



How to promote your songcards



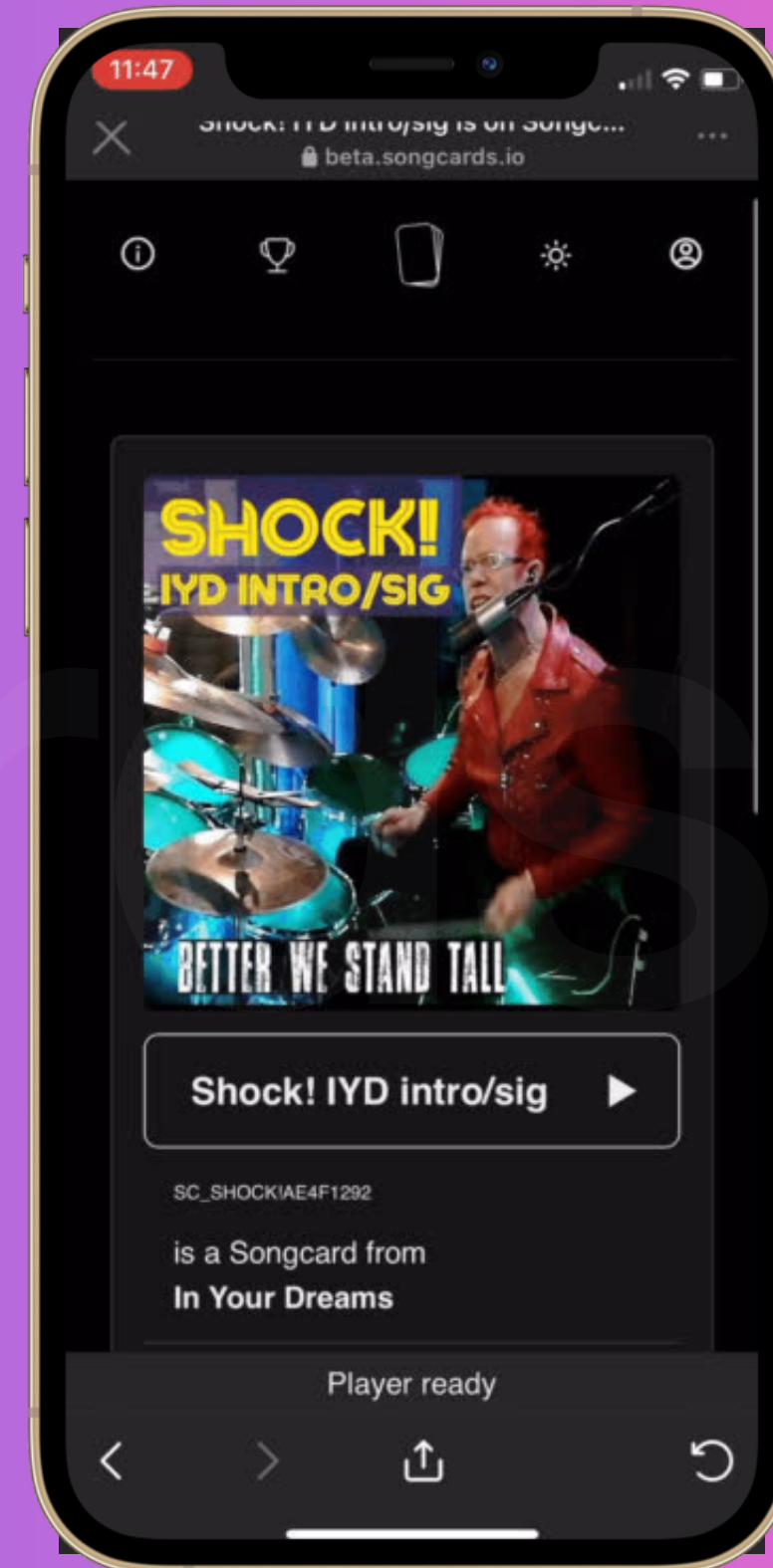
Link-in-bio

Did you know that fans can buy songcards in the **link-in-bio with a single click?**

They don't even have to load another page and **no sign-up is required!**

They can checkout easily using **Apple Pay** or **Google Pay**.

