SoundBeatsTime

ONLINE
PROMOTION

by   Ramona Vecean

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CONTENTS

WHAT IS MARKETING?

Introduction

Marketing is an essential aspect of any business, or in our case, in getting to be known and sold as a producer, musician or singer. Without this important item an artist remains unknown and so is the art created.

This course will take you through basic steps of understandings marketing, the way we communicate and make ourselves visible to the consumers (our audience), how to plan in details our online appearance (website, social media) and how to populate these with relevant contents, where and how to promote our music online, to analyse our efforts and see the results we get, as well as some tips for getting funds to get it started.

It may take some time and require financial support until you can manage to have a specialized expert in helping you out with these, so this guide is here to help you getting you started and giving you some results. Remember though, you cannot do everything at a high level so once you advance with your image, better seek for expertise and support to increase and consolidate your image, and so you can focus on the creation and production of the music.

Marketing

Let's get it started with what marketing represents. The American Marketing Association (AMA) defined marketing as *"the process of planning and executing the idea, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals"*.

However, if we add to this the definition of even more specific terms such as what music marketing is, it leads us to an area of music that is responsible for planning and carrying out procedures in order for musical content to be profitable. With this, carrying out a sale and position in the market of the artist, band, producer or any other musical content, is in order to promote their products at a musical level and get results in terms of visibility, brand-awareness and sells.

Then you may wonder how could you put these definitions into practice? First you must set clear objectives, thus follow a line of tactics and goals to achieve in the long, medium and short terms. However, do not think that music marketing is completely different from the foundations of traditional marketing; on the contrary, the same tools and elements are essential to be able to carry this one out as well.

The 4 P's of music marketing

E. Jerome McCarthy is one of the pioneers in marketing and in his basic fundamentals he presents the 4 "Ps", as being the definition of concepts that together explain how marketing works in a unique way. In the description below however we will take the examples adapted to the musical field.

PRICE

PROMOTION **4P** **PRODUCT**

PLACE

Product

As an artist, band, producer or music generator you will have a very clear idea of what your product is: the music. This product, unlike any other sector, is a product that cannot be felt, but this does not mean that it has no value; it takes a creative or creation process that involves time and investment, and the result, the product, is the song itself.

The most important thing is to develop a quality product and although music moves by trends, you must always be faithful to your essence.

All musical genres and types of production have their niche so the main thing is to know and get to know your audience to develop that interest in your product.

Just remember that the most important thing is that the product is qualitative and sounds good.

Placement

Where can you sell/distribute/broadcast your music? Simple: social media will be your best ally, especially in an era where everything is seen on the internet. In different times the record companies and the physical material were important to distribute, while today you will have control of the distribution in your hands, in some cases at very low costs.

Artists, producers, emerging groups can upload their music and content on different platforms that include audio, video, images, etc., which can be your starting point in getting to be known.

Some of these platforms offer free packages such as YouTube, Soundcloud, Bandcamp, Spotify, etc. These media allow you to reach global levels and millions of people, as well as allow you to segment the public you want to reach.

Just remember that your profiles will be your cover letter, your record cover and your brand image for it, and although the facilities for creating profiles on the different platforms are within your reach, you can never forget the presentation itself.

It is important to spend sufficient time to create a strong presentation to bring an impact and be remembered by the audience.

Promotion

This is one of the most important stages since this is the one that will take you to the goal you want to achieve at a local, regional, national or international level. The promotion does not refer to a discount or a 2x1 promotion, but to what the goal is and how you sell that musical product. Since we have the placement that is, in the case of music, the different digital platforms you want to be on, now you just have to promote that content.

What does this mean? You must see the promotion as a direct form of communication with your target audience; it is also the most direct way to make your brand, band, music or production known.

You should rely on the promotional campaigns of digital platforms such as promoting a post, video or ads such as on Instagram, Facebook or Google ads. The duration of this promotion will depend on the money invested in the campaign; however, platforms such as Instagram or Facebook allow low-cost and far-reaching investments. Sure you invite your friends to like your profile and content, and distribute it all around, yet you might want to consider even from the beginning a paid ad that can break the barriers of your direct surroundings. No need to go big with the budget, but such an investment can bring you much authentic and objective audience than the people close to you.

Not everything should stick to that though. The followers or fans will not only get to you just with a promotion of a campaign, but it also implies organic work, that is, it is essential not to forget classic methods such as sending an email, writing a message, distributing to groups of interest or send around your material as samples, offer your material for free at local events, establish collaborations, making press announcements, attend social events, and also use radio and television programs to achieve more reach.

Moreover, once you manage to reach some of your customers, you can turn them into promotion agents. Encourage them to spread the word about you and your music. If you are endorsed by their opinion, it will be easier (and cheaper - almost free) for you to also cater and reach their circle (friends, family, peers etc).

It doesn't matter if you are a beginner, just with a first musical content, a video or audio is enough to start promoting your material. But above all it is important to grow and explore platforms and media that allow you to have a greater reach. Creating a plan with objectives is always essential to set goals and achieve them within certain deadlines.

Just to make sure how you could establish an objective as a traceable one, your objectives should be very specific in terms of what you want to achieve, measurable in terms of numbers (songs, people, reach, engagements, views, reactions, etc.), achievable by you alone or with the support of others, but without exaggerating more than you are actually capable of, you want to achieve something relevant to your work, and everything is in a timed period so you can track and evaluate your results.

Of course once the period is over, you are to see if you reached or not your set objectives, and despite the results being over or underestimated, you can set new objectives with the new gained experience.

Price

Yudelson said that the price is made of "*all the elements which the buyer must give up on in order to obtain benefits.*" The price can be simplified in defining it as being a sum which the buyer trades in for your musical product that they want.

Such an approach is rather limited at a transactional one between you as a musician to them as audience, through your product for a certain amount of money. Going on with this hypothesis, we'd rather diminish the relation created beyond this context.

From the audience's perspective paying the price for your music represents giving up on certain aspects that would help them obtain a benefit (your product), while for you, the price they pay is your source of income. Establishing the price has to take into consideration the costs you have to cover in order to produce the music (equipment, resources, time, your education, distribution, promotion, etc.) as well as a profit.

While entering the musical market, the price should be as lowest as possible. The differentiating processes' efficiency, the positioning and the branding should contribute in time to building on a public eager to pay for your products, as in a monetary income for you in exchange to your products.

As loyal to you your public becomes, as more you can work on the price and construct a great relation with them. If in the beginning you are offering free merchandise or musical content, with time you can still offer some of your content free, while for some you can request a price. Same goes with increasing of your brand's awareness as you can offer for sale merchandise objects and start generating income from a connected activity.

Now that we have finished the 4 P's of marketing, we want to narrow down one last point that will work to achieve greater reach for your brand and products, which is:

Partners

You may not see it necessary initially because you will create your own content and you will be able to distribute it at your own pace and according to your needs. But it is also true that collaborations in different musical projects are a great opportunity to advance together and with great importance.

Who are those key partners or allies you can have or get?

Your **key partners** will always be your followers of your professional career – call them fans, followers, etc. It is important to keep the content original and transmitting an image of how you see and interpret the music, but taking into account the audience's needs and desires, can bring them closer to you and your products.

Then you will have the **strategic partners**, as in those that you build your strategy with, with whom you have similar and conjunct objectives or you can share resources. These are your image vectors, followers, opinion leaders, content multipliers, such as specialized media, a composer or producer with whom you can collaborate on a longer run.

You will also have **music promoters.** These are the ones who are loyal to your brand and who will spread your content, attract more people to it and also distribute what you produce. Mainly, you will be able to see them in your friends, family and acquaintances that support you 100%.

You can associate with **influential people** or those who have a more advanced career than yours, which could allow you to give exposure and promotion to your musical

product. Who can these people be? Media, a blogger, YouTuber, podcaster, influencer and the list can go on.

Remember that these exchanges in digital marketing do not always offer economic benefits however initially the main thing is to make yourself known in the music sector.

The 4 C's of music marketing

The paradigm of the 4 C's developed by Robert Lauterborn is used to create a marketing strategy, with the support of the 4 P's, but based on the consumer and taking into account their wants and needs.

The 4 C's stand for: consumer, communication, convenience and cost. Yet we want to carry out a change based on music marketing and the start of an entrepreneur, so we adapt it based on the needs of the entrepreneur and in less developed areas. Let's see them one by one:

CONSUMER **CONTENTS**

4C

CONVENIENCE **CONSEQUENCE**
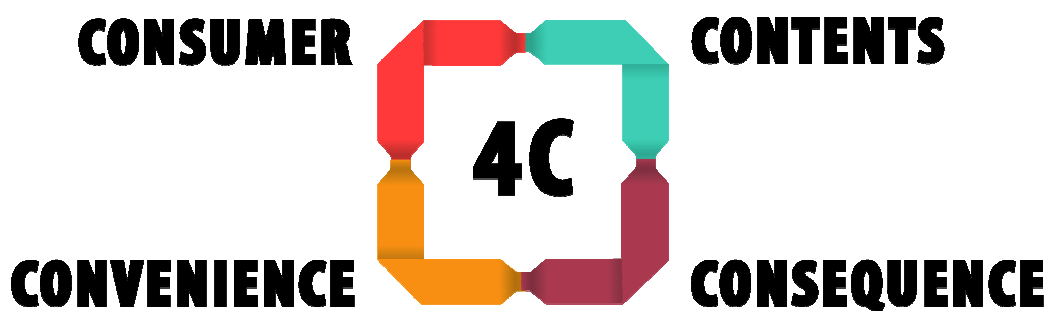
Consumer

Whenever we develop a product, brand, entrepreneurial idea, etc., we must know what audience we are targeting and who is going to "consume" us. It is essential to know this point in marketing as it is what will allow us to sell and promote our product since the communication will be a direct and close one.

The principle of any musical service is to satisfy the tastes of the consumer or fan, in order to generate a product that is tailored to the requirements of our listeners.

For this reason, you must stop here for a moment and start using tools that allow you to fully understand the needs of your target audience or consumer.

As a proposal of useful tools that allow you to ask yourself the right questions to get to know your audience, we leave you with an Empathy Map, which will give you an open resource about who your future consumers are.

What do they
THINK AND FEEL?
What it really matters
Main preoccupations
Worries and aspirations

What do they
HEAR?
What the friends say
What the boss says
What the influencers say

What do they
SEE?
Entourage
Friends
The market's offer

What do they
SAY AND DO?
Public attitude
Appearance
Behaviour towards others

EFFORTS
Fears
Frustrations
Obstacles

RESULTS
Desires/needs
Measures of success
Obstacles

Instrument developed by XPLAN

Contents

Let's talk about the content you are going to develop about your musical material, which you will publish on social networks and digital platforms. Although you are starting with the production of your own content, you must create as well launching campaigns, even if there will be no physical material. The more you post and the more they know about you, the better known you become and better it is for your public image.

While being seen is important, it's not necessarily a matter of quantity over quality. Set a plan that integrates the type of message, your communication goals and stick to a rhythm. It's important to remain consistent and relevant. Remember, there is no predetermined recipe, you should experiment ad measure the feedback: trial and error are your friends.

The topics are very broad and it is best to divide it by themes, values, history or strategy. You can tell your story, your beginnings, how you produce or what you produce, yet always referring and including the musical factor in your online appearances.

The format also has various options as it can be audios, videos, photos, galleries, GIFs; in short, a variety of alternatives that lead you to promote and make yourself known at a wider sense. You should be careful about having compatibility between the message, its form and characteristics of the communication channel. The secret is to create valuable content that interests the public and, above all, that is constant and consistent.

The secret is to create valuable content that interests the public and, above all, that is constant. You decide on the frequency and type of content, but keep the consistency up to the same minimum standards, if not improving them.

Convenience

In the music sector accessibility to content, music and material is essential since there is great competition and high online traffic. Ideally you should offer simple, organized material that is easy to access on the platforms where your music is being distributed.

The platform itself should be chosen in tight connection to the profile of the consumer. You should try to anticipate the places where they are present or where they search for new productions and so you can place your musical product there, at an eased reach for your audience. Nonetheless, having your own profile really well done it is equally important so you can be identified and identifiable.

It is important to ask the right questions to get timely answers. Does my profile have filters to find the product they want more quickly? Does the purchase process have many clicks? Is the purchasing process intuitive and simple enough? Is the reproduction process easy to understand? Do I offer playlists?

Think about all sorts of questions that would simplify and improve the user's experience in relation with you. Feel free relate your content to similar pages and adopt aspects that you find relevant and important for you and your audience.

The fewer steps it takes to consume your product, the better. For this reason, a plus is to generate a loyalty system based on rewards for the products you offer according to the public you are targeting. Offering a good experience to the consumer user will generate that this public continues to follow you throughout your musical career, and perhaps even bring new people along through direct recommendation.

