

Iron Gate Records and Geared2Engage Announce Strategic Partnership

Empowers Iron Gate Records Artists with TikTok Live Tools and Training



Nashville, Tennessee Jan 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - Iron Gate Records, a forward-thinking record label dedicated to artist development, has announced a strategic partnership with Geared2Engage, a leading creator network service provider. This collaboration aims to revolutionize digital engagement for Iron Gate artists, offering innovative tools, personalized coaching, and exclusive access to TikTok Live capabilities.

Through this partnership, artists will gain:

- **Immediate Access to TikTok Live:** Artists can bypass TikTok's standard 1,000-follower threshold to start live streaming right away.
- **Tailored Training and Coaching:** One-on-one sessions and workshops to refine live-streaming techniques and build confidence.
- **Advanced Monetization Opportunities:** Tools to earn revenue directly through fan contributions and TikTok's revenue-sharing features.
- **Priority Technical Support:** Dedicated assistance and early access to beta features, ensuring a competitive edge.
- **Community Collaboration:** Weekly team calls, networking events, and content strategy insights designed to foster growth and connection.

- **Metrics-Driven Optimization:** Regular performance reporting and analytics to continuously refine strategies for audience engagement.

“This partnership marks a significant milestone for Iron Gate Records,” said **Mark A. Skoda**, CEO of Iron Gate Records. “By teaming up with Geared2Engage, we’re equipping our artists with tools and strategies to connect with fans in real-time, grow their audiences, and monetize their talent. The success we’ve seen with Garrett Huffman demonstrates the transformative potential of these services.”

The program is designed to be flexible and artist-centric, offering unparalleled support and accessibility to musicians at any stage of their careers. By removing traditional barriers, such as follower thresholds for live streaming and providing personalized coaching, Iron Gate Records and Geared2Engage ensure that artists can focus on what matters most: creating impactful connections with their audience.

Steve Collins, CEO of Geared2Engage, added: “We are thrilled to work with Iron Gate Records to empower their talented roster. Our platform enables artists to leverage TikTok Live as a powerful engagement and revenue tool. Together, we’re redefining how artists connect with their fans and build lasting careers.”

Artists gain immediate access to TikTok Live tools, allowing them to engage fans globally in real-time. With tailored training sessions, community-building opportunities, and performance analytics, participants are equipped with the resources they need to optimize their content and grow their fanbase. The program also offers a collaborative environment where creators can learn from peers and share insights, fostering innovation and creativity within the artist community.

“Our goal is to empower artists with the tools and knowledge to succeed in today’s digital-first music industry,” said **Mark A. Skoda**, CEO of Iron Gate Records. “This program isn’t just about live streaming; it’s about building meaningful fan relationships, increasing visibility, and creating sustainable revenue opportunities.”

By combining hands-on support, advanced monetization tools, and a focus on engagement-driven strategies, this initiative opens the door for artists to thrive in an increasingly competitive landscape. Whether you’re an emerging talent or an established performer, this program offers the flexibility and resources to elevate your career.

For more information about the partnership and the TikTok Go-Live offering, visit [TIKTOK GO-LIVE | Iron Gate Records](#)

About Geared2Engage

Geared2Engage is a dynamic marketing and engagement platform that specializes in providing innovative tools to help artists, brands, and businesses connect meaningfully with their audiences. By leveraging cutting-edge technology, data-driven insights, and tailored strategies, Geared2Engage empowers clients to grow their visibility, build lasting relationships, and achieve measurable success. With a focus on delivering impactful results, the platform is a trusted partner for those seeking to enhance their reach in a competitive market.

About Iron Gate Records:

Based in Nashville, **Iron Gate Records** is dedicated to discovering and promoting innovative rock, metal, and alternative artists. With a focus on creativity and artist development, the label strives to push the boundaries of music while supporting musicians in bringing their unique visions to life.

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