

# \$100 Music Promotion Budget



Category	Budget Allocated (\$)	Platform/Tool	Goals	Metrics to Track
Social Media Advertising	50	Facebook/Instagram Ads	Achieve 5,000-10,000 impressions and drive 50-200 clicks to streaming platforms	CPC, Impressions, Clicks
Playlist Pitching	20	SubmitHub	Secure playlist placements to boost streams by hundreds to thousands	Streams, Playlist Engagement
Content Creation and Design	10	Canva	Create professional-quality promotional visuals	Social Media Engagement (likes, shares)
Email Marketing	10	Mailchimp	Engage core fans and drive traffic to streaming platforms	Open Rate, Click-Through Rate
TikTok Content Boost	10	TikTok	Boost reach and engagement for top-performing videos	Video Views, Follower Growth