Cost

We include this one here as a bonus. As we mentioned in the previous point of promotion, it is important to develop objectives that can be met within certain deadlines. The before mentioned promotion of content however implies an economic investment.

First we must understand how much will be investing in promotion and musical production, and then continue to the next step of economic returns. The first point is essential as you do not always need a large initial investment to achieve the objectives since by creating your own content the costs are reduced.

This course allows you to learn not only to develop your musical content, but also to promote it and to obtain external investment to achieve these goals. Initially, the return on investment will be a slow process since the digital platforms themselves are the ones that will distribute your music. They have their own reproduction rate and in some cases you may not even benefit from it. However, by promoting your content you will not only be

able to spread it out, but it will also open paths to hold events or sell a physical album or digital materials out of which you can benefit.

Remember the processes are slow in many cases, but it does not mean that they do not work. Also bear in mind that the value of your product is proportionally linked to the value of your brand image, group or music producer so they must go hand in hand. If your brand is seen, your content will be seen.

By setting goals you can set as well a budget. What do you need to produce your music? What investment do you need to promote it? How will you get that investment fund?

Some of the objectives or investments that you must make are:

- Music production per whole – internet, laptop, microphone, musical equipment, etc. (check our *Audio recording and mixing* course for details);

- Promotion of campaigns on digital platforms (ads);

- As professional photos and videos as possible;

- Playing at events (transportation, meals, trips).

At first you will not see the monetary return but many activities do not require a great cost, which makes the launch of the content viable.

Consequence

This is already the last C since it is the consequence or the result of all the research and content creation developed. These results take time, especially those that show us that we are successful and the measure of it. Therefore, it is essential to understand the process and accept the stages that lead to good results.

This can take from months to years, don't feel discouraged though and remember that everything will have an influence and the success of the results will depend on the expectations and objectives that you set at the beginning.

Also creating good content implies that it also lasts over time. Just because you made a good song doesn't mean that all the work is done but on the contrary, it just means that you should keep working to create more content equally valued and even better as you evolve in your technique or you discover yourself better. Everything you do generate results, impressions and responses from the consumer and based on that we will understand the results that it addresses us.

In the musical world, everything generates a message, that is, a good partnership is a good result, many downloads is a good result, many reproductions is a good result, etc. The many other features are what will make you understand that you are on the right track.

Do not be afraid to risk; perhaps that last song or content is what will lead you to go viral. Risking is winning. Your talent is your best presentation. Continue betting on it and it will surely lead you to good results.

THE COMMUNICATION IN YOUR WORK

The communication put in simply words means the way (channel) you (senders) manage to convey our thoughts, opinions, known facts (message) to our targeted audience (receiver), the way they understand (decoding our message) and deliver a reply back to you (feedback).
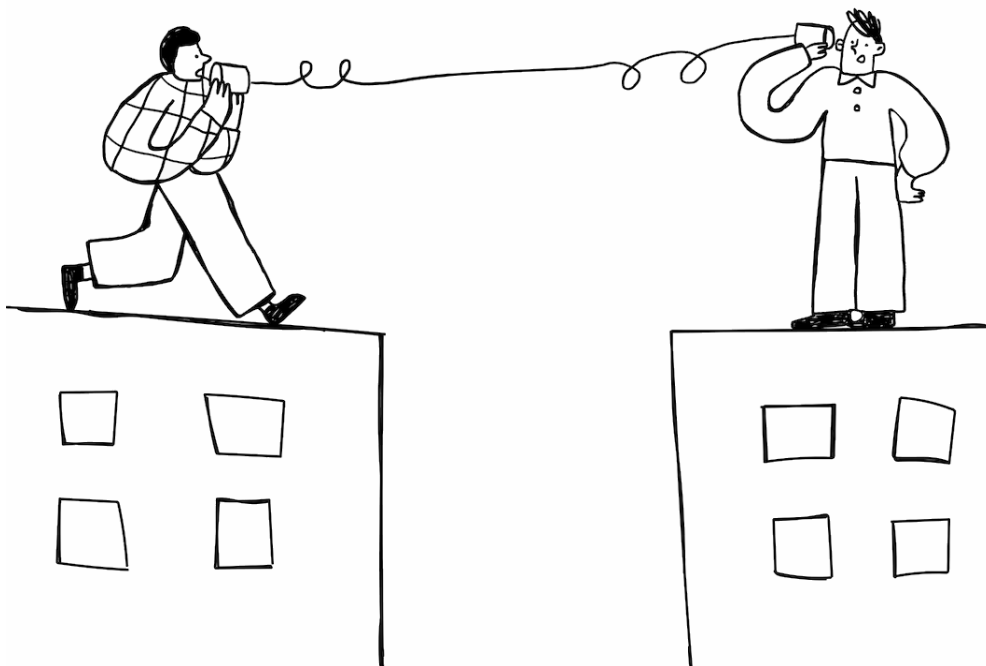
This cycle looks rather easy in theory but then there can be several barriers that stop you from sending the message as you'd like, or being received and perceived as you conceptualized it. Such barriers can be related to:

- Physical barriers;

- Personal barriers;

- Status barriers;

- Attitude barriers;

- Emotional barriers;

- Cultural barriers;

- Language barriers;

- Insufficient attention;

- Premature evaluation;

- Regular flow of communication;

- Repetition;

- Feedback;

- Mutual trust and faith, etc.

The communication is complex process which is not only a way of transmitting the information, but which is used also for interacting through its content (what) or relationship (how, with whom).

When preparing and thinking over your message as senders, you should take into account:

- The purpose – information, persuading, influencing, training, creation of image, motivation, etc.;

- Whom you represent;

- If you have a formal power;

- If you are liked/disliked;

- If you are respected/disrespected;

- If you have credibility.

On the other hand, the nature of the receiver tells you the possible reactions to your message:

- Will they accept it?

- Will they offer resistance to it?

- What is the receiver's status as compared to yours?

- What is the background of the audience?

- What do they want to hear?

- What do they think of you?

The environment in which our communication happens is also equally important as you count on the place your message is delivered to the receiver, based on:

- Internal / external;

- Formal / informal;

- Large / small audience;

- Noise level and different interferences (audio barriers);

- Temperatures, lights, colours around, etc. (physical barriers).

In order to have achieved your main goal and avoid miss-communicating the message is by paying attention to privacy, being memorable and recentness of the information.

If it is to go by the written communication, perhaps the most common tool used by musicians when promoting their work, you should take into consideration various aspects such as:

- It is simpler and plainer than the spoken word;

- It does not include the vocal tones, so your message should be clear through the words we use;

- It is intended to be to the point, quicker, often to be read only once;

- It is reflecting what you think;

- It presents and represents a picture of us to your targeted audience.

How can you make sure you are communicating properly in writing?

- Decide what your purpose is (specific, general);

- Analyze the audience's profile (small / large, informed / uninformed, specialists / casual public, motivated / unmotivated, etc.);

- Make sure it follows the 7C's: is it clear, complete, consistent, correct, concise, courteous, does it connect?

- Select the types of text and the transmission channel;

- Write it down and organize it – omit needless words, be sparing with adjectives where not the case, avoid ambiguity, clichés, colloquialism, jargons;

- Use gender-free pronouns and non-sexist language whenever possible;

- Avoid passive voice to make the text more appealing to the individual and as a direct communication;

- Proofread it (spelling, grammar errors do count);

- Share it with a friend or a colleague to check both formal aspects of the text and to get reactions.

The communication and the way you structure our message will help you in the following chapters of branding creation, web design, and social media contents as all these need you to adapt our style and message goals to the context where you use it.

BRANDING CREATION

We've seen the importance of marketing and its main features, as well as understood the important of communication when interacting with our audience. We'll dig deeper into getting ourselves known online, this time through the branding, trademark or unique image we create for ourselves.

Olle and Riu (2004) define branding as "*capturing the essence of an offer (product), thoroughly working on an attractive, different personality, full of meaning for the potential customer, and connecting it on an emotional level with the brand in question, endowing it with a certain magic.*"

Branding is a process that allows us to define our brand or trademark. In the example of the music area it helps us to build the identity of our brand, our personal identity or that of the band in terms of the public view. This brand identification involves different elements visible or intangible; they can be visual or just the construction of a conversational tone. It is to directly transmit what we want to communicate about our brand.

What does this image or visual identification include? The colours of the brand, the values they share, the norms and style, the tone of communication. All these variables influence the construction of the value of your brand for the public. In the end, the objective is to identify and develop that added value or elements that differentiate you from the rest of your competitors, especially in the musical world.

Branding implies extending your brand, distributing it to different markets and, above all, positioning it as a reference in the musical world so that your fans or followers always have

it directly or indirectly in mind. Simpler put in less words, is the image they associate when hearing about you, that helps them identify you from the rest.

Branding in Social Media

Branding is like a stamp on you and it is content so that is why it is directly related to communication, identity (what you transmit to your audience) and image (how they perceive your identity). In the world of marketing we can divide the characteristics of branding by elements, these being:

- Name;

- Logo;

- Colour;

- Communication tone.

However, for music branding, and especially for new entrepreneurs in the world of music, these elements have a differential. These include those mentioned above, but also:

- Musical genre;

- Type of artist (composer, singer, producer);

- Band or soloist.
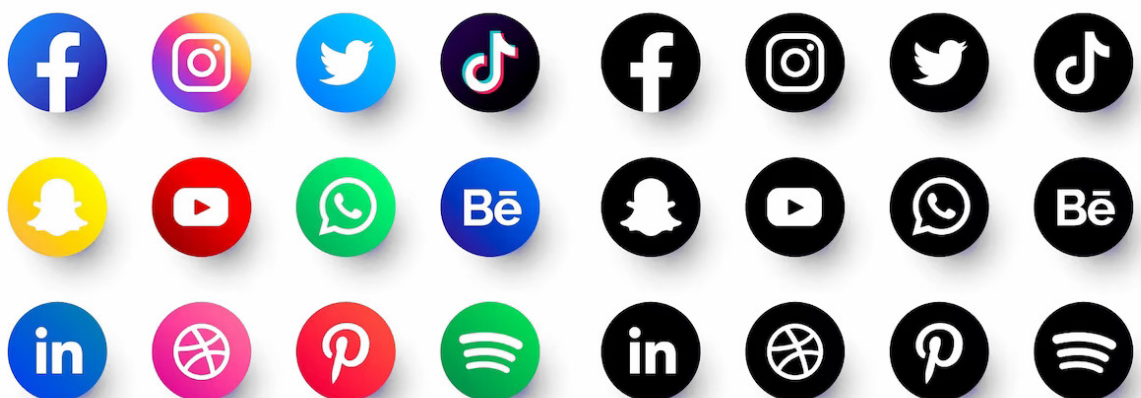
The most important thing about developing a good image and branding is to be as specific as possible so that the receiving customer has a clear vision of what your brand means. For this reason, social media is an ideal channel for the promotion and coherent publication of the content produced by musicians.

The phases of constructing a brand follow:

- **Identity** – awareness, association with specific elements;

- **Meaning** – performance (association of rational, internal attributes) and imagery (association of emotional external attributes);

- **Response** – getting an answer based on rational or emotional judgement;

- **Relationship** – loyalty and resonance on a long term.

Basic steps of branding in social media

Consistency in information and contact

It is essential to generate a solid image of yourself. What does this mean? That your actions go hand in hand with what you produce musically. Social networks are an easily accessible source to generate information, so the content has a speed of publication and durability over time.

If you as a band, producer or entrepreneurial artist are not consistent with your type of musical content, with the graphic or with the way you communicate, the effectiveness of reaching a greater public will not be achieved and it will even make people not identify with your brand.

For this reason, in the first instance, you must deal with the construction of a "stage name", be it a band or a personal one, the direction you want or go to, contacts and details that give you exposure in the different social media accounts.

Differentiation

What sets you apart? What makes your music different from the rest? These are the main questions you should ask yourself since they are the ones that will help you create the branding and identity of your brand at another level, and thus be able to transmit this differentiation in your digital media profiles.

This will also generate a specific personality for your brand, accompanied by assertive communication. For this reason, the communication strategy must have a unique identification which must reflect your stage personality on all platforms, always fulfilling a line of communication.

However, just because you always follow a line of communication the content shouldn't be the same on each platform: what you post must be adapted to the type of platform. For example, on Instagram everything is very visual and in a few seconds. You cannot create the same content for Instagram, where you can make videos of 30 seconds and go viral, and videos for YouTube where you have no playback limits. Maintain the line you set, but

adapt the content type. All these are details that must be taken into account when communicating and how you communicate it.

