

# Liva Music – Social Media Collaborations

We are looking to collaborate with artists, songwriters, labels, music business companies.....who are interested in '**Social Media Collaborations**'.

Here is how it works:

We can offer you to present you as artist, or your new single or your new album, or your company, on our social medias and websites, or we do radio promotion for you and in exchange you do some promotion for us on your social medias.

This just works when we both are on the same page. Our style is Country music, Pop/Rock music. We are also involved in Film/TV business.

So for example: If you are a hip-hop artist then such a social media collaboration between us will maybe not make any sense.

And of course it should be reasonably balanced :-)  
so finally I think...**it's a win-win situation and it cost nothing for both.**

Here are a couple of examples:

Let's say you have lots more fans on your social medias than we have. The deal could be:

- I'll present yourself or your new single on our social medias and I will send your single to the radios for free
- You introduce Liva Music on your social medias.
  
- or I will present yourself or your new single on my social medias several times (since you have more fans)
- you introduce Liva Music on your social medias.

anyway...it don't has to be, but it would be good when it is in some kind reasonably balanced :-) I'm sure we can handle that out!

.... many other possibilities:

- You are a demo singer or musicians and you want to let people know about it
- Your own a label and want to increase your fanbase
- Your a film/tv composer and you want to make some noise for your music
- Your a songwriter and an artist cut your song. You want to help him/her with some promotion

Below you will find all about our websites/social medias...or places, where we could do some promotion for you.

## **Our social medias / websites / other services**

Rolf Schnyder Facebook: 4300

<https://www.facebook.com/rolf.schnyder>

Liva Music Facebook: 610

<https://www.facebook.com/livamusicgmbh/>

Gampel Music Facebook: 380

<https://www.facebook.com/gampelmusic/>

Rolf Schnyder – artist page Facebook: 790

<https://www.facebook.com/rolfschnydermusic/>

Rolf Schnyder linkedin: 4800

<https://www.linkedin.com/in/swiss songwriter/>

Twitter:

<https://twitter.com/LivaMusic> -> 2160

<https://twitter.com/RolfSchnyder> -> 1780

<https://twitter.com/gampelmusic> -> 1410

my band Needle & Salt:

<https://www.facebook.com/needleandsalt/> -> 830

<https://twitter.com/NeedleAndSalt> -> 1620

Website: [www.livamusic.ch](http://www.livamusic.ch)

It is possible to have a banner on the main page.

**We are connected with around 700 country radio stations. You'll find more info about it here:**

<http://www.livamusic.ch/promotion-2/>

## Spotify Playlists

We have also planned to create spotify playlists.

It is simple. If you promote a link to your spotify profile you'll reach just your fans. If you are on a spotify playlist with 50 artists who also promote this playlist, then you can increase your fans.

But this just works when everyone who has a song on the playlist actively promotes this playlist. If you are interested in this then please contact us and we'll let you know what we exactly mean and what we expect. It just makes sense for artists who do a lot in their social medias.

I really believe that independent artists could have much more success when they would work together. But as it says '**work** together'. 'Work' means...you also have to do something ;-)

For example: Last year I contacted all the local bands in my region Wallis. I told them about how we could increase the streamings if we would all work together. I created a playlist with artists from Wallis:

<https://open.spotify.com/playlist/3WsKPWO7bYKKcFu8Mo03f>

around 60 artists/bands

If every artist/band has 4 band members (totally 240 people) and if all of them would listen once per day then after one year everybody would have 87'600 streamings. (for an independent artist who releases his/her own music the income would be 383\$. Well it's not a lot... but it would be something.

*How much does Spotify pay per stream 2019?*

*Spotify finally beats Amazon.*

*The **streaming** music giant now reportedly **pays** \$0.00437 **per** play.*

$\$0.00437 \times 87'600 = 383 \$$

But it goes on...Let's say everyone of these 240 people has 1000 social medias contacts (I think most will have lots more)

Let's say everyone would post the playlist every two weeks. Let's say everyone would post the playlist once or twice per month in a facebook group...and so on...

**You can imagine about how many people we could finally reach.**

Well, the problem with this „Wallis – Playlist“ was....

In the first months, we had a good amount of streamings but finally it slowed down real quick. The problem is ...most of these bands are just local smaller bands and they just want to make a bit music and that's it. They aren't that much in the music business.

Well, finally it's not just about the money. I believe if an artist has a good amount of streamings then maybe the chances are much bigger that his/her new releases will make it on an official spotify list and being on an official playlist will increase the streamings a lot and the artist will reach a lot more people. **So all in all it's about to find artists who see potential in this and who are willing to promote a playlist and to listen to it themselves.**

If anything of this sounds good to you feel free to contact me.

Rolf Schnyder - [info@livamusic.ch](mailto:info@livamusic.ch)

Liva Music is  
looking forward to  
working with you!

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