

Creative Management

POPSTAR

Learn the process...

STEP ONE: Branding

Brand Suite

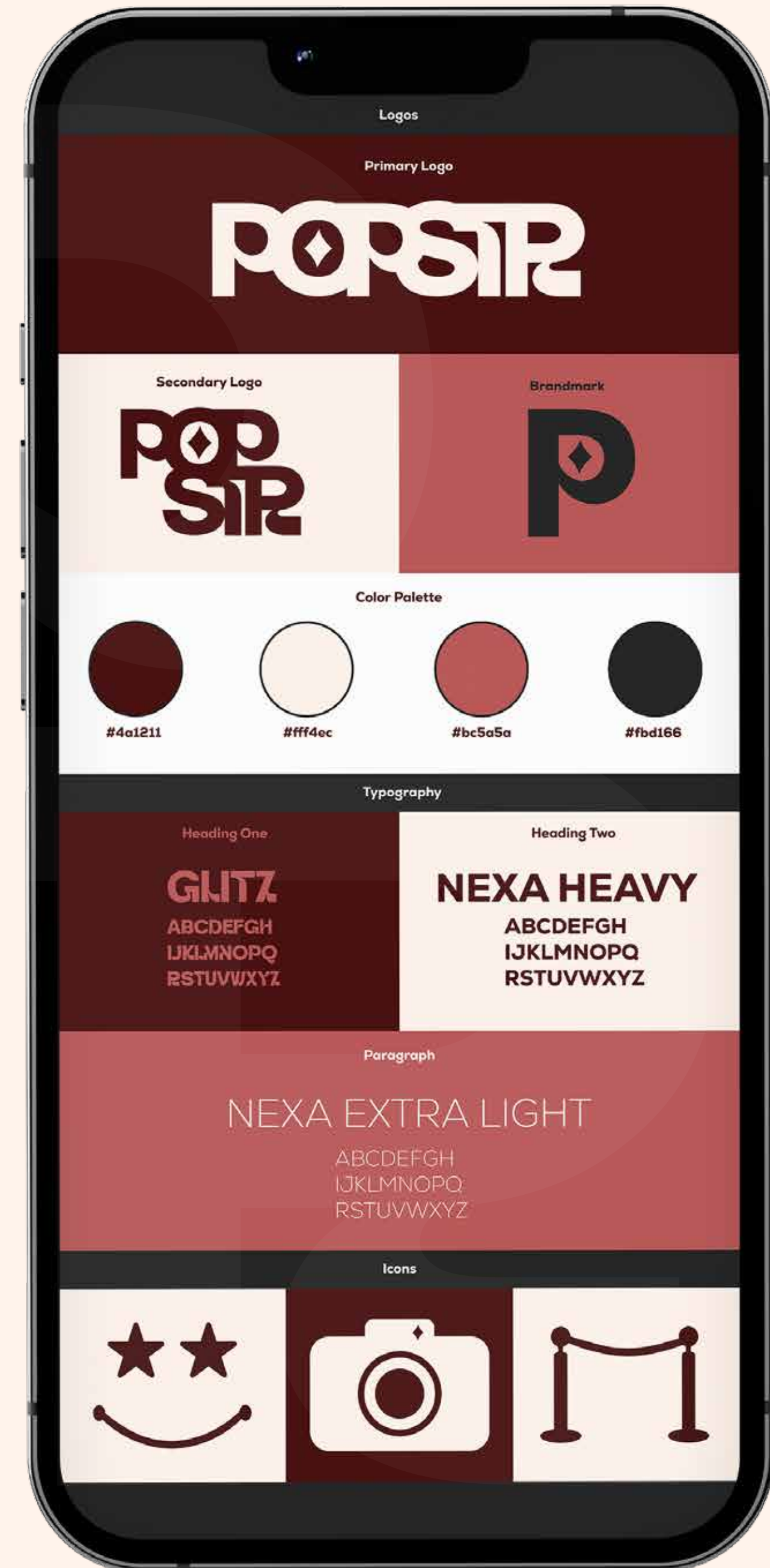
This is the base of your entire brand.
We carry these throughout everything we do.