Analyze and evaluate

It is advisable to analyze yourself as a brand identity. Who are you? What do you want to achieve? What do you depend on? That is why one of the most recommended tools is to do an S.W.O.T. analysis, as in analyzing your strong and weak points, opportunities and threats (check our course on *Entrepreneurship for beginners* for more details). With its help you can evaluate and analyze your internal and external characteristics, observing the strengths and weaknesses that you find in yourself, and evaluating the threats and opportunities that you can find outside, as being independent of you.

These results will lead you to highlight your identity with respect to your target audience and also to understand the needs that you must cover when creating branding in social media.

Visual identity

In social media it is essential to pay attention to the details, not only of the tone and communication as we mentioned before, but also the visual content. In music or depending on the type of musical content you develop, you will believe that how you look is not important since only how you'll be heard will matter, but this is a wrong thought. Every detail must be taken care of, especially in social media.

The image is important and with this we are not referring to how you dress or how you look physically, but how your logo is designed. You should always have a logo, the type of typography used, the quality of the photos used, the colours implemented in layouts, etc., which to follow the same pattern decided once in the beginning. Of course, with time you can improve it or update it, yet it is recommended not to completely change it suddenly so your followers not to recognise you anymore. If you want to re-brand yourself, do it slowly and step by step when you are in the beginning of your career.

Permanence

When creating the branding we seek to remain in the minds of the followers or clients, therefore the duration and constancy that you give to your brand is important.

The more constant you are in digital media and the more permanence and visibility you have, the better. Your music has to be alive at all times, therefore, even if you have your identity, you must also play with changes, fashions and trends while taking into consideration the desire and needs of your audience.

Positioning

First we must understand that positioning and branding are not the same even if they go hand in hand. **Positioning** seeks to generate an indefinite space in our target audience and that is why we must create a good brand image. **The branding** must accompany it on the path of development and growth of the space in the minds of users.

How are these types of positioning in the musical field?

- **Based on the genre**

Is it rock or classical? Jazz or pop? Who consumes your product? The positioning is defined according to the musical genre or the style of music, which differentiates you from one and another.

The type of exclusivity of those who consume is not the same public that consumes rock as the one that consumes jazz. Even if they could be, the differentiation marks a distinction in the positioning you are looking for.

In the consumption and level of investment that your public of one genre or another would implies. Sometimes that genre will imply being for many, but in others it only implies a selective audience.

An example of this is traditional musical genres. They are not always consumed globally, but people who are rooted in their culture enjoy it more and are more being faithful to their traditional genre than a person who does not have the same cultural identity.

- **Based on quality**

Although quality is always sought in any industry, in music it is even more so. This does not imply that you must have a large budget to generate quality content, but it is important that in music and production it is important to stand out. Audio quality, editing, content, lyrics, music are essential to position yourselves in the mind of the listener or consumer of your music.

- **Based on competition**

Studying your competition and observing what it does to position itself on the market is important. Do this step in the beginning not to end up being mistaken by your competition. Although in the same way you should always look for a way to differentiate yourself, it is required to find a way to show how you are better than others, from the healthy competition's point of view.

- **Powered by celebrities**

You can never fail if you become known due to some other famous person discovering you or sharing your work. Making an impact on influencers can give your content momentum.

WEB DESIGN

Previously we talked about social media, branding and your image in the mind of the consumer, especially in the identification of your music as a differentiating element.

Web design or the design of web pages, is directly related to all the content mentioned above, yet by applying the same concepts you will create your digital home.

In the most professional cases, designing a website implies using a marked language such as HTML or XML, while CSS systems are used to load the images specifically. All these systems are very complicated, so obviously a website will not be designed from programming unless you are a coder. There are alternatives for it, no worries.

Platforms like WordPress, Wix, Ionos, etc. work perfectly for creating and designing websites without having a great deal of experience as they provide a series of templates to generate a quality website. Opting for one of these tools is your choice. Some are paid or you will need basic knowledge to generate the website, however, this will depend on you, so we want to give you some types of elements that the web design should have.

Primarily you must understand that the web is your digital home and unifies all your identity elements, that is, your music, your image, your designs and your story. The main thing is to create a structure, so we will indicate some steps to better understand the creative process of the web.

Defining elements

When we talk about elements, we talk about what we want to achieve with the web, that final work as you imagine you will project your music through a web page. Remembering that you can get everything on the web, you can even create your own store for selling musical products or items related to your music.

You must ask yourself the following:

- What defines you?

- What defines your music?

- What represents you?

- How do you identify your brand?

- What colours do you like?

There are many elements that are variables in the design of a web: typography, images, videos, sounds, colours, minimalist aspects, etc. It is also important to know how your competitors do it or even go to those reference pages that you like to observe and adapt from them examples of how you would like your musical image to be projected on the web.

A tool that is useful in this case is the vision board, by means of a collage. Just join or place those elements that are the ones that identify you, especially at a graphic level, and this will allow you to continue with the next step.

Items to consider:

- Colours;

- Buttons, (shape, borders, shading);

- Images;

- Fonts (text, headings, highlights, quotes, etc.).

Plan the design

Design planning can be subdivided into two parts: **visual identity** and **usability**. Both are essential since they must go hand in hand. A web page with a good graphic identity, but little usability will only lead to the lack of adequate navigation for the fan or consumer.

After having that board vision, that model that captures how you want that web page to be, you must understand this final product is in accordance with your audience and the

services you offer. With this we must work on the detail, the image and the attractiveness of the web. The design of web pages is based on a structure made up of blocks, making it easier to understand the content.
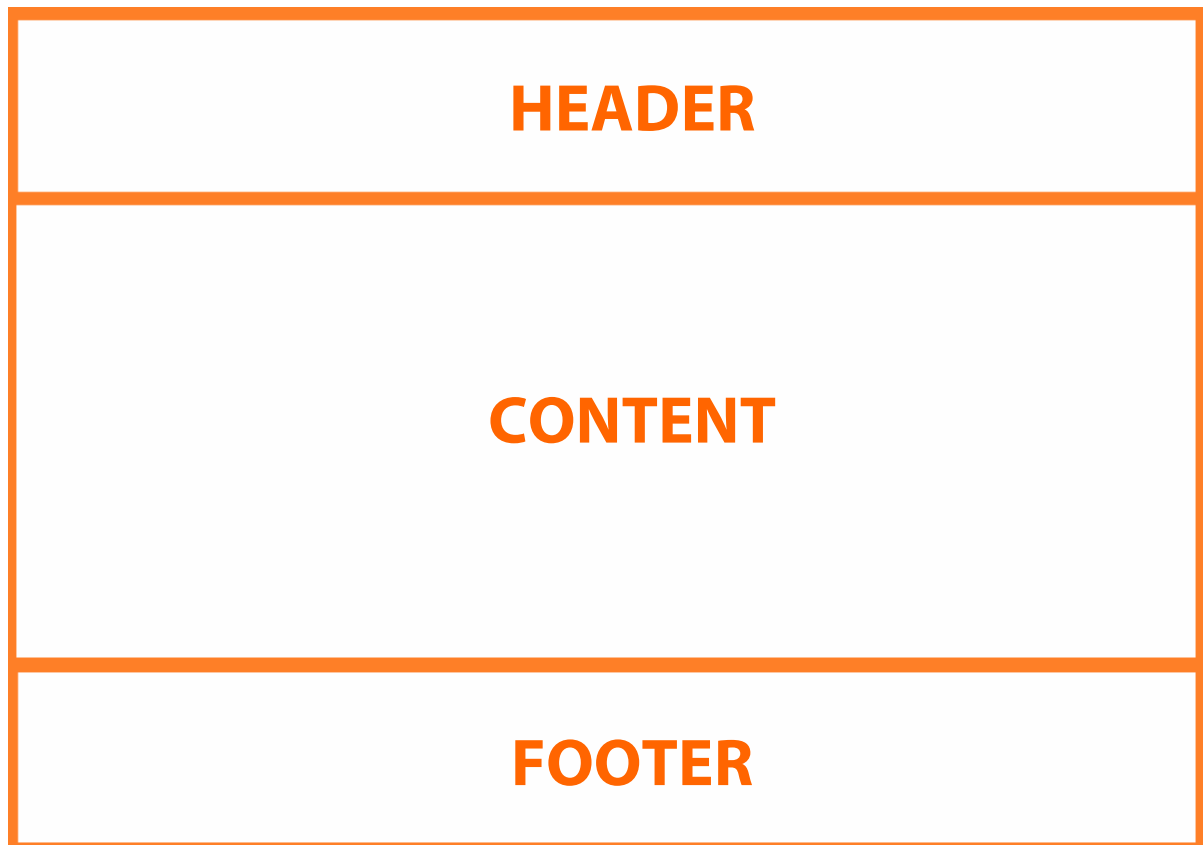
It is important to design the web in a frame structure to improve its programming and the determined templates of the different platforms. Put these elements in order; for example, your brand logo should be the first object to be observed and it should be located on the left side of the web, since it is the first place that users usually see on different websites (Latin alphabet is read from left to right, from up to down, by rows).

Think as well about the pages and sub-pages that you intend to use at the beginning and potential future ones while you develop. Create a sitemap and make its connections to ease the navigation but have a simple visual aspect as well.

We must guide the user to go where we want them to go. It is important to highlight the elements that are most relevant to us: music playback, concert tickets, reservations, contacts, etc.

Create a structure

This is the basic one and is divided into three parts: header, content and footer.

<div style="border:2px solid orange;padding:20px;text-align:center;color:orange;font-weight:bold;font-size:2em;">HEADER</div>

<div style="border:2px solid orange;padding:60px;text-align:center;color:orange;font-weight:bold;font-size:2em;">CONTENT</div>

<div style="border:2px solid orange;padding:20px;text-align:center;color:orange;font-weight:bold;font-size:2em;">FOOTER</div>

This is the most basic structure of a website or home page. It is often complemented with banners, category lists or other elements, however, we will start from the beginning, since everything will depend on what type of website you are looking to obtain.

A website for the sale of physical products is not the same as a music promotion website. Being clear about the first two steps will allow you to add more elements to this structure template. That is why we can get different elements that connect or with which they have more affinity:

- **Header**: logo, slogan, main menu, search engine, social profiles, etc.;

- **Content**: all the content of the page (photographs, texts, videos, etc.);

- **Footer**: shortcuts, contact information, social networks, copyright, legal notice, etc.

In this example, the design style called **«landing page»** guide the user to the important parts of the content, that is, the service or product offered, in our case the music. That is why they are used in the launch of videos, songs or brands. In most cases it is just a window that takes you to a certain goal. They generally have a simple structure to capture the user's attention and make them take an action on the web, such as sign up for the newsletter, make a purchase, listen to a song, watch a video, etc.

Getting it started

Let's take the steps one by one and see how we can start having our first website:

- **The domain**

Choosing the domain for your website is a very important step that you need to take into consideration. It is your first online "business card" and what others see about you. The way you choose the name can make people take you serious or not.

Here come into function the **key words**, as in words that people use when searching for a type of music or a specific instrument. The web domain should give the reader a very first impression and knowledge what your site is about without even entering it properly.

You might not have a lot of budget to start with in the beginning, but a professional looking website demands a personalized domain, which at its turn, it demands also a hosting, both of which imply spending some money on it.

You can create your website as design and initial content without the domain or hosting already bought, yet once you launch your page publicly, make it with these 2 items bought already.

- **The design**

Once you decided on your domain and you bought it, we come to the question of how to use it. The good news is that you don't need to be an expert about websites as there are

various tools that can help you in the process. Install or work through WordPress. It is a pre-defined tool destined to support your work as a beginner in web designing.

The first mistake with the beginners is that they focus on and put in too much time to decide on a template of the page just to make the page look pretty. Pick the template that it's suitable for what you need and don't spend too much time (at this point) in making it pretty. Most of the design elements are adjustable or even replaceable.

- **Keyword Tool**

Now this is going to be a very helpful tool for creating the texts for your page. This tool gives you an access that many don't know or use. Based on a keyword, for example "guitar", it will give you information about various searched phrases containing this word, as well as how many times it was searched or the trend of researching that word.

The free version of Keyword Tool comes with a rather limited power where you get the keywords list, yet not completely the search volume or the other statistics. Even so, it gives you a little bit more information of what you can use.

Another great part about this tool is that you can check the searches from Google, YouTube, Bing, Amazon, eBay, App Store, Play Store, Instagram, Twitter, Pinterest or

Google Trends. It also gives you the possibility to select the geographical places you want to search the usage and even the language so you can definitely target your local potential market.

The Keyword Tool is just an example, yet feel free to find the tool that suits you the most or even try several.

