

# APRIL VERCH & CODY WALTERS

## USEFUL LINKS

### Website

YouTube links:

April Verch & Cody Walters [YouTube Playlist](#)

Video with [fiddle/banjo/dance](#)

Video featuring [original vocal](#)

[Promo video](#) with talking & music samples in one

[Instagram](#) (please tag @aprilverch)

[Facebook](#) (please tag @April Verch Band)

[Twitter](#) (please tag @aprilverch)

## PROMOTIONAL DETAILS

### WEB LISTING:

Please take a look at our [tour dates page](#). We have a place for “venue link” and a “direct ticket link” and we like to provide both as we find it increases clicks, so send along anything we’re missing or any edits you’d like to how we’ve listed your event.

### PUBLICITY:

We use [StoryAmp](#) for publicity. If you have a media list you would like us to service or any other specific ideas/leads/contacts you recommend we reach out to, please forward it to us at your earliest convenience. We always service our own supporters and those we can find in your area, but your local list will be much better than ours and we’d really appreciate being able to send them our release starting 7 weeks before the concert.

We post all of our tour dates to Bands in Town & Song Kick, and promote them on Spotify and Pandora with messages to people streaming music in your area.

We also send out an email newsletter to our fans in your area.

We do outreach on our social media platforms. If you make a Facebook Event please let us know so we can “add” it to our page (we do not make Facebook Events for every one of our concerts, but they all appear on our Facebook page under the “tour dates” section.)

### PROMO & PRESS:

You should find most things you need in our [dropbox folder](#), but if you require anything further don’t hesitate to let me know and I can assist you.

### **POSTERS**

We would be more than happy to put your date, venue & ticket info on our poster for you print & post - just let us know which size you’d like and we’ll get it done!

### **PLEASE NOTE, REGARDING IMAGE USAGE:**

The only photos, posters, etc. you have permission to use are the ones we’ve provided to you. Any other live performance or google images are not permissible for use. Thank you for understanding!