This includes:

- Logos
- Color Palette
- Potential Icons
- Fonts

These logos and fonts are for your website,
link in bio, tags on merchandise, flyers,
and digital graphics such as an X header
or YouTube banner.

Color palette is important to create familiarity,
it makes your brand memorable.



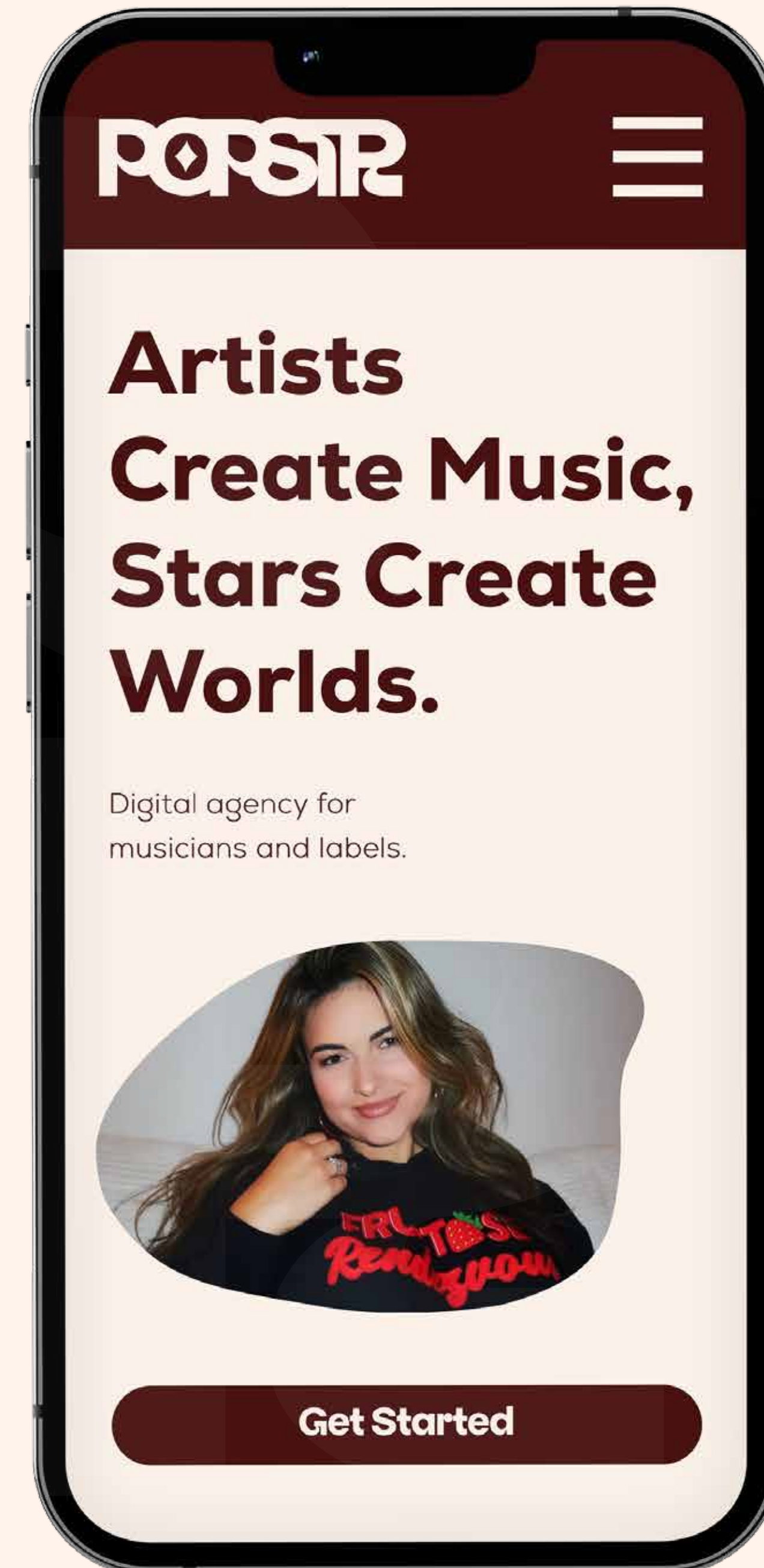
Website

In 2025, every artist needs a website. This is your home, it's a place for fans and professionals to be in your world.

