

Music Marketing Digest

Bob Baker's hand-picked collection of music promotion ideas, breaking news, success stories and tips for the week ending **November 5, 2010**

www.TheBuzzFactor.com

Feel free to share this complimentary issue with as many music people as you want!

Welcome to My Free Experiment – Your Feedback Wanted!

Thanks for checking out this free download experiment. I'd like to get your opinion on something ...

As you may know, I spend a lot of time scouring the Internet every day for the latest news, info and best practices on music marketing for independent artists.

A lot of those links I post on Twitter, Facebook, and other social sites. But even if you follow me on these sites, I bet you miss a lot of them.



Plus, **who's got the time (like I do) to obsess about these things** and sift through the avalanche of new marketing blog posts, articles, podcasts, videos and more that are posted every day?

After all, you need to spend time writing songs, rehearsing, recording, booking your next gig, and making sure your equipment is maintained. Not to mention eating, sleeping and ... Whew! The list goes on and on.

So here's an idea ... What if I created a regular digest of the best new music promotion ideas, breaking news, success stories, highly useful marketing tips, and more?

It would basically be my top picks for the best of the best every week – probably delivered four times a month as a PDF file like this one.

I'd also throw in some of my more in-depth articles along with some from my favorite authors and marketing bloggers.

My question to you is ... **Would a Music Marketing Digest like this be of interest to you?** And would you be willing to pay a modest fee for it?



It takes a lot of time (many hours a week, believe me) to research this stuff and package it in this format. So enough people would have to step up to the plate and be willing to invest a small amount to get this delivered to them.

(I'm only talking about \$10 a month per person. Anyone can afford that. But would YOU be willing to actually click the "Subscribe" button?)

Please do this: If you are interested, send an email to bob@bob-baker.com with the words "Music Marketing Digest YES" in the subject line.

I'll put you on a special list of music people who want the Digest, and if the demand is sufficient, you'll be the first to know when I launch it. Thanks for reading this and hearing me out!

-Bob

The New MySpace Is Here!

According to Bruce Houghton on Hypebot, the “long struggling Myspace launched its anticipated makeover and a new focus as an entertainment hub ... Myspace is now encouraging curators – fans who have ‘the reputation and knowledge around particular entertainment topics and emerging cultural trends’ – offering tools to expand their reach within the social network.”

And over at Mashable, Ben Parr wrote, “The new MySpace is ... not only redesigned, but it is the start of a completely new direction and strategy for what was once the world’s pre-eminent social network.”



Reportedly, MySpace will now focus on engaging a “Generation Y” audience with the entertainment and entertainers they love. New features like Topic Pages will help users follow their favorite TV shows, music artists, actors and games.

Read the entire Hypebot post at <http://bit.ly/cRrOCF> and the Mashable piece at <http://goo.gl/lg2S>

Also, if you haven’t upgraded your MySpace music profile lately, be sure to check out the **New Artist Profile Design Guide** at <http://goo.gl/CwPV>

YouTube’s Musicians Wanted Program Goes Global

Earlier this year, YouTube launched its Musicians Wanted program, which allows up-and-coming musicians to

apply to become partners of the video site and potentially tap into the



benefits of advertising and exposure.

YouTube has announced the Partner Program is now extending beyond the U.S. to Australia, Canada, France, Ireland, The Netherlands, Spain, the U.K., Sweden, the Czech Republic, Argentina and New Zealand. So if you live in those countries, head over to the signup page now www.youtube.com/musicianswanted

Bite-Size Ideas You Can Use

Titles are crucial: on your blog, YouTube videos, Flickr photos. Same w/ email subject lines & PR headlines. Words are powerful!

Social Media Marketing Tip: Post Your Email Newsletters to Your Facebook Fan Page too. Spread your message in multiple ways!

Stay in touch w/ your fans. Make sure they hear from you regularly. Don’t disappear on them. Avoid “Who is this again?” syndrome!

YouTube marketing tip: Always ask people to DO something in your videos - subscribe to your channel, visit your site, leave a comment, etc.