- **Fixed pages**

You are now ready to start the real building of your website and for that you need to create fixed pages. The fixed pages are to help the visitor identify general key information about who you are or what you offer, and they do not need to give the possibility to the viewer to interact with it in any way (no possibility to leave comments, likes or any of such reactions). Their purpose is solely informative and by using keywords that we previously identified, it is going to help positioning your page higher in the search results.

The description text should have about 300-500 words and include as many keywords as possible. However, it is of course important to write the text in such a way to be appealing for the reader, make sense and represent you, so don't overuse keywords unless really fitting in the context. Avoid using the same keyword more times, but rather choose words that are synonyms or variations of the original word whenever possible.

Ahrefs.com is another tool you can use to help you identify the keywords other pages used. For example, write on the search bar of your browser the keywords you are interested in. Continuing our example, we will put "playing guitar". Check the first 3 results given (pay attention to choose the ones without the paid ads) and put them in **ahrefs.com**. It will give you access to the organic keywords that the tool considers helpful for your search.
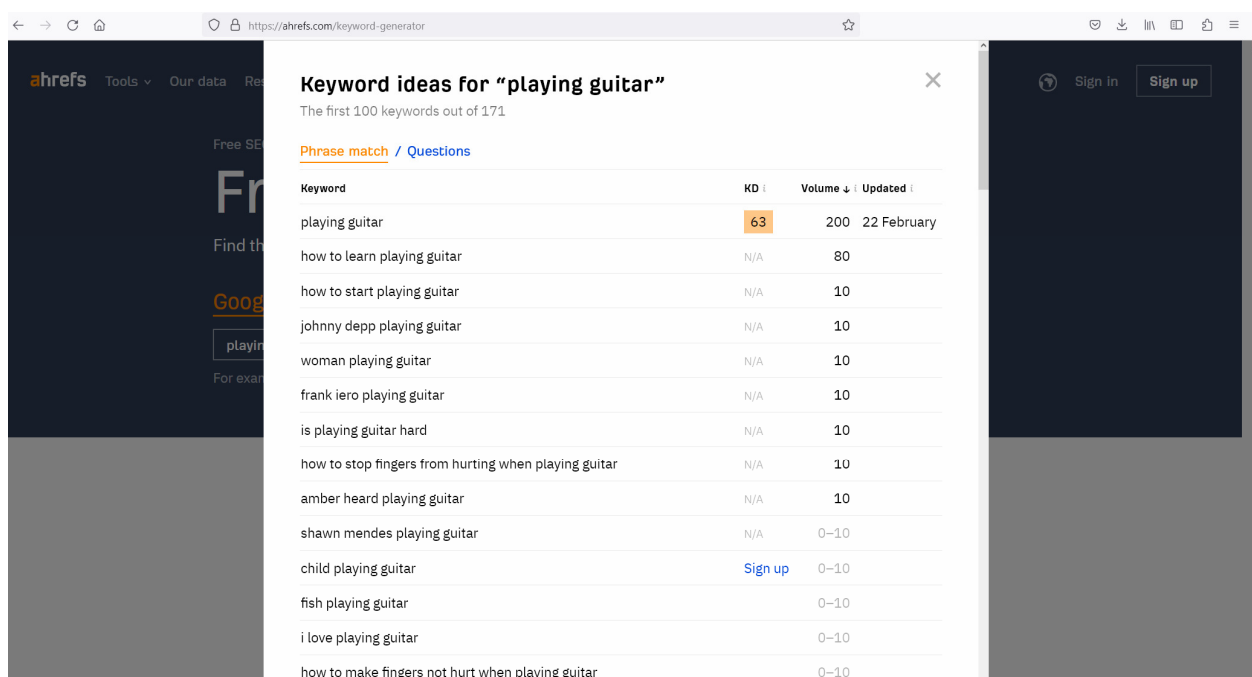
Create as many pages as you think you need, but remember the beauty of the KISS (keep it short and simple) – don't create many pages if they are not truly necessary. Make your webpage easy to go through and access the information within. Creating enough pages and not overdoing it can help as well your webpage to load faster and properly.

- **Interactive pages**

You can have in mind to create a blog, a forum or both where your visitors can interact with you. Same as with the fixed pages, you can use keywords here as well.

It is recommended that if you decide to have such pages to make sure you post regularly (you can decide on the frequency) and interact with the visitors by replying to their comments or inviting them to take an action – to follow you on social media, to comment their favorite song, to share the information, etc.

- **The menu**

You have as well the possibility to arrange the pages in whatever order you want. Make sure you arrange it in a logical way for the reader to find out the information about you.

In case you want to have hidden pages that are accessible only through links, you can do this as well. Make sure though that the hidden page is easy to find though.

The **sitemap** is again worth to mention here as it can help you structure better your webpage, having logic and minding that every page and sub-page are connected and not strained "in the air".

Once you have created the design and you have already put the main text and contents of the fixed pages, give access to it to your friends and family and ask for opinions. As (constructive) critical as they can be, the better for you to make the final touches of your webpage in accordance to a potential follower.
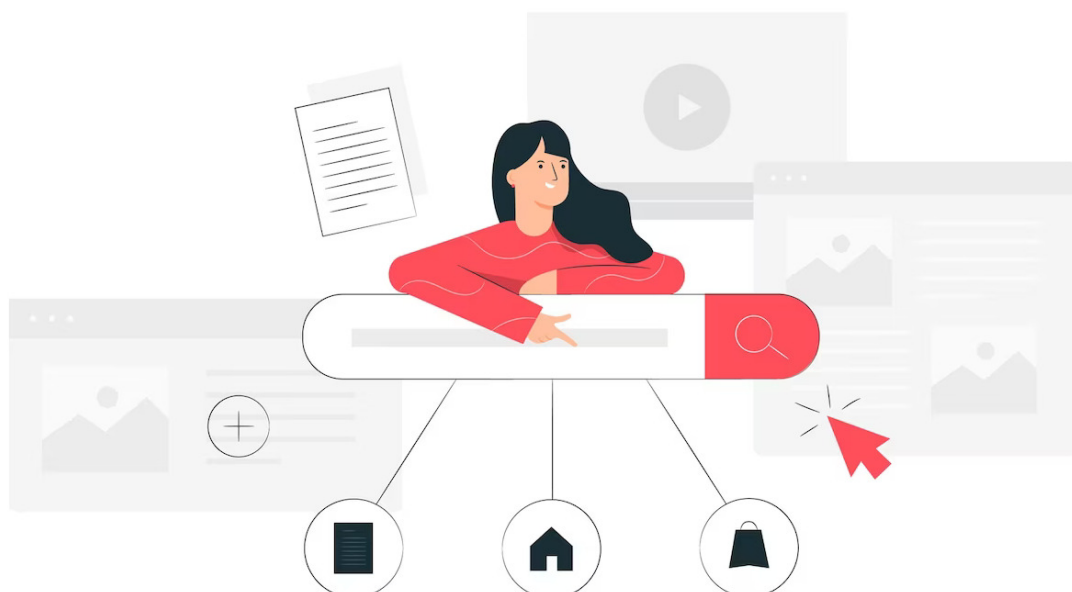
SOCIAL MEDIA

Facebook

Facebook is a social network designed to be able to generate a community and interactions with groups, share information, news and visual content, with own friends and family.

It is one of the most recognized digital platforms by all the different internet users. All types of users can register on it (individuals, companies or big brands) in order to be in contact with each other and thus be able to share content. This platform is optimal to publicize your business, brand, music, etc. It is not only allowing you to have your profile but also to create fan pages, registered companies, etc.

Why should you have a presence on this platform?

- B2C (business to client) – direct contact with your direct public since they see the official news and are segmented by closeness and proximity;

- B2B (business to business) – you can offer your product, that is, your music;

- You segment and reach your audience or fans directly.

Facebook enables entrepreneurs and artists to grow their business on a broader geographical level. Therefore, we explain the following benefits:

- **Segmentation** – you can select which audience to reach (age, gender, geography, etc.);

- **Direct communication with customers** – messages, posts, comments;

- **Emotional reach** – identify your brand with the customer;

- **Branding** – promote your identity;

- **Know and retain your customers** – subscribers, possibility to interact;

- **Generate traffic to your website** – redirect the content to your website;

- **Investment** – promote your content.

Steps to follow for your Facebook appearance:

1. Make sure you have a personal profile.

2. Create a complete company page – separate than your own.

3. Use the company's Facebook fan page as the company's official online communication channel.

4. Provide your data, country, address, phone number, email, etc.

5. Publish periodically, at least three times a week.

6. Post relevant content (story, events, releases, music videos, etc.).

7. Share material associated with your content, news, etc. even from other artists.

8. Comment or interact with profiles and other groups of interest.

9. Keep updated the information of the company and its branches, if you have them.

10. Share your own content in other Facebook groups.

11. Use hashtags in connection to your posted materials.

12. If you have, associate your Instagram profile to the page.

Instagram

Instagram is a social network that also allows you to connect with a global community, but in this case, from the point of view of graphic elements such as photos and videos. Today it is an indispensable tool in digital marketing strategies.

One of the advantages of this social network is that it gives you the possibility to promote your brand, band or content to another level. It also allows you to progressively create

your brand, since it is possible to spread your brand identity, always providing valuable content.

This application allows you to increase traffic to your website, since it has many users worldwide, so it lets you to redirect all users or people who visit your profile directly to your website. At the same time it allows you to link other social networks like Facebook, Twitter, etc. to it.

Although it has many benefits, it also has a double-edged sword, so we must take care of the interaction and responses of the followers. It can be beneficial since it provides you with feedback on your music and content and it can also be a means of real-time interaction with your followers. On the other hand, it is also an open door to destructive criticism and malicious comments, so you must be careful with the content.

Instagram is one of the most intelligent applications as it allows you to geo-locate your possible followers and segment them according to your interest. This also allows you to promote campaigns to that segmented and desired audience.

Steps to follow for your Instagram appearance:

1. Create a company profile. Incorporate all possible information, website, telephone number, address, email, etc.

2. Have clear objectives – what do you want to achieve? Where do you want to go?

3. Desired public – who do you want to reach?

4. Constancy in your publication – you must have a constant presence on the platform. Generating attractive content by offering different and new content so as not to lose the interest of users.

5. The description of photos must be creative.

6. Remember to use hashtags (#) – not essential, but they allow a simpler search.

7. Use important resources of the app such as stories, reels.

8. Take advantage of trending tools:

    - Instagram TV (IGTV) – you can generate more dynamic, attractive and longer-lasting content. The video you upload must last at least 60 seconds and a maximum of 15 minutes, if you do it from the mobile application;

    - Lives – you can communicate in real time with your audience;

    - Reels, small viral videos – should be maximum of 60 seconds and have the purpose of generating attractive content;

    - Photo carousel.

YouTube

YouTube is a digital platform that allows you to upload and share videos. Having a variety of subscribers and followers of channels and content, it has different themes like: videos, clips, movies, TV shows, music videos, stories, etc.

In the musical world, it is important to use this platform, since it allows you to share your musical content for free. More than 2 billion videos are uploaded on it, which makes it profitable to be viral on this platform.

It also improves the positioning of your brand and helps in Google searches. This platform is the second most used search engine on the internet. So it is important to provide brand positioning in internet browsing as it gives you:

- Greater chances of appearing among the first results;

- Greater ease for your content to be shared;

- Built brand loyalty;

- Content traffic;

- Greater possibilities of linking to the direct sale of products;

- Calling to target audience;

- Different tools (going live, conferences, content).

Step by step of your YouTube appearance:

- Sign up. Create your profile, start finding subscribers.

- Create your channel and personalize it, add all your information and that of your social networks.

- Upload your first video.

- Upload contents in a timely period (do not wait for months to post a new content).

- Interact with your followers.

Plan your videos

As in the rest of social media, on YouTube you must plan what you are going to publish, that is, song releases, events and live broadcasts. That is why you must understand there are different video formats, and which ones are accepted by YouTube. At the same time, you can use some of the techniques of other social networks when publishing, such as:

- Word choice;

- Titles;

- Description of the content;

- Calls to action;

- Tags or hashtag;

- Defined video categories;

- Selection of images.

Types of content:

- Video clips;

- Live transmissions;

- Trailers;

- Commercials;

- Events;

- Summaries;

- Music covers;

- Mix of songs, etc.

TikTok

TikTok is a platform or social network that has rapidly grown within its followers. Destined to all types of consumers, it is ideal for the music industry, since one of its main components is the music section.

It is a simple and easily accessible social network. It consists of sharing videos between 15 seconds and 3 minutes in length. The success on this platform is to go viral, among the most viewed musical and funny videos. You should always stand out, becoming a trend to achieve a global reach.

TikTok has the peculiarity that your profile can appear on the screen of any user, without necessarily following you since its algorithm works according to tastes and previous videos viewed, thus increasing the number of views of your music videos, creating countless chances of reaching your audience.

