

Document with all tips is too long so leaving notes in **red** below each category

Get Smart and Creative with Your Gigging

When most musicians think of music marketing, they think of online music promotion strategies.

Don't limit your efforts to online music promotion. Playing live shows is a great way for musicians early in their career to gain new fans.

- **Playing a few shows for free allow to get some free exposure and practice playing in front of audiences. Slowly but surely that audience can be built and grow.**
- **Collaborating with artists famous in the scene may be more difficult because Dallas music is such a niche, but it's good to get the name out.**
- **Too much gigging makes you lose your value, which is understandable since it makes it seem like you're TOO free.**

Promote Your Shows

In addition to some of the other ideas listed in the post, here are some things that are specific to promoting shows.

- **This can be done by having an email list, creating an event on facebook, and having it added onto event calendars in local area.**

Music Marketing via Distribution

[Music distribution](#) is how you [get your music to your fans](#).

Music marketing isn't just about how to get new fans, but it's also about using the right distribution channels to ensure your music is in the right places so existing fans can easily find it. While some may visit your website, most will seek out your music on download or streaming service.

- **Uploading your music onto many platforms can increase the chances of someone stumbling upon it.**
- **Great sources to note: YouTube, Dailymotion, iTunes, Spotify**

Promote Your Music on Social Media

Social media is a great marketing tool for musicians, however, many musicians use it incorrectly - spamming people with music video links in messages and comments in an attempt to get more followers and likes.

This doesn't work. Social media isn't just about [getting more Facebook likes for your band](#) - if you want to have success in social media, it's important to treat it as a tool for fan engagement rather than a promotional platform.

Don't try to be on every social network. Instead, pick 3 that are best for you based on your fanbase demographics, then move onto the others as you grow.

- **Many artists that have started small or from another country have been able to build fanbases in places outside of their origins through social media. It is definitely a powerful tool, but being on too many platforms can be overwhelming. Choosing three of the best would probably be more effective to manage and promote my music.**

Promote Your Music with Email

We have an [in-depth guide to email marketing for musicians](#) already, but here's a gist of what to look out for when choosing an email provider, promoting your email list, and using it to grow and engage your fanbase.

- **An email list and subscribers can be created. Will have to look into how to set those up.**

Get Press

While online music marketing is extremely important in today's digital world, offline music marketing still holds value.

- **Many local newspapers should be able to allow this to happen.**

Crowdfunding Your Album

Crowdfunding doesn't just provide a way for you to fund your next album - it also provides you with exposure to the crowdfunding platform's audience.

- **Kickstarter or Indiegogo**

Get Your Music Played on Radio Stations

Getting any kind of [radio airplay](#) is a great way to quickly be exposed to a large audience. Pitching radio stations will result in a lot of rejection, but when you finally get a "yes," it'll be worth it.

- **Radio remains the main platform for access to music for many.**

Get More Plays on Music Streaming Services

[Getting found on music streaming services](#) is another valuable way for you to grow your fanbase for free. Having great artwork, getting placed in well-followed playlists, and connecting with DJ's can work in your favor.

Paid Advertising

If your music is already spreading somewhat virally through [word of mouth marketing](#) efforts, paid advertising can really accelerate the growth of your fanbase.