

# artist influence.

TIKTOK PROMOTIONS & SERVICES

## INFLUENCERS WE'RE WORKING WITH



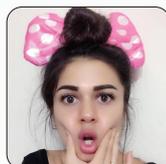
**@emmycombss**  
1.5M Followers  
64K Median Hearts



**@oliviaeviplant**  
1.1M Followers  
16K Median Hearts



**@brendanxa**  
2.9M Followers  
25K Median Hearts



**@ezgizem**  
2.8M Followers  
57K Median Hearts



**@goubtube**  
2.4M Followers  
45K Median Hearts

+ MANY MORE

## WHY PROMOTE ON TIKTOK?

TikTok has a massive audience that skews heavily toward a highly-engaged, young audience. One of the greatest features of TikTok with regards to promoting music is that the platform is connected to the Apple Music API, meaning that **success on TikTok can directly correlate to success on Apple Music** (i.e. streams and playlisting for your projects). If the project is able to gain major traction, this can convert into **virality across every platform due to the popularity of TikTok**. Our TikTok services work through our dedicated roster of influencers to make sure that your music is only hitting the intended, engaged audience. Since there are no ads in the platform, this makes the user experience more enjoyable and therefore more likely to associate with the influencers' content.

## OUR OFFERINGS

### Artist Influence TikTok Network

Total Reach	Price
1,000,000	\$350
2,500,000	\$750
5,000,000	\$1,600
10,000,000	\$2,850
15,000,000	\$3,750
20,000,000	\$4,800
20,000,000+	Contact us

Artist Influence works directly with influencers on TikTok whose content works well with a wide range of music. The network operates by posting content specific to each influencers' niche while utilizing your music in their content. The music is pushed to the influencers' highly engaged audiences through a piece of their organic content, **resulting in highly-engaged click-throughs** between the TikTok/Apple Music API.

The value of TikTok not only comes from the reach and audience it provides but also the potential for its role in the virality of a song. When paired with the right content creators and influencers, a song on TikTok will spread through the platform, bringing tons of audience-created videos using the song organically.

As each content creator has their own niche and style, it has been more effective to have the creators use music in a way that works best for them and their audience (the influencer knows best about what their fans react well to) and therefore it can be harmful to prescribe them a choreographed dance or challenge to pair with the song. You can trust that we'll deliver the best result for your campaign with the right influencers and you won't have to worry about creating the content ideas - we've got this.

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