This platform also allows live broadcasts, but unlike other live streaming platforms that allow you to have the typical chat conversations in which you can interact, TikTok lets you to send virtual gifts to content creators, such as diamonds or recommendations, which are then transformed into an actual monetary return.

Advantages of TikTok for your music business:

- It is available in more than 150 countries and in 39 different languages;

- It is one of the most used platforms at this time, not only by adolescents, but by all types of audiences;

- It has over a million views and it's still growing;

- It gives you high chances of making your music viral;

- It requires a low budgeted content;

- It is great for having a small economic investment for its promotion.

Recommendations for your TikTok music content

Let's see some tips that you can use for making your TikTok standing out, become attractive and engaging both in an organic and paid way:

Company/entrepreneur/band/producer account

You have the possibility of creating your official profile and not just as another user. This makes it easy for fans to find you and brings reliability to your business, for which you can describe your type of music, your website address, contact, etc.

Advertising

As in the other digital platforms and social networks, you can make organic content, that is free, as well as invest in advertising campaigns that will allow you to reach your target audience quickly, thus redirecting to your web page and increasing your web traffic and your sales, views or visits.

Collaborations

As we have mentioned before, collaborations with other artists or musicians open the doors to a greater reach, and on TikTok it is no different. These collaborations with people with greater influence than your page may allow you to make yourself known, get more followers and have more visibility.

Many public figures have been born on this platform and more and more local celebrities and well-known faces on social networks upload videos and go viral. Invite to collaboration as that will open the doors for you to make yourself known too.

Videos/ Publications

This platform enjoys the novelty so the more creative you are, the better. Also follow trends and challenges to give you ideas how to get viral and create proper, desired content. As in other platforms, being regular with what you publish is important since you have the need to always be in the minds of your users, because if they don't see you, you don't exist. From the aspect of branding, the image of your brand looks closer to them and dynamic, and it is striking for everyone.

In the case of music production it is important to make this content viral so other people to be able to use your music as a background. The small details make the difference: if you are present, use the correct and consistent #hashtag according to your identity, create content regularly with at least 15 seconds, and it will surely be one of the most suitable applications to promote your music.

Spotify

Spotify is a music playback service on a digital platform that allows listeners to access to any music, podcast and audio recording in general. This platform has its variables both free, with advertising intervals included, and paid, with unlimited playback without ad cuts.

As creators of musical content, it is important to be present on this platform, since most of its users spend more than 148 minutes a day, and has more than 260 million connected users. Like the rest of the digital platforms and social networks that we have explained,

this one lets you to segment your target audience, allowing you to connect directly with your fans and followers.

It is necessary to create your profile to promote your musical and exclusive content, so you can also create albums, playlists, etc. The next step is to promote your brand, for that you must be creative and know your audience very well.

Many of the tips that we can give here are the same as with the other applications, and so to place your information, provide your website, collaborate with the most influential people in the industry. On top of that we want to provide you with some other specific strategies of this platform:

More information, better content

Spotify for artists generates information maps with the people who listen to you; what it means is that it provides how your content and music has performed in different countries or places, so it will help to know your next movements or presentations; for example, if in the statistics you observe that you are heard in a specific city, the ideal would be to coordinate a concert, presentation in the mentioned place.

Meaningful advertising campaigns

These ads are simpler in some cases, since they only involve an audio-only production that lasts from 15 to 30 seconds, in which you can present an image related to the audio or provide information that leads you to redirect to your own web. You also have the use of videos or images and both can work perfectly since in both cases they are made to click on it and take you to the extensive information of the campaign that you carry out.

Group sessions

They are sessions in which a group of people listen to the same thing at the same time. This tool can be shared on other different social networks and include friends to share this playlist. It is useful for asking reviews and feedback on a product that perhaps is not yet officially launched and made public.

Collaborative playlist

This feature allows your followers to help you create a playlist together. This will only be shared with those who want to participate. It can help you in studying the desires and needs of your audience with examples from your competitors, which of course can help you improve what you have to offer.

Green room

This is one of Spotify's least known tools, but one of the most efficient and useful. Through a virtual room in the app you can hold live events or collaborate with artists or fans.

CONTENT PLANNING

In digital marketing, this step is one of the most important since it allows you to organize what kind of content you want to share and the strategy you will apply to get a greater reach.

This tool or strategy is what will make you stand out from other new entrepreneurs since you know your audience, and it will allow you to work with an advantage depending on the content you plan. There are many ways to create and plan that content on the different platforms.

First thing though is why it is important to create a content plan or calendar? You must take into account that time is valuable, so investing a little of your time in planning will allow you to save energy to generate other things, more content, etc. later on nor having to worry about that for a while.

By having key goals in your digital strategy and planning ahead, selecting things to do, it will also allow you to schedule those posts in advance so you can only spend your energy responding to comments, managing other accounts, interacting with your fans, etc.

But of course, what do you plan if you don't know what happened? You should look for that content that helps you leverage yourself within your users, such as "D" days (important days at a global, national or local level) such as artist's day, composer's day, or those days that are stipulated during the year and that do not change, but allow you to create content in relation to it and schedule it in advance.

This method also allows you to continue with the constant of the publications, that is your publication regularity is constant and effective, allowing you to increase your number of followers, subscribers or simply likes, so that people who follow you do not feel abandoned, and to be present with your content during their days.

Continuing along the same lines, planning allows you to anticipate and be present at the relevant moments. For example, in music it allows you to promote a concert beforehand or relevant topics that are talked about that you can also discuss about, songs of the moment, summer theme, inspiration, etc.

It also allows you to analyze what works for you and what doesn't, those publications, content, songs or videos that have little success or on the positive side, those that are very successful. Giving continuity or not to this material is important when planning.

Strategy

The creation of your strategy should have consistency as we mentioned before. Some of the starting steps are:

1. Check your competitors and what they talk about, what they post and the content they share. This will give you ideas of what topics to talk about. Remember it's not about copying it, but just knowing what the common public is interested in.

2. Decide how you will distribute your content on the different platforms, especially how the musical content will be, how many posts per month, how many videos to publish, what releases will occur, if there is a special date coming soon; everything matters and everything contributes to creating content.

3. Establish the pace of work, what your publication record will be on the different platforms; the planning applications will be your allies, but consistency is important so mind the number of posts, the hours that work for you, and the choice of how you will tell it in each place.

4. Start creating content (photos, posts, captions, videos, etc.).

5. Ask your friends to give you feedback on the content you want to publish. It is recommended that someone previously verifies what you do, especially for having a different opinion of the content you are creating, whether it is striking or not.

6. Start planning.

Tips for social media posts:

1. The time of publication is essential, for two reasons: the first is that it has to be at the time your followers are connected and can see it as quickly as possible; the second one is because that hour that runs at the time of publication is the most important to interact with your followers.

2. Use #hashtags: this is important since it allows users who are interested in your topics to find you faster; also in the first hour after publishing you can review those hashtags that you used and see what other publications there are, since you can follow users with the same interest, comment or send messages.

3. Send messages: it is always advisable to leave messages to people who interest you, either for collaborations or people you admire. You can create a default message that you can send to new followers or people you care about. Mind though carrying on actual conversations afterwards, not just standard messages (bring the human interaction from behind the scene).

4. Follow and unfollow with moderation: in the same #hashtag or competitors search, you can follow people who have the same interest as yours; do not follow more than 50 new people a day, and in the same way as time goes by, stop following these people that don't follow you back (not more than 50 people daily). This is an organic method to get followers, but also if you abuse it, Instagram will see it as spam and will penalize you for your actions.

5. Always be present on the networks, even if you do not make a daily publication; it is important to make daily stories, since this way you are always in the highlight of your users and they will always have information about you. You can use challenges, dares or creative activities that invite you to share daily. For example, the challenge of the 1000 things that you like, you can adapt it and post the 365 songs that you like and post a story with a song every day. Put your imagination to work.

6. Comment and reply, start conversations with your followers, comment on them, answer their questions and always be friendly and kind. Social networks lend themselves to mistreatment and bad comments; make a difference and be close to your audience.

As an extra point, we recommend some work tools that will be your best friend when creating content and programming it:

Google Trends

This is a tool that provides a database of Google searches, providing the most frequented topics and the terms people use at a specific time or in a specific place in the world, according to their language and demographics. This allows you to know what is spoken about or what is most popular at a given time and place. Therefore:

- For an artist or musician, it allows knowing what people are looking for to adjust your musical and written content on your websites so that the search and your web traffic are visible with feasibility;

- It also allows you to generate a connection with the public since it lets you know what they want to hear;

- It provides information for the implementation of any undertaking in order to exploit the existing market.

This knowledge of the keywords allows you to determine the trend, as well as the effective #hashtags or labels that you can implement in your social media or digital tools.

It will allow you to know these digital trends starting from the questions: What is the user looking for? What interests you? Or on the contrary, what is not interesting? And with the result you will be able to achieve your goals efficiently.

Google Keyword Planner

It is part of the free Google Ads tool, which allows you to find keywords that work for you on your web page, tags, topics to develop content, or strategy to define your communication on digital platforms. It also allows you to know your data and search traffic, and words that work for your strategy. On the other hand, it gives you the facility to promote your campaign on Google from this same tool, yet this is with an additional cost.

HootSuite Planner

This is one of the most recommended tools since it shows you a whole content calendar for social networks, and at the same time, allows you to schedule the days and times of publication by connecting your social networks with the Hootsuite planner. This application is simple and practical: you only coordinate, synchronize, plan and it automatically posts.

Excel / Google sheets

Believe it or not, it works: they are the classic tools that allow you to plan and coordinate your posts, content by date, time, theme, etc. But in this case you cannot synchronize with your app, so you must be the one to schedule the posts you want to publish with date, time and platform from the Facebook Business application; in this case it includes only Facebook and Instagram. For platforms such as YouTube or Spotify, you must be in charge of scheduling from the platforms themselves, independent of each content that is to be published.

Types of contents

Video

Creating videos will be your main ally when creating content for social media, since as an artist, musician or musical creator this is the best way to show your product. It lets you have a visual and acoustic connection with your followers or subscribers. It is also a strategy that adapts to different platforms and allows you to having different formats, drawing the attention of your followers with creativity and intelligence.

The idea is to create videos that have an impact and stand out from other musicians, remembering that it is not only posting your songs or musical material, but you can also tell stories. What led you to create that music? What do you like to play? Or any content that brings you closer to your followers and is also attractive to listen to.

Videos allow you a great reach and more, on platforms like TikTok or Instagram where you can reach millions of views organically, it is good to adapt to the specific platform on which the publication will be made.

Short videos

These are 15 to 30 seconds, specific for Instagram platforms as Instagram Reels, Facebook or Instagram Stories, and TikTok Videos. In this format, quality is essential, which is why not only a good musical production is important, but also a visual one. Editing these videos is extremely simple.

Use transitions so the video is striking and creative. For example, being in one position and then changing to another, or being in the same place, but with the transition of different backgrounds with small changes such as decoration, clothing, etc.

The more eye-catching the better, in the end you sell the audio and the intention is that more people use your music and it goes viral. Use eye-catching titles, covers that invite people to see you, and a description that is related to what you show in your video. These tips are valid for all the platforms, so the use of #hashtags and other previous tips specific to the platforms is important.

In the specific case of Facebook or Instagram stories, they have the duration of 24 hours, so at the end of this time your followers can no longer see them. They are ideal for day-to-day and to have that closeness with your audience. You can share links that redirect them to your website, calendars, GIF, countdown, etc.

Long videos

This model is specific to platforms like YouTube and it allows you many aspects at an audiovisual level since there is no great limit in terms of playback time, so it allows you to make a lot of content.

Longer videos can highlight:

- **Music videos** are small short films made with the purpose of promoting a song or a musical theme. It is accompanied by images normally related to the interpreted theme.

- **Covers of songs** are versions of a song or popular music that you can play it in your own way or style, allowing you to show the public your reinterpretation of this musical content taking important people in the artistic world as a reference.

- **Music mixes** will depend on what type of musical content you create, however, for those who produce music or even the daring ones who play an instrument, can mix songs and create their own musical mix, enjoy the process always taking care of the detail.

- **Vlogs** or video blog are telling a story through a video, but in this case it is the person directly talking to the camera; it is mainly done by YouTubers. This type of

video will help you create content that talks about you as an artist getting you close to your followers, where the theme is varied and does not limit you. Talking about your daily life, sharing your top 5 favorite singers, giving recommendations, etc., are important to create that content that will give your image a plus.

