



MILES HIGH PRODUCTIONS

BRANDING SERVICES OVERVIEW

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ABOUT MHP

Miles High Productions (MHP) was founded in 2003 with the goal to elevate artists and brands to a higher level by exposing them to new and existing online audiences and by increasing their fan base and fan engagement on artists' social media properties.

We have worked with 300+ artists and dozens of established record labels including BlueNote/Capitol /EMI Group, Universal Music Group, Warner Music Group, Sony Music, and Sony/RED and Fontana Distribution companies.

We represent artists from all popular music formats including: pop, rock, jazz, blues, indie, urban, electronica, dance, country and more.

We design and implement branding strategies for corporations, small companies and other non-music ventures such as cosmetics, beverages, film production, gaming, sports, and automotive.

Our branding services compliment and maximize marketing efforts in traditional media channels.



MHP CLIENTS

OK
GO

ROUNDER



UNIVERSAL MUSIC GROUP



warner music group

DELTA GROOVE
PRODUCTIONS, INC.

GOLDPLAY

FANTASY STUDIOS
AT ZAENTZ MEDIA CENTER

Heart

MCA
NASHVILLE



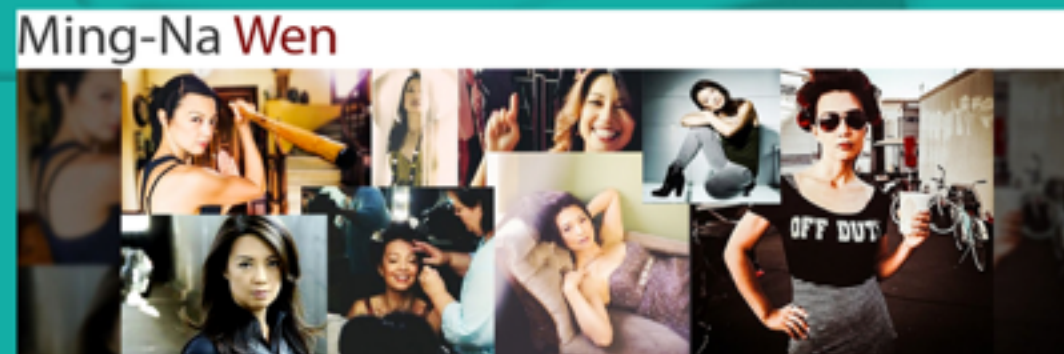
SONY & BMG
MUSIC ENTERTAINMENT

RAZOR & TIE

popmarket



MHP NON-MUSIC CLIENTS





MHP GOALS

- ★ Implement and execute customized strategic marketing campaigns for each client to amplify brand or product awareness across targeted online destinations
- ★ Connect with major and niche online press outlets to secure media coverage, including featured placements, interviews, product reviews, online and radio airplay, and contest/sweepstakes promotions
- ★ Identify and engage new and established audiences within relevant social networks and online communities to distribute news and content
- ★ Syndicate content across the web to increase brand awareness and optimize search engine results
- ★ Reinforce audience/consumer loyalty and heighten overall consumer experience and engagement





MHP SERVICES

★ Online Publicity/Digital Marketing

- ★ Bio & Press Release Editorial
- ★ Press release servicing
- ★ Product Reviews and Placement
- ★ Email Newsletter Marketing
- ★ Graphics
- ★ Advertising
- ★ Marketing Concepts for campaign
- ★ Editorial Features
- ★ Streams/Embeds
- ★ Interviews/Online Q&As
- ★ Contests/Sweepstakes
- ★ Content and Editorial Syndication
- ★ Event/Product Promotion
- ★ Tour Marketing
- ★ Video Marketing
- ★ Online Podcast and Radio Airplay
- ★ Digital Retail Promotions (iTunes, Amazon, CDBaby and more)
- ★ Streaming Services (Pandora/Spotify/Apple Music/Amazon Music Unlimited)

