

Bob Baker's

GUERRILLA MUSIC MARKETING

CONFIDENTIAL

Empowering tips, tools & trends for members of the Music Marketing Mentorship Program

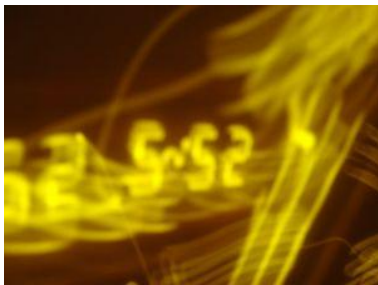
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YOU: A Real-Time Music Promoter!

David Meerman Scott's newest book is called *Real-Time Marketing & PR*. In a recent "Future of Marketing" webinar, he listed two examples of how smart promoters jumped on current news stories quickly ...

"On August 27, 2010, **Paris Hilton** was arrested for cocaine possession in Las Vegas. The next day the Wynn Hotels banned her from their hotels. 5,200 media outlets picked up on the ban and gave Wynn Hotels a lot of free publicity. This is real-time communications," he said.

"On October 14, 2010, the Chilean miners came out of their dark hole wearing Oakley sunglasses. You probably saw that. Hundreds of millions of people did. Oakley donated those sunglasses and got an estimated \$40 million of free media exposure for it, because they focused on real-time."



The problem is, most companies (as well as artists, managers, etc.) use only a campaign

mentality, drawing on information from the past and planning for things far into the future. That's fine, as long as you also focus on what's happening now – today, even this hour.

Keep your radar up for trending topics in the news or within your niche music community. Is there a new development that your fans are talking about?

- Write a new, bare-bones song about it!
- Create a quick video about it!
- Publish a fresh blog post about it!
- Offer a free show or send your new album to the person in the news – and send a press release about it!
- At the very least, post a tweet or Facebook update about it!

And do it quickly ... before the topic is either oversaturated or fades from memory.

Welcome to YOU – the new real-time music marketer!

More About Life in the Real-Time Music Lane

This topic of immediacy was covered well last week in an excellent article by **Ann Powers**, the Pop Music Critic for *The Los Angeles Times*.

The article mentions **Wayne Coyne** of the Flaming Lips and the group's plan to record and share a song a month instead of producing another traditional album. "We want to try to live

through our music as we create it,” Coyne said, “instead of it being a collection of the last couple years of our lives.”



The Flaming Lips won't be the first act to employ this idea. Not by a long shot.

Jonathan Coulton got a

lot of attention a few years ago when he wrote and posted a new song every week for a year. Many other artists have done similar things.

But it deserves repeating that this “outside the album format” method of releasing new music is a shift that fits perfectly with the real-time digital culture we live in. It also helps artists stay on their fans’ minds in an easily distracted world.

In her article, Powers captures this beautifully:

“The most exciting music communicates the story of its own invention in ways that refresh themselves with every listen. That’s why we love to hear music played live, and it’s why moving beyond the confines of the album and the single can only intensify the influence of [music] in our daily lives. Music becomes more to us in every moment that we live with it ...”

That’s why many artists will release demo versions or advance mixes of songs they’re working on to gain feedback and stir up demand.

Powers points out that this is nothing new either: “It’s existed since the dawn of the modern-day music industry, this territory of remixes and B-sides and EPs and homemade tapes.”

But, she writes, “... in 2011, this realm is increasingly where the action is.”

So, is there a way YOU can create and share music in a more ongoing, real-time manner?

Read the entire *LA Times* piece at <http://lat.ms/f4R6r8>. It’s a good one.

The Power of Names

During January’s Music Mastermind conference call, Silver level member **Nancy Moran** shared a great example of how the name you give your musical project can affect its appeal.

Nancy performs in an ensemble called the **Four Bitchin’ Babes** (www.fourbitchinbabes.com). Even though the “bitchin’” refers to “awesome” instead of “crabby,” the group has encountered venues that wouldn’t book an act with “that word” in the name.



(L to R) Deirdre Flint, Sally Fingerelt, Debi Smith, Nancy Moran

So the ladies came up with a creative solution: They offered a title for their entire show instead of just a name for the act. The show has been rebranded as “**Hormonal Imbalance! ... A Mood Swinging Musical Revue.**”

Nancy pointed out the brilliance of this move. It avoids any highly objectionable words and still describes the show in an effective way.

This was a smart move for a number of reasons:

- The title is attention-getting
- It's funny – which gives you a good idea of what kind of show to expect
- It speaks directly to the target audience – women

And it does all of that in seven short words!