This means you can feature the unique link of your Songcard in the link-in-bio and **they can buy it instantly.**



Apple Pay

Google Pay

Direct-to-fan

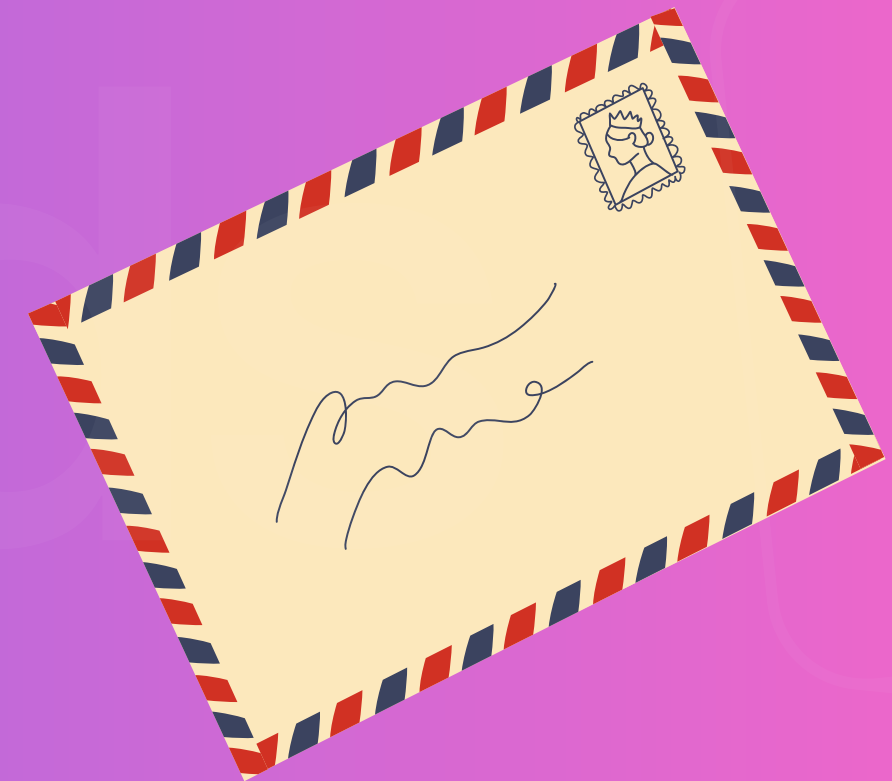


Direct marketing methods are usually the **most effective for selling products.**

This includes **email** which **outperforms social media** as a sales channel by 40x (Digital Agency Network).

Direct methods also include **Whatsapp** and **SMS.**

The more personalised the better. Talk to them **directly and authentically.** Tell them you appreciate them and that this is something special you are offering to them first.



