



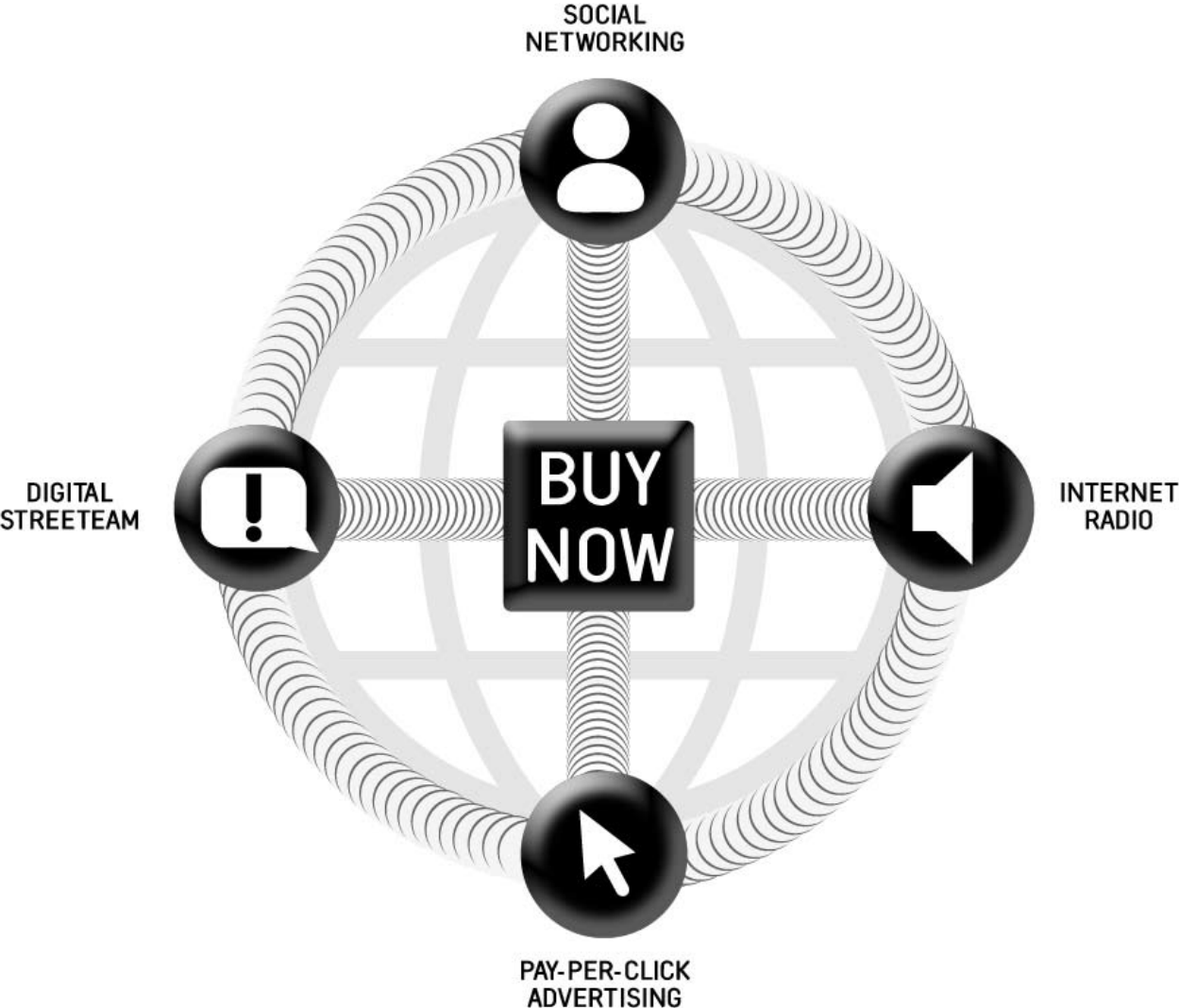
CAMPAIGN OVERVIEW

“The most important result of digital promotion is digital sales. Web users are never more than one click away from buying your product, and any solid digital promotion plan should take advantage of this.”



DMG is an all encompassing promotion service, promising targeted exposure through digital outlets, customized for your individual needs. We will work with you to develop an online campaign that will aggressively place you in the hands of your core audience. Our relationships with popular digital media and information sources across multiple platforms will enable you to tap into a pre-existing network of consumers. Corporations, Record Labels and Independent Musicians alike must recognize the value of digital marketing in today's competitive entertainment arena if they wish to make a valuable connection with their existing fan base as well as potential customers. The significant changes in retail sales over the past few years suggest online purchases and digital downloads are rapidly becoming the main outlet for sales in general.

