

FOR IMMEDIATE RELEASE

Musosoup – the Pay-As-You-Go PR Platform – launches its Marketplace, enabling musicians to take full control of their coverage

Dateline: London, 20th December 2023

Musosoup further revolutionises the way musicians promote their music, with the launch of its Marketplace. This addition amplifies the platform's commitment to empowering independent artists and bloggers alike.

Designed to reduce the cost, admin and risk of expanding a release's reach, Musosoup is renowned – via their unique Offers system – as the only music submission platform where curators approach artists. Musosoup's new Marketplace provides an additional level of control, by enabling artists to now approach curators.

On the Musosoup Marketplace, artists can request a specific promotion from a curator, who then accepts or declines the request. If a promotion specifies a cost, the artist only pays if their request is accepted.

"Empowering artists is at the core of Musosoup's mission," says co-founder Chris Sharpe. "Our Marketplace provides a direct line of communication between musicians and curators, removing financial barriers and putting control back in the hands of the artists."

Alongside the Marketplace, Musosoup continues to provide its groundbreaking Offers system, an inclusive method for curators to extend coverage opportunities to artists. On approval, each submission is simultaneously distributed to hundreds of curators, who can then make direct offers to promote the work of artists they like – rather than simply providing "feedback", like other music submission platforms.

With the Offers system, some curators may request a contribution towards their time or marketing costs, but Musosoup ensures that all paid offers come with a free alternative. This commitment to fairness and transparency allows artists to choose the options that best align with their budget and goals, creating a level playing field for musicians of all backgrounds.

Musosoup's Marketplace and Offers system work together to give artists at any stage of their career full control of their media coverage.

Musosoup Key Features and Benefits:

- Risk-free Submission: Artists' submissions are reviewed for quality by Musosoup, and a campaign fee is only charged on approval
- Risk-Free Exploration: Artists receive coverage via Musosoup, not feedback, reducing the fear of wasting money when they launch a campaign
- One Submission: Artists only pay to submit their music once, for simultaneous distribution to hundreds of curators
- Marketplace Empowerment: Artists can now approach curators directly through the Marketplace, eliminating multiple submission fees and reducing financial risk
- Transparent Offers System: Curators can approach artists with coverage opportunities, always offering a free alternative to every paid option to maximise inclusivity
- Enhanced Artist-Curator Relationships: Musosoup continues to foster meaningful connections between artists and curators, promoting collaboration and mutual benefit

About Musosoup

Founded in London in 2019, Musosoup is the groundbreaking music submission platform that connects musicians with influential blogs and media outlets, streamlining the music promotion process. With a focus on transparency, inclusivity, and enablement, Musosoup empowers both artists and curators, fostering meaningful connections in the music industry.

Visit www.musosoup.com to learn more.

Contact Information

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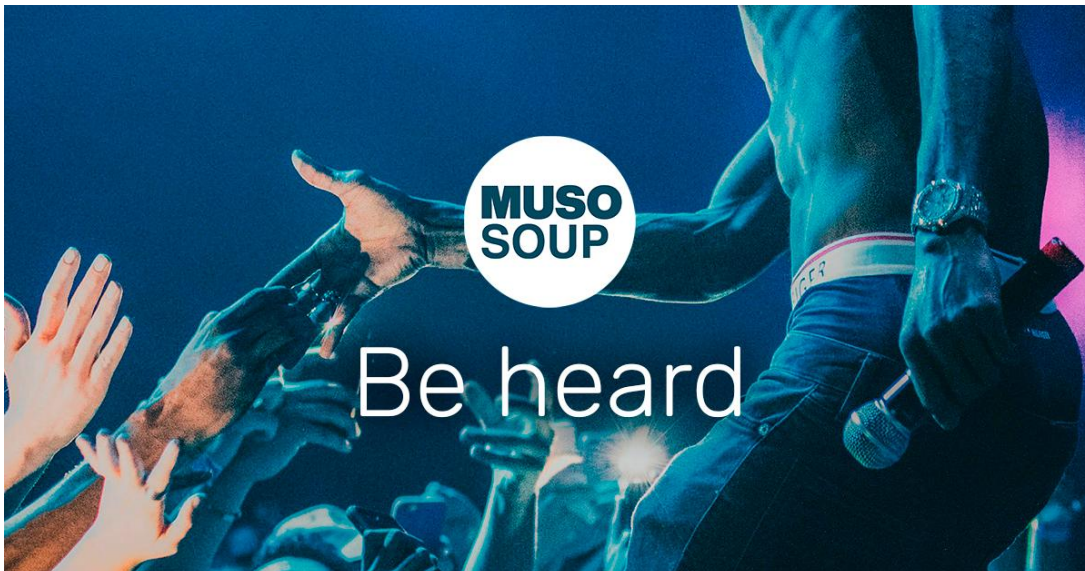
Musosoup Marketplace (jpg, 1792x1080px)

<https://www.dropbox.com/scl/fi/i8gi5wc53pmdpsrjxfc8l/musosoup-marketplace.jpg?rlkey=be7ej5t25i5ifx0y361rsyd3b&dl=0>

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Musosoup Logo (png, 1425x229px)

<https://www.dropbox.com/scl/fi/b110ex4h9due2l5vnwft0/musosoup-logo-wide-hi-res.png?rlkey=59iks3kjsd7lhamd5ijs96koy&dl=0>



Promo Image (jpg, 1200x630px)

<https://www.dropbox.com/scl/fi/5u7qdkv799cxgtcj0lulg/Musosoup-promo-image.jpg?rlkey=xqr21rrscdgv6r8dcds2is3j5&dl=0>