- **IGTV** is just an Instagram tool that can capture all the themes discussed above, but only work in the Instagram format. It allows uploading videos of one hour in length and aims to make it easy for users of this platform to navigate to a long video, in order to reach a younger audience. In many cases the videos are published in live recorded from Instagram so that the person who could not connect at the moment has the opportunity to see it deferred. We'll talk about live videos later.

  It is important that no matter the type of video format or theme you choose when making an audiovisual production, to remember that the small details make the difference. You may think you need an expensive production, but this is not necessary; you just have to take care of video cleaning and quality.

  Use your mobile to create content, but always try to make it as stable as possible. If you don't have a tripod use a support that provides stability. Take care of the lighting as this makes a difference, and always look for the best angles to position yourself. Mind the focus of the camera and the objects that you have around that could be distracting, and try to find the best place with the best acoustics, as the cleanliness of the audio is important as well. Using phone external microphones can be a great support too.

Photo carousels

These are allowed in the Instagram format, in which you can upload a maximum of 10 photos. It is generally used to tell a short story, and in which you can include photos, videos or a mixture of them as you choose. In this case, when sharing this publication, it can be edited at the text level, but not at the photographic level since you will not be able to add more photos to it.

Photo album

This is only possible on Facebook and it is ideal for when you have an event or a presentation and you want to share all the photos of the event with your followers. There is no photo limit and you can always edit or add more.

Photos

This is the classic social media post, which is just a photo that allows you to announce a concert or just to make known what you do or what you like. Here you have the possibility to be creative with what you want to share in a single post.

Article writing

This is always important; even if your content is audiovisual, you should not leave aside what you can tell by writing. You don't necessarily need a blog to write; platforms like Facebook allow you to expand on what you want to write without limiting words as posts.

Live broadcasting

Perhaps one of the most common actions; in fact, you can apply it to most applications such as Facebook, Instagram or YouTube, however later we will explain in an extensive way the recommendations and other specific applications to the live broadcasting.

Events

They are allowed on Facebook and you can create them to announce it to all your followers. Create them, invite people and see how well your events, launches, etc. will be promoted. On this platform they give you infinite modalities, in which you can describe if your event is online or face-to-face, the place where it will be, dates, times and duration.

Contents creating and gaining followers

The blog is the flexible place that allows you to express your knowledge or experiences on various topics while giving the possibility to the visitor to interact with you through comments. It is rather used as an indirect way to talk to your followers, while providing them valuable information.

Here are various tips for you to follow when creating your blog posts and that can contribute greatly to increasing your community of followers:

- Do something different, be creative – don't copy what others are doing; sure thing you can inspire yourself by checking what others in your niche are doing and it's working, but try to find your own style;

- Name the things you talk about – as in, figure out ways you can call them in your unique style and that's how you'll know who is following you if they use your abbreviations, nicknames or just alternative ways of saying the same thing (be different); pay attention not to overcomplicate the things though;

- Give a reality check on what you post – give numbers, facts, information that is verifiable; people tend to trust more information that contains numeric aspects because they can scale it and compare it to other data they come in contact with;

- Don't go to the fantasy world – if it is to give examples, go with real, palpable cases without inventing or deviating the subject; same like with the numbers, the real facts are something the other people easily identify with;

- Make more reference to your own work – give the links or make referrals to previous posts in the current post; this can help whoever discovered you later to get in contact with more information about you from the same post, if they want;

- Search for pages like yours – this is a way to interact with other people that are interested in the same topics as you are; approaching them and telling them that you've read their articles about this great guitar you are interested in buying or you already have, and exchange valuable information can give you a great input; share with them your posts and ask for opinions; you don't have to see them as competition, they can easily turn into your collaborators, and more, you can serve each other as learning source;

- Publish as much as you can – if you use keywords and derived keywords connected to the information, it will help you get positioned upper on the search result list; of course, quality before quantity; this also helps the search engine give you as a search answer to various other keywords that perhaps they were not in your intention to have, but yet you have them in your articles; for example, if you post about the experience of playing a specific guitar brand and you go also into more technical descriptions, that can help potential buyers of that brand to understand better if the product is suitable for them or not, and who knows, perhaps instrument selling shops could want to make a partnership with you afterwards;

- Have and use the list of your subscribers – send newsletters, keep them informed about your plans, your concerts, your events, whatever you do that could interest them (and stays in the line of your webpage mainly); this is going to invite people to specific posts, to your web, your social media; don't spam them though – give value to the material you share;

- Interact and comment on other blogs or forums – search for blogs and forums with similar content and many followers with yours and give your (valuable) opinion on the topic; if there is a way to mention your web as an alternative source of information or a way to redirect them to you, do it; however don't over abuse this element in promoting yourself on someone else's page; if you give valuable inputs, people will look you up on their own and find you anyway;

- Use forums on your page – this will give you the best tool of having others, your followers, create content for you; give them the possibility to interact, express ideas and they will contribute greatly to your contents; mind its moderation though;

- Include experts in your posts and associate your image with theirs – ask for other people in the business to give you valuable inputs for your followers; what is their opinion on the matter, what do they recommend? Don't be afraid to include more experts' opinions in one post as this will give you credibility also and will attract some of their followers to you too, not to leave aside the fact that you are learning on the first hand here; admitting the great work other artists are doing is not going to get your position down but rather up – recognizing someone's value does not diminish yours;

- Search for places and people that can boost your appearance – the same way as you go to experts to ask their opinion, you can ask them to interview you and support your image; make partnerships with influencers, experts and even media; this can work mainly if you have already done something previously and people are not hearing the first time about you;

- Your brand must gain power – whatever you create, publish, produce or share with the public should lead them back to you; it takes time to build a strong brand, yet with consistency it will help people remember you easier and easier;

- Create tutorials and mini how-to guides – show your followers how to do various music related stuff; as an artist you don't have just the "selling" direction, but you also bear the responsibility of teaching, educating and sharing with others what you know; no one says that you have to give all your tips & tricks away, but do share with others, that will bring you even more followers; tutorials and guides are problem-solvers/solution-giver that helps you create a strong community;

- Use Pinterest – it is very less used in the music domain, but it's a way to attract more traffic by interacting visually (only images) with potential visitors; the majority of the posts that stand out are how-to guides so use it in your advantage;

- Adapt your language used and texts per se to the target group – bear in mind the way you choose to create your articles to be authentic and show who you are, but without offending or, on the contrary, make the others take you as a clown; be open, be you and adapt the vocabulary to them too;

- Do competitions – your public likes you and follows you already, and yet if you give them something extra for being your follower, they will appreciate even more your interest in them as people; you might not have money in the beginning to go necessary with something expensive, but you can find prizes that can be as valuable as something money could buy and which actually costs you barely nothing (meetings with you, special songs dedicated to them, t-shirts with your autographs, etc.);

- Create a community of your "competition" – propose events where to reunite various other bloggers on topics of your interest and bring all that knowledge together; if you can bring them in a physical place, that would be great (mind the costs though), otherwise think about online meetings that are rather free but yet that attract people; by inviting others to your event they will for sure have to mention you and this event you are creating, and who knows, they could discover important information from what you offer and start following you; "use" your competition in everyone's advantage;

- Cross-posting – identify other bloggers on topics you do that have similar vision of yours and propose to collaborate with them in terms of cross-posting each others' materials; you both can attract new followers from the other;

- Facebook ads – you don't need to invest a big budget in it, but it can bring you many visitors to your blog, which can give you a very high rate of converting these

visitors into your followers; it doesn't require lots of money nor much time so it worth to try it;

- Facebook groups – identify the groups that have the topics you approach and distribute your contents there; avoid posting randomly in groups that have no connection to you (they are not your target group or very few can come out of there anyway); on the other hand, create a group where your followers have this community of information, and the contact with you and with each other;

- Infographs – people are attracted to visuals so infographs are a way to interact with followers and potential visitors because they offer qualitative (and short) information in a very easy, fast and comprehensive way accompanied by a good visual that will help them remember easier the information within; it sure takes a lot of time to create them, but the efforts pay off; there are various online tools for free where you can do it (Canva, Piktochart, Visme, etc.) – feel free to search and identify the one you like the most;

- Share resources – whatever you create and use in your meetings, tutorials (presentations, handouts, supportive documents, etc.) make sure you give free access to them; if it's a qualitative content (and of course you make it as such) and publish also on social media, people will access it and distribute it even, which leads them once more back to you; in the same category we can include free music samples with no copyrights; it brings you organic traffic and increase the trust your already gained followers have in you;

- Follow and use the trends – if your contents can include hot topics of the moment, use it; make sure though it fits in what you do, don't go very far from your themes; is there any cool live concert at the opening of Euro Cup? Bring your inputs about it from the music perspective; you can easily identify the topics also with Google Trends;

- Follow the trends of social media – check the trends of Facebook, Instagram, Twitter, TikTok, etc. and use #hashtags, texts that attract people to your content; this is only the first step though because the results of your search can help you create various longer posts/articles later one;

- Make recommendations and lists – search for posts others do and make a list with the best 5, 10, 15, etc. items that you recommend on a specific topic and give the link or connect them to you; you give value to your people and can attract new ones;

- Use your free time to identify other topics – research, see what others are doing, not just from your geographical area, but also other countries; go for the best from where you can learn and adopt things that are suitable for your style;

- Use the social media for sharing – mainly for the web site and blogs, use the plug-ins that help the reader directly share your content to their social media accounts, right under the post;

- Use YouTube – all the materials you are thinking to create as written text can have a great impact as videos too; not only that it creates a direct contact between you and the followers (they see you, you talk to the camera-them) but it gets you closer to them as being someone they can identify with; more than that, lots of people are very visual and it is quite a trend nowadays to follow podcasts, tutorials, discussions or a vlog kind of content;

- Podcast – if you don't feel comfortable in being in front of the camera, you may as well try the audio version of it; use the tools we recommended for audio sharing;

- Use the videos and podcasts as the resource for your blog – it may sound confusing, but it shouldn't be; transcribe your videos and podcasts and make a blog post out of it, sharing as well the video link in it; those that would like reading, will read it, while those that want to listen to it (in the car, on their way to the job or school, in the free time, before bed, etc.) will have that option too;

- Leave comments on YouTube – same like with blog comments, while you comment with your business' profile and you bring valuable inputs, people will easily have the option of checking you out;

- Viralise – create materials that can be easily viralised and post it on platforms that are suitable for this type of materials (ex. TikTok);

- Revise your older posts – if you identify past posts that have brought you at their time many followers and interactions, revise it, improve it and update/repost it;

- Share on Twitter old posts – choose the old posts that you would like to share; think about this as a way to inform your newest followers about the previous content you had before they popped-up, but also as a form to create content for your social media regularly; 100 articles? That equals to 100 days covered with content;

- Reuse the topics that were successful – find more aspects of the topic or adapt it to various styles of different social media networks (we now know that each one requires an adapted message and way of presentation);

- Date in or out – if you plan to use frequently the revision of old posts or their sharing, it might be a good idea to deactivate the option of having the date of posting visible; if the information is still viable nowadays, why re-write everything when just re-sharing it is also an option? Hide the date and use this for your advantage;

- Mind the images you use – studies show that the posts that have images are having 90% more readers than those without; we mentioned already that the visual attracts; reason why we should pay attention to the photos we use: their ratio, the quality, the copyright/free usage, their connection to the subject, the possibility for them to attract attention and invite to the text;

- Mind the titles you use – the first important part of your post is pretty much the titles as this is the first thing the people see and helps them decide if they want to read your article or not; it should be attractive, making a difference, which contributes to the subject (avoid click-bites) and gives you the actual desire to read the whole thing;

- Analyze your traffic – check (ex. Google Analytics) what topics your followers read more often, what is their profile, what is their general interest, etc. and create more content that target them; segment your contents and get them targeted directly for various groups of your followers;

- Use of #hashtags – pretty much are keywords that help people identify posts that are in their interest; use them in moderation though;

- Use crowdfunding – not only it can be a great financial support for you, especially in the beginning, it also creates content that is sharable and people are into discovering what are you up to; it is very helpful also for the brand building and recognition;

- Content in various language – if at first you want to go local, it is wisely to use of course the local language; but if you want to expand and go beyond your country's borders, use different language to create content; here we don't mention necessary just English, but it can be whatever you are fluent in/pay for translations; use only languages you are sure of your level in them (to avoid mistakes of grammar, spelling, etc. that make you look unprofessional);

- Take into consideration your followers' opinion – think of polls, questionnaire, this or that, etc. whatever kind of post that is interactive, attractive and gives you valuable information about the preferences of your followers; the more visual attractive they are, the better;

- Give information on how to do things – think about 5, 7, 10 things that all the piano players, for example, have in common in order to be good players; give tips & tricks, discover basic aspects that all pianists must do in order to be good at their job and share these with your followers; if many people did it and it worked, I would need to try it out, too, right?