Blogging tip: Set up your blog so you must approve comments before they go live. Otherwise, you’ll get a ton of “comment spam”

Who do you need to follow up with today? Stop reading this and DO THAT now! :-)

150+ Ways to Tweet on Twitter

John Kremer's great page of Twitter update ideas may be aimed at authors, but there are a LOT of ideas you can borrow and use to promote your music. Here's a sampling of good ideas from John's list:

- Be helpful.
- Be interesting.
- Be shocking.
- Share a joke.
- Tweet when you publish a new blog post.
- Announce new pages you've added to your website.
- Ask for new subscribers to your newsletter or blog.
- Congratulate someone.
- Repeat your important tweets. Just do it in moderation.
- Link to new videos you post.
- Give something away free.
- Write about others more than yourself.
- Invite followers to an event.
- Ask a provocative question.
- Share a poem (or your song lyrics).
- Participate in #FollowFriday.
- Participate in #MusicMonday.
- Ask for help.
- Run a contest.

Read the entire list, filled with lots of example tweets, at

www.bookmarket.com/50WaystoTweet.htm

Trent Reznor's Advice for Up-and-Coming Artists and Bands

- "If you have nothing in common with *American Idol* and you don't want to be

the Pussycat Dolls, then you don't really want to be on a label."

- "Give your music away as high-quality DRM-free MP3s. Collect people's email info in exchange (which means having the infrastructure to do so) and start building your database of potential customers."



- "Offer a variety of premium packages for sale and make them limited editions / scarce goods. Base the price and amount available on what you think you can sell. Make the packages special – make them by hand, sign them, make them unique, make them something YOU would want to have as a fan."
- "Engage your fans ... Make cheap videos. Film yourself talking. Play shows. Make interesting things ... Be interesting. Be real."

Source: Article by Amanda Gagnon on Aweber's blog at <http://goo.gl/JU9V>

52 YouTube (and Online Video) Tips & Tricks

Here's another crazy long list of great tips – this time from successful and entertaining geek blogger Chris Pirillo. Here are some of the highlights from his YouTube video list:

- **Bring people elsewhere.** Chances are, you have your own website – so why not let people know about it? They can't read your mind, and they likely won't research it on their own. Mention your site at the beginning of your video – and most certainly at the end.



- **Capture attention with your title.** Keep it relevant to your topic, and make it something that people would be drawn to click. This information field is also indexable, so you REALLY need to be sure it is relevant to the content you've produced.
- **Use tags profusely.** People will likely find your videos through search – and using relevant tags are key for discovery.
- **Lead with a link in your description.** One of the few places that YouTube allows you to pass along a live hyperlink is in your video's description field. Put a web address there at the beginning!
- **Ask questions of your audience.** You should present a call-to-action in every video. Ask for feedback.
- **Recognize your most prolific supporters.** If you notice that someone is consistently responding to you, following up with videos, sharing resources with you, etc. – give credit. This will not only enhance their experience, but (believe it or not) it

will increase your value to them – and hopefully, vice versa.

- **Complete your profile.** Tell visitors about yourself – and if you haven't already written a bio, there's no time like the present to do so.
- **Make playlists.** These will help you link your related content together, and make it easier for your community to find videos on specific topics. This will also help them stay on your YouTube page, and increase your video views.
- **Use one of your videos to respond to others.** You'll find a "Post a Video Response" link on every video page – click it, then select the video you want to use as a response.
- **Publish with regularity.** You don't necessarily need to stick to a daily, weekly, or monthly routine – but if you let too much time lapse between videos, your community will lose interest and forget about you. Stay on their minds.

