



# MUSIC MARKETING 101



A guide to position your music brand on the map and cut through the clutter!



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# MUSIC MARKETING



THE PERFECT  
INTERSECTION OF MUSIC,  
STORYTELLING &  
POSITIONING.

People often try to minimize the concept of marketing to positioning a product or service but when it comes to music, marketing is about telling your story, making others relate to your story & have people identify your brand within music.

**The result:** a sustainable music career based on a strong, unbreakable emotional bond with your fans & supporters.

## BAD MARKETING

- ✗ Frequent social media content that has nothing to do with you, your story or your music.
- ✗ Infrequent promotion of your music.
- ✗ Desperate attempts for people to interact with your music (ex. unsolicited dm's, posts, clickbait videos, etc.)

## GOOD MARKETING

- ✓ Social media content that tells the audience something about you, your story or your music.
- ✓ Consistent flow of reminders/promotions about your music to your audience.
- ✓ Engaging in conversations with people who are fans and are actually interested in you.
- ✓ Harnessing the power of networking.
- ✓ Thinking outside the box and using resources outside of social media: direct mail, advertising, events, contests/giveaways, etc.

This guide is not focused on any specific platform, strategy or technical skill but on you **understanding fundamental concepts of music marketing** and how you can **apply them to your own career**. Once you *master* these concepts, you'll be able to excel in positioning your music brand through any platform or communication vehicle.



Since there are *many songs* being released by artists on a daily basis, whether it's the superstars or the new sound of tomorrow; consumers have an almost endless variety of inspiration to draw from.

Music alone just doesn't cut it anymore.

Before people can dig you and your world you have to create a good impression for them to remember you. *You need to resonate with them.* If they dig you and your story, they'll listen to your music, buy your merch, support you at your shows and everything in between.





## IT'S ALL ABOUT EMOTIONAL CONNECTION.

Every photo and/or video you post on social media, every email you send, every show you play or any action you perform provides a window to your world, which furthers the development of your story and builds a stronger *emotional connection*.

The more you care about establishing that bond with your supporters, the greater the musical success. A lot of artists & producers want the prize of emotional connection without the reward. A true bond takes **TIME & FREQUENCY**. If you see someone frequently and you happen to like them, the odds of you becoming friends are high. Think of a best friend & think of how many times have you seen them in your lifetime. Same thing applies to you and your music in regards to your fans.



# KNOW LIKE TRUST

Emotional connection when it comes to your music brand is all about **KLT**. It happens in three steps: it starts by people/potential fans **K**nowing your brand. Once they know your brand, *frequently* see you everywhere & hear about you from others, they will start to **L**ike you. Once you're in people's minds and ears and your message starts resonating at a deeper level, they will begin to **T**rust you & your brand.

# Your Story

So what is your story? Is it your upbringing? Your sound? Your fashion? Is it your musical achievements? Your struggles and triumphs???

**The answer: EVERYTHING.**

Your story is very similar to a **movie**. A movie is *memorable* not only because of its highlights (if that was the case people would not go out of their way to watch the full length film and would be OK with just the teaser) but because of the plot: *how it started, how it develops and how it ends*.

A lot of creative people treat their project like a teaser, only pushing the highlight reel (ex. just focusing on big one-off pushes of a major release and not sharing their journey online). But let me ask you, what is a highlight without the story behind it? What does winning a world record mean? What does a Grammy mean? **Without the story, they're meaningless achievements.**



# Your Story HOW TO CRAFT IT

## 1. FOCUS

If you had all the time in the world to sit with everyone and tell them every single details about your journey, you would create an incredible bond but since that is completely surreal, you need to focus the conversation on three **"verticals"** or **"topics of conversation"** (ex. your musical journey, how you overcome struggles, your sense of humor, etc).

