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## **REDEYE DISTRIBUTION BOOSTS SALES FOR ARTISTS AND LABELS BY EXPANDING THE HUMAN ELEMENT OF DIRECT-TO-FAN SERVICE**

In the tech-focused, widget-centered world of direct-to-fan music sales and marketing, **Redeye Distribution** is giving its artists and labels a luxury often forgotten: a real person helping them to sell and market their music. With Redeye's expanded direct-to-fan (D2F) service, called 11spot, Redeye provides its artists and labels the benefit of its award-winning staff and expansive facilities plus a dedicated sales staff member to help design and execute campaigns targeting their fan base.

This direct-to-fan sales rep position is an industry first. **Like other sales reps that focus on sales to physical, digital and online retailers, Redeye's D2F Sales Manager only has one account – the fans.** Long-time Redeye Sales Rep **Jason Taylor** has recently transitioned into this newly created position and has quickly begun helping artists and labels strategize and implement D2F sales campaigns.

With this expanded service, Redeye will not only help its artists and labels create pre-order and catalog plans, but actually execute these plans. Tangible tasks like creating value-adds, sending eBlasts to fans and helping to grow an artist's mailing list (through traditional means, social networking and live show initiatives) are the keys to D2F success. The implementation of these plans is what Redeye feels to be its competitive advantage. With a robust new technology platform and an expanded staff, Redeye's focus is very simple – grow revenues from the D2F segment for all those using its service. As a stand-alone service, 11spot will allow any artist or label to use the platform, regardless of any existing distribution relationship.

Redeye does not see this model any differently from the formula it has used to become the country's foremost independent music distributor. As Director of Operations, **Aaron Freeman** describes, "Redeye's role for direct-to-fan sales is no different than for retail and digital distribution – we're here to do the dirty work involved with selling and marketing music. We want artists and labels to focus on being artist and labels – we'll do the rest."

In addition to applying the sales and marketing solution, Redeye's service is aimed at an extremely user-friendly service for the customer. This includes easy payment options, a "one-shopping cart fits all" model (customer can purchase digital, physical, merch all from the same cart in one transaction) and top-notch customer service.

Redeye's goal is to go the extra mile in order to ensure a solid customer experience so in the end, the user is very satisfied with the process. It is extremely important to

Redeye for these fans to be happy.

One of the first bands to use Redeye's expanded service is Seattle, WA's **The Supersuckers**. For The Supersuckers 20th Anniversary Show DVD (released Nov 10, 2009, Mid-Fi Recordings), Redeye focused on sending e-blasts to fans, posting announcements to social media sites like Facebook and Myspace and spearheading catalog and merchandise sales. Along with the marketing initiatives, Redeye also provided the back-end platform used by The Supersuckers to sell not only physical and digital music through their website, but merchandise as well.

Redeye currently handles D2F fulfillment for **Domino Records, Ninja Tune Records, Yep Roc Records, Bella Union, Midlake, Mark Kozelek, Luaka Bop Records, Cake, The Supersuckers** and many more.

### **ABOUT**

Based in Haw River, NC (near Raleigh/Durham/Chapel Hill), **Redeye Distribution** began in 1996 by focusing on the rich independent music of the southeast and providing artists with a solid distribution option. Since then, Redeye has developed a strong distribution network both nationally and internationally, offering a broad range of marketing and sales services. Redeye has won the **National Association of Recording Merchandisers (NARM) "Distributor of the Year" Award** six times. In addition to those mentioned above, Redeye's artist and label partners include **Warp Records, Barsuk Records, Kill Rock Stars, Hydra Head Records, Metric, David Byrne** and many others.

For more information about Redeye's expanded D2F service, please contact Jason Taylor at [jason@redeyeusa.com](mailto:jason@redeyeusa.com).

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