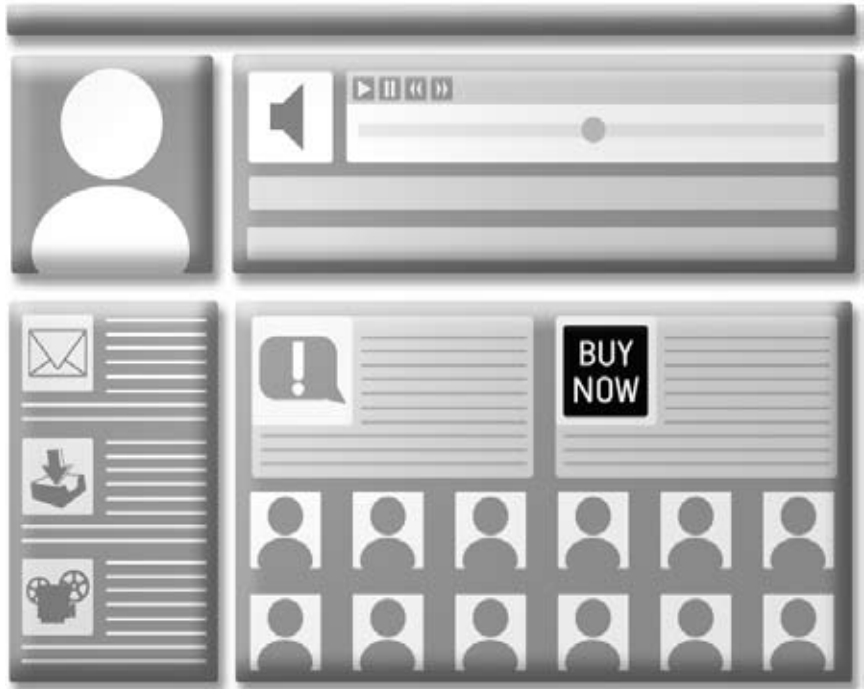
We utilize several strategies to gain exposure for your "Buy Now" option, whether it be a private E-commerce solution or a commercial outlet such iTunes, Amazon or CD Baby.



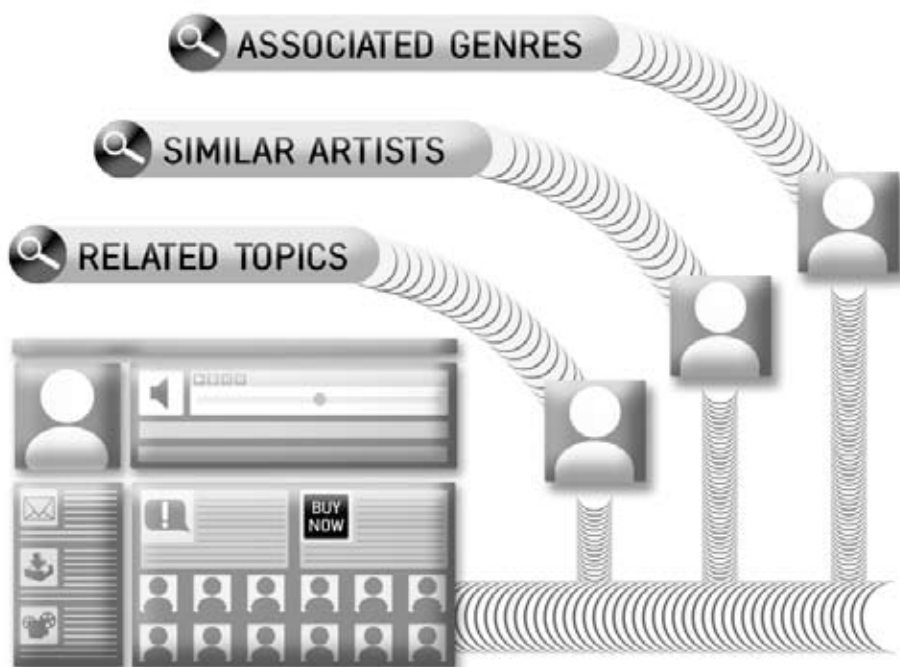


SOCIAL NETWORKING

The first step in harnessing the full power of Internet Marketing is developing a web-based identity and building up your online community. This is done by creating profiles on social networking sites such as MySpace, Facebook, Bebo, iMeem, iLike and many others. The benefit of using these digital forums is the instant access to an extensive network of potential consumers. We aim to increase web traffic and dramatically increase exposure, as well as facilitate an ongoing conversation with the consumer. We will make your community aware of upcoming events, releases, contests and free downloads through frequent comments, messages and bulletins.



