

DATS MUZIK

AN AFROBEAT, AMAPIANO, HOUSE MUSIC & FESTIVAL BLOG, #1 MAGAZINE & PODCAST + COPYWRITER

SPONSORSHIP OR FEATURE

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AFROBEAT | AMAPIANO | DANCE | ELECTRO | HOUSE | FUNK | REGGAETON | LIVE EVENTS/ FESTIVALS | MUSIC PR & MARKETING | FASHION AND MUSIC UNITES

Dats Muzik is the new ColorsxStudio and PitchFork for Afrobeat to House emerging talents and DJs from London, Nigeria, Ghana and the world.



**Collectively 10K+ followers
20K blogger reach**

Dats Muzik

MUSIC BLOGGER

Female Afro Blogger & Copywriter



About

"Dats Muzik is the new ColorsxStudios and Pitchfork for Afrobeat to House emerging talents and DJs from London, Nigeria, Ghana and the world." Welcome!

At this time, can you name a brilliant black female award finalist for Afrobeat 'Best Music Blog' 2021? Francetta of Dats Muzik aspires to be the world's leading music and Afrobeat blogger, as well as the publisher of the premier digital Afrobeat to House magazine... ([Tauk Media interview](#)).

Originating from Nigeria and Ghana and London based, Francetta is creative, writes in her own voice and considers writing to be an art form.

She is able to tell stories and confront an emotion through her love of writing **music and live music/ festival/ gig reviews, of where she is an expert in the music business/ music industry**, live events/ festivals, **Afrobeat and Amapiano space**. She has an eclectic ear and writes about different genres and **her ethos- diversity, individuality, acceptance and inclusion**. For her blog and magazine **"It's about the lyrics and rap blending well with the beats and rhythms"**, also when the song is good, she'll write about it. She also writes **modern music PR & Marketing advice on her blog**.

As an award finalist music blogger and magazine editor, she covers all aspects of Afrobeat, Amapiano and Reggaeton + the genres below, across her blog, magazine, YouTube channel and playlist. Come with her and you'll be in a world of modern music by emerging musicians to festivals.

Let's not forget her popular hashtag, which has got her some attention #fashionandmusicunites



Genres & Related Genres + SOTM Spotify Playlist and Other Topics

- Afrobeat
- Amapiano
- HipHop
- Dance/ Electro/ House
- Funk
- Reggaeton/ Latin music and all related genres
- Fashion and Music Unites

- Modern music PR & Marketing
- EPK (electronic press kit)
- Copywriting and content
- Music venues and recording studios etc



Affiliate Marketing, Influencer Marketing & Partnerships etc

Affiliate Marketing & Partnerships

- Musicgateway
- Promo Up Music

Blog/ Influencer Marketing

- Ausounds Headphones, Los Angeles, California
- West Headphones, Stockholm, Germany

"Your writing style is fantastic"
- Chris Jammer (CEO of Strawberries & Cream Festival)

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Dats Muzik Magazine

Soon to become the leading UK Afrobeat & African culture bi-monthly magazine, with a hint of Amapiano, HipHop, Dance/ Electro/ House, Funk, Reggaeton/ Latin music. Dats Muzik Magazine (music & festival) is here to showcase and discover emerging talent to DJs. Give 'DIY Advice', 'Music Talks' discussions and more.. In her 10 online magazine issues she has featured Shiikane, the no.1 African girl group and Folami of Nile Rodgers & Chic, Smade, CEO of Afronation Festival and Franc Moody, who performed with Nile Rodgers. Global 12 Festival, where Misunderstood (UK X Factor finalists) were performing and lots more.

Because of her online magazine, Soho Radio saw something special in her. Could see she had talent and offered her the opportunity to start her own radio show and podcast. Watch this space!



click the photos for web link



Sponsorship or feature... Why Sponsor or feature Dats Muzik's Blog and Bi-Monthly Digital Magazine? YouTube Channel? Advertisements?

- Francetta is here to break all the rules and shake up the music and live music industry by becoming recognised as the leading music blogger and magazine owner for the 3 biggest genres at present + the other genres above in the UK
- She is the only UK Afrobeat music blogger and magazine owner that artists to DJs and gigs/ festivals can find online. Let's make this the blog that showcases the 3 biggest genres- Afrobeat, Amapiano and Reggaeton nationally then later worldwide
- Vuelio 'Blogger Spotlight', award finalist 'Best Music Blog' 2021 have noticed her and Dats Muzik has a collective set of social media channels, now has a follower reach of over 5,500 and growing.
- She can help live music/ gigs/ festivals and concerts get new emerging artists perform at their events. Some of her artists have been on BBC Music Introducing, Kiss FM and performed at Strawberries & Cream festival, Pefoma App and Franc Moody with Nile Rodgers & Chic at O2 Arena.
- Is there a bi-monthly digital magazine, by a female, that focuses on Afrobeat, Amapiano, HipHop, Dance/ Electro/ House, Funk, Reggaeton/ Latin music and related genres in the UK? It could be sold at many music venues, festivals, as well as online (more information above).

