



PitchforkSM

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Pitchfork
Music
Festival
Part 1

Who is Pitchfork?

06 — 09 Marzo

FORO INDIE ROCKS! · FRONTÓN BUCARELI · FUNK · YU YU

Company Profile

Overview: Pitchfork is online music publication that was originally created in 1995 as an independent music blog by Ryan Schreiber.

Brand Mission: The company's mission is to be the expert on the music industry and provide latest news about the music industry and musicians, and be a trusted source of music reviews and recommendations.

Business Model: Pitchfork sells advertising space on their website, partners with brands and artists for sponsored content, and hosts events and festivals

Brand Pillars: Trustworthy, Independent, Diverse



Company Profile (cont.)

Target Audience: 25-50 year old men and women who are creatives or in creative based industries.

Competitive Analysis/SWOT

Competitors: Rolling stone, Variety, Billboard, Spin, NME

Strengths: Credibility and strong brand recognition

Weaknesses: Elitism, competition and limited revenue streams

Opportunities: Broader reach, more content formats, collaborations and partnerships

Threats: Competitors subscription and exclusivity models, and consumer and technology changes

Content Audit Analysis: Peso Model

Paid Media: Pitchfork Music Festival, Festival Merchandise

Earned Media: Musicians and celebrities with verified social media accounts share stories and features done by pitchfork to their own pages.
Other Music blogs sharing pitchfork as a good source for discovering music

Shared Media: Account takeover, pitchfork shared content made during their festival on their social media accounts.
Song of the summer; Pitchfork shared different people's choices for the #song of the summer Weekly newsletters

Owned Media: The Pitchfork Review: Over/Under series with musicians sharing their opinions on topics being over or under rated on YouTube, Podcast

MUSIC FESTIVAL

Paid



Pitchfork
MUSIC FESTIVAL
JULY 15-17 at UNION PARK in Chicago

Friday
The National / Spiritualized / Parquet Courts
Tierra Whack / Amber Mark / Dawn Richard
Tkay Maida / Indigo De Souza
SPIRIT OF THE BEEHIVE / SPELLING
Camp Cope / Wiki / Ethel Cain / CupcakKe

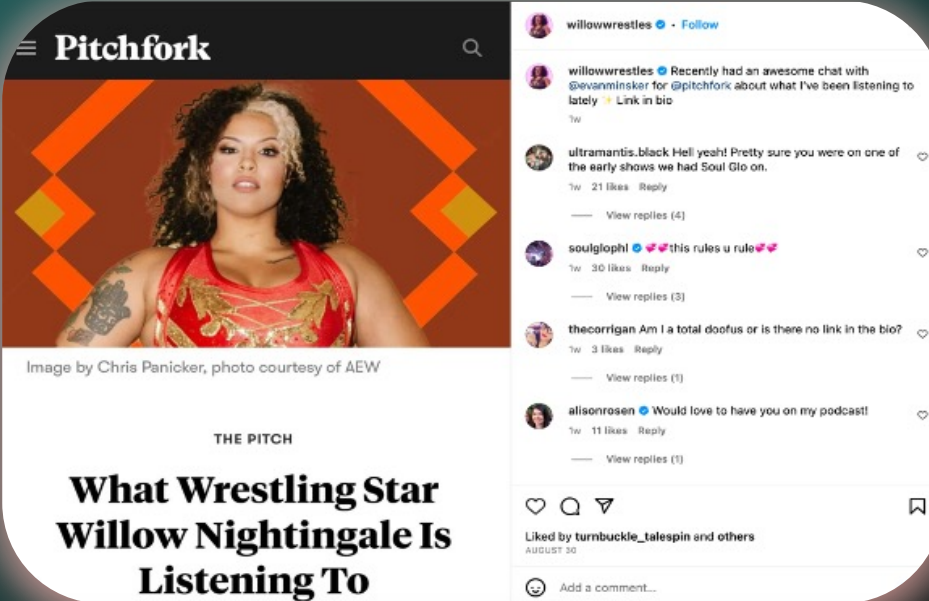
Saturday
Mitski / Japanese Breakfast / Lucy Dacus
Low / Magdalena Bay / Dry Cleaning / Karate
Iceage / yeule / Arooj Aftab / The Armed
Chubby & the Gang / Hyd
Jeff Parker & the New Breed

