



## Sample Pre-Sale Program Plan

Pre-sale campaigns are an effective way to build interest in a new release, to build fan loyalty and to drive sales for release week and beyond. The following marketing tactics provide a variety of options for you to consider when building your pre-sale campaign.

MARKETING TACTIC	DESCRIPTION
Online Stores, Websites and Microsites	<ul style="list-style-type: none"> <li>• Launch a special webpage where people can pre-order the new release</li> <li>• The first page of the website will be a “splash page” announcing the new release and the pre-sale offer</li> <li>• A smaller graphic will be on all the website pages announcing the pre-order and directing people to the pre-order page</li> <li>• Brickhouse Direct can host the pre-sale store alone, create a microsite or create an entire website branded around the campaign</li> </ul>
Countdown Clock	<ul style="list-style-type: none"> <li>• Create a special countdown clock displaying the days and hours remaining to a new product’s official release</li> <li>• Clock is clickable to a pre-sale page</li> <li>• Countdown clock code is available for fans to display on their own pages/websites</li> </ul>
Pre-Sale Offer	<ul style="list-style-type: none"> <li>• A presale offer entices people to purchase from the artist’s site versus waiting for retail release</li> <li>• A variety of offers can be used during the pre-sale campaign to attract interest – Examples include:               <ul style="list-style-type: none"> <li>Autographed CD</li> <li>Special merchandise</li> <li>Download of special song/video</li> <li>Free shipping</li> <li>Unreleased tracks</li> </ul> </li> <li>• News article should appear on all sites (MySpace, Facebook) announcing pre-sale offers</li> </ul>
Social Networking Websites (MySpace, Facebook pages and promos)	<ul style="list-style-type: none"> <li>• Brickhouse will design custom pages to promote the new release and drive people to order via the special pre-sale page</li> <li>• Brickhouse will update these pages periodically to keep them fresh and to keep the promotions alive and interesting</li> </ul>
On Tour Merch Table Pre-Sale	<ul style="list-style-type: none"> <li>• Brickhouse will provide special order forms that can be sold</li> <li>• The cards allow people to pre-order at the show</li> <li>• The bottom parts of the cards (containing the purchaser’s shipping info) are sent to Brickhouse via the road manager. Brickhouse enters the information into a fulfillment system and builds the database of names for future offers</li> </ul>
Web Banners	<ul style="list-style-type: none"> <li>• Brickhouse will design a series of special web banners to post on your website and MySpace pages for fans to use on their websites to help promote the new release</li> </ul>

Viral Media Players	<ul style="list-style-type: none"> <li>• Brickhouse will create a special media player with video promoting the new release and stories behind the project</li> <li>• The player will have a “forward to a friend” feature which encourages viral marketing and can be programmed to capture email addresses, thereby building a list</li> <li>• The media player will drive traffic to the pre-order page</li> </ul>
Live Online Chat	<ul style="list-style-type: none"> <li>• Brickhouse can host online chats with the artist to discuss a new release and to answer questions from fans</li> <li>• During the chat Brickhouse will announce a special offer for participants to pre-order the product</li> </ul>
Web Outreach and Publicity	<p>Brickhouse will work with management and the publicist to help secure special placement or publicity on “niche” websites that appeal directly to fans or those who would like hear the music. Steps are:</p> <ul style="list-style-type: none"> <li>• Begin initial outreach</li> <li>• Pitch promotions to niche sites</li> <li>• Begin banner placement</li> <li>• Begin blogging and message board seeding</li> <li>• Continue throughout the campaign</li> </ul>
Sneak Peak Preview	<ul style="list-style-type: none"> <li>• Brickhouse will create a special media player showcasing clips from the music video</li> <li>• A new segment will be made available every week</li> <li>• Users will be able to click through to the pre-order page</li> </ul>
Listening Party	<ul style="list-style-type: none"> <li>• Brickhouse will design a special media player as a “listening party” with samples of an artist’s songs. The player will promote the new release and pre-order.</li> </ul>
Direct Mail Postcards	<p>Brickhouse will design and produce a special two-part postcard encouraging fans to:</p> <ul style="list-style-type: none"> <li>• Sign up for the email list</li> <li>• Visit the website for a special pre-order offer for the new CD</li> </ul>
Release Week Fulfillment and Soundscan Reporting	<ul style="list-style-type: none"> <li>• Brickhouse ships the physical CDs to arrive during release week (along with any other pre-sale incentives)</li> <li>• Brickhouse reports all pre-sales to Soundscan on release week</li> </ul>
Data Capture and List-Building	<ul style="list-style-type: none"> <li>• Many of these tactics encourage list-building and purchase</li> <li>• A pre-sale campaign can make fans feel like they are getting something special before everyone else. This can create strong fan loyalty.</li> <li>• We recommend mining the data collected during the pre-sale process for ongoing promotions, to drive tour sales and to build a loyal fan base.</li> </ul>

## Summary

A well-executed pre-sale campaign can be the foundation of a long-term strategy of fan engagement. By developing a wide variety of tactics executed through different channels (online, on tour, postcards), you can reach a wide audience and create interest in your new release.

Brickhouse Direct provides a one-stop solution to managing pre-sale campaigns, from strategic planning to creative design, websites, online stores, fulfillment and reporting to Soundscan.

We work with clients to develop customized programs with as much or as little as you need to make your pre-sale campaign a success.

To see examples of our work, please visit

[www.brickmanmedia.com/portfolio](http://www.brickmanmedia.com/portfolio)