- Ask for interactions – ask for likes, reactions, comments, shares to your followers, but try to go beyond the typical 'like & subscribe'; be funny, creative, inviting to people to share the contents; the comments can give you more interaction and are a way to ask if they have questions or unclear aspects, if there is something else they could add to the topic, if they identify with what you posted, etc., whatever invites and calls to action;

- Know your followers in as many details as possible – ask them, research their interests, analyse they interaction with you and their contributions to your content, and perhaps, equally important, think beforehand the type of questions they could ask you and offer the answer in your content; they will feel more identified with you and will see you as a main person/place where they can always search and find what they need;

- Off-line brings you online – despite our topic being the online promotion, it is equally important to go out and meet people in the real life; search for subjects to talk about, record artists on the street and promote them a bit, talk to experts or to followers; basically, be more visible in the "real" world too

The list looks pretty big but you can focus on those tips that are valuable and useful for you. You can always come back to it and see if there is something new you can think of or introduce step by step various methods in your daily work.

SPECIALIZED APPLICATIONS

Let's start talking about specialized applications, which means music platforms that are accessible to those new musical entrepreneurs who want to promote their musical material.

SoundCloud

This is a network specialized in music, in which people can distribute their songs on the different available channels, dividing them according to their musical genre. This application has the characteristic that when you upload your musical content, it analyzes it every second of the song and allows users/listeners to comment specifically according to the minute or second of the song.

This application is free and allows you to listen to complete songs, contemplating not only theme by theme but discography, album or authors. On the other hand, it is very careful with copyrights, so as an essential requirement to load the audio files is you must own them.

How to use it?

Well, it's very simple. First you must create your account by accessing the web, then you fill in a form with your data, and you can also synchronize your Facebook account to access it. You'll also need to type the genre you identify with, followed by adding more specific information such as including a biography and personal information.

And that's it, you can start publishing your content and for this you have two options: the first is to upload something you have previously done and edited, or you also have the possibility of creating your content from scratch in the application itself.

The formats accepted by this application are: MP3, WAV, AIFF, MP2 or AAc, among others. It is recommended to use MP3 so the files to be as light as possible, as this will speed up the page and take less time to upload. You must also place important information about

what you publish, permissions and copyright, as well as specify whether its reproduction is free or not.

This application is basic for all beginner users and taking your first steps here can determine your future.

Who uses it?

Artists from all kinds of musical genres make use of this platform, but also those who want to listen to alternative music. This platform is aimed at anyone, but we want to focus on you, a new musical entrepreneur who is now starting to produce and publish your music, and we want to encourage you to use this platform.

Through the "Suggested Songs" function, SoundCloud gives you the opportunity to compete with great artists that are on the platform, since depending on how your music is listened to, it will also be organically recommended, making individual recommendations to each user.

As every digital tool it has its paid or free program and you can choose which one you want according to your preference and budget. The free version allows you to upload up to 3 hours of audio material, while the paid version allows you to double the capacity, about 6 hours in length. However, since you are just starting out, it is recommended to use the free version and as you progress you will have the opportunity to switch to the paid version without any problem.

SoundCloud is not only for a service of listening to music, it also proposes other services that may or may not work for you, for example, podcast publication, streaming of audio files offered externally to SoundCloud and that works without registration. However, with the registration it allows downloading it, and at the same time you can synchronize your social networks with it.

Mixcloud

This is a musical tool that provides different benefits than Soundcloud in theory and the approach is the same, but Mixcloud is aimed more at music production and mixes made by producers or DJs.

This platform also lends itself well to the production of podcasts, radio programs or some other type of sound production that does not directly involve music but sounds. At the same time it is one of the most used one with a great international reach. Like any other platform, it provides its free version in which a 100% database is obtained, however, users must face different advertising cuts. While the paid version it is free of advertising, music producers have also the special version where they get a variety of statistics and data analysis functions, and music content.

Unlike other platforms this one does not have a minute load limit allowing other services such as streaming. Its use is simpler and easier, yet at the level of interactions it is more limited, and although you are a free user it does not allow you to observe any analysis of your progress.

Over time you can become a PRO user and thus get that data that possibly it is necessary to plan your content. It is a simple and basic tool, yet it is also growing and will allow you to grow alongside them.

Bandcamp

This platform is aimed directly at new musicians, bands that are in their start-up phase. This allows them to partially market their material or musical repertoire on the website. It has a free registration for artists or producers, and in some specific cases a minimum amount must be paid depending on your promotion. It also allows the choice of how your content will be promoted or reproduced, whether it will be paid or free.

The download possibilities vary but it is in most cases paid. However, it has some conditions regarding the benefits of sales: 15% of the sale price goes to the platform and the rest goes to the seller. In the event that an album has been downloaded 50,000 times, the commission drops to 10%, while there is any other sale of products that are not only musical, such as merchandising items, the platform also obtains 10% of the sale.

On the other hand, another peculiarity of Bandcamp is that it does not offer social network services and it only allows you to follow users, but the buttons to react, comment or share its contents don't allow it, forcing you to go to other means to obtain user feedback regarding your music.

Deezer

This server works as a music streamer that provides great access to millions of people, similar to platforms like Spotify. It has high-quality apps and allows you to use its free version without commercials between songs. It has a choice of favorite artists that takes you to an algorithm based on your musical tastes, it has applications in all its versions, but it also works from the web.

This application has different promotion formats through banners and videos, sponsoring a song or music, but it also allows you to create events and finally it letting you to give rewards to your customers, such as unlimited music or digital gift cards.

This platform is more aimed at reproducing and promoting your content than creating it. It also provides you with necessary statistics to know who, where and what listens to your music. It also specializes and points out artists who have or do not have a record label.

Now that we looked at some of the specialized applications in the world of music, we invite you to start your action and start publishing and promoting your content based on your possibilities and expectations. Remember that most of them allow you to start without a big investment of money and it's good to join them for your promotional initial phases.

SEO / SEM

Definition of SEO (Search Engine Optimization)

SEO is a set of techniques that are used in web pages to achieve a better positioning in the search of your page at an organic level, without a paid investment. It is what allows you to be the first to appear in the search engine when looking for your name or that of your brand.

Definition of SEM (Search Engine Marketing)

SEM is the set of practices and references put into execution so that a website reaches its highest visibility. This objective is achieved through advertising campaigns in search engines and in which a monetary amount is invested to achieve being the first in the lists.

What is the difference between SEO and SEM?

SEO seeks to position itself organically, achieving greater visibility in search results, but without investing money, while SEM is based on paid campaigns, through ads in which it allows you to position yourself through an investment.

How to do SEO/SEM in the music industry?

First, it is important to know what the search engines are in the music industry. We know that the world's reference search engine is Google, but in what other places do you search and where do you search for music? More exactly we mention all those platforms that we have previously evaluated, for example, Spotify, YouTube, Soundcloud, etc. By being clear about those search engines in which we want to position ourselves, we will continue to understand how to do it and what strategy to apply to carry out this plan.

Having understood the definitions of SEO and SEM, it is time to choose what type of strategy to apply, whether organically or through paid campaigns. We must also understand that these music or video platforms have a peculiarity within their algorithms so they do recommendations based on what their users are listening to or see.

We must also understand how users search for music in these applications, or rather how the results of this search are seen. These are displayed based on musical genre, artist names, playlist names, album names and finally, through the playlists the application creates by recommendation. So this is where you should leverage SEO. What does that mean? That you should define your genre, your name, the name of your content and songs. You should also know those keywords that are used to create playlists.

 Let's take an example for this: a work-out playlist; if your music is related, is animated and is perfect for this playlist; you should take advantage of using the word "work-out" when sharing your music, which will allow the search engine itself to recommend your music to users who search for a list playback, songs or artists that are related to work-out. This is the way to see how organic promotion works and that it is always through keywords that put you first in search engines.

Then we have the promotion through SEM, in which we must also take care of those keywords, but in this case there are other benefits, the paid investment. This allows you to create campaigns (intros, videos, banners, etc.) that will be visible to your potential client, so in this case, with that monetary investment, the system will send messages or simply, your profile or musical content, will be reproduced as advertising. What is the benefit of investing in SEM? That in this case you segment potential customers according to your preference of gender, age, musical tastes, location, etc.

Both strategies are valid and effective however, depending on your need or possibility you will apply one or the other. It is also important to know that both have the same objective, which is to position yourself in the search for the client, promote yourself and obtain a greater reach than in the music industry it is defined as in having greater number of reproductions.

GOING LIVE

We decided to dedicate an entire section to live streaming as it is necessarily important in the music industry, especially among new entrepreneurs like you. This tool has many benefits such as:

- Humanize your image, brand or band - you will be able to show yourself as you are, natural and close to your public, which will allow you to be face to face with your audience, showing your processes, personality, needs, etc. It gives you a more personal relationship;

- It is ideal to show new releases of any product or a new topic;

- It allows you to promote your events, also broadcast them online and show what it is like to see you live;

- It consolidates your in the market and keeps you in the mind of the consumer;

- It allows you to grow your community, since you attract more audience and more visits to your profile.

Your video marketing strategy

Communicate live on your social networks

The trend is live broadcasts through social networks and this is one of the effective marketing techniques used by both companies and influencers. During the broadcast fans will be able to join and comment whenever they want during the streaming process. So it is important that you plan and communicate when you will do this as it will generate more people connecting with you.

Live sessions or concerts

Music, music and more music. The important thing is to make your product known and through this technique you can show your followers your new content. This transmission does not necessarily have to be long, but it must be impressive.

Getting many people to connect and listen to you is important. It is also advisable to do live broadcasts with collaborators since that will attract more audiences, especially when it is on-spot happening, since people want to know in real time what is happening on the networks.

Testimonials / recommendations

One strategy is to share as much of yourself as possible, that's why giving live recommendations is productive. The key is to get appealing topics that are of interest to your followers.

You can share testimonials of your followers who like your content, invite them to talk with you live. They will feel important and it will also be interesting for people to see more of your content.

Tutorials

How do you do it? You will think that this applies to other types of content, but not to music, however, it brings many benefits to explain to your users how you do it, what inspires you, how you develop your themes or perhaps simpler things about how you take care of yourself, your favorite musical instrument.

Any topic works as long as it is interesting for your followers and allows you to follow a script of how to do it. This implies preparation of materials, sample, solution, step by step, and you can include it in your promotion strategy.

You can create a structure for a tutorial by:

- Explaining what you will do;

- Showing how you do it and what you need for it;

- Reviewing the steps you took.

Live streaming platforms

Some of the platforms are the ones we already know; others will be new to you. Let's get into them one by one:

Facebook and Instagram

This allows you to broadcast in 3 ways: from your mobile, from a computer or from streaming software. You don't need to be a professional to be able to make a live; you just need your own initiative and a camera phone to start with the simplest.

Facebook allows you many functions such as:

- Comment settings – you can leave comments on or prevent people from commenting; you can also turn it on and off while broadcasting;

- Post a comment – if you want people to know something specific just post a comment, no matter when they connect they can always see it.

- Use filter – you can use filters or templates that are trending.

- Synchronize - what you transmit on one of the platforms can be synchronized to be transmitted on the other, so you can broadcast on both social networks at the same time.

- No view limit – during the broadcast thousands and millions of people can connect with you.

- At the end – you can download/save the video and then share it.

Other specific advantages of Facebook, that few know, are that you can monetize these transmissions, from creating a subscription for your fans to raising money for a cause.

YouTube

Streaming live from YouTube may be possible with webcams, mobile devices and streaming encoders. Web cameras and mobile phones are the most common as they allow you to transmit quickly as long as you have good internet and it is also accessible to everyone.

Live streams with encoder are the best option for content that requires more advanced experience, but demand more resources such as microphones, cameras, tripods, etc.

On YouTube you also have the possibility to monetize live broadcasts however these depend on the region or country you are in.

Twitter – Periscope

It is an application for Twitter that, although we have not talked about it, it can work too as it allows you to broadcast and share videos in real time. It is created for videos that have been recorded through smartphone and offers the possibility of interacting with other users.

These videos can be viewed for only 24 hours after the transmission. The broadcaster has the possibility to choose if they want it to last for 24 hours, if it is downloadable or not. It's one of the easiest to use, but you can't use it without access to a Twitter account.

You can discover different methods and tools to broadcast from the different platforms. Everything is at your initiative and also in the choice of it according to your need, type of audience and number of followers. You choose!

WEB ANALYTICS

Web analytics is the measurement and analysis of the traffic of visits and interactions that your website has, which allows finding out and knowing in which areas to improve or develop for the optimization of customer reach.

