



ELFCAT SERVICES GUIDE



WHAT WE OFFER

At ELFCAT, we help independent artists grow their fanbase and promote their music with clarity and confidence. We focus on teaching you the strategies, tools, and skills you need to create content that reflects your artistic identity.



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STRATEGY SESSIONS

Support with music promotion as and when you need it

This option is for artists who are already gaining some traction with their music content but feel stuck somewhere along the way.

Each session is based around what you're already navigating.

We Might:

- Review your recent content
- Analyse how your content performs
- Identify gaps in your content mix
- Troubleshoot what isn't landing

In each session we will always provide you with feedback on your current social media pages, and give you specific, actionable advice.

You implement everything yourself - we guide, educate, and refine.

Pay-as-you-go

£65.00 per session

*Flexible pricing options are also available for those on a tighter budget through our affordability scheme – get in touch!



We review the past month of your content to identify what's resonating, what's limiting growth, and where there are opportunities to improve.

Within 5 days, you'll receive a detailed written audit outlining clear, practical next steps.

This will include:

- An in-depth analysis of your social media page
- Clear and actionable feedback to take forward

Specific elements we'll look at:

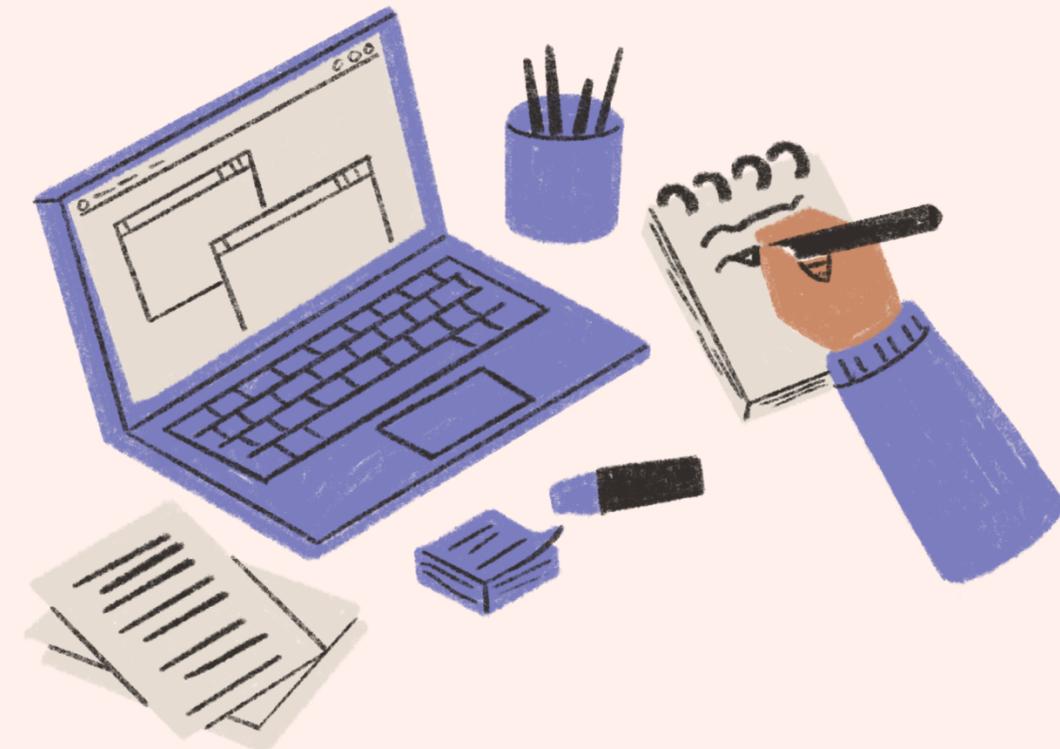
- Strength of hooks
- Format effectiveness
- Areas that may be limiting reach
- Your visual identity

Action Plan

- Clear, practical adjustments
- Content ideas to trial
- Hook and format recommendations

(ELF)CAT SCAN ACCOUNT AUDIT

£95.00



Learn all you need to know about promoting your own music

This is our structured foundation-building programme. It's designed for artists who want to stop guessing and start understanding how they should promote their music.