Lots of great stuff here. Read Chris's entire list at <http://bit.ly/9FTUDi>

Best Internet Marketing & Social Media Links of the Week

Are Digital Music Single Track Sales Losing Steam? Some food for thought regarding digital single vs. album sales trends <http://goo.gl/B5QG>

Apple's New Artist & Band Guide to Ping. Amid all the stink raised by independent artists over the new iTunes Ping network, Apple has published an Artist Best Practices 1.0. Read it on this page: <http://goo.gl/CCwd>

Elvis Costello Turns to Social Media to Promote Upcoming Album. I'm a big fan of this guy. Great to see Elvis making good use of the Web for his new album:



<http://goo.gl/PejH>

This video on DIY Music Promotion has 11,000+ views in 2 weeks <http://bit.ly/bd2BXw> See why.

VIDEO: 5 Tips for Independent Musicians <http://bit.ly/c2KOV8> by the always entertaining Martin Atkins, author of *Tour:Smart*

10 Ways to Increase Blog Readership. Nice article by Travis Campbell <http://bit.ly/98Gf8g>

Watch David Mathison's "1000 True Fans" webinar with *Wired* magazine co-founder Kevin Kelly. www.youtube.com/watch?v=4YYf-7o0hyc

Music Success Stories

The Door-to-Door Musician: An Inspiring Story!
Let me be clear. I'm not saying you should do this exact thing to promote yourself. It's just an example of expanded thinking. And that's my goal – to get you to think differently about what it means to promote and sell your music! Read this great story here <http://bit.ly/c4kDdn>

Engage Your Fans with These Simple Online Tools

Here's a sneak peek at a new post I'll publish soon at www.MusicPromotionBlog.com

If you've never asked your fans for their input using an online poll, you really should consider it.

It's a great device to encourage interaction with the people who support you.

You can ask them to vote on:

- Cover artwork for your next album
- Songs you should include on your next album or EP
- What part of the country you should tour next
- Songs you should perform at your next show
- What to get the bass player for his birthday
- Their favorite flavor of ice cream (or some other light-hearted topic)



You get the picture. Use online polls and surveys to make more of a connection with your fans!

But what online polling service should you use?

A couple days ago I asked people on Twitter, Facebook, LinkedIn, and more. Here are the main results I got, combined with sites I've used. Most have both no-cost and paid options:

SurveyMonkey
www.surveymonkey.com

Twtpoll
www.twtpoll.com

Zoomerang

www.zoomerang.com

SurveyGizmo

www.surveygizmo.com

Micropoll

www.micropoll.com

Wufoo

www.wufoo.com

Google Forms

<http://docs.google.com/support/bin/topic.py?topic=15166>

Action Step: Pick one of the services above, create a poll, and send it to your fans via email, Twitter, Facebook, etc.

Holiday Music Marketing Ideas

Here's a timely one from my blog archives ...

It's Halloween weekend, and my mind is racing with scary marketing ideas related to the holidays.

Here's what sparked the idea for this post ...

I picked up a flier this week. What caught my eye was the headline:

"Cranksgiving"

At first I assumed it was promoting a Thanksgiving concert by a metal band. But a closer look revealed it to be an annual bike ride to collect canned goods for the homeless. Very cool concept.



But I still think Cranksgiving would be a great name for a rock show in November.

I also just saw a billboard for a Halloween charity run called the "Monster Dash." Clever!

Wondering how you might use this idea?

Action step: Write down a list of holidays that will take place over the next six months or so. Also write down any common phrases associated with those holidays. Examples:

- Merry Christmas
- Holiday cheer
- Turkey Day
- Plymouth Rock
- New Year's Eve
- Happy new year
- Etc.

Now take each word (and even syllable) and play with it. Go to a site like www.rhymezone.com and see what sound-alike words you come up with.

- How about "Hairy Christmas" for a hair band?
- "Plymouth Rock" has a lot of possibilities.
- "Merry KISSmas" for a tribute band.
- What about "Crappy New Year"?
- "New Years Heave" anyone?

See, this marketing thing can be creative and fun!

Remember:

If you are interested in paying a small fee to get a digest like this every week, send an email to bob@bob-baker.com with the words "Music Marketing Digest YES" in the subject line.

Get Your Name in My Next Book – and Start Reading It NOW! First Come, First Served at <http://bit.ly/daFaQY>