Remember that a website is not just about posting information but it is a marketing tool to enhance your image and music in the industry. You can convert visitors into customers or fans, generate sales, project your musical content and enhance your brand image.

Achieving all these objectives implies time, content, active pages, web entries, etc. Therefore, the analysis of these allows you to know your performance in certain times and to know the impact you have among your users.

It lets you know what works and what doesn't for your customers, what performance you have, the loading speed, the compatibility with mobile phones, tablets, etc. But above all, it allows you to know and improve your strengths and position yourself in the market. Let's see some techniques and tools that will help you with the analysis of your website.

The AARRR method

Some call it the pirate method, but not precisely because it is of poor quality but because of its acronym. The AARRR methodology provides in a simple way the path the client takes when entering the web.

The acronym summarizes 5 characteristics: acquisition, activation, retention, referral and return or income, in order to measure the success of the business. This concept is well applied in E-commerce (online sales) and measures different phases of the customer when entering your website.

Acquisition: Corresponds to asking ourselves and knowing where the user comes from, and knowing the objectives so to attract more users to your web traffic. It is analyzed where the user came from and what channels they used (email marketing, social networks, web search engines, SEM campaigns, organic traffic, etc). It also quantifies the economic cost of acquiring that new client, through the same SEO/SEM campaigns that are implemented.
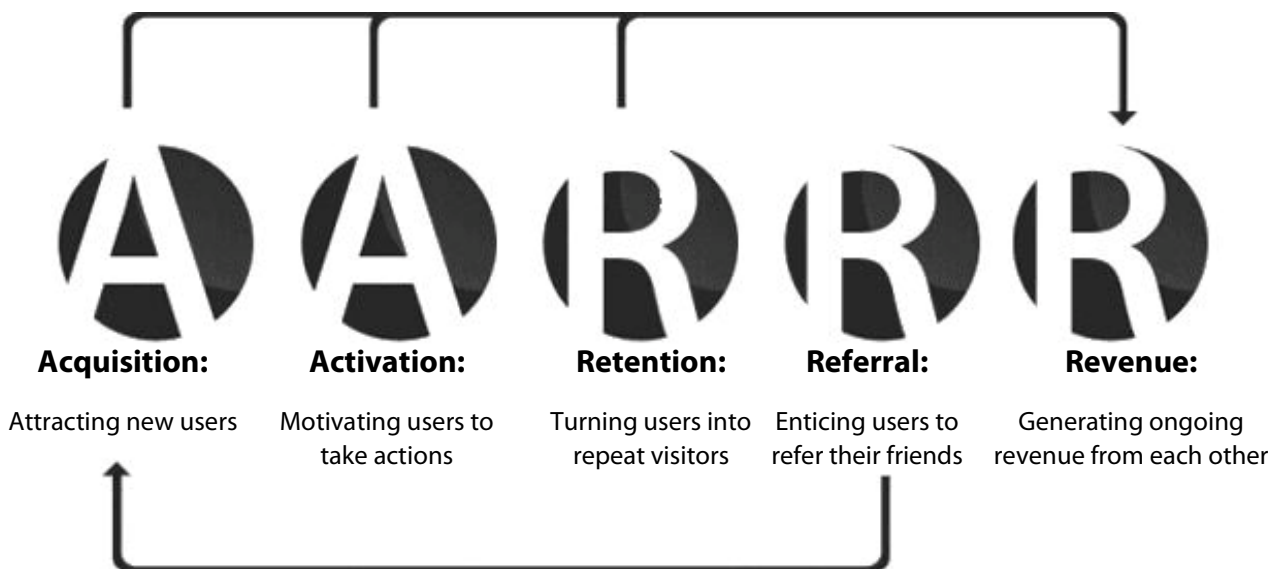
Activation: in this process, measuring the level of users who interacted on your website is paramount, which means that those who interacted with actions such as clicks, purchase of a product, playback of a video or music, entries viewed, time spent on the web, etc.

Retention: already knowing exactly what customers are looking for, we go in to enhance the environment, build customer loyalty. How often do those customers return? How many views do you access in a period of time? What makes it come back? How loyal is our customer with us? For this reason, it is important to develop campaigns and strategies that give added value and allow the user to have a reward for browsing our website.

References: these are the recommendations that our users, clients or fans make of us. What do they think? What do they say about us? This is our viralization regarding the recommendations that people give of our product. This allows us to know who talks about us, because channels talk about us, and their opinion regarding it.

Return: in this last step you begin to see the benefits, that is to say, count the cost of obtaining new clients, the income and the average sale. We also focus on the economic benefits obtained by each user at the end of their experience in web traffic, turning them into loyal customers.

Acquisition:	Activation:	Retention:	Referral:	Revenue:
Attracting new users	Motivating users to take actions	Turning users into repeat visitors	Enticing users to refer their friends	Generating ongoing revenue from each other

During the explanation we understand that this method is specialized in sales, however it can be applied to any website that wants to improve its web services. Each stage has a specific metric that must be analyzed in order to continue to the next one, so you can determine what your weak and strong points are when communicating on your website.

Web analytics toolkits

We will talk about 3 of the most used tools to know the statistics and basic data of your web traffic however online you will get a lot of tools specialized in analysis. The important thing is to specialize in the objectives you want to achieve and the data you need to know.

Google Analytics

This tool helps you to do a general follow-up, where you can include all your digital media, from social networks like Instagram or Facebook, to your website. In it you have general and personalized reports, you can find out information about web traffic according to your audience, their behaviour and the activities they carry out on your website.

Among the most relevant statistics, it reports the total number of visits, duration of the visit, the most visited posts and the channels from which they come. It also has interesting data such as keywords used by your users, favorite sections or entries, and even from which type of device they connect (so you can adapt your web page to desktop/mobile usage better).

Google Analytics provides different types of data reports, and this will vary from what you require and the service you contract:

- **Audience report** – it reports who has visited the web and how they have done it. You learn data such as age, sex, language, location, type of device used, among others.

- **Acquisition report** – it informs us how the user came to our website, but specifically if it was through an SEO campaign, social networks, search, etc.

- **Behaviour report** – it shows us what the user did while browsing our page, where they spent the most time, where they clicked, where they saw it again, and what interested them the most.

- **Conversion report** – it allows us to set goals and know if we are meeting them.

This tool is the most complete since it brings together all our digital media, it is only necessary to explore our needs and begin the analysis. It is also important to highlight that each of the reports provides us with content to develop the AARRR method, as they complement each other.

Omniture

This is an Adobe Analytics tool and is a bit more specific in that it only provides data from pages that have JavaScript code allowing Omniture to collect the data.

It also works based on the data collected and generates reports based on the metrics achieved. In this case they are divided into two types: in a linear one in which the metrics

are organized according to the dimensions, and in a straight line. And then there's the second one which is metrics based on reports, which shows an overall progress.

The reports will also be based on the service contracted, where there are specific or less specific metrics. It can also be segmented according to dates, times or types of users who browse the web. It is up to you to discover the type of metric, although remember you can only use it if your website is with a JavaScript server.

Kissmetrics

This platform allows you to track user reactions in real time when entering the page, recognizes customer behaviour and, like the rest of the other analytics, generates reports with statistics or metrics.

Unlike others, this tool only provides 14 free days, but it offers many subscription plans, which are adapted to the needs of the web reach. It generates customer behaviour reports, tracks customer history without time limit, segments key growth points and what is the impact on the company, and also adapts to other web platforms, not just the web, among other benefits. Yet it is a tool that is not available in all languages, so it limits you when analyzing keywords and written content.

The use of web analytics is necessary for any business, and the music sector is not exempt from it. Many of the analysis tools are paid for, but you can still get free options that give you basic data to start your website or business.

We invite you to search and analyze not only your content but also that of your competitors in order to know what works for them and how their strategy is. This could help you adapt your own plan, replicate successful items or take out the ones that are not working.

CROWDFUNDING

Crowdfunding is the English meaning of collective financing, which could also be called as micro patronage. This financing method is carried out through digital platforms which are based on the collection of small contributions for a certain cause. These causes do not necessarily have to be social, as they can also be for business activities, political campaigns, social and personal endeavours, but also for artistic projects.

Crowdfunding has a simple process in which they promote an idea, project, business or need and it contacts other people who are willing to invest money in exchange for a reward that is not always monetary. These can be divided into types of return as rewards, shares, loans or simply donations.

The campaigns vary according to their theme, but in this case we are interested in the artistic ones in which the money collected is destined for musical projects, album releases, video recording, investment in electronic materials, etc.

What is a **reward** crowdfunding? In it, investors receive something in return; it can be a related service or product in which they are investing or something material that allows them to obtain a return on what they invest.

There are also **donations** and they can be related to social causes or solidarity projects. In this case the person who invests does not expect anything in return, but more they are investors who are donors of some economic good. An example of these are donations to NGOs, however, there is no limitation by topic to be able to receive donations.

Then we have those of **shares**. This is the most used model and it is that the investor receives a small part of shares of the product or project in which they invests, so they start to have a participation in the business, beginning to receive benefits according to their economic contribution.

Finally, we have the **loan**, which is a traditional model to any other financing system. It offers you a loan for consideration, only that the interests are usually lower than in a bank in general.

Steps to create your own crowdfunding campaign

Choose the platform

You must choose which platform to work with and it is recommended you choose based on the country you are in, since some of them are limited to working only in selected countries.

Here is a list of them:

- **Verkami** is specialized for artists, musicians and the entertainment sector;

- **Gofoundme** is specialized in donations;

- **Patreon** investors usually have a return or reward;

- **Ulule** the return of a reward to investors is mandatory.

The project

It is time to create the presentation content of the project or campaign. Think about the essential information for investors or lenders to invest in you. You must be as specific as possible, state the duration, name of the campaign, and if applicable, type of reward.

Publication

It is important the content is as striking and clear as possible. It is advisable not only to invest time in writing what it is about, but also to create content such as photos, videos in which you explain how you will spend that money collected. This will last as long as you stipulated in the announcement, but it is important that you promote your campaign, be it through social networks, friends, family, etc. The collection of monetary funds will be based on the effectiveness of your communication.

Closing campaign

At the end of the stipulated time of the campaign two things may happen. The first is that you have not met the objectives to collect the funds and the second is that you have collected all the necessary money or more, in both cases the platforms are the ones that will help you in the processes such as managing the reward model. This crowdfunding method is ideal to undertake and start the adventure of creating your music, since it is a way to get investors to help you start and in some cases it is without any return. The importance of these campaigns is to be clear, concise, but also creative so that investors see that you are different and their effort is worth it. Sell your brand and show what you're worth.

FOUR COMMON MISTAKES IN DIGITAL MARKETING

Here we are at the end of our textbook. Our last input for you contains four common mistakes to be avoided in digital marketing. These mistakes are what most entrepreneurs face in any sector, same going for the music field.

Not being constant

Social media and social environments in general need daily attention as people spend a moderate amount of time during the day where they can see everything that is posted. This is why it is important to be constant. When you start any project you must continue, advance as well in social networks; if you are not constant you do not advance and you stagnate.

An example of this is when in the first week you have 100 followers, then you stop sharing and over the course of two weeks you still have those same 100 followers since you did not create or publish content that called new and potential followers; you have also chances that you could even have lost some that you already had.

Follow the recommended strategies, plan your content, look for ideas and always work according to your possibilities, which means that if you can only publish 3 times a week for a period of time, be constant with it; more does not imply better, but perseverance does mean getting results. Remember in the end you want to remain in the mind of the consumer.

Being afraid

Sometimes starting projects generate a little fear and insecurity, but do not let this feeling win, in the end the only way to see results is to try and risk.

Along the way you will make mistakes, but it is ok, the important thing is to learn from it. In the end that will make you a better musician, a better professional and surely an expert in being brave and then growing with other projects. You will not be an expert now, but over time you will learn.

Not being you

Remember to follow your style and your essence – sometimes by following trends we tend to make mistakes and the public notices that.

Follow your style that way you will connect naturally with to your audience and you will also attract people like you, in whom you do not need a greater effort to be liked by them, but only your music and your style.

Following fashions is not the same as following trends – look for what is the trend that is in style and how you can adapt it to yourself. An example is being on a platform that is new and in which you can adapt, a fashion of it is that funny videos are styled on that platform and you want to change your style from music to funny videos just to continue a trend.

Thinking that money is everything

It is usually thought that to be successful in digital media you must invest a lot of money, but no, your content is what matters. Throughout this guide you were able to see organic reach techniques on social networks. We have also shown that in the end what makes people like you is your content, being original and creative which lead you to having better views and reaching more people.

We hope all the information contained within this textbook has been helpful for you, gave you some clear action steps and will be the base of your activities concerning your presence in the digital world.

Take risks and bet on yourself, share your content, your music and start investing time in your goals!

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