

GUITAR WORLD

DIY Marketing for Musicians

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The Four P's of Marketing

- **Product** – your music
- **Place** – where someone can buy your music or see you play
- **Promotion** – how you get the word out
- **Price** – how much a CD, download, ticket costs

Your Definition

- Define who you are and what makes you special
- Make a list of all the possible target segments that might be your customers
- Prioritize them
- Brainstorm ways to reach them

Your Website

- Registering your URL
- Tools for site creation – Squarespace, Wix
- Building a presence
- What to include
- Analytics
- SEO

Social Media

- How much should you post
- Where and when
- What types of messaging
- What not to do
- Facebook, Twitter, Instagram, YouTube, others

Mailing List

- Why should you collect email addresses?
- How to get more names
- Where to keep them – Mailchimp, others
- How to use them (and how NOT to use them!)

PR Basics

- News releases
- Creating relationships with the media
- Pitching
- Follow up
- What not to do

Advertising

- Identifying where/when
- Negotiating
- Social media advertising
- What to include in your ads

Promotions & Partnerships

- Sponsor messaging
- Giveaways
- Community partners
- How to approach a potential partner

Exposure

- Charitable tie-ins
- Event listings
- Partnering with other businesses
- Using other interests to further your music

Funding Sources

- Crowd-funding
- Fund-raising
- Merchandise
- Product selling
- Membership – inner circle
- Subscription models
- Sponsorship

Networking

- Building your network
- Networking groups
- Keeping track of your network
- How to use your network
- Your elevator pitch

Resources

- Read blogs – like the DIY Musician blog and podcast on CD Baby, blogs on LANDR, Sonicbids, etc.
- Join the Hypebot mailing list
- Sign up for the Lefsetz newsletter
- Read my articles on Guitar World!

Thank you!



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