Fan-to-fan

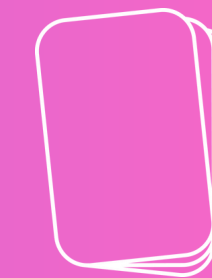
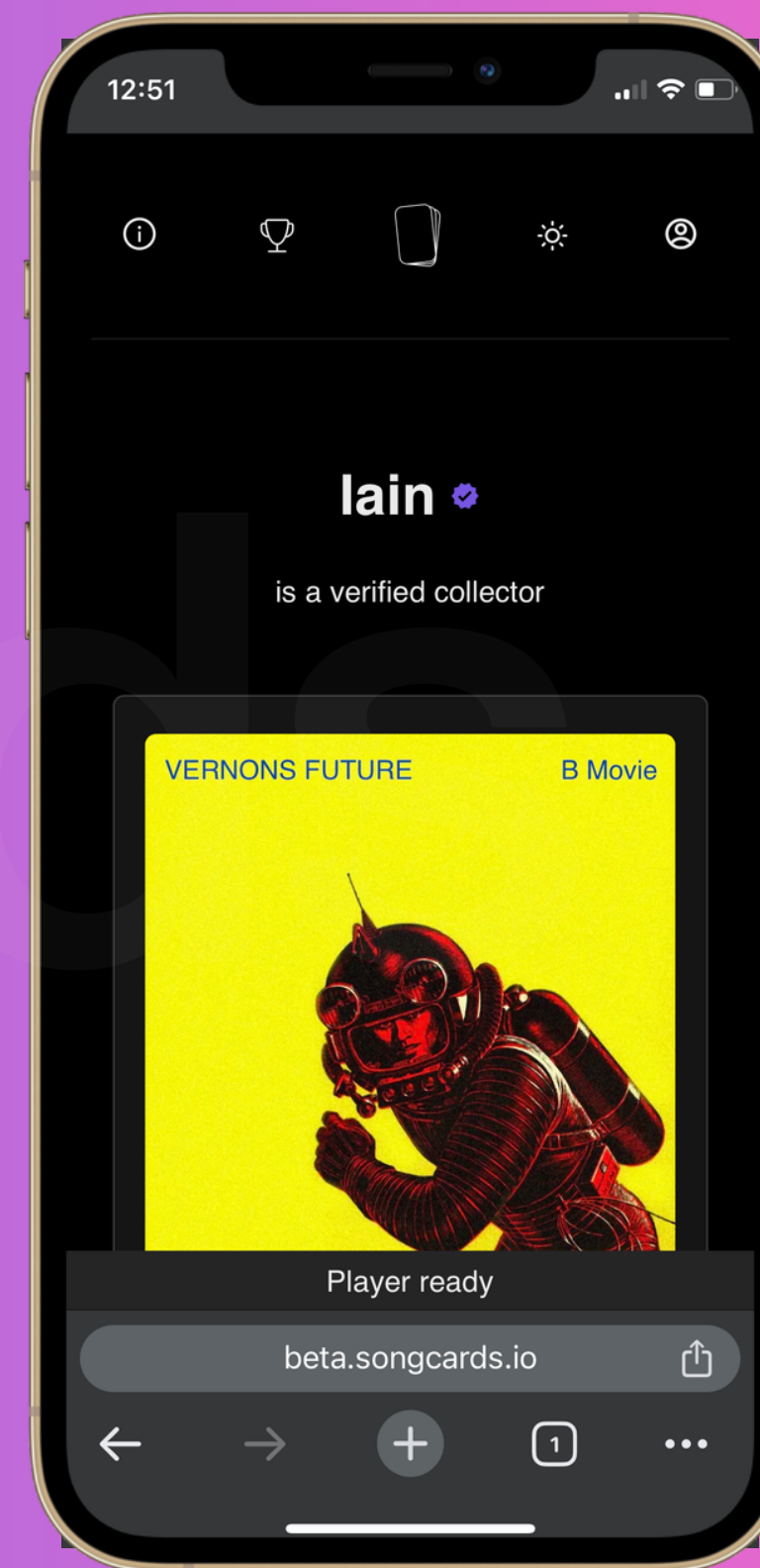
Did you know that each collector has **their own collector's page**?

And that their name gets added to the songcard?

This is designed to help them **show off their collections** to their friends.

This is what we call **Proof Of Fan**.

Prompt your fans to promote your work by sharing their collector's page.



Call to action



When promoting a songcard, remember to emphasise that this is a **limited edition**.

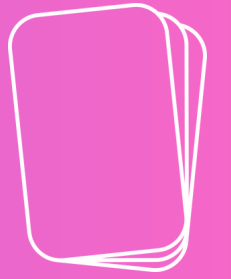
A songcard should feel like something **rare and exclusive**.

Make sure your audience knows **what's included** and the **benefits** they get.

And don't forget to tell them **where to get it!**
(e.g. link-in-bio)



Next steps



Would you like more personalised support in promoting your songcards?

Join [the Discord](#) or email chris@songcards.io

New to Songcards?

<https://beta.songcards.io>