This can include the following pages:

- Home
- About
- Music
- Watch
- Tour
- Contact
- Store

We make sure your website is on brand and fully functional. Your website will be designed and developed in Wix Studio.



Link In Bio

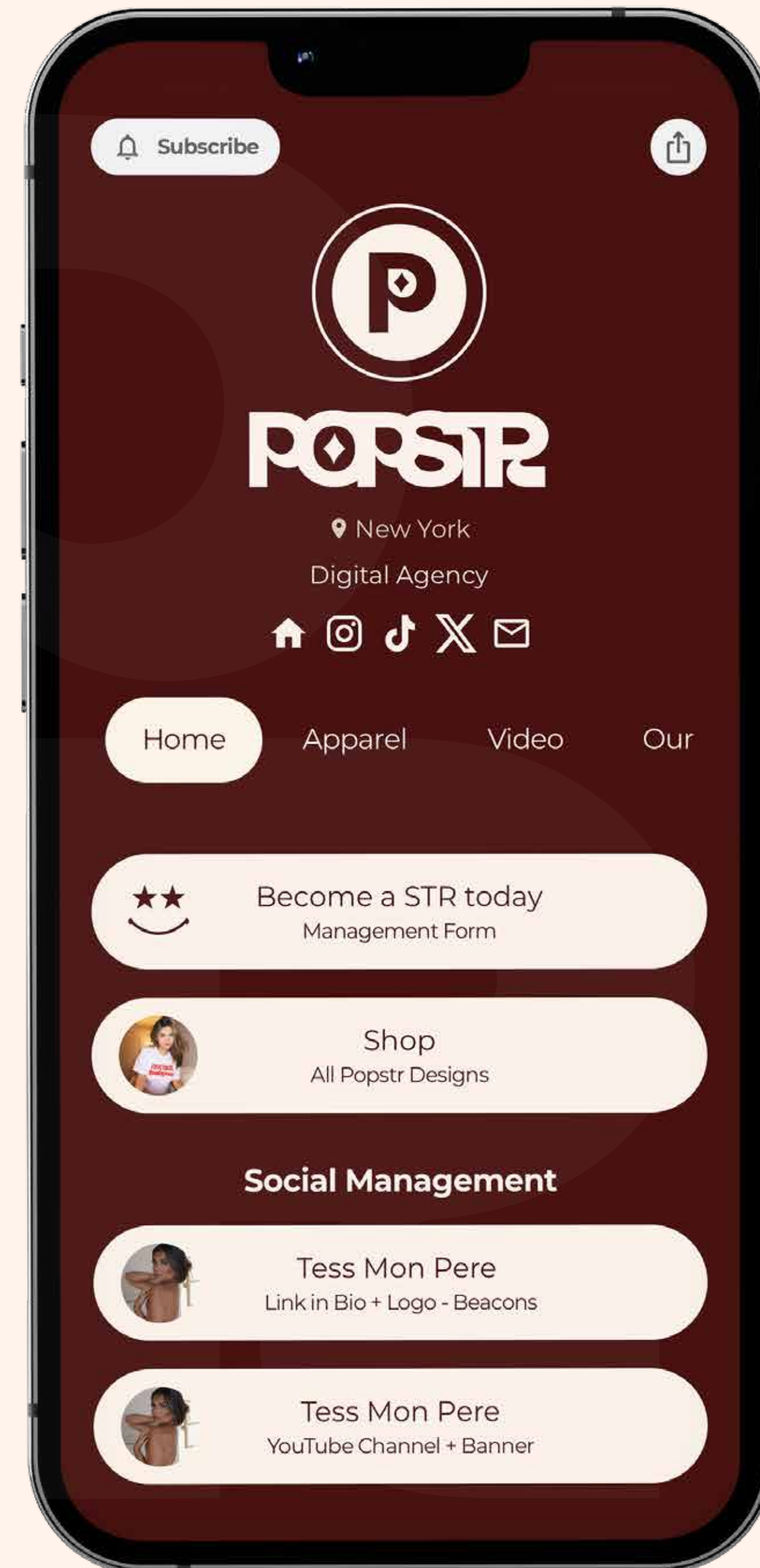
Make sure your fans never miss a release with a Link In Bio that reflects your brand and generates engagement.

