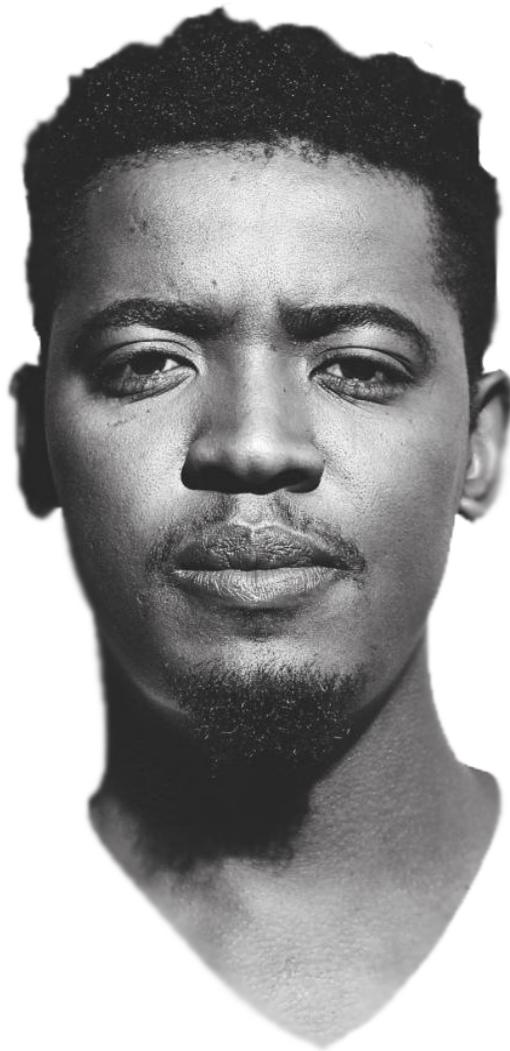




PREMIUM EXPOSURE PLAN



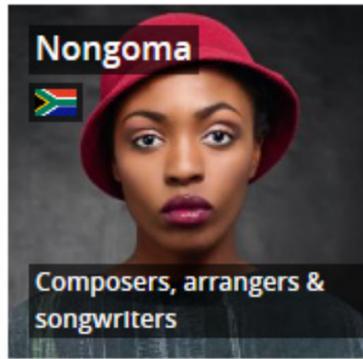
**MAKING YOUR PROFILE STAND OUT ON  
MUSIC IN AFRICA - TIPS & PLAN INFO**

Any questions, contact  
[projects@musicinafrica.net](mailto:projects@musicinafrica.net)

## TIPS FOR YOUR PROFILE

Please read the tips below regarding your profile.

### 1. PROFILE PICTURE



Your profile picture is a vital part of your profile /EPK. Make sure it is compelling and makes people want to click on it and engage with your content.

➤ Clear picture – In general professional square pictures will give you more clicks.

➤ Make sure your picture is high quality and not pixilated.

➤ Make sure the picture is very visible and sitting well in the profile area when up loaded.

➤ If you decide to use an artwork design as your profile picture, make sure that its really great and outstanding. Bad artwork will scare people away from your content.

### 2. BIOGRAPHY

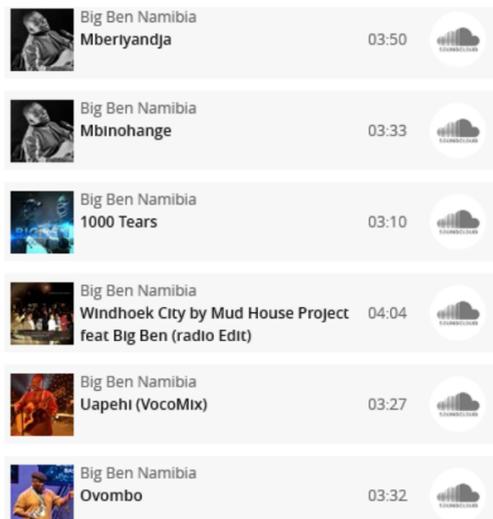
Biographies should ideally be 400 words.

- Your bio should only talk about your music career.
- Somewhere in there, preferably in the beginning, mention the genre you practice, country and city.
- Demonstrate your experience and tour history.
- Provide information about the size of your band.
- Don't exaggerate.
- **Don't put too many external links in your bio, it will look like spam.**
- The tone must be even; don't try to be funny or quirky – the information has to be objective and written clearly.