That got us talking about other ways that artists and bands can use titles. Since the call, I've poked around online and found these interesting tour names:

- **Korn** – The Pop Sux Tour
- **Madonna** – The Sticky and Sweet Tour
- **Ozzy Osbourne** – The No More Tours Tour
- **Warrant/Trixter/Firehouse** – The Blood, Sweat & Beers Tour



Motley Crue had some good ones:

- Anywhere There's Electricity Tour (1994)
- Live Swine Listening Party Tour (1997)
- Welcome to the Freakshow Tour (1999)
- New Tattoo Tour (2000)

And here are some funny ones I don't think were ever used:

- Ghost in the ATM Machine Tour
- We Ain't Gettin' Any Younger Tour
- The Shallow Meaningless Party Tour

But this concept doesn't only apply to tour names. Maybe your next string of local gigs can have a theme. Or even a single show could be given a name that would interest the local press and attract a specific type of fan.

Think about it. And as always, send me any other ideas you have along these lines.

Why Not Present a Brag About Your [...] Day?

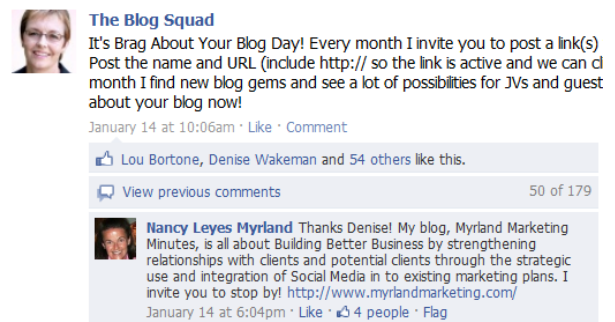
Denise Wakeman is a business blogging and online marketing advisor. I've had the good fortune of meeting her at book conferences where we both presented.

About a week ago she did something on Facebook that I thought was brilliant. In fact, she does it once a month. Here's the beginning of a post on her Facebook fan page:

"It's Brag About Your Blog Day! Every month I invite you to post a link to your blog ..."

As I write this, 179 people have taken her up on the offer. I did too. See for yourself at <http://goo.gl/NFBzy>.

What a great way to promote others, spread some good will, and bring attention to herself and what she does at the same time!



Hmm ... I wonder how a music promoter could use this idea?

Well, I immediately thought I should do a **"Brag About Your Band Day"** or **"Brag About Your Music Day."** That would fit perfectly with my target audience.

But what about your audience?

If you teach guitar lessons, how about a “**Brag About Your Guitar Day**”? If you run a studio, maybe “**Brag About Your New Track.**”

You could also do a more general “**Brag About Your City Day**” or “**Brag About Your Favorite T-Shirt Day**” ... or you could create link love for other performers and do your own version of “**Brag About Your Music Day.**”

The possibilities are endless. So just pick one ... and try it. Then let me know how it went.

Dilemma: What Should You Blog About?

Okay. You’re sold on the idea that you should be blogging more. But what to write about? You’re afraid if you do it wrong, you’ll look like an idiot (but that’s a therapy session topic for another issue :-).



On his MicControl web site, Silver level member **Jon Ostrow** just posted 10 great topics that musicians can blog about. They include:

- Reviewing Albums of Other Musicians
- Interviewing Other Musicians
- Writing About Your Local Music Scene
- Analyzing the Music Industry
- Giving Music Lessons

Lots of good ideas here on how to communicate beyond just promoting your own stuff. Read the entire post at <http://bit.ly/fpBSL7>, where he gives examples and goes into more depth.

February’s Featured Guest: David Nevue



In February, I will interview **David Nevue**, a full-time indie artist and author of *How to Promote Your Music Successfully on the Internet*. In

December, he had a record-breaking month for album sales. And this month the new edition of his book is out (details at <http://goo.gl/V3Gfc>).

Can’t wait to pick his brain. And he plans to join us on the February 21 call!

Note: These Music Marketing Mastermind calls are for Silver Level program members and above. If you’re at the Basic level and want to upgrade, shoot an email to mrbuzzfactor@gmail.com.

Bandcamp vs. Topspin

Silver member **Laurena Marrone Campos** of Grit PR & Consulting (www.gritpr.com) asked for my opinion on the pros and cons of using Bandcamp (www.bandcamp.com) vs. Topspin (www.topspinmedia.com) for artist promotion.



I think the best way to answer her is to tap the collective wisdom of the group. What do you think? Do you use either service? Was it easy to use? And what results have you gotten?

Send your input to mrbuzzfactor@gmail.com. I’ll report back on some of the findings soon.