Sunday
The Roots / Toro y Moi / Earl Sweatshirt
Noname / BADBADNOTGOOD / Cate Le Bon / Tirzah
Kenia Rubino / Erika de Casier / Injury Reserve
KAINA / L'Rain / Sofia Kourtesis / Pink Siifu

Instagram Post:
stereogum • Follow
stereogum Pitchfork Music Festival Chicago announced its 2022 lineup
#TheNational #Spiritualized #ParquetCourts #Mitski #JapaneseBreakfast #LucyDacus #TheRoots #ToroYMoi #EarlSweatshirt #PitchforkMusicFestival
Edited · 78w
g.hsoj Sunday has the best line up imo
78w Reply
black_eyed_angel_225 KARATE!
78w Reply
rodsterling99 Mid
78w Reply
deeversordevers Oh where oh where has our Twin Peaks friends gone?
78w 2 likes Reply
summagean @keithblancq
78w 1 like Reply
iezuehorne Parquet Courts is the only act I'd want to see
1,208 likes
MARCH 8, 2022
Add a comment...



Earned



Pitchfork

Image by Chris Panicker, photo courtesy of AEW

THE PITCH

What Wrestling Star Willow Nightingale Is Listening To

willowwrestles · Follow

willowwrestles Recently had an awesome chat with @evaminskai for @pitchfork about what I've been listening to lately [Link in bio](#) 1w

ultramantis.black Hell yeah! Pretty sure you were on one of the early shows we had Soul Glo on. 1w 21 likes Reply

— View replies (4)

souloglophi 🍷💕this rules u rule💕🍷 1w 30 likes Reply

— View replies (3)

thecorrigan Am I a total doofus or is there no link in the bio? 1w 3 likes Reply

— View replies (1)

alisonrosen Would love to have you on my podcast! 1w 11 likes Reply

— View replies (1)

Liked by [turnbuckle_talespin](#) and others August 30

Add a comment...



Bob Page MagicTraxMedia [@magictraxmedia](#)

Looking for new music? 🎵 Try blogs like Pitchfork & Stereogum. Use the 'Discover' feature on Spotify & Apple Music 🎧. Listen to BBC Radio 6 & KEXP for old and new songs 🎧. Also, music festivals are a great place to hear different tunes 🎪. [#MusicJourney](#)

Discovering New Music

Music Blogs and Reviews: Websites like Pitchfork, Stereogum, and Consequence of Sound offer reviews and insights.

Streaming Services: Use the 'Discover' or 'Recommendations' features on platforms like Spotify or Apple Music.

Radio Shows & Podcasts: Shows like BBC Radio 6 or KEXP offer a mix of old and new tunes from various genres.

Music Festivals: Attending festivals can introduce you to a plethora of artists in a short amount of time.

MagicTraxMedia
[www.magictraxmedia.com](#)








