



Sofia&Queens + Street Lamp Promotions

Since I started my own sole proprietorship in 2009 (Street Lamp Promotions), I can promote my own music at the grassroots level. Sofia&Queens is advertised under the musical category “#funhop.” On off-line basis, I distribute half-sized business cards and CDs to fans of urban music and comedy.

CDs may be becoming obsolete, but I felt it still being important to have my music in this format for a successful grassroots marketing campaign. Prior to promoting my own music, Street Lamp Promotions was utilized for the promotion of electronic goods, souvenirs and poetry related events.