With a variety of platforms to choose from, we find the one that's best for you.

This is the landing page for quick links, for potential fans and current fans.

We make sure it's clear, on brand, and easy to navigate for potential fans who maybe never heard of you until now.

That song they heard you sing in your viral TikTok video? That's where they easily find it.



Social Media

Your social media is typically audiences first impression of your brand. That's why It's important for it to be clear and consistent across all platforms. Strong branding not only attracts new fans by making you memorable, it also strengthens your connection with current fans because familiarity creates trust.

When people look at your social media, **they should feel how your music sounds.** They should understand your vibe before they even press play. That's why we make sure your social media is consistent and updated.

Everything from your profile picture, bio, feed, headers, highlights, and links will be kept up to date for your latest releases, and stay consistent with your brand.

Lets look at an example.

Tess Mon Pere is a Christian country pop artist living in Nashville.

Before

Hard to see profile picture, bland bio, more than one link, off brand highlights with inconsistent capitalization and messy covers.

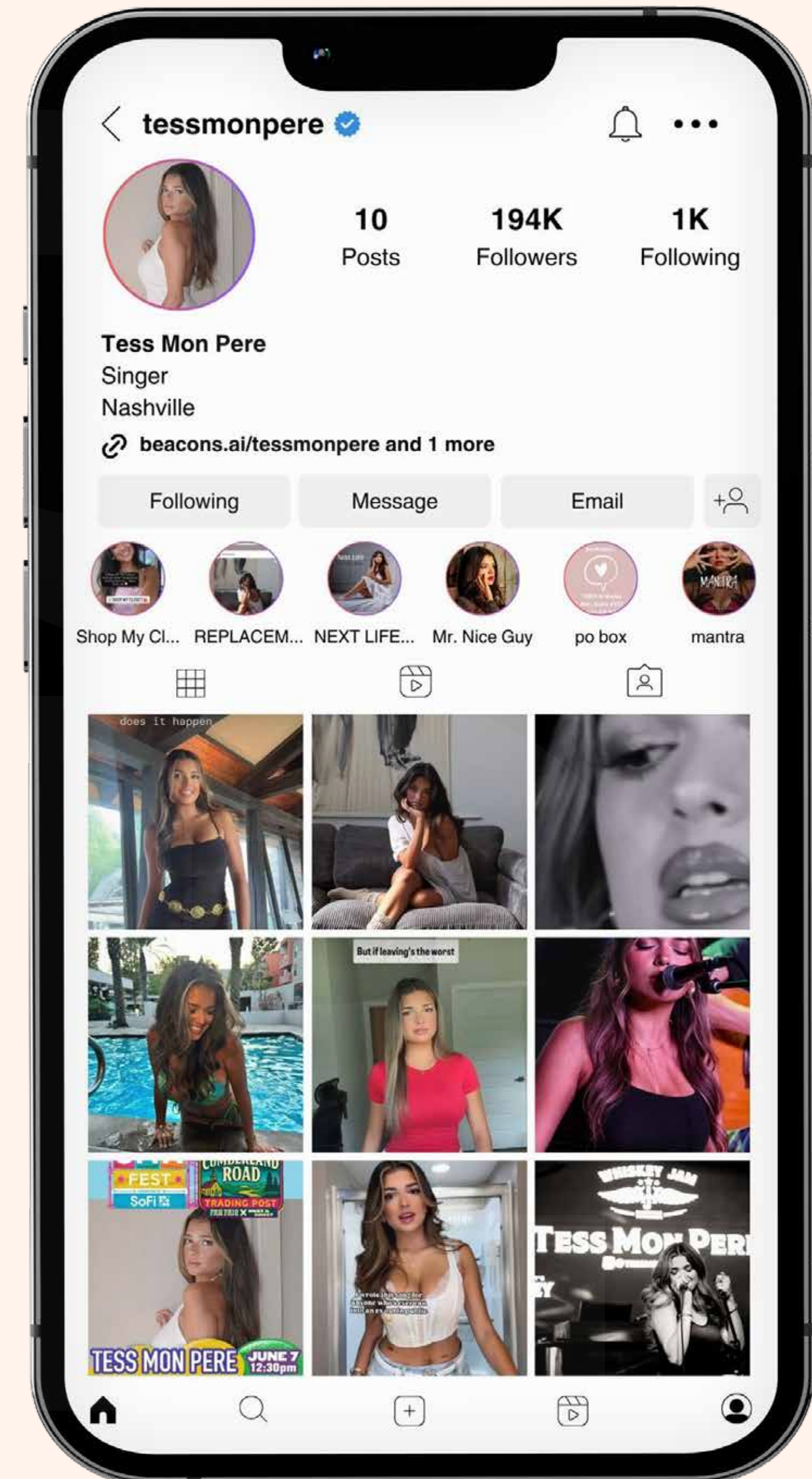
Feed with inconsistent visual identity.