Shared



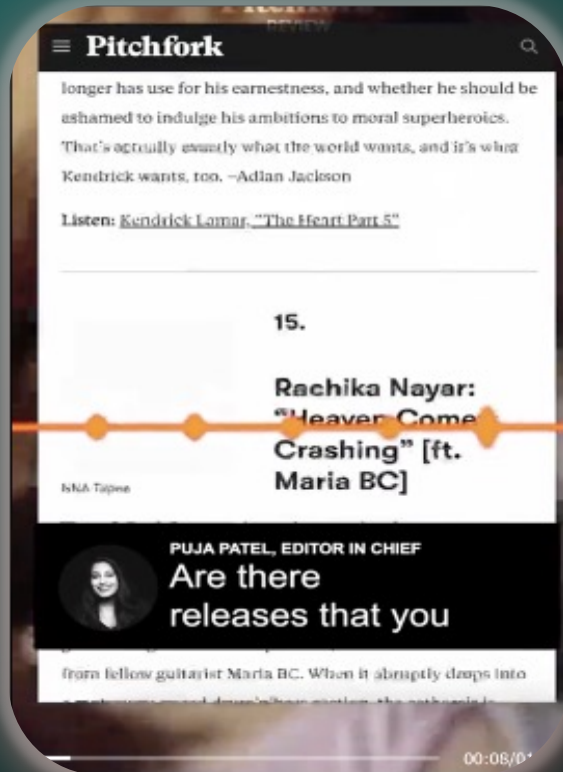
The Pitchfork Festival
for us means

View this email in your browser | Manage Newsletter Preferences

Pitchfork 10 to Hear

 <p>David Michael Moore <i>Adagio Fishing</i> READ THE REVIEW</p>	 <p>DJ Ramon Sucesso <i>Sexta dos Cris</i> READ THE REVIEW</p>
 <p>Pelada <i>Ahora Más Que Nunca</i> READ THE REVIEW</p>	 <p>Melenas <i>Ahora</i> READ THE REVIEW</p>
 <p>SKINS LOVER</p>	
 <p>Full of Hell / Nothing</p>	 <p>Lauren Flax</p>

Owned



Pitchfork

longer has use for his earnestness, and whether he should be ashamed to indulge his ambitions to moral superheroics. That's actually exactly what the world wants, and it's what Kendrick wants, too. —Adrian Jackson

Listen: [Kendrick Lamar, "The Heart Part 5"](#)

15.

Rachika Nayar: "Heaven Come Crashing" [ft. Maria BC]

