



Creating and Promoting Songcards

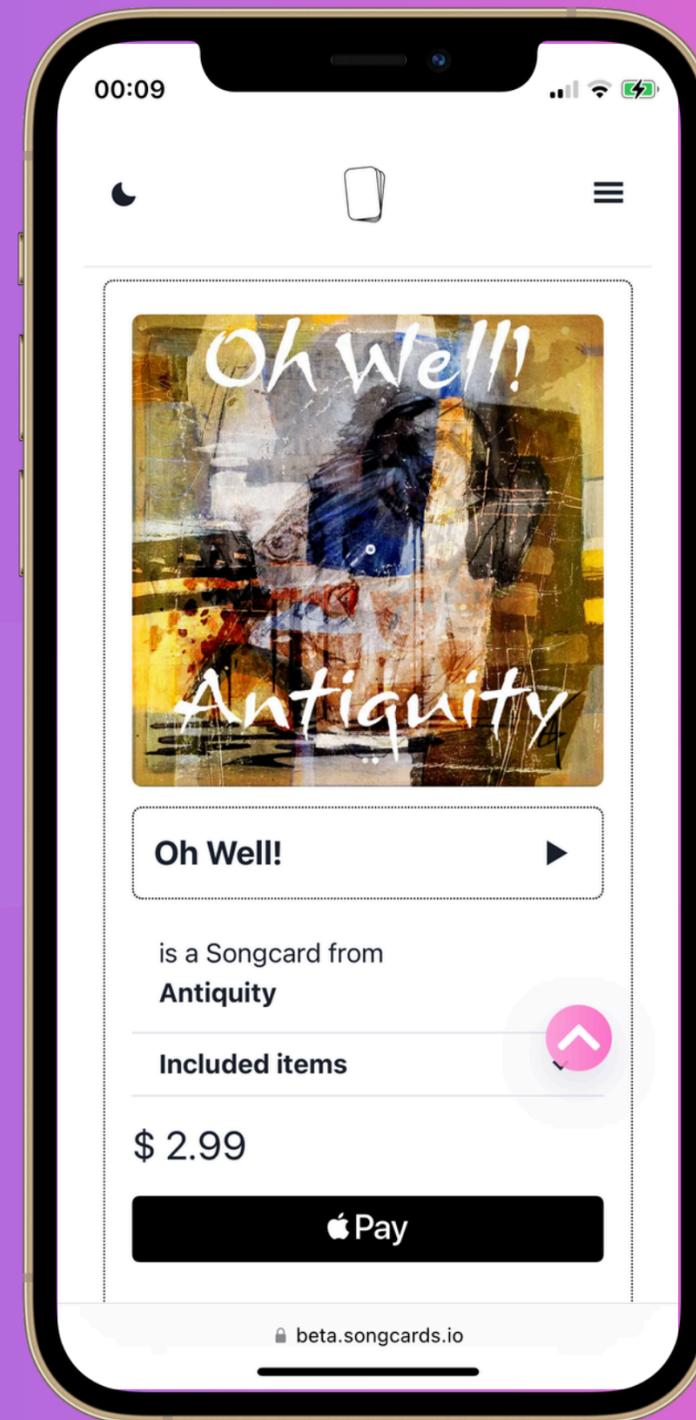
Create

All you need to create a songcard is a song and a piece of artwork.

This could be an existing single or something you've never released before.

To create a songcard, simply head over to: <https://artists.songcards.io>

From there you will also be able to access sharable social media assets of the songcards you make.