★ Social Media

- ★ Social platform site development
- ★ Brand voice development
- ★ Artist/Band profiling
- ★ Unique personalization
- ★ Tour/Event Marketing
- ★ Social Media Advertising
- ★ Content Strategy and Implementation
- ★ Community Management
- ★ Content Syndication
- ★ Video Marketing
- ★ Create and escalate Audience Engagement
- ★ Build Targeted Audience
- ★ Analytics



ONLINE PUBLICITY

Online Publicity utilizes a combination of traditional PR tactics and digital media strategies to identify and engage key online press outlets to secure prominent web coverage for our clients in these areas:

- ★ Blogs
- ★ National Media
- ★ Regional Media
- ★ Mainstream/General Entertainment
- ★ Lifestyle/Niche
- ★ Social Networks

We leverage existing relationships with hundreds of key online media contacts and tastemakers to distribute news, content, review samples, and more to secure editorial and promotional consideration, including:

- ★ Product Reviews
 - ★ Editorial Features
 - ★ Interviews
 - ★ Contest/Giveaways
 - ★ Tour Coverage
 - ★ Press release Servicing
 - ★ Content Syndications
-



PR COVERAGE EXAMPLES

FOX 11 | Sections | Watch Live | Video | News | Entertainment | Good Day LA | Sports | Weather | Traffic | Contests | About Us

Home | Video | Live

60°

'Cranky George' live performance on Good Day LA

GOOD DAY LA

'Cranky George' live performance on Good Day LA

With their newest single "Miserable Road," here's famed actor, Dermot Mulroney and his band "Cranky George." You can see Cranky George perform Saturday night, December 2nd at the LA landmark, Molly Malone's Irish Pub. The show starts at 8:00 p.

Like | Follow | YouTube

Rolling Stone

News | Video | Music | Politics | TV | Movies | Sports | Glaxi | RS Country | More +

TRENDING

- The Damage Already Done by Trump's Presidency
- Watch Former President Obama, Michelle Obama Announce...
- Welcome to Donald Trump's Ignorant America
- John Mayer Details Origin, Inspiration Behind Four New...

Watch Heart Perform Bruising New Song 'Beautiful Broken' Live

Rock legends' official concert clip promotes recently released 16th record

Heart - Beautiful Broken (Live)

GUITAR NEWS | LESSONS | GEAR | ARTISTS | STORE

Enter your search...

Photo Gallery: '108 Rock Star Guitars' Offers Up-Close Look at Axes Owned by Jimmy Page, Slash, Zakk Wylde, Jeff Beck and More

Posted 10/25/2013 by Damian Fanelli

Like | Share | Tweet | Print

TRENDING

- 12-Year-Old Walks Into Music Store and Blows**
Back around 2001, a 12-year-old Jim...
- 10 Easy Acoustic Guitar Love Songs**
Here are 10 wonderful love songs that...
- The Chord That Changes Everything**
Writing music happens in many...

GUITARWORLD ON YOUTUBE

R&M Tone Technology ...

R&M POWER "FIRE" CABLES

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THE NO. 1 SOURCE FOR BREAKING MUSIC AND FILM HEADLINES

Cypress Hill join Slightly Stoopid on summer tour

BY CHRIS COPLAN ON APRIL 24, 2010, 7:30AM

0 COMMENTS

POPULAR



SOCIAL MEDIA MARKETING



Social Media Marketing efforts identify and engage both new and existing audiences and consumers using custom tools and strategies to connect with them directly and deliver an authentic personal experience.