This is for you if:

- You want to use social media to build a strong fanbase
- You haven't gained much traction yet
- You feel overwhelmed by content creation
- You want a clear system instead of guesswork
- You're ready to commit to building strong foundations

Across 10 sessions, we teach you:

- How music promotion actually works
- The different types of content and why we use them
- How to define your visual identity
- How to understand and speak to your ideal listener
- How to structure your content mix
- How to read analytics and adapt strategically

Programme Benefits

You'll Receive:

- Your own ELFCAT Strategy Booklet (built with you throughout the programme)
- A 1-month content planning system
- Access to our post template library (constantly being updated and added to)
- Dedicated feedback sessions to refine your ideas

You'll no longer be posting randomly into the void - you'll be creating meaningful music content that matches your identity as an artist and most importantly - connects to fans!

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MUSIC PROMOTION PROGRAMME

10 Sessions over 5 weeks

£625.00

paid in 3 instalments

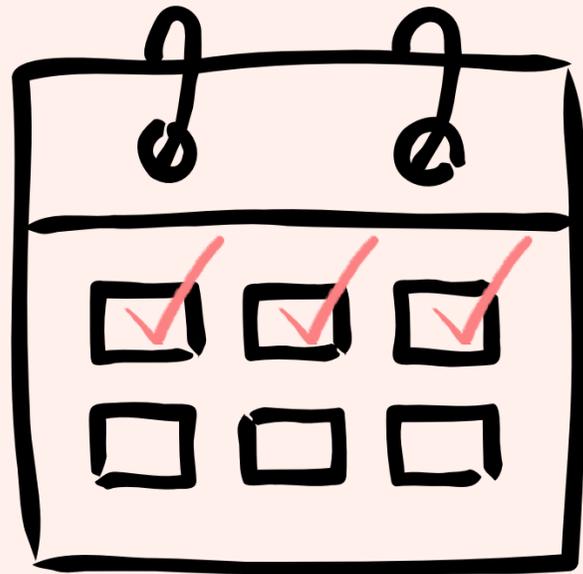


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MUSIC PROMOTION PROGRAMME: PAYMENT INFO

Payment is split into 3 instalments:

- Payment 1: £225 Upfront deposit (non-refundable)
- Payment 2: £200 At the start of Week 3
- Final Payment: £200 At the start of Week 4



Week 2 Review:

At the end of Week 2, you have the option to stop the programme if it doesn't feel aligned. You will not be charged Payment 2 or the Final Payment. Your deposit remains non-refundable.

If you later decide to withdraw after the Week 2 review has passed, the remaining scheduled payments will still be required.



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BESPOKE STRATEGY PROGRAMME

This option includes everything within the Music Promotion Programme - the education, the foundations, the strategy booklet, the content planning system, and access to our template library.

What Makes This Different

Alongside teaching you the fundamentals of music promotion, we:

- Provide you with a full ELFCAT SCAN account audit
- Create a month's worth of tailored content ideas for you - based on your music, identity, and goals
- Present these ideas to you in structured strategy sessions
- Collaboratively populate your content schedule with those ideas
- Refine and adjust based on your feedback and analytics

Rather than asking you to generate all the ideas independently, we take a more active creative role.

You still learn why each idea works.

You still understand the structure behind it.

But you leave with a fully populated month of strategic content ready to execute.

