's traffic with customers spending **£50 per transaction, on average**.

The store is also integrated with Instagram and Facebook Shopping, meaning our growing **social media audience** can access artist products with ease.

We also drive traffic to the store from our **sizeable opted-in** email database, with average 24.09% open rate, showcasing to them the latest releases on a bi-weekly basis.

The screenshot shows the Townsend Music website interface. At the top, there's a search bar and navigation links for Home, Pre-orders, New Releases, Signed, Exclusives, Featured Vinyl, Boxsets, Merchandise, Sale, Artists, Stores, Formats, and Genres. A trending list includes Steven Wilson, The Divine Comedy, Biffy Clyro, Buzzcocks, The Lottery Winners, Two Door Cinema Club, Sarah Close, Boxsets, Test Pressings, and Signed Music. The main banner features Steven Wilson's 'The Future Bites' album, highlighting a 'LIMITED EDITION DELUXE BOX SET' with a red vinyl gatefold. Below this is a 'TRENDING NOW' section with four product cards:

Artist	Product	Price
Liam Gallagher	MTV Unplugged Black Vinyl LP	£20.00
Manic Street Preachers	Gold Against The Soul (Remastered) CD Book + Vinyl Multi	£58.00
Biffy Clyro	A Celebration of Endings Limited Edition Coloured Vinyl LP	£20.00
Steven Wilson	The Future Bites Gatefold Red Vinyl (Ltd Edition) LP	£24.00



makingmusic



**BRUCE
MCKENZIE**

**Sales
Director**

Tel: 07903 913045

Email:
bruce@townsend-music.com



**BEN
JAMES**

**D2C New Business
Manager**

Tel: 07976 872943

Email:
ben@townsend-music.com



**SIMON
WALSH**

**Senior
Account Manager**

Tel: 01254 880142

Email:
simon@townsend-music.com



**LUCAS
BARR**

**Business
Development Manager**

Tel: 01254 311245

Email:
lucas@townsend-music.com