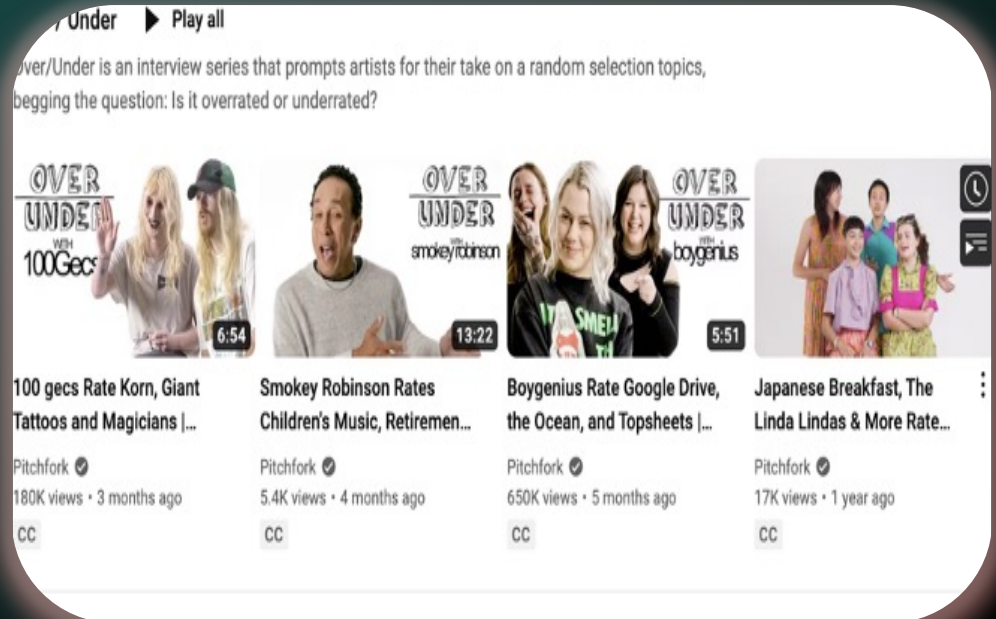
IsNA Tapine

PUJA PATEL, EDITOR IN CHIEF

Are there releases that you

from fellow guitarist Maria BC. When it abruptly drops into

00:06/0*



Over/Under ▶ Play all

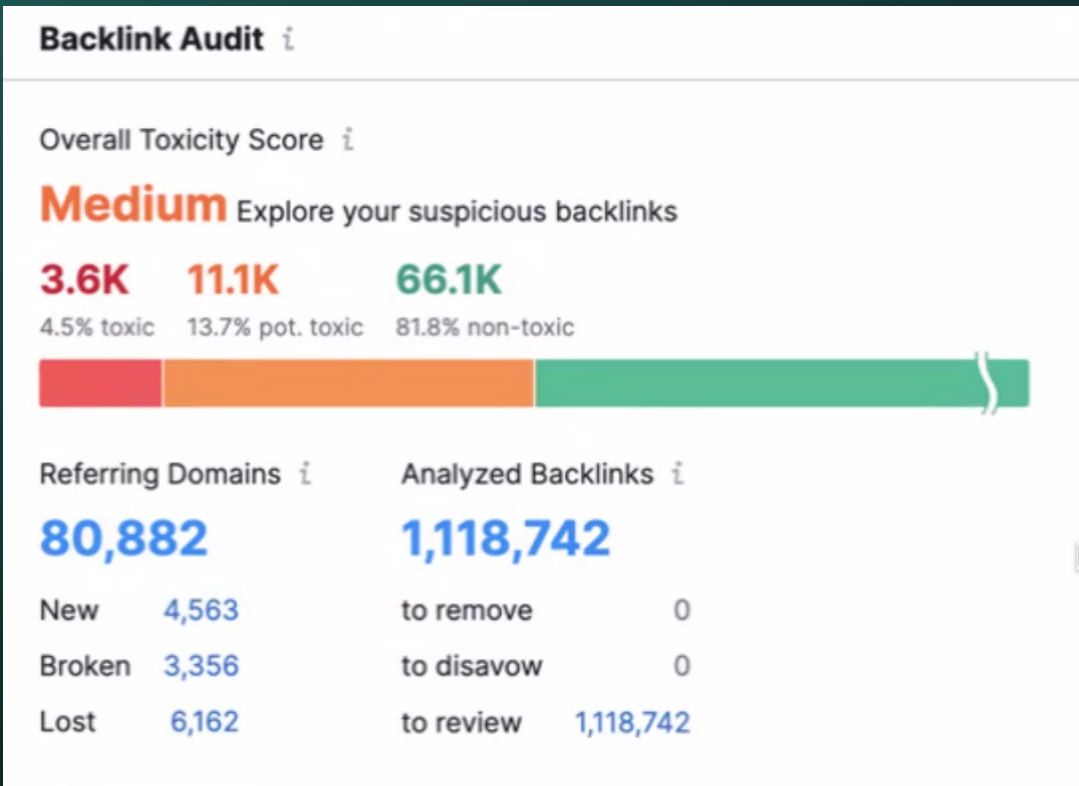
Over/Under is an interview series that prompts artists for their take on a random selection topics, begging the question: Is it overrated or underrated?

- 100 geecs Rate Korn, Giant Tattoos and Magicians |...**
Pitchfork ✓
180K views • 3 months ago
CC
- Smokey Robinson Rates Children's Music, Retirement...**
Pitchfork ✓
5.4K views • 4 months ago
CC
- Boygenius Rate Google Drive, the Ocean, and Topsheets |...**
Pitchfork ✓
650K views • 5 months ago
CC
- Japanese Breakfast, The Linda Lindas & More Rate...**
Pitchfork ✓
17K views • 1 year ago
CC

Part 2 **SEO**

ANJIMILE BAR ITALIA
BAWO BEEN STELLAR BELLAH
BINGO FURY BLACKWINTERWELLS
CRUMB DREAM WIFE EEE GEE
ELI SMART FAT DOG GIRL AND GIRL
GURRIERS HELADO NEGRO ICHIKO AOBA

