



## CD Baby: *music industry*

<http://cdbaby.rockpaperscissors.biz>

### Summary

CD Baby is the largest music distributor for independent artists. They help over 500,000 artists without a label get their music on Spotify, Apple Music, iTunes, Amazon Prime, and dozens more. They also help artists with YouTube monetization, sync, and publishing administration.

### PR Challenge

Before CD Baby hired us, they had a bad experience with a PR firm and took a long break. They felt that a lot of the traditional music industry veterans did not “get” their business. Both aspects made them hesitant to try publicity again. Two things had happened in the period before they hired rock paper scissors:

- A. CD Baby had been around for well over a decade and perceptions about their business model did not keep up with their latest developments. Their user base was growing and their strong email marketing, blogging, and podcast had made them leaders in the indie artist industry. But everyone else poo-pooed them and assumed they were an outdated company that only distributed physical CDs.
- B. CD Baby had been re-organizing to create a foundation for the industry’s shift from MP3s to streaming and online video and it was prepared for significant growth. They were starting to emerge as the most robust dashboard for independent artists, once again unlocking revenue streams for indie artists consistent with their mission from the beginning: physical product distribution, MP3 distribution, streaming distribution, online video monetization, sync, publishing administration, matching with SoundExchange revenue, rapid sign up with a PRO, plus an array of marketing services.

### CLIENT TESTIMONIAL

“RPS has been a fantastic partner. In addition to helping launch and program our three DIY Conferences, they regularly help us get visibility for our brands worldwide. For example, they helped immensely with my most recent Billboard Op-Ed, which required a high level of data sharing and collaboration with YouTube. In fact, all of the Op-Eds I’ve done the past 5 years have a bit of my DNA and theirs, including Billboard, Music Business Worldwide and MusicAlly. They’ve also assisted in getting exclusive coverage in the New York Times, twice, as well as numerous mentions in articles in other retail publications.

In short, my experience is,  
“Like Wow!”

—Tracy Maddux, CEO

## Our Approach

We helped them build a cadence of press releases, announcements, op-eds, and pitches that included new feature offerings, partnerships, benchmark successes, infographics, artist success stories, and futurist opinions.

## Results

CD Baby started garnering regular press among music trade press, artist-facing media, and even two New York Times feature stories.

## Press Releases

You can read all of the press releases we've written for CD Baby on their [Online Press Kit](#). Here is a sampling of press releases we have written and pitched on their behalf:

1. [CD Baby's Show.co Puts Major Label-Strength Spotify Marketing Campaigns in Easy Reach of all its Artists](#)
2. [CD Baby Paid Out \\$80 million to Independent Artists in 2017](#)
3. [CD Baby's Parent Company Expands Music B2B Services for Labels and Publishers](#)

## Press Coverage

We have landed hundreds of articles for CD Baby Here are just a few:

- New York Times- [Serving Alt-Artists, A Proud Anti Label](#)
- Forbes- [These Customer Service Habits Can Drive a Company to Rival Zappos, Nordstrom, Virgin](#)
- Billboard- [CD Baby, Now in its 20<sup>th</sup> Year, Says it Paid Out \\$80M to Indie Artists in 2017](#)
- Rolling Stone- [Why Are Albums So Long Right Now?](#)
- Fuzzable- [CD Baby Reveals that it Helped Independent Artists Earn \\$80M in 2017](#)
- Billboard- [CD Baby's Parent Company Acquires AdRev and DashGo](#)
- Variety- [Spotify Starts Banning Neo-Nazi Bands; Google, Deezer and CD Baby Pledge to Follow Suit](#)
- Inc- [This App Wants to Help Indie Artists Focus on Music--Instead of Chasing Paychecks](#)
- Paste- [Can One Company Catalog Every Record Ever Made?](#)

See more in the Press section of their OPK here:  
<http://cdbaby.rockpaperscissors.biz>