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- Her YouTube channel is here to have discussions about each genre... Talk about what's trending, the new artists in this genres and the new major artists and latest songs. Some PR & Marketing advice and my reviews. Also, her Instagram '[Wednesday Takeover](#)', where artists talk about their music journey, stories behind their songs, talk about themselves and more.



Testimonials/ Feedback

"Francetta has a way with words. She's creative and a great representative of the African music, music industry and live events/ festivals via her blog and is getting great recognition as a black female music blogger, as these industries are mainly male"

"In our eyes, you have done exceptional pieces time and time again"

- Natalie (PR & Marketing Manager from Musicgateway)

"There is so much hard work and consistency going into this and the other projects coming.. As you can imagine with your beautiful blogs and success story."

"They have top level professionalism and such a great attitude. Dats Muzik continuously gives incredible coverage and our clients are always so pleased with the way they are portrayed."

"Always very professional to work with, and reviews are always so thoughtful and well written. I will continue to work with them for a long time to come

Thank you for all your support!

- Rebecca Hommer (Music Journalist)



Social Media & Press

Vuelio 'Blogger Spotlight', award finalist 'Best Music Blog' 2021, Dats Muzik has a collective set of social media channels and **over 10K followers collectively and 20K blog reach per month.**

Some of the press and features she had, have been on UK Blog Awards, Online Influencer Awards, Vuelio, Global 12 Festival, Voyage LA, Lagos Jump Radio, Foundation FM and lots more. Interviews with [Tauk Media](#) and MusoSoup.



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Dats Muzik Roster/ Features/ People Met

- WizKid
- Femi Kuti
- Richard Blackwood
- BurnaBoy
- Folami
- Nile Rodgers & Chic
- Harvey (So Solid Crew) and more



Available For/ Opportunities

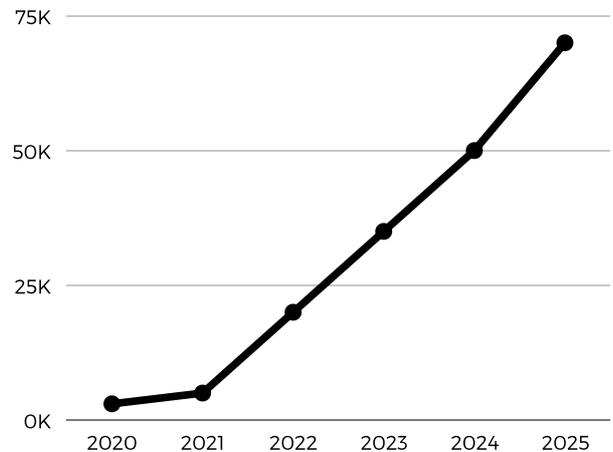
- Affiliate Marketing & Partnerships
- Brand Deals and Brand Ambassador Opportunities
- Influencer Marketing and sponsored blog posts etc
- Social Media Takeovers
- Speaking/ Podcast Features
- Radio and Magazine Interviews/ Features
- Magazine Articles etc
- Adverts
- Live music/ festival/ gig reviews, interviews and hosting etc



Audience Demographic

57.7% are male and 42.3% are female between 25-35. Most of her audience is musicians to DJs, music lovers + live events/ gigs/ concerts/ festivals and urban fashion enthusiasts. .

Dats Muzik Growth (chart next to it... Photo on right)



“ Her promise is to make Dats Muzik a recognised worldwide brand. For now to become the no.1 UK leading national music blogger by 2022 and worldwide by 2025. To be recognised for her exceptional work, which she has a passion for! She's already a music reviewer/ journalists but, now, is ready to scale her brand and work with many music venues, gigs/ concerts, festivals, music apps and more. Whether up and coming or major! To Travel the world, with her brand, and review music.

Will you sponsor Francetta, the lady behind the award finalist Afrobeat blog, Dats Muzik? Let's work together to make Dats Muzik the best site in the world for showcasing musicians from genres that don't get enough attention.



Connect & Contact Us



@dats_muzik



@datsmuzik



Dats Muzik 'Songs of The Moment' Spotify Playlist



www.datsmuzik.co.uk