Aspects of Social Media Marketing include:

- ★ Social networking, including Profile Development
 - ★ Customized Graphics including custom Facebook Tabs
 - ★ Community Management
 - ★ Content syndication including interactive widgets
 - ★ Creation of Video Sites
 - ★ Event Marketing
 - ★ Geo-Targeted Audience outreach
 - ★ Community Outreach for Brand awareness
-



SOCIAL NETWORKING

During a Social Networking campaign, MHP will:

- ★ Develop and maintain properties in Relevant Social Networks and Online Communities
- ★ Aggregate target audiences and build a significant presence within each social network individually
- ★ Create and implement a content strategy to regularly distribute news, content, and information directly to consumers to enhance the overall brand experience and create an engaged audience

Marketing efforts target both mainstream and niche social networks including:


- ★ Facebook/Facebook Live
- ★ Twitter
- ★ Instagram
- ★ Periscope
- ★ Snapchat
- ★ Pinterest
- ★ Tumblr
- ★ SoundCloud
- ★ Google+
- ★ ReverbNation
- ★ YouTube
- ★ Vimeo
- ★ Daily Motion




EMAIL MARKETING


MHP email campaigns distribute news and press releases to thousands of national and international press outlets and ensure your release is aptly promoted to key online media contact and tastemakers.

The Ann Wilson Thing EP #2 - Focus
Now Available On All Major Physical And Digital Outlets By
Rounder




#2
focus
the ann wilson thing

Buy  Available on iTunes

Buy at Amazon 

STREAM AND DOWNLOAD TRACKS FROM HER LATEST EP



#2
focus
the ann wilson thing

- 01 Manic Depression
- 02 Fighten Fer Life
- 03 Don't Give Up
- 04 Anguish

DOWNLOAD ALL TRACKS

Maverick and Fender's Featured Band,
Angie and the Deserters Announces the Release of Their
Blood Like Wine EP, Out July 15th!



Blood Like Wine
ANGIE
AND THE DESERTERS

Nothing like #Americana and #AltCountry music to start the off the day!
@desertersband #BloodLikeWine #EP

STREAM AND DOWNLOAD TRACKS

- 01 Country Radio (Explicit Lyrics)
- 01 Country Radio (Radio Edited Version)
- 02 Smile
- 03 The Gift (Explicit Lyrics)
- 03 The Gift (Radio Edited Version)
- 04 Ain't Goin Down (Explicit Lyrics)
- 05 Dont Cry
- 06 On My Way

DOWNLOAD LYRICS



July 5, 2016 — Americana and Alt-Country band, Angie and The Deserters are set to release their new *Blood Like Wine* EP and their second single "The Gift" this summer. The six-song release will be available on all digital stores including iTunes and Amazon on July 15, 2016 through Topanga Canyon Records. The band includes Angie Bruyere, Kyle Stevens, Danny Hulsizer and Chris Lawrence.

This EP is a follow up to the group's debut full-length release, *West of The Night* in 2015. The album turned heads at Fender who offered Angie a sponsorship that featured her as Fender's artist of the month which was then followed by two Fender Sessions.



MHP CASE STUDY: *Heart*

HEART - BEAUTIFUL BROKEN

Heart's 2016 release Beautiful Broken spawned a 41 city tour with Joan Jett & The Blackhearts and support act Cheap Trick with 100+ blog and web magazine reviews of the album and several dozen concert Reviews online.

- ★ Received featured coverage on Rolling Stone, Billboard Magazine, Good Day NY, CNN, US Weekly, PBS, Fox News, Ultimate Guitar, and Ultimate Classic Rock
- ★ 2012's performance of Stairway To Heaven at Kennedy Center Honors video online of more than 20 million views spawned a 2013 tour between Jason Bonham and Heart for a Led Zeppelin tribute tour
- ★ Inducted into the Hollywood Walk Of Fame and Rock N Roll Hall of Fame in 2013
- ★ Daily updates on the band's Facebook page increased fan likes by half a million in the last 18 months
- ★ Managing heart's official site, web presence and online fan club since 2000, MHP has successfully generated:
 - ★ 80,000 opt-in members
 - ★ 20% annual increase of paid fanclub membership

MHP manages all of Heart's digital and social media properties and assists on managerial tasks for the band.

