



By Nadine Almaleh

Mission statement

*Our goal is to introduce new artist to the world
without changing their vision of reality.*

*Z00 studios welcomes everyone who dreams of
owning its own talent and showing it to the world.*

We are here to make **your** dreams become **your** best
reality.

SWOT analysis

Strengths:

Knowledge: Millennial owner with a system that works, networking skills and creative management degree.

Relationship with the clients: We get to know our clients one by one.

Weaknesses:

Brand power: We can't match the competitor's advertising and already made name.

SWOT analysis

Opportunities:

Volume of clientele: There is talent in every corner is just a meter of finding it. Many striving artists looking for representation, guidance, help in building content.

Unique selling idea: As our target market needs more services like ours (agency, studio, management) our competitors are less likely to offer them.

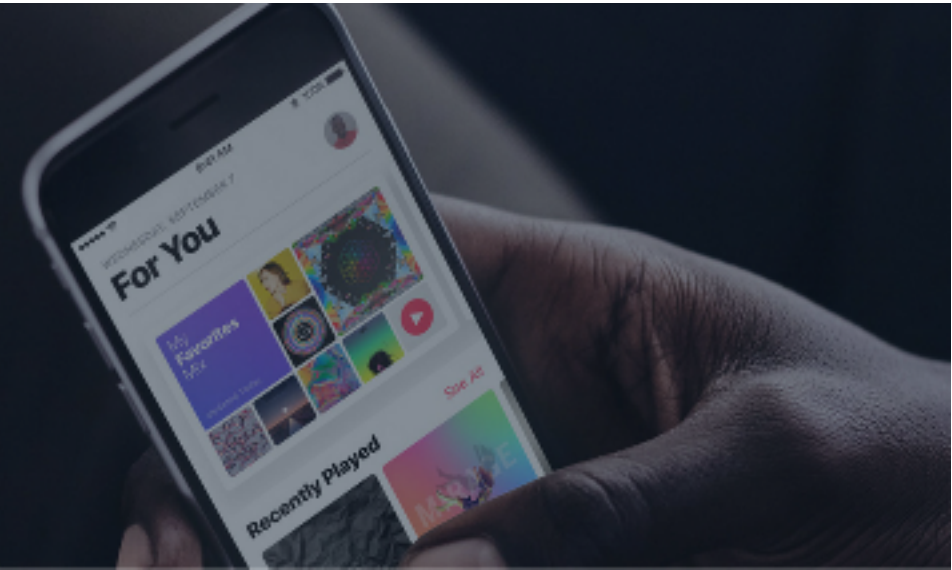
Threats:

Trust: Gaining another's trust in order to succeed is what is more threatening. We need clients to trust out business. Make our name a trust worthy one.

Publishing Content

Monday	IG post Spotify Ad Facebook Ad	Banner publication NYC: Brooklyn
Tuesday	IG post Pandora Ad Talk in Emerson School of arts	Soundcloud paid partnership begins.
Wednesday	Facebook Ad IN Ad Behance Portfolio showing	Miami Wynwood wall painting.

Content



FUNKY BEATS



Content

You Tube



ZOO
STUDIOS

WE ARE HERE TO MAKE YOUR DREAMS
BECOME YOUR BEST REALITY.

Content




For our clients

Content

Filet exclusives How streaming is changing Music September 2017

'05 **AN ERA IN MUSIC** '15



There was a moment in the mid-2000s when it seemed like we might be collecting songs, one-by-one, into eternity. Internet connections were getting faster, hard drives stored more data in tinier spaces, songs were easier than ever to find and available for little or no money.

Every year, the new version of Apple's iPod, first introduced in 2001 with a non-removable 5GB of storage space, held thousands upon thousands more songs.

It was easy to imagine this trend approaching a music lover's fantasy: a day in the future when we'd be able to carry songs in our pockets, at full fidelity, by the millions.

Today, the original iPod, which was discontinued after just 13 years, looks as quaint as Sony's Walkman cassette player, which survived more than 30. Last year, according to a report by Nielsen SoundScan, sales of digital songs dropped by more than 12 percent. Digital album sales were down almost 10 percent. They will not rebound in 2015.

The timing can't be an accident. Apple stands to gain plenty by luring its hundreds of millions of users to a subscription-based streaming service, but it stands to lose, as well. The transition will surely speed the decline of the single-song download, and iTunes, the world's largest music store, will feel that pain acutely. Apple's entry into the market isn't the signal that the world is ready for streaming music; it's proof that the transition has already begun.

Instead, more music fans are turning to free, ad-supported and paid subscription services that offer instant access to libraries that would make the wildest dreams of the iPod user seem tame. The era of streaming music is upon us, and if you need writing on the wall, turn to the relentless coverage of Apple's acquisition of Beats Music, a subscription service that is scheduled to be rolled into the iTunes platform sometime this year, possibly as soon as next week.

So over the next week, rather than waiting to see when iTunes will launch its attack on established services like Spotify, we're going to examine the world of streaming music that is upon us in a series called Streaming At The Tipping Point.



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Creating content for New Magazines

Budget

Social Media Campaign

Facebook

Facebook Advertising Cost by Industry
Music & creative industry

CPM (cost per thousand views of your ad)

\$3.99

$50,000 \times \$3.99 = \$199,500$

CPC (cost per one click to your website)

\$0.19

$50,000 \times \$0.19 = \$9,500$

YouTube Ad

Cost per view

\$.02 to \$.010+

$1,000,000 \text{ views} \times \$0.10 = \$100,000$

Soundcloud + Spotify Ad's

CPM

\$5 - \$30

\$10 reached 10,000 users = \$100

IN ad

Around \$4 or \$5 per click

= \$1,000

Traditional advertising

Street banner (depending on the zone) estimated of
\$500

Estimated of Advertising= \$111,700



Blog post

Introducing us

We are all artist I once thought, My name is Nadine Almaleh and I'm proud to be the CEO of a new and exciting startup call Z00 creative studios.

First of all do not let the word studio cloud your vision while reading this, we do so much more than just give space. We are a millennial build company that is prepare to do it all. Z00 studios helps artist (visual artists, music producers, designers and more) to represent their vision.

What we do: Find talent and encourage it. Depending on the artist vision we create content to represent him/her/it. Promoting is part of our specialities too, finding new spaces to showcase art or play music is what we love the most. We are here to make your voice be heard.

"We are here to make your dreams become your best reality"

Z00 studios doesn't work as a regular manager would, we do not take credit for **your** actions, our services fee's are completely separate from what the artist produces, we are like an agency in that mater.

I hope that you check our website after reading this, and give us a shot. We are glad to be here and excited to work, this have been a dream come true so far, and we hope that new talented artists decide to join our journey.

Contact: www.Z00creativestudios.com



Z00
CREATIVE STUDIOS

Thank you