



## 7 TRUTHS OF MUSIC MARKETING

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MARKETING YOUR MUSIC IS NECESSARY AND DOESN'T HAVE TO BE DIFFICULT

MUSIC MARKETING IS ABOUT RAISING AWARENESS AND CONVINCING PEOPLE TO GIVE IT A TRY

MARKETING SHOULD BEGIN AS SOON AS YOUR PRODUCT IS GOOD ENOUGH TO PROMOTE

YOU NEED A UNIQUE SELLING POINT (USP) TO MAKE YOURSELF MEMORABLE

MARKETING IS AN ONGOING PROCESS

KNOW YOUR TARGET AUDIENCE - GET SPECIFIC

MARKETING IS A 2-WAY STREET. ENGAGE FANS ONLINE (REPLY/RESPOND) & OFFLINE (NETWORK/CONNECT)

## MARKETING IN YOUR LOCAL SCENE



### RADIO

Non-commercial radio is a good option for emerging artists

Look for online radio stations in your specific niche. Also consider community radio stations which may allow for personal interviews.



### STREET TEAMS

Ask your biggest fans to distribute posters for your upcoming shows in exchange for free tickets

Most people find out about new music through their friends. However, don't ask too much of your fans, make sure that there is some sort of value exchange for them.



### LIVE GIGS

Go out there and PLAY! Intimate pop-up shows and house parties are a great way to open doors

Try playing inside your favorite stores. High foot traffic could equal new fans. Amp up efforts by handing out free music and merch, plus links to your music online. Provide a memorable experience.



### COLLABORATE WITH OTHER MUSICIANS

Collaboration is a great way to get your music in front of another group of people and create new fans

Work with bands in a similar genre or with similar fan base demographics. Record a cover song or two together and release them on your social media profiles.