THE ARTIST JOURNEY THROUGH EGMW

One ecosystem. Everything an independent artist needs - from the first plan to a growing fanbase.

What is EGMW?

El Grande Music World brings planning, distribution, editorial exposure, playlists, promotion and ticketing together in one connected artist journey. The goal is not to overwhelm artists with separate services, but to show them the next useful step at the moment they need it.

PLAN > RELEASE > PROMOTE > PERFORM > GROW

STEP 1 - WELCOME & PERSONAL SUPPORT

Welcome to EGMW

The journey starts with a human welcome. EGMW is designed as an artist-first ecosystem: the artist enters with an idea, a song or a plan and immediately sees where to go next. Personal support helps remove the uncertainty that independent artists often face.

Next: turn the idea into a structured release plan.

STEP 2 - ARTIST OS

Artist OS - Plan Your Release

Artist OS is the artist's central workspace. Here the release stops being a loose idea and becomes a project. The artist can organize the work around the music and keep the different parts of the journey together in one environment.

Next: choose the release date and prepare the timeline.

STEP 3 - RELEASE PLANNER

Release Planner - Schedule Your Release

With the release planner, the artist schedules the release and works backwards from the chosen date. Artwork, metadata, promotion, distribution and other preparation can be aligned before the music goes live. The purpose is simple: release with a plan instead of at random.

Next: deliver the finished music to the stores.

STEP 4 - EGMW DISTRIBUTION

EGMW Distribution - Release Your Music

When the release is ready, EGMW Distribution brings the music to the digital platforms. This is the moment where planning becomes an actual release. Distribution is therefore not a separate destination, but the next logical station in the artist journey.

Next: give the release a story and visibility.

STEP 5 - DAILY MUSIC PRESS

Daily Music Press - Get Featured

A release needs more than availability on streaming services. Daily Music Press gives artists an editorial environment where music can be presented through features, reviews and stories. It adds context around the artist and creates material that can be shared beyond the streaming platforms.

Next: bring the music directly to playlist listeners.

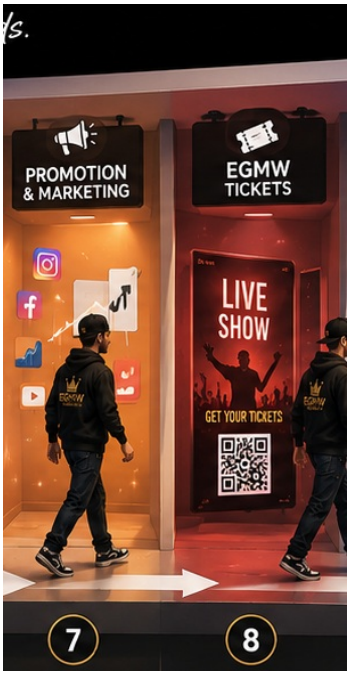
STEP 6 - EGM PLAYLISTS

EGM Playlists - Reach New Listeners

EGM Playlists connects selected music with human-curated playlists and new listeners. At this stage, the release already exists and has a story; playlist exposure helps it travel further and reach people who may never have discovered the artist otherwise.

Next: amplify the momentum through promotion.

STEP 7 - PROMOTION & MARKETING



Promotion & Marketing - Build Momentum

Promotion connects all previous work. Smart links, social content, campaigns and other promotional tools can direct attention to the release, the press coverage and the artist's wider world. Instead of isolated actions, EGMW aims to make promotion part of one connected campaign.

Next: convert growing attention into a real-world audience.

STEP 8 - EGMW TICKETS

EGMW Tickets - Turn Listeners Into Visitors

When listeners become followers, live performance becomes the next opportunity. EGMW Tickets allows artists and organizers to announce events and sell tickets. The journey now moves from digital reach toward a direct relationship with the audience.

Next: step onto the stage.

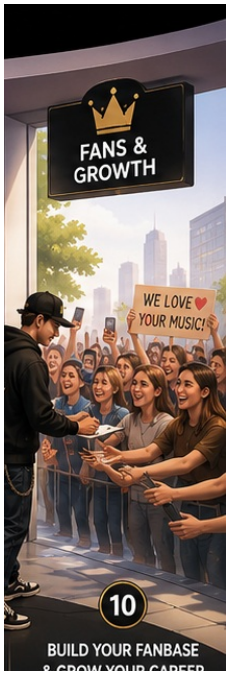
STEP 9 - LIVE PERFORMANCE

Live Performance - Meet Your Audience

The artist performs in front of the people reached through releases, playlists, press, promotion and ticket sales. This is where the different EGMW services come together: the music is no longer only a file or stream, but an experience shared with an audience.

Next: turn the audience into a lasting fanbase.

STEP 10 - FANS & GROWTH



Fans & Growth - Build Your Career

The destination is not simply a release; it is sustainable growth. More listeners, stronger recognition, direct fan relationships and live audiences give the artist a foundation for the next project. The journey then starts again with the next song, release or show.

The EGMW cycle: PLAN -> RELEASE -> PROMOTE -> PERFORM -> GROW -> REPEAT.