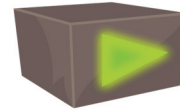


NEWS USA[®] case study



DIGITRAX ENTERTAINMENT

Content marketing for investor interest and employee engagement: Music innovator raises seed money, explains impact of technology and engages new employees gained through acquisition

Challenge:

Music technology pioneer DigiTrax sought investor funding to expand its proprietary platforms that use artificial intelligence (AI) and machine learning to help musicians and song writers create new music.

Solution:

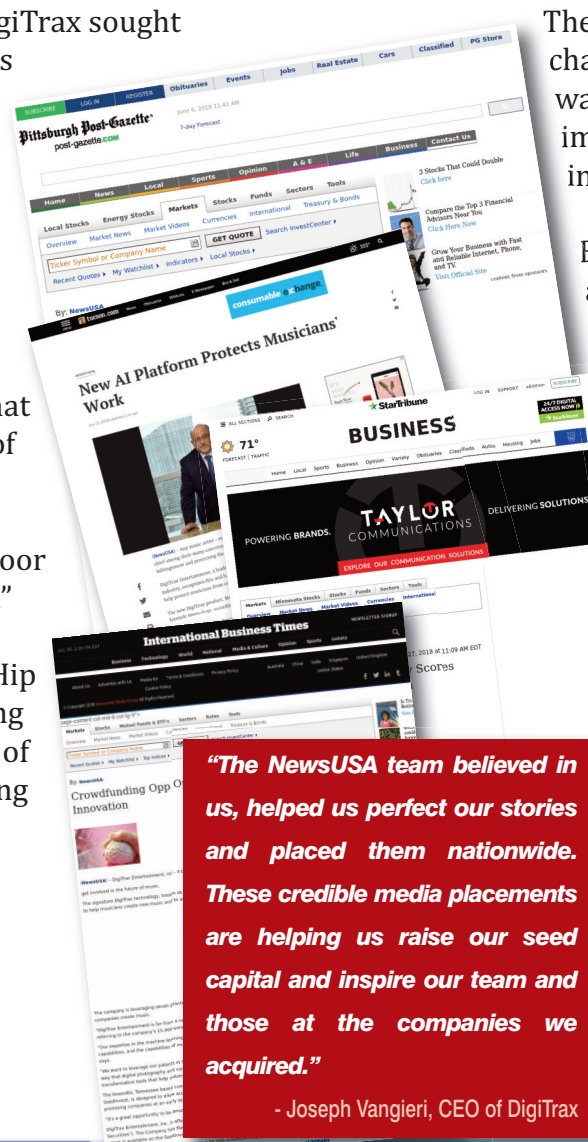
DigiTrax partnered with NewsUSA on a series of six mat releases to grow awareness of the impact of AI in the music industry. Articles such as “Crowdfunding Opp Opens Door to Invest in Music Innovation” summarized the technology, while articles like “AI Meets Hip Hop” looked at how AI is being applied to popular segments of the music industry’s streaming economy.

Results & Impact:

The ultimate goal for DigiTrax is to change the music industry in the way that computer-generated imagery changed the movie industry.

Each of the six mat release articles ran on the NewsUSA syndicate of 2,400+ news outlets, reaching an average monthly audience reach of 170 million across the syndication network.

With content marketing, DigiTrax was able to raise visibility, and importantly, raise seed capital. The articles in local market news sites also brought value as an engagement and motivational tool for new employees who had joined DigiTrax via companies it had recently acquired.



“The NewsUSA team believed in us, helped us perfect our stories and placed them nationwide. These credible media placements are helping us raise our seed capital and inspire our team and those at the companies we acquired.”

- Joseph Vangieri, CEO of DigiTrax

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