## 2. BE AUTHENTIC, BE YOU

There's so many people that pretend to be someone they're not or fabricate an avatar based on other people's visions or what the industry deems as *"successful"* and it plays against them. The most successful artists are extremely **unique** and work hard towards **creating their own custom signature or trademark**. You can easily tell them apart from everyone else for a good reason: **they're excellent at what they do**. So don't be a poser, be you. You're cool, believe it. If other's don't, then work hard until they do & if you work hard, **TRUST ME** 😎 they will.

## 3. STUDY YOUR OWN HISTORY

If you had to write a book about yourself and your music, how would it start? What were some of the highlights? What were some of the struggles? What were those moments that inspired you and redefined you as a person that made you who you are today. Start writing all of these events down and use them. They're an integral part of crafting your story in the long run.

# Gotta get clarity.

Any successful project requires a **goal**, followed by a design on a **clear path to achieve the goal** and a **plan of execution** towards every single action required to achieve that goal.

Big goals are made up of smaller goals which you need to achieve consistently and in sequence to be able to achieve the big win. **Let's think of an example in sports, since I find it to be closely related to music.**

Regardless of what sport you play, you don't wake up and win a national championship am I right? You first need to train to be a decent enough player to play at a local team. After you're part of that local team, you need to win matches until your team becomes regional champion and if the team is excellent and consistent, you have a chance to win a national championship.

It works similarly in music. You don't have to become part of a team but you have to craft these small wins consistently in order to one day **climb the charts, get those awards and live 100% off your music.**

What ultimately gets you these results is **your process**: *establishing the blueprint, planning the execution and stay consistent with your efforts.*

Most people just *take action blindly and jump from task to task* based on an **insecurity of wanting to fit in a box** or attempt to get results that others are getting without thoroughly thinking through how those people got the results or how long it took for them to get it.

It's easy to point at celebrities as case studies but 9 times out of 10 they're exceptions to the rules or they have invested more than a decade of **time and serious money** into their brand.

That being said ALL of them started from **nothing** and they all had systems. Our focus should always be in getting clarity on those systems and understanding what pieces and/or processes work for us.



**HAVE YOU CHECKED OUT THE ADVANCED  
ARTIST DEVELOPMENT MODULE INSIDE OF  
MUSICMASTERMIND.TV?**

# UNDERSTANDING AUDIENCES

When there's talks about audiences in marketing you hear people throw the terms "cold", "warm" or "hot" traffic. This refers to the level of awareness & engagement they have with your brand. Our main marketing goal is to take "cold" traffic and turn it into "hot" leads, ultimately into superfans.



*Cold*

Little no no brand awareness. Zero interaction.



**WARM**

Aware of the brand. Maybe joined a newsletter but is not a customer/fan yet.



**HOT**

Knows the brand well. Is a customer/fan. Dialed in with the brand's culture & is a customer.

# FAILURE IS YOUR FRIEND

When you "sell" your music to a bunch of strangers, only a few select will *love it*, some will *hate it*, and a lot of others will be totally *indifferent*. You're not alone in this, it happens to superstars as well. They have tens, if not hundreds of millions, of people that don't care about their track record.

Finding YOUR followers among the crowd, connecting directly to them in an engaging and honest manner, and ensuring that they stay in your orbit for the long haul is what marketing is all about.

It will be discouraging in the beginning, especially when you're marketing to cold audiences **BUT** have a little *patience* and a little *faith*. Once you start filtering and marketing to only those people who **engage with you**, that's when the real growth begins. You'll turn cold into hot audiences in no time!

# Messaging is very important.

There's many way to say the same thing. This is especially important when you're thinking about marketing anything.

Keep in mind that people respond differently to different ways of messaging.

Imagine you just opened an **icecream shop** and you had an event for people to come and taste them to hopefully get them as clients later. You know that **they all love ice cream** (*because if not they wouldn't be there*) but you don't know each person's flavor of choice. If you only gave out **one flavor to sample** (*let's say chocolate because I am a choco addict*) to the crowd, there would be a lot of people that wouldn't taste the icecream. What if some of them despise chocolate and love vanilla? What if they're into fruit only with no milk? Does this mean they wouldn't love your icecream? **NO**. But you've got to keep in mind that everyone has a choice and if you want to appeal a larger group of people and want the majority of them to taste your icecream, you've got to try to level with them and provide them with something they resonate with.