No niche, content ranged from cooking, AI, workouts, trends, skincare, fashion, makeup, and more.

Creating confusion, not trust and connection. Fans aren't sure what world they're about to enter.

Generating followers, not fans.

This leads to low conversion rates with things such as streams or merchandise sales.



After

Clear profile picture, descriptive bio, one link, on brand highlights with consistent capitalization and organized covers.

Feed with consistent visual identity.

Including color palette

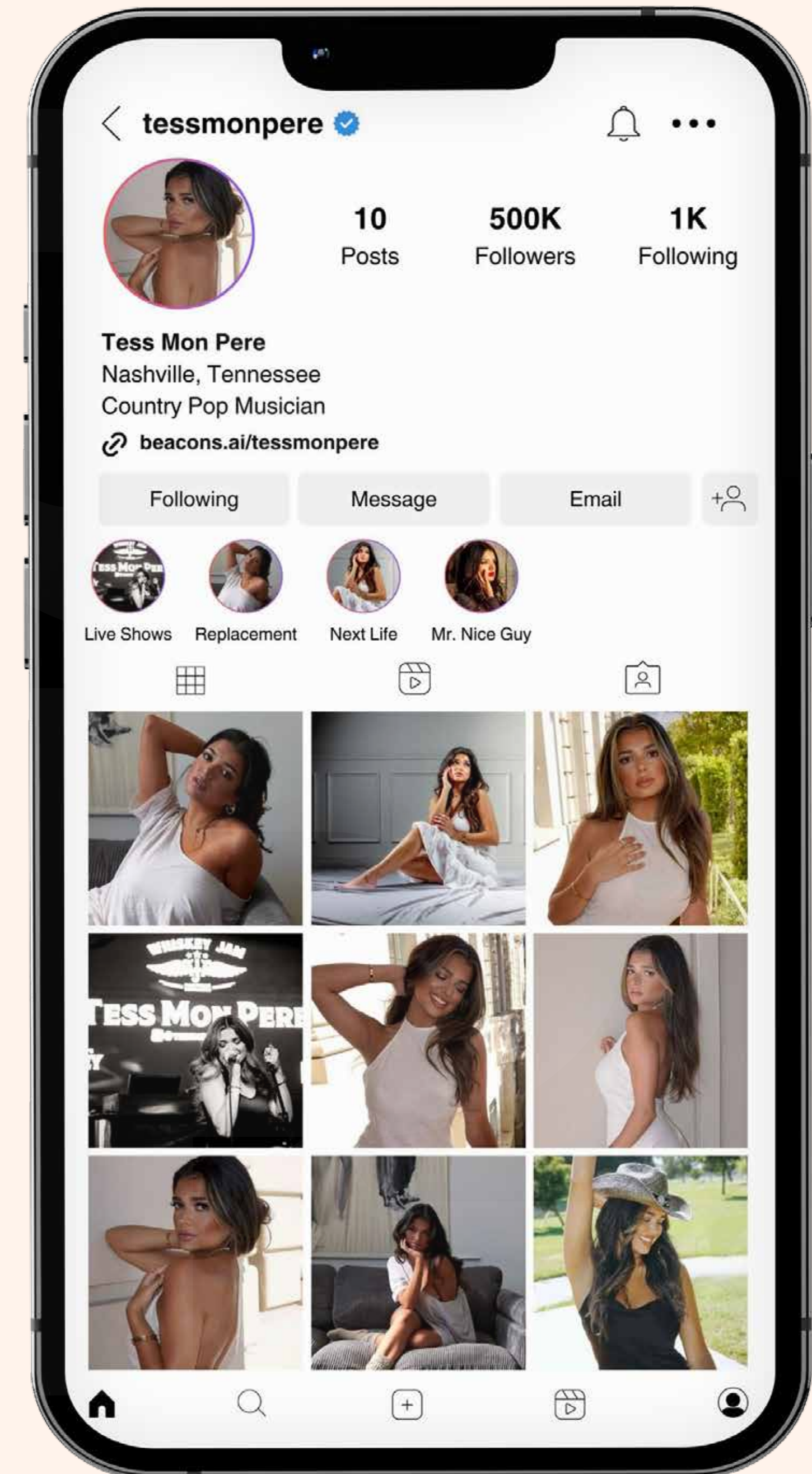
Main Colors: White, Gray

Accent Colors: Brown, Green

Christian country pop artist niche.

Creating trust and connection.