SEO Audit: Backlinks



SEO Audit: On-Page/Technical

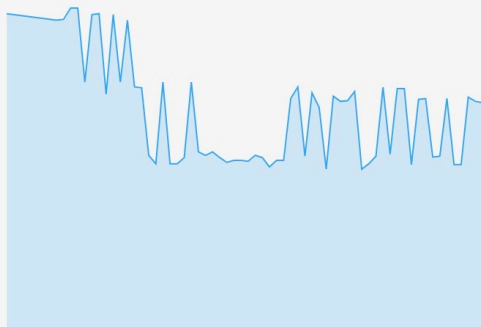
Position Tracking ⁱ

Updated: 21 hours ago | Oct 3 – Dec 9, 2023 [last 90 days](#) ^v ^x

United States (Google) · English ^v

Visibility ⁱ

48.3% -17.31%



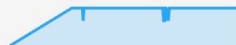
Keywords ⁱ

Top 3

3

new 0

lost 0

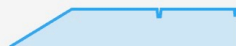


Top 20

5

new 0

lost 0



Top 10

4

new 0

lost 1

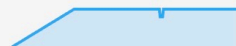


Top 100

5

new 0

lost 0



Top Keywords ⁱ

Keywords	Position	Visibility
foo fighters new drummer	1 0	20%
pitchfork	1 0	20%
drake album	3 2	5.22%
tyler the creator	6 0	2.25%
frank ocean	12 7	0.82%

SEO Recommendations

Off Page

- Increase Backlinks:
 - collaborate with artists, music labels, and industry insiders to create exclusive content
 - Feature articles on local stores and businesses, venues, concerts, and artists will generate additional backlinks due to Pitchfork's established reputation within the music industry.
- Social media and influencer marketing is good

On Page

- Site structure is good
- Advised to incorporate additional keywords for enhanced SEO, like trending artists, albums, and news.

Part

Content Development Recommendations



Zenne

MIKE + Armand Hamm

Content Development Recommendations

To enhance Pitchfork's online presence and user engagement in the indie music community by implementing a new content pillar.

The content pillar will focus on indie music and artists through sharing music, promoting artists, blog posts of local spots to buy records or listen to live music.

Content Development Recommendations

Sharing music & Promoting artists




Discover browse by tags

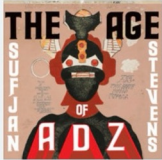
all electronic rock metal alternative hip-hop/rap experimental punk folk pop ambient soundtrack world jazz acoustic fi >

best-selling new arrivals **artist-recommended**


most latest




Beacons
Cloudkicker
metal




The Age of Adz
Sufjan Stevens
folk



Twin Fantasy
Car Seat Headrest
alternative




Into The Trees
Zoe Keating
classical




We're goin' in. We're going ... 00:00 / 05:15

from the album **Beacons**


by Cloudkicker
Columbus, Ohio




Illinois
Sufjan Stevens
folk



Love & War & The Sea In Be...
Josh Garrels
folk



Roll the Bones
Shakey Graves
alternative



Atlas
FM-84
pop

Content Development Recommendations

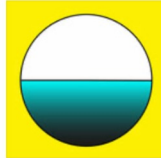
Buy a record or album



SELLING RIGHT NOW



I'm Not Alone - Carrie...
by The Accompanist UK
Sold for £4
in United States
2 seconds ago



On en veut plus from ...
by Roland Cristal
Sold for \$2
in Germany
2 seconds ago



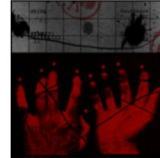
toximami
by ALCATRAZ
Sold for €4
in Germany
2 seconds ago



