

7 Ways To Market Your Music

Hi there, Shaun Letang from Music Industry How To here. This short PDF contains 7 great ways for you to market your music along with follow up resources for you to read. You can get more great guides and resources like this (but more detailed) by signing up to the [Music Industry How To newsletter](#). So do that now. :)

Now, apply these ideas, and if your music's good you will make progress.

1. Get Press.

Press is important in getting attention to your music. While it can be good for sending your fans directly, even smaller press you get can be good for social proof. Not only will this show people you're worth listening too, but it'll also help you get more press from other places.

You can see [how to get press here](#).

2. Use Social Networks.

As you probably know, social networks such as Youtube and Twitter are important for promoting your music. But do you know how to use them right? Here are [10 social media marketing tips for musicians](#). Bare those points in mind.

3. Build Up Your Credibility On Other Sites.

If you don't have a credible name in your genre, you'll find it hard to market your music. This is because people won't take you as seriously. One way to build up your credibility this is through guest posting. I've talked about what this is and how to apply it before, so [read this](#) for all the info.

4. Run Competitions.

Everyone loves to win a prize, so why not use this fact to help get your music out there more? By offering people a prize you can get new listeners, keep fans interactive and save a small fortune on your marketing budget. See how Ches Christian [done exactly that](#).

5. Have A Website.

One of the mistakes many people make is not having their own professional website; don't worry, it's easy and quick to make yourself! These are the place where people should find you when searching your name online and this is the one

which will get you the most sign ups, money and fans. Find out [how to create a music website](#) with my ultimate guide.

6. Have an Electronic Press Kit.

Relating to the first point, if you want press, it's a good idea to have an electronic press kit (or EPK for short). This is a package on your website where people from the press can easily go to get a lot of the information they need from you. By having this, you've inviting more press coverage for yourself. See [how to make one here](#).

7. Build A List And Do Email Marketing.

While social networking site are good for interacting with fans, for getting a message directly to fans there's no better way than email marketing. When you send social messages, only a small percentage of your fanbase will see it. When you send a email however, it goes to all of your fan's email inboxes. Learn [how to set up your list](#) and email marketing as it's one of the most effective forms of marketing on a budget.

So there you go, 7 music marketing ideas you should implement asap. You can see more advice for musicians like this over at Music Industry How To. You should:

[Register to get free guides sent to your email inbox.](#)

[Learn how to effectively market your music \(essential\).](#)

Ready to take things more seriously? Then get [the ultimate music marketing course](#). For those who want the knowledge that could get them bigger a lot quicker; a step by step plan.