

Research Assessment #6

Date: December 15, 2017

Subject: Music Marketing

MLA citation:

Rubright, Nicholas. "Music Marketing Tips and Ideas - 50 Ways to Promote Your Music." Dozmia

Blog, Dozmia Blog, 23 Oct. 2017,
blog.dozmia.com/music-marketing-tips-ideas-strategies/.

Assessment:

In the competitive music industry today, there is a great deal that goes into other things about the artist rather than solely their music. Aside from their music, their brand and marketability lay as heavy factors that could make or break a record deal with a large music label. The artist's brand can range anywhere from the type of music they make, their fashion, or their behavior. For example, one thing that made the artist Lady Gaga very noticeable by the public would be her outrageous red carpet fashion. Aside from her fashion, her music is known for its electronic vibe and singing of nonsensical words. These together create Lady Gaga's brand. Building the brand of an artist is very important as I learned from my interview with Sarah Sellers and have decided to look into how to make the most important tool an artist has in their brand: music. The article I found listed many tips in how a starting musician can promote their music in a few categories: gigging, show promotion, music distribution, social media, music streaming services, and paid advertising. I will be discussing the attributes of each of these methods.

To start, gigging is a great way to promote your music to the outside world in your community. I have had my fair share of gigging, however, they were a long time ago and usually involved covering the songs of other artists. It was fun though and a great way to build my confidence in performance in front of an audience. The audience is much more niche and provide to create the building blocks to performing for larger audience. Show promotion is the only way to allow strangers to know that there is an artist performing at a certain venue. In order to get the word out, promotion through facebook or emailing allows to get the word out about your show.

Music distribution is crucial to the finance of an artist's career. Music distribution platforms like iTunes, Amazon, and more can also hold mini segments in advertising to promote up and coming artists as well. While music distribution allows for the financing, social media has proven to be an integral tool into music promotion. Artists nowadays keep social media accounts to connect with fans and give updates to their lives and future projects. With the sheer amount of people using social media, it is possible for strangers to find your platform and take an interest in your music. Not only will your followers be introduced to your music, but they'll also feel much more created for the artist themselves. This aids to creating a steady fanbase for the artist that can be built upon.

The two last categories I'd like to discuss would be music streaming services and paid promotion. Streaming services like Spotify and Apple Music have become the main destination for many music lovers as only for a small monthly subscription, listeners have access to an unlimited amount of music. Often, these sites create playlists for genres or new artists. Promotions on that level allow for great promotion of an artist's work. Paid promotion is also an effective way to spread your work. I had watched a video before where a person was able to

make someone else moderately famous through Facebook ads. Many may click on the promotion through curiosity, and the algorithm allows for your advertisements to reach an audience that have shown history of interest in such topics. A little bit of paid promotion, I believe, will really be able to reach a large audience.

In conclusion, there are infinite amount of ways to promote your music, but the work is exceptionally grueling. Traveling from gigs to gigs and paying for promotion and such are not easy tasks especially when you have a small income to start with. Sometimes if you are able to create a following for your music, large labels can become interested and sign you, which takes off the scheduling and financial stress of being a musical artist. Creating a fanbase will not happen overnight. With steady promotion amongst various platforms, my music will be able to reach a large audience and hopefully be able to start a following. Questions I hope to answer soon are how to get your music onto streaming platforms and music distribution platforms.