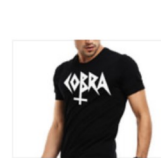
Anagram from Disapp...
by Disappears + Steve ...
Sold for \$1.25
in Switzerland
4 seconds ago



Satanic Messiah EP
by the Mountain Goats
Sold for \$4
\$4 more than the min
in United States
10 seconds ago



Rinse Out from Count...
by Criso
Sold for \$1.50
in United States
11 seconds ago



Logo 84
by COBRA
Sold for €15
in France
14 seconds ago



Stir the Pot, Rock the...
by Bass Butches
Sold for €2.50
in Spain
14 seconds ago













Content Development Recommendations

Listen to live music



Upcoming Concerts Near Me

US Concerts ▾ New York ▾ Month ▾

 <p>Rosegiri, Limbo Baby, theboywonderhimself, CXRAMIA & The Elevation. Dec 07 New York, New York (The Bowery Electric)</p> <p>Book Now</p>	 <p>Platt, John Aber (with Ellie Meyer) Dec 07 - Dec 08, 2023 New York, New York (Map Room at Bowery Electric)</p> <p>Book Now</p>	 <p>The Mountain Goats Dec 08 Buffalo, New York (Town Ballroom)</p> <p>Book Now</p>	 <p>Romy Dec 08 New York, New York (Webster Hall)</p> <p>Book Now</p>	 <p>Orchestra of St. Luke's Dec 08 New York, New York (Stern Auditorium / Perelman Stage at Carnegie Hall)</p> <p>Book Now</p>	 <p>Little Shop of Horrors Dec 08 New York, New York (Westside Theatre Upstairs - NY)</p> <p>Book Now</p>
 <p>Pan Arcadia / Will Leet Dec 08 Brooklyn, New York (Brooklyn Made)</p> <p>Book Now</p>	 <p>Ok, Tyler Residency Dec 08 New York, New York (Heaven Can Wait)</p> <p>Book Now</p>	 <p>Joey Alexander Trio + Special Guest Theo Croker Dec 08 New York, New York (Birdland Jazz Club)</p> <p>Book Now</p>	 <p>Hit with Alejandro, Dan Rico and Nick Bazzano Dec 08 New York, New York (Berlin)</p> <p>Book Now</p>	 <p>New York Philharmonic w/ Andres Orozco-Estrada Dec 08 New York, New York (David Geffen Hall)</p> <p>Book Now</p>	 <p>The 8 Nights of Hanukkah with Yo La Tengo Dec 08 New York, New York (Bowery Ballroom)</p> <p>Book Now</p>

Content Recommendations: Smart Goal

- Enhance Pitchfork's website user engagement through the launch of a dedicated 'Indie Concerts' section
- Boost overall site traffic by 10%
- Track success through
 - Unique visitors
 - Page views
 - Session durations specific to the new section
- Fans will be able to explore and engage with new and upcoming music events, fostering a vibrant community

Content Development Recommendations

Content Team Needs:

- Artist PR: Build a team focused on building relationships with independent artists and labels for exclusive content, interviews, and insights.
- Content Creation: Ensure the team is able to produce multiple content types such as written articles, videos, podcasts and social media posts.
- Training Experts: Regular training on the latest content creation and digital marketing trends keeps the team updated and innovative.

Content Development Recommendations

Technology Platform needs:

- Data analysis tools: Use advanced analysis tools to track and analyze user engagement, content performance, and update the website's integrity at any time.
- User experience (UX) enhancement: Continuously improve the user interface of the website to enhance the user experience and enable users to easily engage with content.
- Security: Maintain a high level of security to protect the security and privacy of user data.


Part 4 Mockups

Zenne
Fazerdaze + Water From Your Eye

Fake Door Test: Hypothesis

- We hypothesize that the implementation of a new content pillar which will serve as a comprehensive resource for indie music events, promotion of artists and events at locations within the indie music community.
- This will yield
 - Increased user engagement
 - Site traffic
 - Enhance search engine optimization
 - Improve Pitchforks backlink portfolio through strategic partnerships and social media campaigns.