So if you transfer that thought process into messaging and instead of icecream you think about ads, emails or social media posts, you'll understand that you have to diversify your messaging efforts in order to gain a deeper & broader connection with your audience.



# Repetition is also important.

Since we live in a world where there's just so much information thrown our way, we live in this default where it's easy to tune things out, even if they're incredibly interesting or can provide real change. That's why the **frequency** of the message is extremely important. People almost never react to the first instance of an ad or communication. It usually takes people *several times* of looking at something before engaging.

Even though saying the same thing different ways over and over again may seem repetitive but just know that by doing this you're **increasing the chances of the person on the other side resonating with your message.**

Think of the efforts major labels place on radio airplay. They'll pay big money to have a song play over & over & over again. ***Why do you think that is?*** It increases the **frequency** of the product in front of large audiences and sooner or later whether you like or hate the song, **you'll end up talking about it.** It works the same with ads, emails or content.

**The more people see you, the higher the chances of them to engage with you.**

# LEVERAGE TECHNOLOGY

The no.1 currency you have to be successful in this digital age of music is **DATA**. The better the data, the better the development process and results. You can have a good instinct in general but that means nothing unless it's validated by data.

When you ask people *"what's your audience like?"*, *"how old are they?"*, *"where do they live?"*, *"what other types of music do they like?"*, *"do they have any hobbies?"*, **usually you get crickets for answers.** 🦗

Having the knowledge to answer these questions is powerful. It'll help you understand your audience better, tailor your experiences to your your user base, it can help you create better partnerships with influencers and other brands that maybe are not even in music but resonate with a majority of your audience, etc.

# DATA CENTERS

Here's some of the important data centers we usually have to look at:

- **Social media:** almost every social media platform can provide us with insights into our audience. Most of them won't be too precise (except Facebook & Youtube) but can give us a great general idea of our audience.
- **Ad platforms** (Facebook ads, Google Ads, Tiktok): these can get intensely granular and specific which is great when we're trying to expand our message on a large scale.
- **DSP's** (Spotify, Apple music, etc.): all of the digital streaming platforms provide detailed analytics into your listeners so it's always a good idea to look at the data with every release to see who's listening and where are they're listening from.
- **E-mail autoresponder** (Activecampaign, Clickfunnels, Mailchimp): this is probably the most important data center of all because you OWN the data and have the ability to communicate directly with your audience. In any of the above mentioned you can see behavioral patterns but you cannot communicate with your audience beyond a content post. You can also get very specific data that's helpful.

# EMAIL IS STILL A THING?

Yes & very much so. Despite social media being the most popular and talked about vehicle of communication, nothing beats email. Here's why:

- **Email is serious:** most people are on *work, study* or *shopping* mode when checking emails. There's no swiping or multi-tasking.
- **Email is personal:** it's easy and impersonal to follow a social media profile but, would you trust someone with your email? People take giving out their email way more seriously than engaging in social. media for good reason.
- **Email has higher visibility:** the chance of someone catching your email vs someone seeing a post on social media is *extremely high* in comparison. Again when you're on a social media platform it is usually for entertainment and our monkey brain is swiping in 5 second intervals without much commitment.
- **It provides \$avings in the long run:** once you get someone's email you can open a direct line of communication without having to spend money. It's impossible to do at a large scale on social media platform or ads.

# OFFICIAL WEBSITE

Your online presence is a crucial part of your storytelling. For some artists, their entire story exists almost exclusively online. The most important tool for your online presence is your official website, here's why:

- **Complete control over user experience:** when you're browsing on a social media platform or a DSP you have to abide by the platform look & feel, users have to see ads and you have little to no control over the user experience. In your website, you're the king/queen of the castle 👑.
- **People can easily find you:** You can easily be found in search results.
- **SEO (search engine optimization):** having an SEO optimized website can dramatically improves your ranking within the search engines and get you tons of free organic traffic.
- **Story:** It can condense a lot of storytelling in one place. people can easily see all your videos, song, experiences, blogs, etc.
- **E-commerce:** if you want to have your own store with complete control of your user experience, your website is simply a great place to do it.
- **Emails:** you can easily capture emails and onboard people into your world.

