

USA's No. 1 Afro-beat Space.

BACKGROUND

www.mazifeanyi.com is USA's No. 1 Afro-beat Space. The Space is dedicated to promoting hardworking brands across the globe who are looking to gain an International exposure or grow an International following and fan base around the world.

Our aim is to act as a bridge between Afro-beat artists in USA and Europe and those resident in Nigeria and in the rest of Africa. We are basically connecting different continents together via the power of music. We are constantly looking for industry-ready acts to expose on the space and help them spread their wings while also monetizing their contents.

We have worked with a lot of established and emerging acts, and we are looking forward to adding you to our list of clients.

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ABOUT WWW.MAZIFEANYI.COM

WWW.MAZIFEANYI.COM is an online platform established to promote ultra-talented artists from across the globe. It was established in late 2018 and since then, over 1 Million views have been recorded from all parts of the world, with USA, Nigeria and South Africa leading the way in viewership according to insights powered by Google.

We have a great following and our beautiful posts, Industry-leading technology, and well-planned strategies attract people to the website and also influence people views about particular Song, post, or subject matter.

We do have various promotional strategies and rates which will be explained subsequently.

Free music posts –

Posting on the blog is often done for free, but we do recommend that you advertise and promote on the website to reach more people. Although posting your song on the blog for free represents a major step in gaining new fans from other continents, influencing/promoting a post is the fastest way to have your music listened to and engaged with.

We also offer services like advertising for events and businesses starting at \$200 a month, Cover art designs, Video directing services, Mix and Master of songs, Video editing, Promotional fliers, event coverage, and DJ services.

Our stores <https://mazifeanyi.com/shop> also lets you sell your digital, virtual and physical contents and put extra money in your pockets.

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PROMOTIONAL PLANS PACKAGES

Online Promotion (\$350)

- Tailored posts - Photos, Video's, songs, links on relevant social media platforms Facebook, Instagram, Twitter and snap chat.
- Creating online contents to boost brand.
- Introduce Brand to local and International Promoters
- Submitting contents to Events host, Major record labels and label executives.
- Searching for business opportunities and endorsements on Brands behalf online.
- Scouting for potential features in around the states.
- Digital stores distribution iTunes, Spotify , Apple music, mazifeanyidotcom etc
- Adverts and banners on www.mazifeanyi.com

Street Promotion (\$820 Monthly) – Indiana

- This will involve looking for events, shows, and places where the brand will get paid to showcase Brand's content
- Getting major influencer's e.g Models, Dancers, Dj's, Radio hosts and Instagram accounts to post and engage with contents.
- Influencing restaurants and bars to play Brand's music.
- Meetings with club owners, radio stations and Dj's
- Club appearances
- Promotional material, Electronic press kit, Photoshoot
- Meet and greet with fans
- Sales of merchandise on www.mazifeanyi.com
- College Parties
- Paid Advertising

Outside of Indiana will depend on hotel costs and flight fare

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Full package Promotions (\$1,200 monthly)

- Customized Plan to suit Brand's schedule
- Work with Brand's management to customize a promotional plan
- Handle social media accounts for the brand
- Online promotions + Street Promotions
- Meetings and update at the Brands convenience
- Occasional Giveaways like branded tee shirts and face caps with Brand signature and name on it, free downloads, coupons and vouchers, gift cards on artiste behalf.

ADVERTISING RATES (Monthly)

Main website Banners size 1440 * 500 -	\$ 431.00
Slider Front page Banner Size 1440 * 500 -	\$ 199.99
Front page Header Slider Size 1600 *1600 -	\$ 99.99
In post Banner/ carousel -	\$ 99.99
Video Advert (Front page)	\$ 249.99
Video Advert (Embedded in post)	\$ 149.99
Audio Advert	\$ 49.99

What are the charges meant to cover?

- Time spent on the promotion
- Travel cost
- Cost for Internet, transportation, drinks at meeting
- Content creation e.g dance videos
- Phone Call charges
- Graphic design cost
- Service charges incurred on behalf of the artist in carrying out these activities

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Note –

Adverts Fliers, Videos and banners must be HD quality for it to be used as promotional material.

Promotional materials must not contain illegal, discriminatory, or prohibited content.

Adverts must not promote violence or the use of illegal, recreational or prescription drugs.

Adverts must not be pornographic in nature.