Fake Door Test: Details Page & Call to Action



Want to hear the music in person?
Sign up to be the first to know
where to find concerts
near you.

[Sign Up](#)


Pitchfork

NEWS REVIEWS EVENTS FEATURES LISTS THE PITCH VIDEO PODCAST BEST OF 2023

Music Events

Find where and when your favorite musicians
are performing

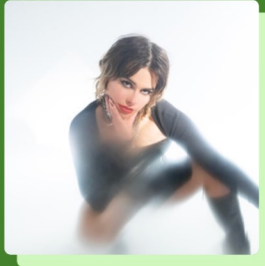
[Sign up here](#)



Fake Door Test: Measurement of Success

- Conversion rate
(percentage of visitors who provide their address)
- Bounce rate
- Time on page
- Email sign ups
- Feedback and comments
- User demographics (location)
- Social sharing
- Source of traffic

FEATURED ARTIST



Matilda Pearl

MELBOURNE, VIC

Get to know the artist whose playful and eclectic style of pop is an ever-evolving. Matilda Pearl is this week's Feature Artist. [View Profile](#)

ELECTRONIC / POP / INDIE



Matilda Pearl
FEATURED ARTIST



SAINT LANE
ARTIST SPOTLIGHT



Ennaria
ARTIST SPOTLIGHT



HIJVCKD
ARTIST SPOTLIGHT

Track of the Day

Eclectic pop

E

Popular

Blog



Artist Radar

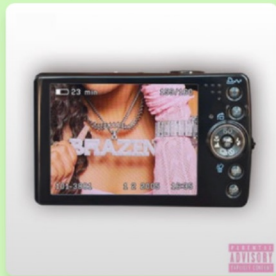


Local gigs



Track of the Day

Eclectic pop



Matilda Pearl
Done With Boys

 Review

Popular

Blog



This Local Record Store is the Biggest Hidden Gem in Charlotte

 Review

Artist Radar



The indie artists you need to keep your eyes on

 Review

Local gigs



See who is playing local to you this month!

 Review

Discover [More](#) →

DANCE / INDIE / ELECT...



DANCE



HIP-HOP



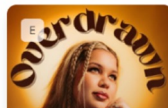
ACOUSTIC / EXPERIME...



ELECTRONIC / JAZZ / A...



SOUL / FUNK



ELECTRONIC / DANCE



Blog Post Mockup

Pitchfork

NEWS REVIEWS BEST NEW MUSIC FEATURES **PITCHFORK OFFLINE** VIDEO PODCAST BEST OF 2023

PITCH REPORT

This Local Record Store is the Biggest Hidden Gem in Charlotte

BY BEN ELLIS
POSTED 6 DEC 2023



Picture by Ben Ellis. Retrosounds record store, Charlotte

Welcome to Charlotte's best-kept secret in the world of vinyl: "RetroSound Records". Nestled in the heart of the city, this local record store is a treasure trove for music enthusiasts and vinyl collectors alike.

I had the pleasure of visiting this store whilst on my Nashville gig tour. Upon entering RetroSound, you're greeted by the warm crackle of a record playing on a vintage turntable—a sound that instantly transports you back in time. The walls are adorned with iconic album covers, and the air is filled with a sense of nostalgia.

What sets RetroSound apart is its incredible selection of records. From classic rock to indie gems, jazz to soul, the store boasts an eclectic mix that caters to all tastes. Whether you're a seasoned collector or a newbie to the vinyl scene, you'll find something that resonates with you.

But RetroSound is more than just a record store. It's a community hub for music lovers. The knowledgeable staff are not just employees; they're passionate about music and love to share stories behind the albums and artists. They also keep a keen eye on the local music scene, often recommending shows and events around Charlotte.

The store regularly hosts intimate live performances, giving local artists a platform to showcase their talent. These events have become a staple in Charlotte's indie music scene, fostering a sense of community and connection among music lovers.

