



# The Music Marketing Essentials Guide



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## Artists, DJs, Producers, and Music

You (as a performer) and your music are your product and marketing vehicle (both when music is in recorded format and/or live performances. You are part of what you're selling as a musician). You promote yourself and your music to help gain exposure toward gaining and retaining fans.

**Branding/Targeting:** Once you know what music you're creating (style/genre), understanding what kind of fans will likely gravitate towards your style of music is helpful when writing about and promoting your music to others.

Also it's good to know where your likeliest fans congregate on and off line so you can promote your music to those folks where they hang out to quickly gain fans who have the highest probability to enjoy your music.

Understanding your branding and target audience is crucial to building a solid fan base.

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## Quick Branding and Targeting Exercise

This exercise can help you identify your own musical brand and your ideal fans, which can help you understand where to promote your music on and off line to best reach those ideal fans.

<b>What genre of music do you play?</b> <i>(example: folk/pop acoustic music)</i>	
<b>What known musicians do you sound like so others can relate to your music?</b> <i>(example: John Mayer meets the BoDeans)</i>	
<b>What age group tends to like your music?</b> <i>(example: 27-60 year olds)</i>	
<b>Identify 3 places online and 3 places offline where you could promote your music to people who like the kind of music you play, who like the known artists you sound like and fit the age group you outlined.</b>	

**The places you list in the last question above should be where you start promoting your music.**



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## Your Band Website

Your website is your online home base. This is where you want to drive any online traffic related to your music so you can control the conversation with your fans without them being distracted by other offers or messages (for example, be sure to drive traffic to your website from social media...social media is good and necessary, but there are a lot of distractions on social media sites).

There are plenty of basic website hosting and content management services (CMS) that make it easy, even for non-techies to have their own “.com” website.

- ◆ Weebly
- ◆ SquareSpace
- ◆ Wix
- ◆ Bandzoogle
- ◆ Broadjam
- ◆ WordPress



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## Your Email List

On your website, or any online presences, you'll want to have a way to capture fans' contact information so you can build a relationship with them over time via email messages.

Doing so allows you to stay in contact with fans who have already agreed (opted-in) to give you their attention. Engaging with fans through your email list allows you to gain their trust, build a relationship with them and periodically ask them to buy something or come out to shows.

Here are some email marketing services you can use to send out mass emails to your fan base. MailChimp offers a basic free plan if you're not ready to pay for such a service.

- ◆ FanBridge
- ◆ MailChimp
- ◆ HubSpot
- ◆ Constant Contact



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## Your Social Media

This is a way to stay engaged with your fans. Social media can be a vehicle for those who may not know you to discover your music online.

This is a way to help others experience and "test drive" your music to gain their interest and want to learn more.

It's also a way to get people to join your email list or come out to a live show. Social media is your fan portal, PR, marketing and customer satisfaction engine all rolled into one.

- ◆ Twitter
- ◆ YouTube
- ◆ Instagram
- ◆ Facebook
- ◆ SoundCloud
- ◆ ReverbNation
- ◆ Bandcamp
- ◆ TikTok



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## Promoting and Playing Gigs

Promoting and playing gigs is one of the best ways to connect with fans, reach more fans and develop a unique shared experience (the live show) between you and your fans.

The offline experience of live shows builds trust and further fan commitment. If you engage with fans and make them feel special and you are truly grateful for their patronage, even if they haven't bought anything yet, they will be more likely to remember you, tell their friends about you, sign up on your email list, buy some of your music and/or come out to future shows.

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## Monetizing Your Music

Consistently nurturing a relationship with your fans (via your email list, social media and in-person at shows) is your best source of revenue. These are the people who want to hear from you and are most willing to purchase your latest album, song or come out to your next show in their area.



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## Building your Music Business

As a musician your small business needs three things to persevere and grow:

1. Exposure to new potential fans
2. A community of current/committed fans
3. The ability to produce products and experiences that your fans want and are willing to pay for

These resources will help you get inspired and motivated in each of these areas:

### **1. Exposure to new potential fans**

- [SonicBids: 3 Ways to Become Your Hometown's Favorite Band](#)
- [Eleven: Getting Fans - How to Build a Fanbase in Music](#)

### **2. A community of current/committed fans**

- [SonicBids: How a New Band With No Fanbase Can Start Building Local Buzz](#)
- [Eleven: Fanbase Growth - Capitalize on Connecting With Your Audience](#)

### **3. The ability to produce products and experiences that your fans want**

- [Eleven: 5 Additional Ways to Monetize Your Music](#)
- [Eleven: Three Keys to Booking Gigs at Small Venues](#)



## Simplifying Musician Entrepreneurship by Helping Artists Build Sustainable Careers

Most music creators are frustrated they don't have the knowledge or skills to grow their music career. With music career coaches and virtual assistants, you'll feel more confident pursuing music professionally.

[Find a Music Career Coach](#)