 Apple Pay

 Google Pay

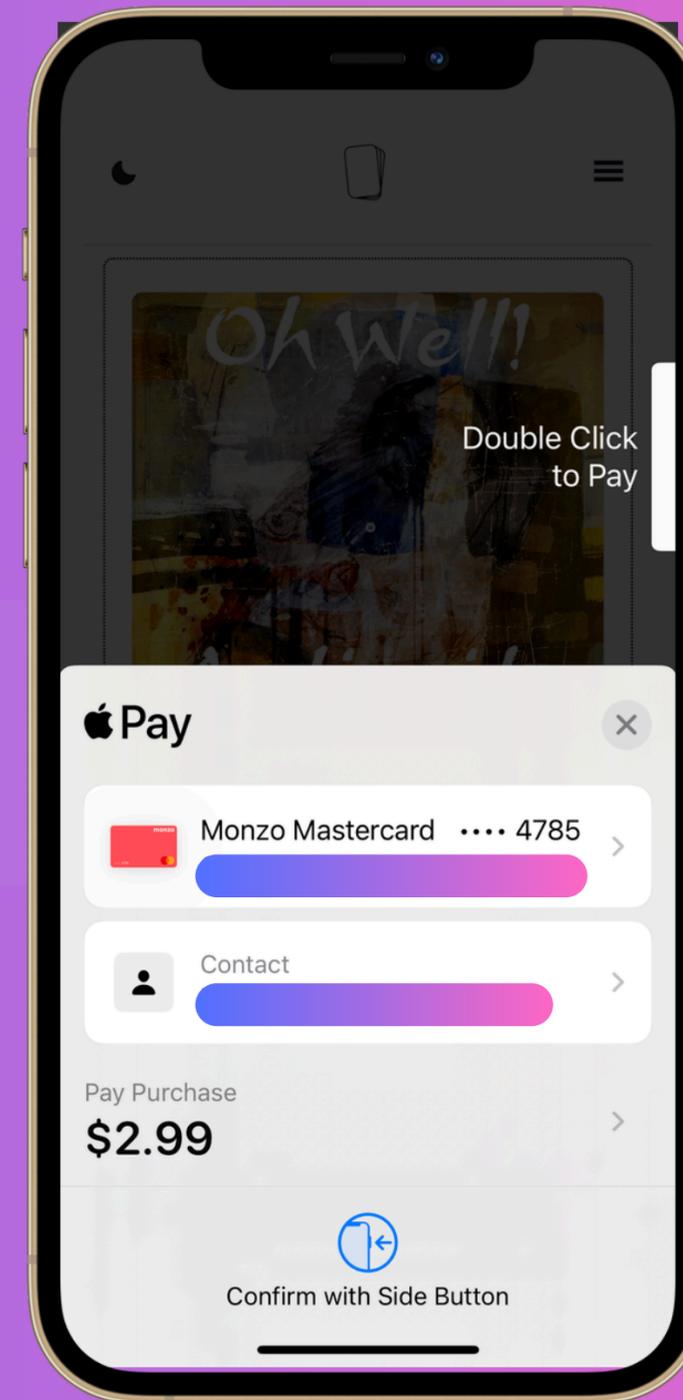
Link-in-bio

Did you know that fans can buy songcards in the **link-in-bio with a single click?**

They can checkout easily using **Apple Pay** or **Google Pay**.

The songcard will be delivered to their inbox where they can unlock all of its benefits.

Then they can sync the songcard to the mobile app and enjoy your music on-the-go.



 Apple Pay

 Google Pay

Direct-to-fan



Direct marketing methods are usually the **most effective for selling products.**

This includes **email** which **outperforms social media** as a sales channel by 40x (Digital Agency Network).

Direct methods also include **Whatsapp** and **SMS.**

The more personalised the better. Talk to them **directly and authentically.** Tell them you appreciate them and that this is something special you are offering to them first.



Call to action



When promoting a songcard, remember to emphasise that this is a **deluxe edition**.

A songcard should feel like something **rare and exclusive**.

Anything you add to the songcard will help sweeten the deal. This can include BTS footage, lyric sheets, digital liner notes, and any other digital material.



Next steps



Would you like more personalised support in promoting your songcards?

Join [the Discord](#) or email chris@songcards.io

New to Songcards?

Discover the platform here:

<https://songcards.io>

