

DJ Central | Promotions



A woman with long blonde hair, wearing a white blazer and a necklace, is smiling and playing a keyboard. She is in a dimly lit room with several vertical neon light tubes in shades of blue and purple. To her left, another person is partially visible, wearing a dark jacket. The overall atmosphere is that of a modern nightclub or lounge.

About Our Services

Original Song Creation (Service A)

If you've already produced a single that we believe will work in one of our international campaign, that's great! But if not, we'll invite you into one of our Australia-based recording studios where you'll collaborate with our hit making teams and Blue Pie Records managers to develop the perfect single.

Remix Packages (Service B)

We can create a suite of remixes for your single, produced by some of the world's leading dance producers who will remix the single so that we end up with a set of remixes covering every key DJ style - from cooler underground through to more mainstream sounds. Remixes are an integral and crucial part of any single campaign. A tastemaker DJ such as Sven Sven Väth, Richie Hawtin or Marco Carola would normally opt for a cooler version or a dub mix of the single, whereas a DJ such as David Guetta, or David Morales might want the full vocal commercial version. We develop a selection of different remixes to appeal to the different DJs and this reaches as many music lovers, labels and booking agents as possible.

Label Release (Service C)

If you don't already have a record label or distributor behind you but you'd like your track available for public purchase & streaming, then we can provide you with a full international release via our label and distribution network. We supply your project to every main digital retailer in the world including iTunes, Apple Music, Spotify, Amazon, Tidal, Beatport* and hundreds more. For a full list of retailers please contact us.

Invite Only: Our label service is offered to clients who engage us for a full campaign, original song or remix package, mixing & mastering, or any of our promotional services. If you would like to utilise our label service without other services please contact us to discuss.

***Not all distributors supply to Beatport.**



Mixing & Mastering (Service D)

Our world-class mixing and mastering team will ensure your finished track sounds as good as any major label international hit record. Mixing and mastering can be a challenging and complex art that only a handful of engineers can do really well. Our engineers have mixed and mastered countless hits in many countries and have years of experience working at the highest level in the industry.

Lyric Video (Service E)

YouTube is an extremely important means of music promotion nowadays and it is recommended that your song has at least one video. Where budget does not allow for the creation of a full video production, we recommend a lyric video. We can create a high quality lyric video for your project.

Full Music Video (Service F)

There is nothing more impressive than a full quality video and we work closely with a number of leading directors and video producers who will produce a world-class level video to suit your budget.

***As part of this service we will submit the video to all major Terrestrial channels.**

Tastemaker DJ Promotion (Service G)

One of the most important stages of a single's promotion cycle is getting the record exclusively to the key A-list tastemaker DJs. The support of these international superstar DJs can really benefit the campaign. A successful tastemaker promotion can lead to chart placements, quotes to use in marketing and of course millions more music lovers hearing about the song. Often when a tastemaker supports a song this is then reflected organically by other DJs. We would suggest that a tastemaker promotion be considered a key component of any campaign.

***As well as playing DJ sets to thousands of people, tastemaker DJs also often have their own radio shows with enormous international audiences.**





Mainstream DJ Promo (Service H)

This promotion service will see your song sent to our massive database of global mainstream DJs. Each of the DJs we supply to are required to submit a feedback rating to the official UK promo chart company and this invaluable feedback will generate a position in the UK's official Music Week club and pop promo charts.

A position in the Music Week charts creates a large amount of awareness and hype around the song and subsequently makes it much more appealing for international licensing partners(label) who may be interested in signing the record in their territory.

***Please note that this service is the only way to guarantee a placement in the official Music Week promo charts.**

USA Billboard Promo (Service I)

The US Billboard Dance Chart is one of the most respected and coveted charts in the world. We'll supply your song to all the most relevant US DJ's who will submit a rating to the official Billboard charts company. This feedback will generate an overall position in the Billboard Dance Chart.

***Billboard DJs also often have their own radio shows with massive audiences all around the world.**

Digital Radio Promotion (Service J)

We supply your record to hundreds of digital stations. Each station can have thousands or even millions of listeners. Highly performing songs are charted in various digital charts.

UK Regional Radio Promotion (Service K)

This is a high profile service utilising specialised radio pluggers working to get your song supported on mainstream regional radio stations across the UK. A successful promotion in this area will see your song supported by stations such as Absolute Radio Norfolk, Jazz FM, Radio City, Radio Plymouth, Juice Brighton etc.



UK National Radio Promotion (Service L)

Similar to Service K, but at a national level. This service will utilise specialised radio pluggers working to get your song supported on mainstream national radio stations such as BBC Radio 1, Kiss, Capital FM and Heart.

Artist PR (Service M)

This service focuses on you as an artist and will help build your public profile with various activities such as magazine interviews, social media support and more. We work alongside dedicated PR companies in order to provide this service.