This leads to high conversion rates with things such as streams or merchandise sales.



Merchandise

Merchandise is an extension of your world, it enhances your connection with your fans.

Receive High quality designs with creative direction from concept to print. Unlike other brands we study your audience, catering the designs to your fans to boost sales.

We make sure your merchandise and website are on brand.

Perfect for your new single, album, or tour.

Merchandise for Juice by Katrina Stuart.



Cover Art

Cover Art is an Important part of your brand.

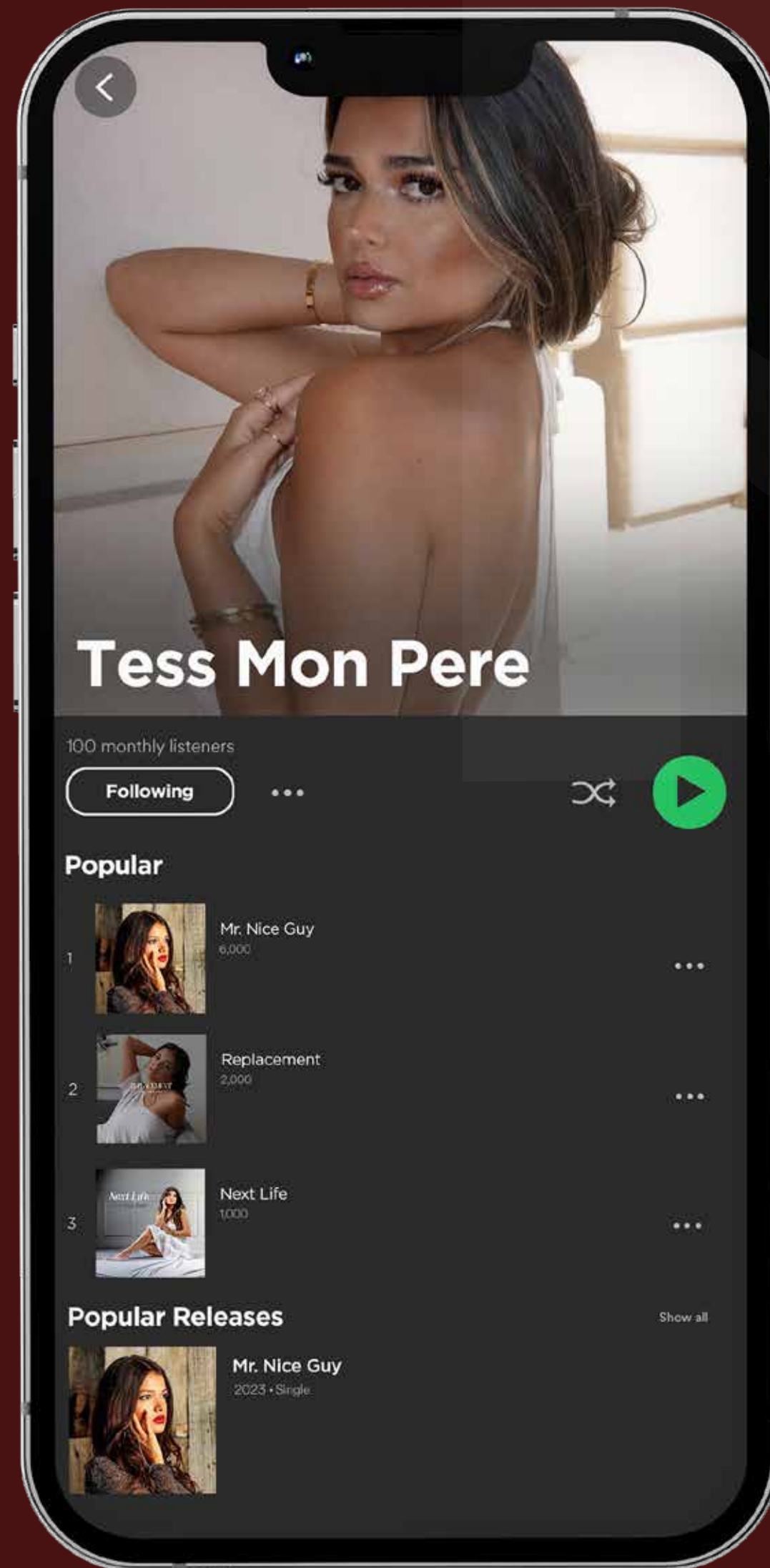
Fans see this every time they listen to your song or see on any streaming platform.

