

# A QUICK GUIDE TO MARKETING AND PUBLICITY

## THE BASICS

Publicity and marketing are two sides of the same coin in the music industry.

Publicity involves creating buzz and awareness about your music and brand, while marketing focuses on strategically promoting your music to the right audience.

## BUILDING YOUR BRAND

Before undertaking publicity and marketing, every musician needs to consider a unique identity that sets them apart. Think of branding as your musical persona. It includes your style, image, and story. Effective branding helps you connect with your audience on a personal level, making them more likely to engage with your music.

## PUBLICITY: CREATING A BUZZ

Publicity is all about getting people talking about you. This can be achieved through media coverage, social media presence, and collaborations. Press releases, interviews, and live performances are some ways to generate buzz. The aim is the more people talk about you, the more you'll be noticed.

Platforms like Instagram, Twitter, and TikTok are goldmines for musicians. Use them to share behind-the-scenes moments, connect with fans, and tease new music releases. Consistent, authentic, and engaging content can help you grow your fan base organically.

### Free publicity

You can engage a publicist but this can be expensive so when you're starting out it's a good idea to learn how to do publicity yourself.

There are a couple of things you can get ready so you can reach out to the media to get coverage:

- [Submit your music to radio stations](#)
- [Build your own press kit](#)
- Reach out to blogs and media if you have a new release coming out

### Paid publicity

When you have something you want to sell like new music or tickets to a show or tour you could consider paying for publicity.

You could engage a publicist to draft a press release and send out to their media and playlisting contacts.

Through this they may organise paid advertising placement in magazines, social media paid post boosts.

## THE POWER OF VISUALS

Consider spending the time and budget to communicate your brand further through visual assets that are in line with your overall image and sound. In the age of digital media, visuals matter immensely. Invest in eye-catching album covers, music videos, and promotional materials. Strong visuals can make your music more memorable and shareable.

## STRATEGIC MARKETING

Marketing is about reaching the right people at the right time. Identify your target audience – the people most likely to enjoy your music – and tailor your marketing efforts toward them. Use online platforms, such as social media and streaming services, to share your music, engage with fans, and build a loyal following.

### Free marketing

Grassroots marketing is sharing out through your community and networks via word of mouth. Use your social media platforms to build an online community and talk about what you have to offer. Use your existing networks to create an email database of your contacts. There are free templates online and platforms such as Mailchimp you can use to make newsletters.

### Paid marketing

Using the same channels that you would as grassroots marketing, you could think about advertising spend across your social channels such as Instagram or Facebook for targeted advertising. You may also want to consider community radio sponsorships, street press advertising and posters.

## TRACKING YOUR PROGRESS

If you are doing the bulk of your own publicity and marketing for free, you can track your progress through metrics like social media engagement, streaming numbers, and ticket sales. Adapt your strategies based on what works and what doesn't. If you are paying for these services the publicists and marketing tools you engage will provide these insights.

In addition to getting stats from your social media channels such as Instagram, Facebook and TikTok you can also track stats on streaming platforms such as:

Spotify for Artists: [artists.spotify.com](https://artists.spotify.com)

Bandcamp for artists: [bandcamp.com/artists](https://bandcamp.com/artists)

Apple Music: [artists.apple.com](https://artists.apple.com)

Youtube for Artists: [artists.youtube](https://artists.youtube)

## Other considerations when it comes to building your profile:

## LIVE PERFORMANCES

Live shows are still one of the most potent ways to connect with fans. They provide an opportunity to showcase your talent and engage directly with your audience. Building a strong stage presence can set you apart.

## NETWORKING AND COLLABORATIONS

Don't underestimate the power of networking. Collaborating with other artists, producers, and industry professionals can expand your reach and open doors to new opportunities. Building relationships within the music industry is essential for growth.