Artist Photoshoot (Service N)

Having great press shots is invaluable in promoting the campaign, especially for magazines, blogs and social media. For artists that do not have good press shots or are in need of some new ones, we can arrange this for you as part of the campaign. We work with leading music photographers around the world to ensure that whatever country you are from you will get the best shots possible.

Network Video Promo (Service O)

Making a music video is great but unfortunately doing so does not guarantee that mainstream TV stations will play it. A specialist video plugger will dramatically increase the chance of your video being played on terrestrial and satellite TV channels such as MTV, 4Music, The Box, Box Hits, Box Upfront, Channel AKA, Chart Show Dance, Chart Show TV, Clubland TV, Kiss TV, Now Music, MTV Hits, MTV Live, VH1, Viva, MTV Base, MTV Dance and more.

Bloggers Promotion (Service P)

We supply your record to all relevant music blogs such as Perez Hilton, Hypebot, Pitchfork, Buzz Factor and many more. The support of a good music blog is invaluable and can lead to the project going viral.



Spotify* Promotion (Service Q)

Streaming stats are a very important part of any artist's reputation and our Spotify promotion will help drive traffic to your song's Spotify URL. We also work closely with prominent music curators to get your record into playlists that can dramatically increase your song's audience and reach.

*Also includes Apple Music, Deezer, Amazon & Tidal.

YouTube* Promotion (Service R)

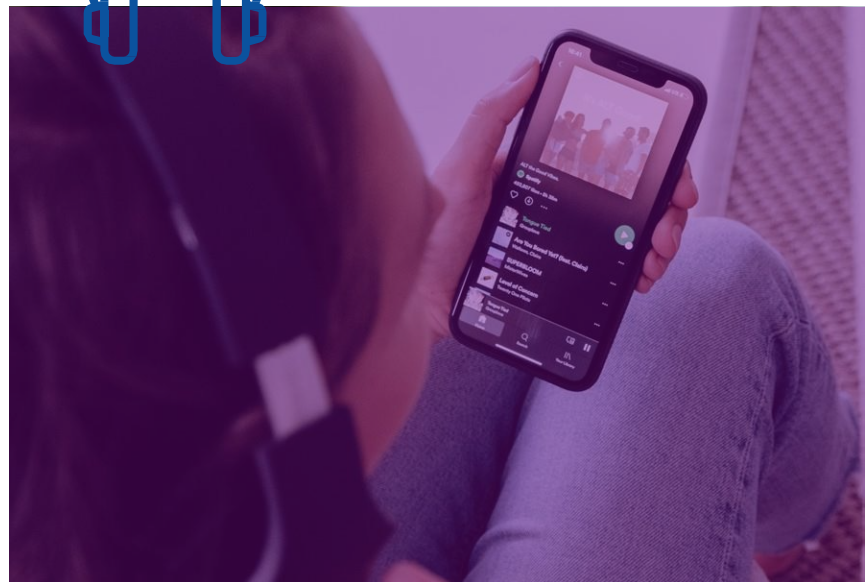
We will launch a dedicated promotional campaign revolving around your YouTube video, increasing traffic and exposure of your video to the public.

Public Promotion (Service S)

This service will promote the release of your song to our international database of music lovers as well as strategically-placed adverts driving awareness. You can choose whether to focus on increasing streams or increasing sales.

Electronic Press Kit (Service T)

We build you an online destination where all data regarding the campaign is collated and presented in an appealing and stylish way. Our EPK dramatically increases the chances of licensing the record to third-party international labels.



International Licensing (Service U)

We have great relationships with many of the best record labels in the world, from majors like Sony to great independents like Toolroom. As part of this service your project and EPK will be sent to every label that we feel is suitable. Once signed to third-party labels you may find that the label invests more of their own money into promoting your project on top of the existing promotion that we will carry out alongside them. Furthermore, as the labels often sub-license the records themselves at a later date, you may find the track gains a new lease of life even months or years after our initial promotions are complete.

Publishing Admin (Service V)

Our internal boutique publishing company Blue Pie Publishing usually only publishes our signed producers and writers and is not generally accessible to the public. We can provide a single song publishing administration deal with you to ensure that your publishing royalties are collected and distributed to you from every major territory.

Holiday Resort Promotion (Service W)

More than 50 million people from all over the world escape to the major resorts for an eagerly awaited summer holiday. This is the ideal playground to break new records to an international audience of young party people. You'll find our promotional representatives in the key resorts across the Mediterranean Sea to promote your records: from Ibiza and Majorca to Benidorm, Tenerife and Gran Canaria, right up to Mykonos, Crete and the Croatian party beach "Zrce" on the island Pag. Winter resort promo available too.

Influencer Marketing (Service X)

Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole on social media. We work with many trusted influencers who have the ability to easily promote your song to hundreds of thousands of listeners.



What's a Campaign?



What's a Campaign?

A campaign is a specific sets of music services utilising tried-and-tested strategies to achieve particular goals. Our campaigns provide a more cost effective and intelligent approach to promotion, with various packages to suit a wide range of artists and budgets from indie to major.