# **TRADITIONAL PR**

## **RADIO/MEDIA/PODCASTS/PLAYLISTING**

Even though there is an emphasis on social media, traditional PR can make a HUGE difference in your music career. The right exposure in traditional media can supercharge your exposure and provide massive business opportunities. That being said it is a world full of gatekeepers and bureaucracy and every big opportunity comes at a **SUPER HIGH COST.**

That being said, there's **immense value** on building relationships at a local level with small newspapers, cultural or art magazines, podcasters, indie & college radio, etc. Some of these might be small but they have ties to bigger opportunities plus they'll be *way more in tune with what you're doing* and *show more love* than a big network who only want money in advertising or you to draw more audience for ratings with little or no emotional connection to you or your journey.



# TRADITIONAL PR

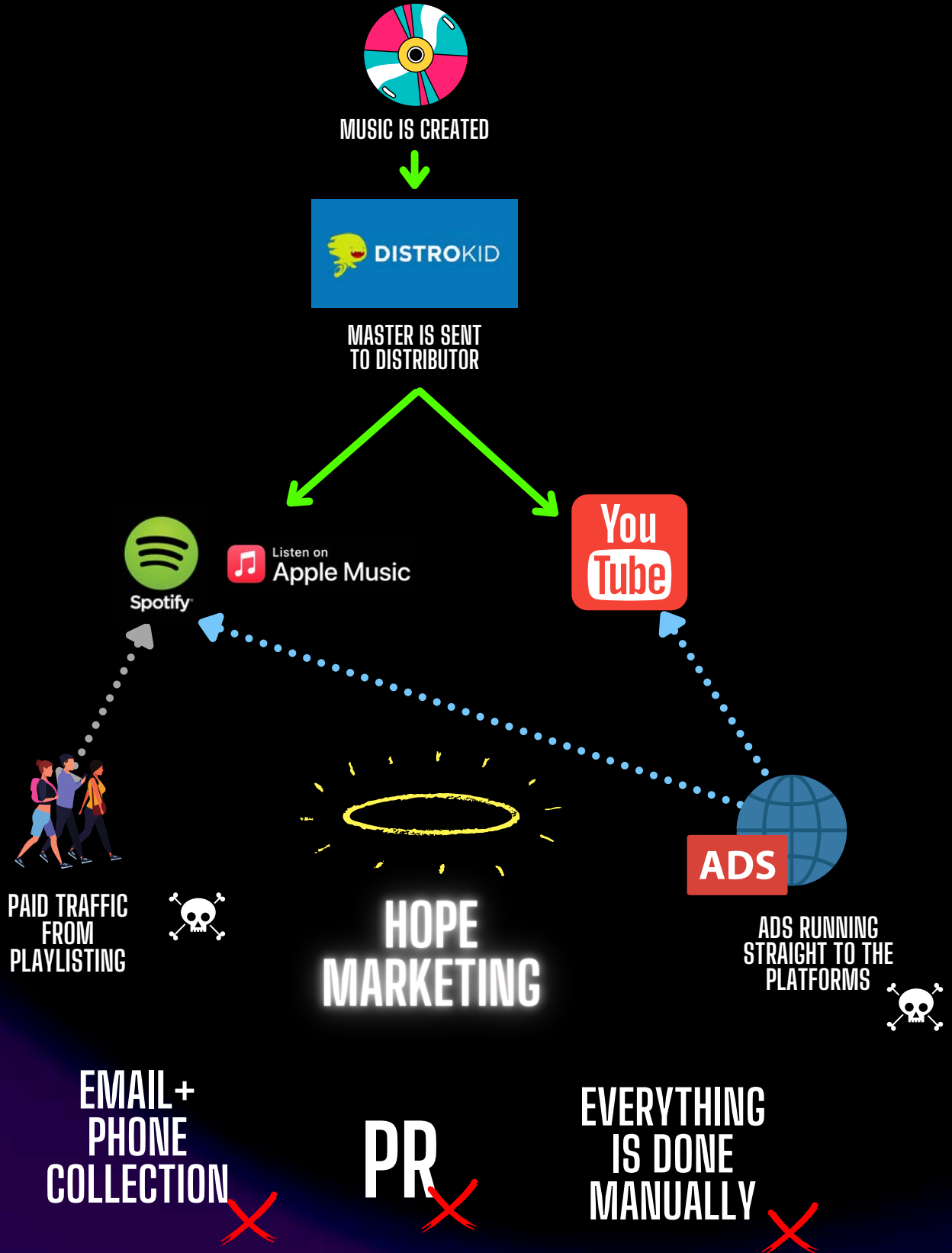
## RADIO/MEDIA/PODCASTS/PLAYLISTING

### NETWORKING

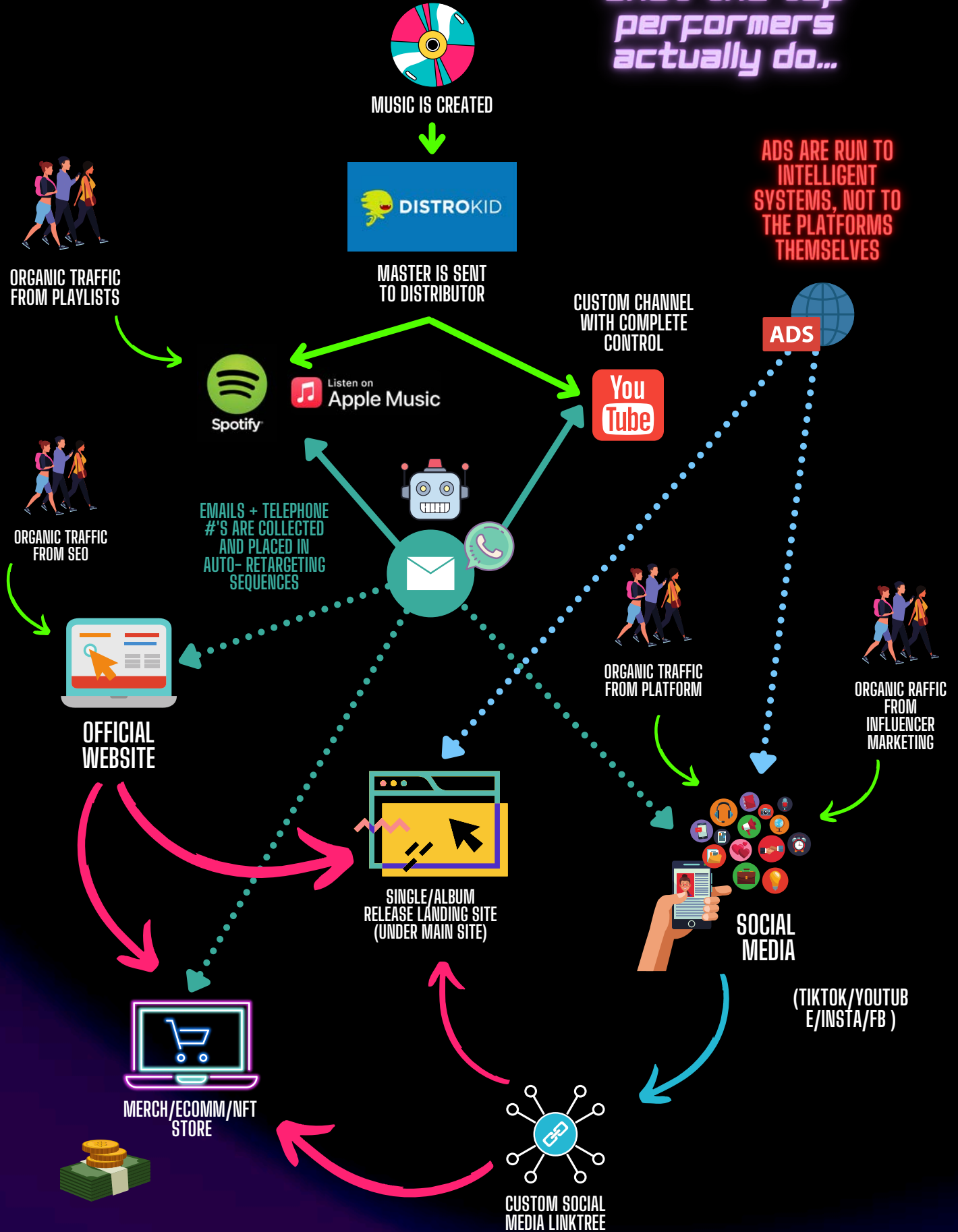
You might be asking to yourself... How do I go about contacting people & networking with media companies? Here's some tips:

- ✓ **Contact the right person:** Google is your friend. Do your homework within the company you're looking into as far as who's the right person that suits the conversation. Don't just reach out to a person or department who can do little to nothing to create the bridge. **! Ninja Tip:** Sometimes you'll need to cross reference with LinkedIn, IMDB and even Facebook. Sometimes finding people doesn't come easy but it is not impossible... don't give up! If you can't find them find someone with 1 or 2 degrees of separation and kindly ask for help!
- ✓ **Keep it short & sweet:** be concise as far as to why you're reaching out and provide as much supporting details as possible as well as up-to-date contact information in case they want to reach out for further discussion.
- ✓ **Don't be pushy!** : if you reach out and they respond and say “no thank you,” **DON'T TAKE IT PERSONALLY!** Maybe you reached them at a bad time or maybe there's just too much on their plate. **A NO now might be a YES later. NEVER close a door.**
- ✓ **Follow up game strong :** if you don't hear from them in a week, feel free to follow up. It's more than enough time to check back in case the communication flew over their head or they missed an email. It's a good way to bring focus back to the conversation.
- ✓ **Be consequent:** if the person responds back with additional requests, be diligent about it. Don't make them wait.

# what "people normally do"



what the top performers actually do...



# *the new digital artist model*

The old concept of a "celebrity artist" where that famous icon is untouchable and fans could never get in touch with them is *slowly fading away*. People want "real" and they cherish the ability to communicate and engage with their favorite creators and *for us* in the creative side presents a fun opportunity that can be profitable and a major source of revenue at an independent level.

This is happening more and more every day through the use of intelligent ecosystems using automations in email, social media DM, sms, telegram channels, the creation of communities in platforms such as Discord, creation of NFT's, economic systems like creator coins, dynamic websites & much more! **ALL RUNNING ON AUTOPILOT!**

To make the most of this, it's important for artists to tap into the power of organic social media content. By regularly sharing authentic and engaging posts that truly connect with their audience, creators can build a loyal following without relying on paid ads. This not only strengthens the bond with fans but also opens the door for organic growth. When done right, this approach helps artists grow their brand and revenue streams in a way that feels natural and genuine.

# GOOD LUCK!

Hopefully this guide helped you grasp a better awareness of music marketing and aid you in your quest for developing your own music brand. Our goal with MusicMastermind.TV is to provide you with knowledge and tools to help expedite your process towards music success.

If you liked this guide, please give us a shoutout over IG! Feel free to screenshot anything you found interesting within the guide and tag us @musicmastermind.tv!

I'll finish by reminding you that you're the ONLY responsible person for your own success. Believe in the mission, work hard, have a little faith and the rest will figure itself out!



**We believe in you!!!!**

**Let's keep up the good work!!!!**

**ALEX J**





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