This is why we design cohesive art for each single, album, or EP.

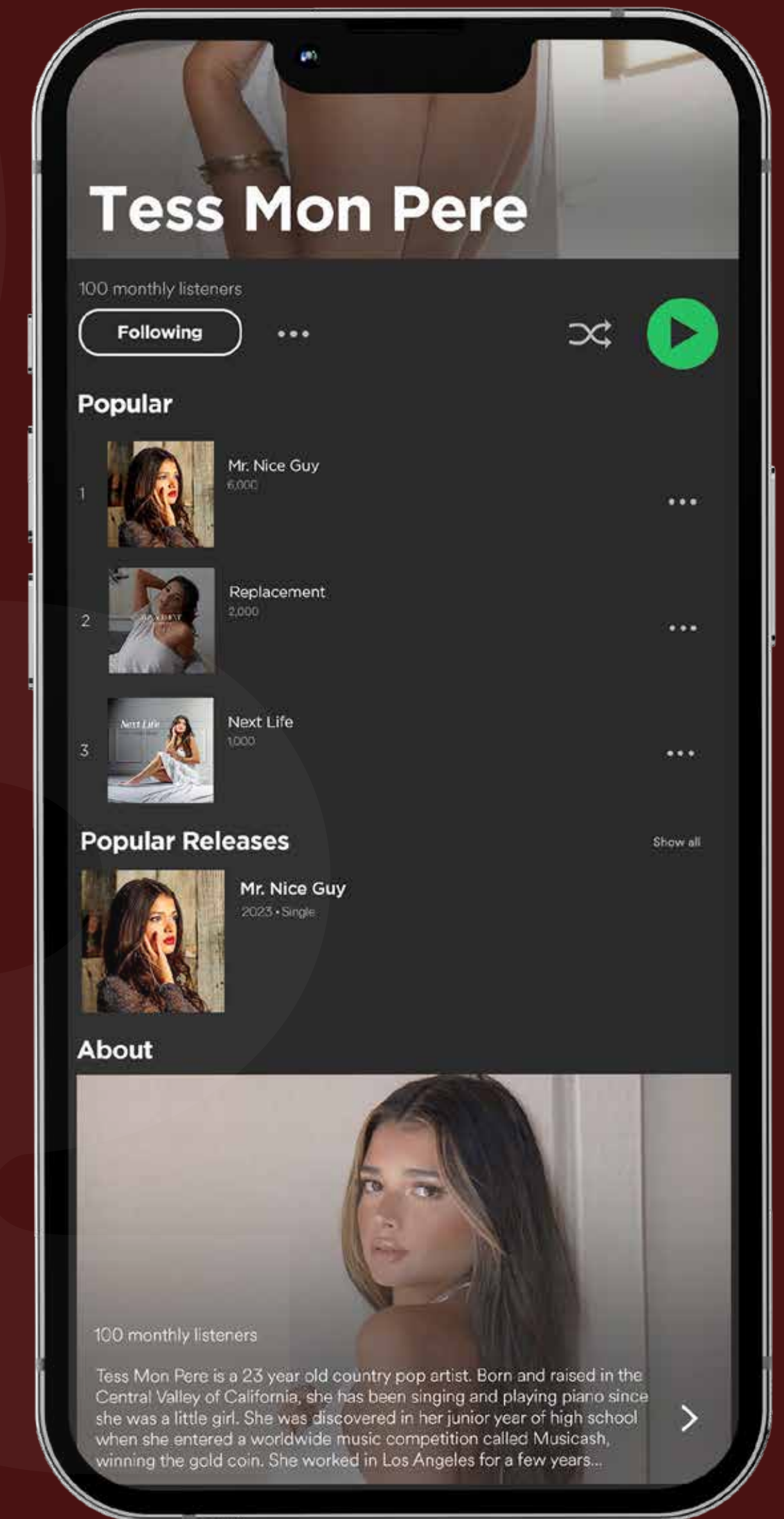
Keep creating that familiarity and trust.



