



PR & Marketing for Heavy Music



Who We Are

PR and marketing agency, The Metallist supports metal and rock bands with online & print PR, radio plugging, Spotify playlist pitching, and customized marketing solutions.

Metal music is experiencing a phase of great expansion, thanks to the advent of social media and streaming services. In this context, having a well-defined and coordinated musical proposal, message and image allows the metal and rock bands to stand out from the crowd and become attractive to online & print media, radio stations, playlister, record labels, and booking agencies.

The Metallist takes care of the album or single release from the very first steps, creating the brand identity that summarizes the image, messages, and feelings that the band wants to communicate, passing through the creation and nurturing of a fanbase through social media and e-mail marketing, up to the planning and execution of the PR and marketing campaign for a full-length, EP or single.



PR & Publicity

- Online media & printed press: we submit your music to leading metal & rock music media outlets for getting reviews, and we organize extensive interviews with operators who are daily involved in the music industry.
- Radio plugging: we guarantee that your music will be aired alongside that of the most famous metal and rock bands in the world. We also have solid relationships with the US college radio stations. We really have everything it takes to pump your sound around the world.
- Spotify playlist pitching: we submit your music to curators who manage playlists with a high number of followers.
- Copywriting: we write press releases in English, German, French, and Italian. We write and edit biographies to present your career in an engaging way.



Digital Marketing

- **Branding:** The Metallist helps bands to "package" their feelings, colors, looks, and other contents into a brand coherent and functional to their communication strategy.
- **Social Media Campaigns:** we offer our experience to choose and manage the most suitable social media networks for you. The choice is huge: Facebook, Instagram, Twitter, LinkedIn, YouTube, Reddit, and Tumblr.
- **Electronic Press Kit:** we create well-structured, graphically pleasing press kits with the necessary content to professionally show your band to labels, booking agencies or clubs.
- **Website Design:** we develop a website complete of photos, videos, and all the necessary info to portray your career and keeping your fans updated as well.

- Landing Pages: we develop landing pages where your potential fans are attracted, intrigued, and "redirected" to the band's social network pages.
- Search Engine Optimization: it can be really hard to be found on the Internet these days. There are so many bands with their websites looking for visibility! The SEO activity by The Metallist optimizes your band website or landing page to appear in the first organic results of Google.
- Search Engine Advertising: advertising on the main search engines means creating cost per click (CPC) campaigns that increase traffic to your site or landing page. Tell us your need, we will prepare a customized offer for you.
- E-Mail Marketing: finding new fans is important, but keeping their interest and support high is perhaps even more so. The Metallist can manage your fanbase by sending e-mails with your latest news, graphically beautiful and well laid out.





Label Consulting

Is your band looking for a record label or distribution partner for your upcoming full-length or EP? Thanks to our longstanding experience, we will help you finding the right label or distributor for your band.

Contact us to discuss how we can customize the research of the record label or distributor for your upcoming release.

Testimonials



"Cares about your music"

Brzask | Poland / Black Metal

"100% Professional Agency, very communicative and creative. Owner cares about your music truly, and can bring the best out of it during promotion stage. Always works with the band, not just "for" the band. Highly recommended."



"Professional and reliable"

Kalahari | Italy / Alternative Metal

"We got a level of exposition we couldn't have imagined. At The Metallist they know what it means to be on time, to be professional and reliable."



"Amazing professional"

Alkàmael | Italy / Rock

"Amazing professional, serious and precise! Davide follows all the promotion steps and always keeps you updated. Once you know Davide, it is difficult to abandon him."



**the
metallist**

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