Please note that each campaign can be tailored further to your exact requirements. The options listed here should be considered as starting points.

If you already have the music package (including remixes) completed then we will adjust the costs accordingly.

All campaigns usually take between 4 and 8 months to complete.

Campaign A1

Our A1 Campaign is the most value orientated campaign, centered around achieving high level awareness & credibility for your song and artist.

Includes International Label Licensing and a guaranteed position within the official Music Week charts.

Services Included:

- (B) Remix Package
- (D) Mastering
- (G) Tastemaker DJ Promotion
- (H) Mainstream DJ Promotion
- (J) Digital Radio Promotion
- (T) Electronic Press Kit
- (U) International Label Licensing
- (C) Label Release (Optional)

Contact Us For Quote

Campaign A2

Our A2 Campaign is perfect for achieving high-level awareness and credibility for your song and artist.

Includes International Label Licensing and a guaranteed position within the official Music Week charts.

Services Included:

- (B) Remix Package (D) Mastering
- (G) Tastemaker DJ Promotion
- (H) Mainstream DJ Promotion
- (J) Digital Radio Promotion
- (T) Electronic Press Kit
- (U) International Label Licensing
- (C) Label Release (Optional)
- (E) Lyric Video (R) YouTube Promotion
- (P) Bloggers Promotion

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Campaign A3

Our A3 Campaign is our most popular 'all round' package perfect for independent artists or management companies looking to achieve the best balance between strong results and small budget.

Services Included:

- (B) Remix Package (D) Mastering
- (G) Tastemaker DJ Promotion
- (H) Mainstream DJ Promotion
- (J) Digital Radio Promotion
- (T) Electronic Press Kit
- (U) International Label Licensing
- (C) Label Release (Optional)
- (E) Lyric Video (R) YouTube Promotion
- (Q) Spotify & DSPs Promotion
- (P) Bloggers Promotion

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Campaign A4

Our A4 Campaign is aimed at creating maximum impact for the artist themselves - as well as the song.

Services Included:

- (M) Artist PR
- (N) Artist Photoshoot
- (B) Remix Package (D) Mastering
- (G) Tastemaker DJ Promotion
- (H) Mainstream DJ Promotion
- (J) Digital Radio Promotion
- (T) Electronic Press Kit
- (U) International Label Licensing
- (C) Label Release (Optional)
- (E) Full Music Video (R) YouTube Promotion
- (Q) Spotify Promotion
- (P) Bloggers Promotion

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Campaign A5

Our A5 Campaign is the first tier of our “major” level campaigns that covers every aspect of establishing global awareness for a project.

Services Included:

- (M) Artist PR
- (B) Remix Package (D) Mastering
- (D) Tastemaker DJ Promotion
- (G) Mainstream DJ Promotion
- (J) Digital Radio Promotion
- (U) International Label Licensing (T) EPK
- (E) Full Music Video (R) YouTube Promotion
- (Q) Spotify Promotion (P) Bloggers Promotion
- (O) Network Video Promotion
- (K) UK Regional Radio Promotion

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Campaign A6

The second tier of our “major” level campaigns designed for serious companies looking to create serious impact for their artist.

Services Included:

- (B) Remix Package (D) Mastering
- (M) Artist PR (T) EPK
- (G) Tastemaker DJ Promotion
- (H) Mainstream DJ Promotion
- (J) Digital Radio Promotion
- (U) International Label Licensing
- (E) Full Music Video (R) YouTube Promotion
- (Q) Spotify Promotion
- (P) Bloggers Promotion
- (O) Network Vid Promotion
- (K) UK Regional Radio Promo
- (I) USA Billboard Promo
- (X) Influencer Marketing

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Campaign A7

Our A7 Campaign is the top tier of our “Major” level campaigns that covers every aspect of promotion to the very highest level.

Services Included:

- (B) Remix Package (D) Mastering
- (M) Artist PR (T) EPK
- (G) Tastemaker DJ Promotion
- (H) Mainstream DJ Promotion (J) Digital Radio Promotion
- (U) International Label Licensing
- (E) Full Music Video (R) YouTube Promotion
- (Q) Spotify Promotion (P) Bloggers Promotion
- (O) Network Vid Promotion (W) Holiday Resort Promo
- (K) UK Regional Radio Promo (L) UK National Radio Promo
- (I) USA Billboard Promo
- (X) Influencer Marketing
- (S) Public Promotion

Contact Us For Quote



Frequently Asked Questions....

Prices

Prices vary depending on the number of services required and the specific combination of services selected. We also offer discounted rates for independent artists.

Payment Plans

We also offer discounted rates and monthly payment schemes for independent artists.

Selectivity

Unfortunately we are not able to take on every project we are invited to and retain a very high quality threshold when deciding which projects to commit our time and energy into. Each project is discussed by our experienced A&R panel. If your track isn't accepted please enquire about our A&R services where you will be given in depth feedback as to why the project wasn't selected and what you can do to improve your chances.



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