KEYWORD SEARCHES

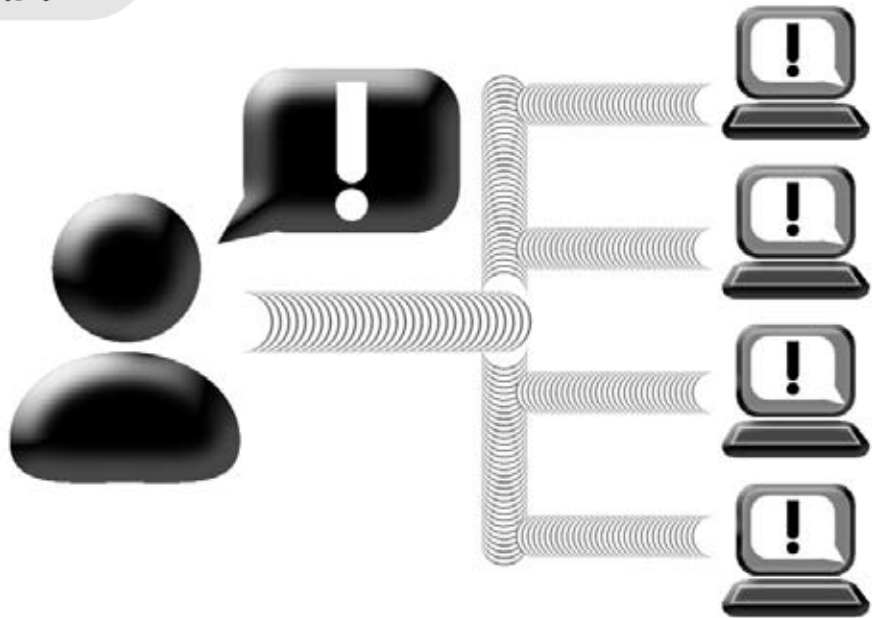


Here at DMG, we pride ourselves on our ability to effectively add friends to your Social Networking Profiles. We utilize specific keyword searches to solicit users in your target demographic. Because we take the time to focus on related topics (i.e. similar artists, related topics, associated genres, etc.), our searches yield a high return rate of focused users. While other marketing companies rely on spamming the masses in hopes of a response, we actually help introduce people to something they will genuinely enjoy, which ultimately translates into sales for you while firmly establishing your brand equity.



DIGITAL STREETTEAM

Our large Digital Street Team will disseminate postings throughout the Internet using lifestyle web sites, chat rooms, message boards and forums, as well as official and unofficial fan clubs of related artists. We will also solicit the web sites of entertainment communities (blogs, podcasters, radio, retail, media, etc.) with the intent of driving traffic towards your focus page. This can be a customized media portal, your own web site, or e-commerce sites such as iTunes, Amazon and CD Baby.



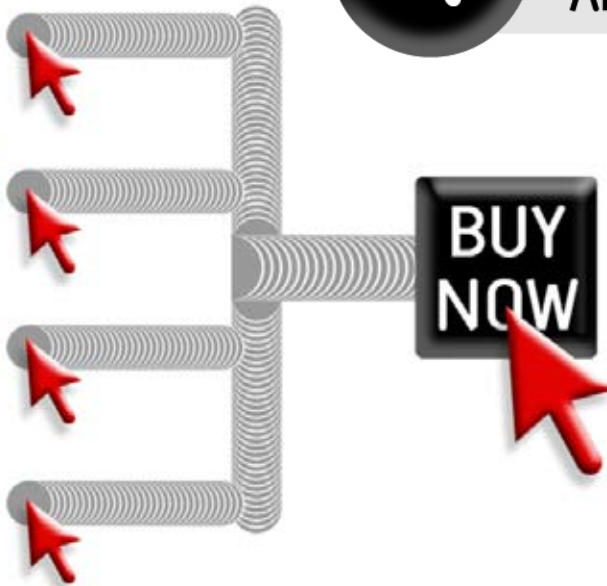
INTERNET RADIO

We will service your music to Internet Radio through primary aggregators such as the Live365, Shoutcast, Yahoo, MTV and VH1 networks, among others. We offer access to over 5,000 stations with follow through depending on your format. Each album will be serviced to an average of over 300 target stations of varying audience size, all of which specialize in the related genre. Should you specify any focus tracks, they will receive premium placement as a result of our Single Promo Program. You will receive regular reports documenting overall statistics of building airplay, specific song-by-song data and tracking of streams and downloads.





PAY-PER-CLICK ADVERTISING



Pay-per-click Advertising is rapidly becoming the most effective way of driving traffic to your focus page. We will set up and administer these campaigns using Google Adwords as well as MySpace, Facebook and YouTube advertising (where applicable). All of these campaigns allow for very narrow-casted consumer targeting through the use of keywords and genre categories. We will aim to reach consumers searching for similar artists, like titles, and competing products.

ADDITIONAL OPTIONS



CUSTOM WIDGET CREATION

Our custom Widgets are powerful, portable web applications. Think of them as a miniature versions of your web site that can be copied and pasted anywhere on the Internet. You can choose to incorporate various options including music, video, mailing list sign up, free downloads and more. Start a viral spread among your potential fans!

GEOGRAPHIC TOUR SUPPORT

If you are a touring artist, you may want to utilize DMG's Digital Tour Blasting service. This stand alone option is designed to pack venues wherever you play shows, worldwide! Just supply us with your tour schedule, along with a brief description of your music and the desired demographic you wish to reach, we'll do the rest!



EMAIL BLASTS

DMG can provide you with a user friendly system for creating and delivering HTML email blasts. We will design your layout template to suit your needs. At the click of a button you will reach your audience, whether using a pre-existing database or our large opt-in mailing lists.

For a full list of options, please see the services menu.