

Sprout Builder Case Study: Music Allies



Music Allies Case Study

Music Allies is an Asheville, NC-based marketing company that provides independent record labels and music festival owners with a virtual marketing staff. The company prides itself on serving smaller music companies that cannot justify the overhead of having their own marketing departments. Music Allies has created sprouts for for the following festivals and artists:



- Bonnaroo Music Festival
- 10,000 Lakes Music Festival
- Hatch Festival
- Echo Mountain Records
- Zee Avi

Brett Jones heads up the online and new media marketing team at Music Allies. He has been using Sprout to create widgets and rich media content for Music Allies clients for five months. "The artists and events that we work with are all looking to increase their fan bases across social networking sites. Sprout is an ideal solution for spreading artist and event information because it's so easy for fans

to share Sprouts with their friends. The fact that they look so good doesn't hurt either."

Brett has worked with many social media solutions but is now recommending the Sprout platform for his marketing clients. "The depth and breadth of Sprout is amazing," said Brett. "I still feel like I'm only scratching the surface of what I can do with the service. I am not a developer. So for me to be able to create professional grade applications in far less time than it would take to send my mock-ups to a developer is a real testament to how well this product is built."

THE ROI:

In the past, Music Allies has paid thousands of dollars for Flash programmers for various projects. If asked whether that will continue he says, "Now, we first look to Sprout for a solution. I think it's not better than the 'pros' and we are able to complete almost all projects in less than a day. Sprout has literally saved us tens of thousands of dollars and weeks of manpower. We're hooked."