### 3. MUSIC

If you are a music creator, your Music In Africa profile is not complete until you have added music. Everyone reading your profile will want to listen to your music.

Additionally, users streaming our content can discover you without even having to click your profile because your music will be automatically add on our streaming library.



➤ Sync your music from Soundcloud or Deezer. Watch this short video on how you can add music to your Music In Africa profile.

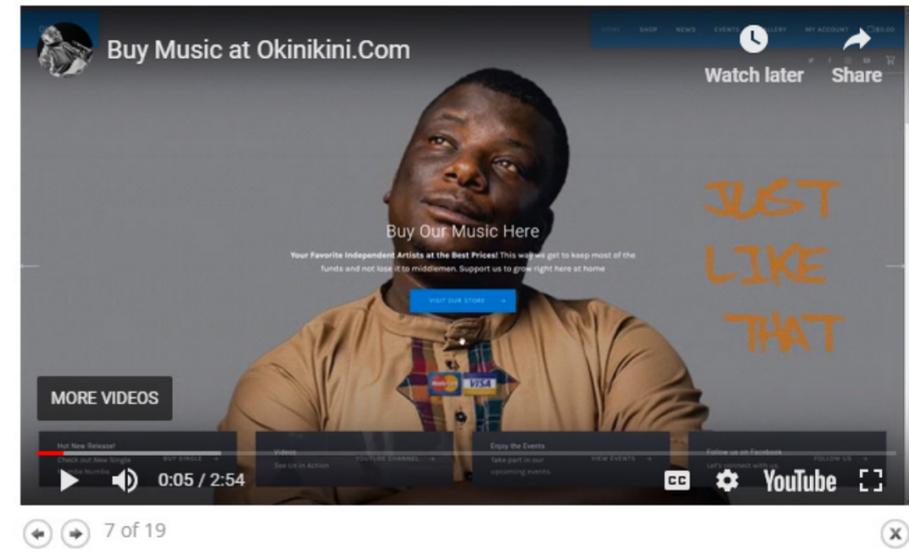
➤ You only sync your content once and everything you add on SoundCloud or Deezer will be automatically added on your Music In Africa profile.

➤ Once your music is appearing on your profile you can decide to hide tracks that you do not wish people to listen to on Music In Africa.

➤ Make sure that you don't add music that is too old. Promote your latest work, or the work that most accurately illustrates your brand at the moment.

### 4. VIDEO

No promoter or booker will be willing to invest in you until they have seen you in action. Video is possibly the most important part of your Music In Africa profile, especially if your goal is to get booked. Music In Africa allows you to sync your YouTube profile with your Music In Africa profile, meaning that all content on your YouTube channel will appear on your Music In Africa profile.

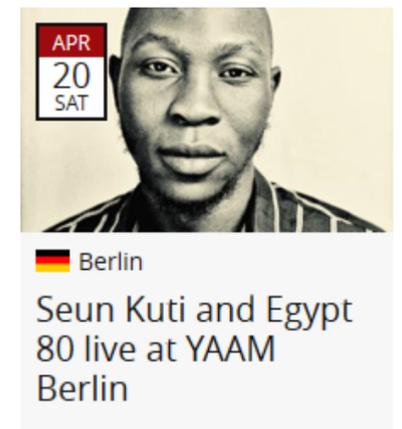


- Your videos should be able to demonstrate how great you are.
- Sound in your video is very important, make sure its audible and high quality.
- While its always great to have a professional visual polish, don't be too concerned about the picture quality, especially if its live shows.
- Again, make sure that you don't add content that is too old. Aim to showcase your latest work, or the work that most accurately illustrates your brand at the moment.

### 5. GIGS

When you add your gig we will publish it on our home page. Make sure that the information you provide is clear and that the overall presentation is appealing.

- Use a landscape photo.
- Make sure the photo is visible and high quality.
- Put a clear name of the event and the venue, including country and city
- Indicate starting and ending times
- Don't forget to add pricing and ticketing information



### 6. CONTACT INFORMATION & EXTERNAL LINKS

- Make sure to include the correct contact details of your management or the person who represents you.
- Add links to your social media pages and website
- Add links to pages where people can buy your music.

