

WTF is a Tech
stack?

TECH STACK COMPARISON CHART FOR MUSICIANS



WTF is a Tech Stack?

Great question!

A tech stack, or software stack, is made of the independent programs that work together for a business to complete, improve, and automate any processes needed to help the business run smoothly.

Example Musician Tech Stack:

Garageband + Canva + Distrokid + Squarespace + Mailchimp

WTF is a Tech Stack?

The right tech stack can make your music business run almost on autopilot, growing your music's reach whether you're playing a show or working a day job.

Similarly, the wrong tech stack or having no tech stack at all can keep you stuck and frustrated—the perfect recipe for burnout.

Use these slides to get an idea of what sort of software could help you and see a quick comparison of how some of the leading music tech out there fits into your budget and plans.

WTF is a Tech Stack?

NOTE:

This deck isn't meant to suggest any of the following software is mandatory for a successful music business, nor is it an exhaustive list—new software is released every day.

This is meant to be a starting point to give you a reference for where your music business can improve. It's also (hopefully) less overwhelming than using the whole internet to narrow down your software search.

WTF is a Tech Stack?

Tech Stack Comparison Chart

Category

Software

Price

Subscription
Terms

Features
(Free/Basic
Vs. Premium)

DistroKid

\$19.99/year, Pro
options \$35+

Annual

Basic: Unlimited releases,
keeps 100% royalties.

Pro: Expedited distribution,
label support.

TuneCore

\$14.99+/single,
\$29.99+/album

Per Release

Basic: 100% royalties,
annual fee per release.

Pro: Expedited distribution,
label support.

CD Baby

\$9.95+/single,
\$29+/album

One-time per release

Standard: Royalties, online
store integration.


Pro: Sync licensing,
publishing admin services.

DIGITAL
DISTRIBUTION



WTF is a Tech Stack?

Tech Stack Comparison Chart

| Category | Software | Price | Subscription Terms | Features (Free/Basic Vs. Premium) |
|---|------------|-----------------------------------|--------------------|---|
| <div>E-COMMERCE MAILING SOFTWARE</div> <div> STRUGGLEVILLE</div> | MailerLite | Free, \$10+, \$20+ | Monthly | <p>Free: Up to 1,000 contacts, basic automation.</p> <p>Pro: Advanced targeting, integrations.</p> |
| | Drip | \$39+, price scales with contacts | Monthly | <p>Basic: Unlimited email sends, basic automation.</p> <p>Advanced: Multi-channel marketing, analytics.</p> |
| | SendinBlue | Free, \$25+, \$65+ | Monthly | <p>Free: 300 emails per day, essential tools.</p> <p>Lite: No daily sending limit, A/B testing.</p> <p>Premium: Advanced reports, chat.</p> |

WTF is a Tech Stack?

Tech Stack Comparison Chart

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Software

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Features
(Free/Basic
Vs. Premium)

Buffer

Free, \$6+,
\$12+, \$120+

Monthly or
Annual

Free: 3 accounts, 10 posts.
Essentials: Unlimited
scheduling, analytics.
Team: 25 accounts,

Hootsuite

Free, \$49+,
\$129+, Custom

Monthly

Free: 2 accounts.
Professional: 10 accounts,
analytics.
Team: Collaboration,
more accounts.

Later

Free, \$18+,
\$40+, \$80+

Monthly

Free: 1 profile, 30 posts.
Starter: 3 profiles, linkin.bio.
Growth: Analytics, 12 profiles.

SOCIAL MEDIA
MANAGEMENT



WTF is a Tech Stack?

Tech Stack Comparison Chart

Category

Software

Price

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Terms

Features
(Free/Basic
Vs. Premium)

Shopify

\$39+, \$105+, \$399+

Monthly

Basic: Online store,
basic reports.

Advanced: Lower fees,
more staff.

Squarespace

\$16+, \$23+,
\$27+, \$49+

Monthly

Personal: Website only.

Commerce: No fees,
e-commerce tools.

Bandzoogle

\$10+, \$15+, \$20+

Monthly

Lite: 10 pages, basic store.

Standard: Unlimited pages,
mailing list.

WEBSITE/STORE
BUILDER



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Features
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Printful

Free, POD fees per item

Pay-as-you-go

All Tiers: Print-on-demand (POD), integrates with e-commerce.

Teespring

Free, POD fees per item

Pay-as-you-go

All Tiers: Free to design, no upfront cost, POD for e-commerce.

Big Cartel

Free, \$10+,
\$20+, \$30+

Monthly

Free: 5 products.
Diamond: Unlimited pages,
mailing list.

MERCH
MANAGEMENT



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Features
(Free/Basic
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Patreon

5%, 8%, 12% of revenue

Monthly

Lite: Membership.

Pro: Analytics,
membership tiers.

Premium: Dedicated
support.

Ko-fi

Free, \$6/month Ko-fi Gold

Monthly

Free: Donations, store items.

Gold: Monthly donations,
no fees.

Buy Me a Coffee

Free, 5% transaction fee

Monthly,
Pay-as-you-go

Free: One-time payments.

Memberships: Tiered options,
direct engagement.

FAN ENGAGEMENT
PLATFORMS



WTF is a Tech Stack?

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Features
(Free/Basic
Vs. Premium)

Songtrust

\$100/one-time, +15% fee

Per Registration

All Tiers: Royalties collection,
catalog management,
registration with societies.

SoundExchange

Free

N/A

All Tiers: Royalties collection
for digital radio, no
registration fee.

ROYALTY MANAGEMENT
& RIGHTS MANAGEMENT



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PROJECT
MANAGEMENT



Asana

Free, \$10.99+, \$24.99+

Annual or Monthly

Free: Task tracking, projects.

Premium: Timeline, reporting.

Business: Advanced integrations.

Trello

Free, \$5+, \$10+, \$17.50+

Monthly

Free: 10 boards.

Standard: Unlimited boards, custom fields.

Enterprise: Security features.

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Features
(Free/Basic
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LegalZoom

Starting at \$79+

Per Service

Basic: LLC, DBA, and other
registration.

Pro: Legal documents,
trademark filing, ongoing
compliance.

ZenBusiness

Free, \$199/year, \$299/year

Yearly or Per Service

Starter: Basic CRM, contact
management.

Pro: Email marketing, forms.

Premium: Website, email.

Rocket Lawyer

\$10+, \$15+, \$20+

Monthly or
Per Document

Basic: Document templates,
legal advice.


Premium: Attorney
consultations, business filing.

LEGAL
& COMPLIANCE



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| <div>ANALYTICS & DATA TOOLS</div> <div><div>STRUGGLEVILLE</div></div> | Chartmetric | \$140/month | Monthly | <div>Lite: Basic analytics for streaming.</div> <div>Premium: Full data integration, in-depth reporting for multiple platforms.</div> |
| | Spotify for Artists | Free | N/A | <div>All Tiers: Streaming insights, audience demographics, playlist analytics.</div> |

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Features
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Vs. Premium)

Quickbooks

\$15+, \$25+, \$50+

Monthly

Simple Start: Basic invoicing.
Plus: Expense tracking,
payments.
Premium: Custom reports,
management tools.

FreshBooks

\$6+, \$12+, \$22+, \$45+

Monthly

Lite: Invoice and expense
tracking.
Premium: Advanced
invoicing, expense capture.

FINANCIAL
MANAGEMENT