What truly makes RetroSound a hidden gem is its commitment to preserving the culture of vinyl. In a digital age, this store is a reminder of the tactile joy of music—a place where you can physically flip through albums and discover music in a way that's becoming increasingly rare.

So, whether you're a Charlotte local or just passing through, make sure to stop by RetroSound Records. Dive into their vast collection, chat with the friendly staff, and maybe even catch a live show. Who knows, you might just find your new favorite record in this charming corner of Charlotte.

@retrosoundrecords @benellis @nashvillemusic

Articles More →



Content Calendar

PITCHFORK OFFLINE CONTENT CALENDAR

2023 . NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			MONTHLY CONCERT INFOGRAPHIC	2	UP AND COMING ARTIST- 60 MINUTE PODCAST	4
5	6	7	WHERE TO GO TO LIVE MUSIC- MONTHLY BLOG POST	9	UP AND COMING ARTIST- 60 MINUTE PODCAST	11
12	LOCAL RECORD STORE FEATURE-BLOG POST	14	15	16	UP AND COMING ARTIST- 60 MINUTE PODCAST	18
19	20	21	22	23	UP AND COMING ARTIST- 60 MINUTE PODCAST	25
26	ARTIST WRAP UP	28	29	30		

CONTENT CALENDAR

Content	Description
Up and coming artist- 60-minute Podcast	An up and coming artist on the rise will be featured each month in a 60-minute podcast that will be an interview and performance of 3 songs
Where to go blog post - venues	A blog post that will feature a cool venue each month, an in-depth description of the venue with pictures and interview with the owner. The multiplier is geographical and this will also help increase backlinks for Pitchfork.
Monthly Concert Infographic	A monthly infographic, released at the beginning of each month sharing the indie concerts of the month. Link back to Pitchfork site
Local record stores	A monthly 'day in the life blog,' where an indie journalist visits a local record store and shares their experience.
Monthly artist wrap-up	Each month share the top 10 indie artists of the month. Potential to add a multiplier and talk about artists by region. This is predominantly a blog post but the top artist will be posted to social media and linked back to Pitchfork.

PITCHFORK OFFLINE CONTENT CALENDAR

2023 . DECEMBER

	SUN	MON	TUE	WED	THU	FRI	SAT
						UP AND COMING ARTIST- 60 MINUTE PODCAST	MONTHLY CONCERT INFOGRAPHIC
3		LOCAL RECORD STORE FEATURE-BLOG POST	5	6	7	UP AND COMING ARTIST- 60 MINUTE PODCAST	9
10		11	12	WHERE TO GO TO LIVE MUSIC- MONTHLY BLOG POST	14	UP AND COMING ARTIST- 60 MINUTE PODCAST	16
17		18	19	20	21	UP AND COMING ARTIST- 60 MINUTE PODCAST	23
24		ARTIST WRAP UP	26	27	28	UP AND COMING ARTIST- 60 MINUTE PODCAST	30

PITCHFORK OFFLINE CONTENT CALENDAR

2024 . JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
	MONTHLY CONCERT INFOGRAPHIC	2	3	4	UP AND COMING ARTIST- 60 MINUTE PODCAST	6
7	8	9	WHERE TO GO TO LIVE MUSIC- MONTHLY BLOG POST	11	UP AND COMING ARTIST- 60 MINUTE PODCAST	13
14	LOCAL RECORD STORE FEATURE-BLOG POST	16	17	18	UP AND COMING ARTIST- 60 MINUTE PODCAST	20
21	22	23	24	25	UP AND COMING ARTIST- 60 MINUTE PODCAST	27
28	ARTIST WRAP UP	30	30			

Questions?

Pitchfork Music Festival

48 X ARTISTES
7 X JOURS
10 X SALLES

[Programme & tickets](#)



Thanks!

Alewyä
Amaarae

Hope Tala
Kai Kwasi