## HOW THE PREMIUM EXPOSURE PLAN WORKS

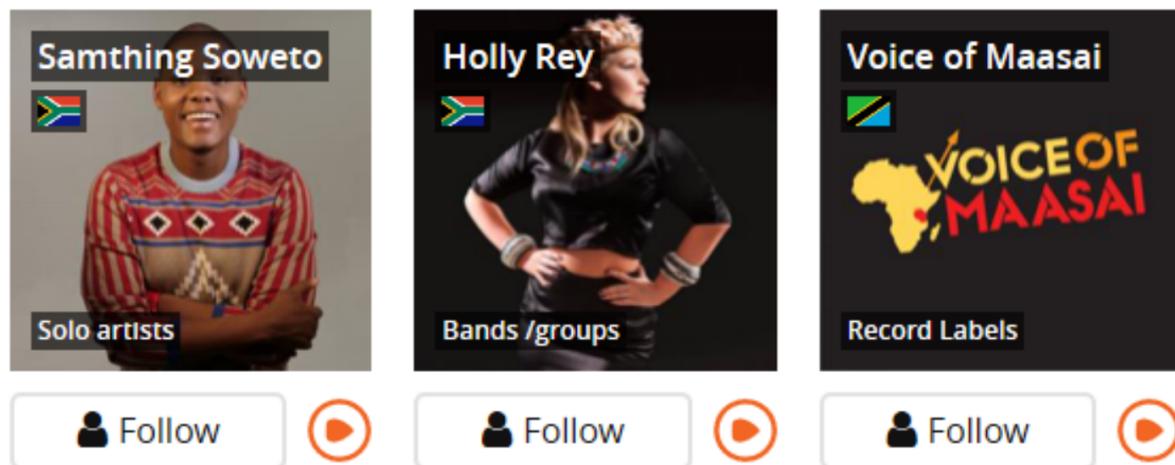
The Premium Exposure Plan provided by Music In Africa to music creators who wish to effectively promote their music, events, services or any other exciting musical projects to a much wider audience in Africa and beyond.

### 1. VISIBILITY

Once you complete purchase of the plan your chosen profile will be automatically added on to the promotional services.

- The first thing you will notice is that your profile will start appearing under the sponsored profiles page here <https://www.musicinafrica.net/sponsored/profiles>
- Your profile will be added on to the promotion block on the home page and many other pages on the website.
- Your profile will generally be on high rotation across the website, meaning that users will see your content more than any other unsponsored content.
- If your profile has music, users can even play your tracks without opening your profile.

Sponsored



#### Press releases / articles

➤ **Please note:** If you have any newsworthy developments you would like us to post on [musicinafrica.net](https://www.musicinafrica.net) as an article, you need to develop it as a press release and send it to [projects@musicinafrica.net](mailto:projects@musicinafrica.net).

## 2. EDITORIAL SUPPORT

When you join a plan, our editors will start working on your profile to make it as professional as possible.

This includes:

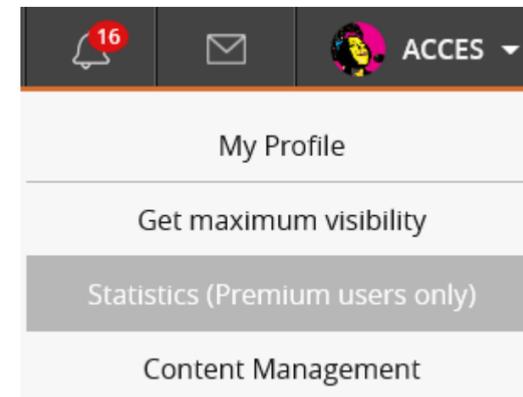
- Editing your bio. Note that if your bio is already perfect, we do not need to change it.
- Making recommendations, and sending you tips.
- Assisting you to add your music and videos.
- Contacting you for more information. Please note that we can only work on the copy that you give us so it is your responsibility to add as much information as possible and we will help you shape the best profile possible.
- Translating it to French or English (only applicable to one-year Plan holders).

## 3. STATISTICS

Joining a plan allows you to access the stats page where you can see the number of views on your profile over different periods of time.

This should also guide you to figure out which profile pictures work best for you etc.

We are advancing the stats page to add more features.



## CONTACT US

If you have any questions about your account please contact us at [projects@musicinafrica.net](mailto:projects@musicinafrica.net).