Streaming



Like your socials we make sure to keep your streaming platforms up to date and on brand.



Why Is Branding Important?

Shows audiences your vibe before they even hit play.

Creates familiarity and trust, strengthens your connection with fans.

Makes you memorable, you're not going to remember a full song you only hear once, you'll remember how it made you feel.

A strong brand makes you look professional which attracts other professionals and opportunities. Shows record labels, promoters, press, etc. that you know what you're doing.

Creating a world around your music makes fans feel like they're apart of something more.

STEP TWO: Content

Videos

Whether you need a lyric video, music video, behind the scenes edit, or trailer, we've got you. We edit high quality long form and short form content, specialized to your brand and catered to your fans.

Even if you don't have footage we can still create a visualizer or lyric video for YouTube so fans aren't only staring at the cover art, and create a vertical version for Spotify Canvas.

Lets look at some examples.

Audio Visualizer



Lyric Video



good ideas start with music

Trailer



Behind The Scenes



STEP THREE: Marketing

Roll Out Plans

This defines the visual and emotional world around the music.

Receive in depth roll out plans for your new release.
From pre-release to post-release, we make sure your music feels like an event, not just another boring “out now” post.

We consistently track analytics, streams, audience growth – but most of all, how your fans feel.

If fans aren't connecting to your world,
then there's still more work to be done.

Content Plans

We build a consistent, engaging, online presence – centered around your world. We customize our approach for different platforms to maximize engagement.

You'll receive an in depth posting schedule with ideas and captions. We also provide creative direction for photos and videos, guiding you on what to film, where, and how to keep it on brand.

Fan Marketing

A great way to test content is to create fanpage(s), this way it doesn't effect your main accounts branding. These are also useful because when people are already interested, others want to join in.

Here is a fanpage example. No paid ads, just good content and branding.

HQ Marketing

Ever notice how most artists have a “team” or “HQ” account?
Olivia Rodrigo: [@LiviesHQ](#) – Sabrina Carpenter: [@TeamSabrina](#)

Once you build a dedicated community this is a great place for fans to gather. These accounts are run by the artists team and typically answer fan questions like “what time does *insert artist name* perform tonight?”

They also do fun things like giveaways, take overs, and often show extra content of the artist you won’t find on their main account.

STEP FOUR: Management

Your Manager

With Popstr you'll receive day to day support from your creative manager.

Contact Riley: **Riley@Popstr.co**

She will provide guidance, strategy, and support on all things creative.

Disclaimer: Popstr is **not** your typical management, we do **not** handle bookings and deals, we will provide feedback on if deals align with your brand. We are creative management. **We work on all things listed in this PDF only.** We focus on creating and managing the digital creative world around your music.

FINAL NOTES:

Our Strs

Expectations

While working together there are things we need from you to grow your brand seamlessly.

Music: We need songs as you finish, we can collaborate on releases and dates. As well as content surrounding the song such as a music video, visualizer, or lyric video.

Content: To create things like videos, websites, content plans, etc. We need photos and videos from you.

Communication: To manage you to the best of our abilities we need your input, feedback, and updates.





ARE YOU READY?