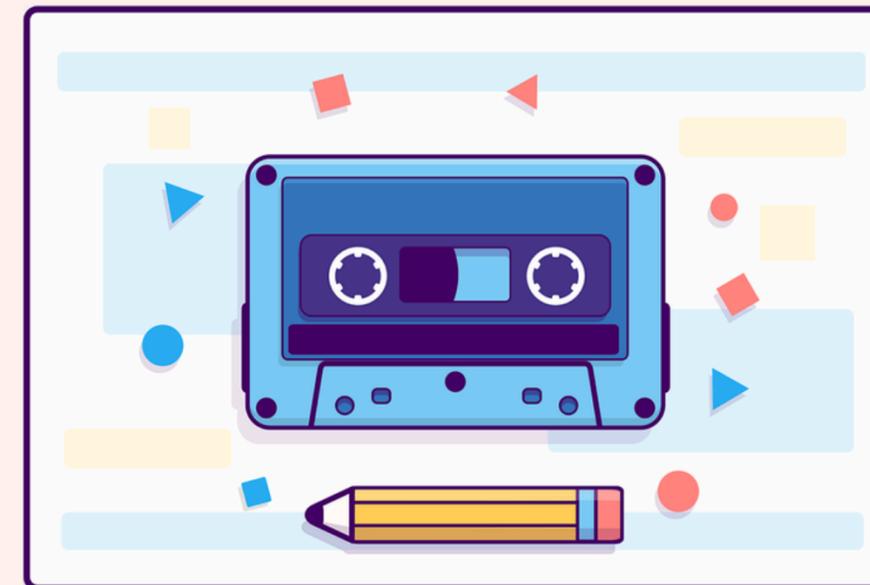
This option is ideal for artists who:

- Want clearer creative direction
- Feel confident implementing but struggle with ideation
- Want a stronger starting push while still learning the system

10 Sessions over 5 weeks + personalised strategy build

£775.00

paid in 3 instalments



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BESPOKE STRATEGY PROGRAMME: PAYMENT INFO

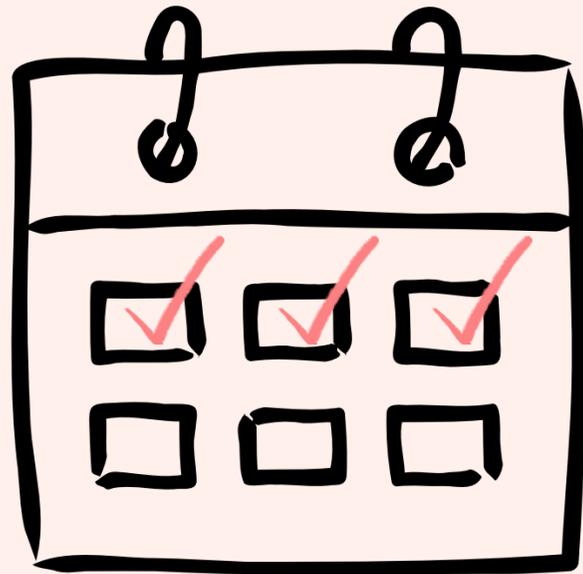
Payment is split into 3 instalments:

- Payment 1: £375 Upfront deposit (non-refundable)
- Payment 2: £200 At the start of Week 3
- Final Payment: £200 At the start of Week 4

Week 2 Review:

At the end of Week 2, you have the option to stop the programme if it doesn't feel aligned. You will not be charged Payment 2 or the final payment. Your deposit remains non-refundable.

If you later decide to withdraw after the Week 2 review has passed, the remaining scheduled payments will still be required.



ELFCAT

FILMING DAY SUPPORT: OPTIONAL ADD-ON

For artists who want practical, strategic support, we help plan and film your content - ensuring high-quality footage and clear creative direction that aligns with your artistic vision.

Includes:

- On-site filming
- Strategic shot planning and direction
- Behind-the-scenes footage
- Filming with professional camera equipment (camera, mics and basic lighting included)

Please note:

Equipment remains operated and controlled by the ELFCAT team. This add-on covers our time, creative direction and filming services - this is not an equipment hire service.

Half Day (up to 4 hours):

£250

Full Day (up to 7 hours):

£350

***Travel and expenses quoted separately**

