

ReverbNation Integrates Twitter to Help Musicians Engage Fans

(New York, NY – June 16, 2008) ReverbNation, a leading ‘Online Marketing and Promotions Platform’ for Musicians, has integrated the popular communication service Twitter into all Artist Profile Pages. The integration allows Artists to import and display their Twitter ‘posts’, keeping their fans informed about the Band’s daily activities. Artists can also create new Twitter posts directly from their ReverbNation account, saving them from having to login at both sites.

“Artists don’t always have a new album or tour to talk about,” said Lou Plaia, V.P. of Artist Services at ReverbNation.com. “Twitter gives them a way to keep the fans engaged in between the big stuff - maintaining the share of mind that they have painstakingly acquired, and keeping the fans warmed up for when the album finally drops.”

Ulf Oesterle, owner of Indie Label *Aux Records*, concurs, “ReverbNation is progressive in how they approach the tools that they provide for Artists and Labels. Integrating Twitter is a huge boost for engaging bands with their fans.”

A similar integration with the popular ‘Status’ feature at Facebook is coming soon, which will provide the 350,000+ Artists that have installed ReverbNation’s ‘My Band’ application at Facebook with a similar function.

About the company

ReverbNation provides the innovative marketing solutions that musicians need to compete, cooperate, and differentiate in an increasingly noisy online environment. Unlike typical “closed” communities, artists use ReverbNation as their home base for approaching marketing and promotion across the Internet as a whole - be it via social networks, blogs, email, IM, or the artist’s homepage. Tools like TunePaks, FanReach, TuneWidget, and Street Team Manager give the artist the power to spread their music and information virtually anywhere. Real-time stats then provide a 360-degree view of how the music is spreading, who is listening, and which fans are actually passing it on to their friends and posting it on their pages. ReverbNation empowers Artists to take the music to the people, no matter where they spend their time online. For more information, please visit www.ReverbNation.com.

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