

Hi, I'm Nancy Halligan of rockbition.com and I teach musicians and music venues how to use digital strategies and platforms to promote their music and shows. I've been a musician for most of my life and I've even owned a music venue, so I bring a unique perspective to promoting because I can understand what both sides are trying to achieve. This is the Rockbition Business Podcast.

Welcome to the Rockbition Business Podcast. I'm your host Nancy Halligan from rockbition.com. Today's episode is going to be about the number one mistake your band or business is making online. I did a Facebook live on this and I want to play that for you guys instead of trying to retalk it all over again because I made some good points in that and I don't want to forget anything. I'm just going to play that for you and I would love to hear your thoughts back, and how you're proceeding after listening to this episode. Leave me some comments or send an email to [podcast@rockbition.com](mailto:podcast@rockbition.com), I'd love to hear from you. Here's the episode.

Hey guys, its Nancy from Rockbition. I am a creative artist, digital strategist and I help bands and musicians and also live music venue owners learn how to promote their shows and their music online. Today, as you can see by the title, I wanted to talk about the absolute number one mistake I see everybody making. That is relying on Facebook or Twitter or Snapchat, whatever your social media of choice is. You're relying on that to promote your music. So, my question is to make you stop and think about it is, because I have actually seen [www.insertbandnamehere.com](http://www.insertbandnamehere.com) and then when you click on that it leads back to Facebook. My question to make you think about that is what you do when you wake up tomorrow and Facebook's gone or Twitter's gone? Something happened and they're no longer online. Now you have no website, no way to keep in touch with your fans, no way to promote your shows, what are you going to do?

The fix for this is what you should have is two things, your own website, and an email list. Your email is, everybody checks their email. If you tell me you don't check your email on a regular basis I'm going to call bullshit, and I'm going to say you're lying.

Everybody checks their email at least once a day, and at minimum once a week. I mean when I'm on vacation sure I don't check it as much, but every day I check my email and I scan through to see who has sent me email. I'm going to call out a few people here because the Town Ballroom is awesome, Rapids Theater is awesome, and these are two local venues to me. I get emails from them on a consistent basis. I always know who's playing, I always know when the tickets go on sale, I always know what is going on at those two clubs. I just want to and just makes me mad, it makes me so mad to see people wasting their time on Facebook using it like it's their website because it's not your website. You don't own Facebook, you don't even own your fans. If you're all excited that, "Whoa, we hit 5,000 fans today", who cares. If you wake up tomorrow and Facebook is gone you have zero fans, zero, none, because how are you going to get in touch with those people again?

Sure, maybe another social media site pops up and then you get on there, but then you have to start from scratch, again. If you're not interested in working like right now if you're focusing on Facebook and you're not focusing on another one, you are going to start from scratch again if Facebook goes away, or if whatever social media goes away. You should have your own website even if it's just a basic page that just has your like your bio, who's in the band, all that information and when you're playing. That's fine, it's just a place for people to go, it's your home. It's basically your home. You should have a place on there for people to sign up for an email list and when you get a show you should email those people and tell them when that show is. Because like I said I checked my email once a day. You send me an email that tells me when you're playing, I'm like, "Oh, okay," and it sticks in my head a little bit better than when I'm scrolling through Facebook mindlessly, "Oh, so and so's playing" I forget two minutes later when a cute puppy video shows up because I like dogs.

But yeah, you really need to have a website and an email list. These things are so important I can't stress it enough. The other thing is you should be treating your band like a business, because those types of if you start treating it that way, you're going to start seeing a return.

You're going to start seeing that you focus more on certain things and that you're getting more people on your shows, more people are buying and listening to your music and more people are interacting with your posts online. That's what I want to see for you people, for anybody in a band or anyone who has a music venue, that's what I want to see. I want to see people going because we can't keep going on the same track that we're going because it's not working. Less and less people are going to shows, less and less people know about shows. That's number one thing I see is if I had known I would have gone. How come they didn't know? It's not their fault, it's your fault. It's my fault when people don't come to my show because I didn't do my job by promoting it and I didn't make sure that everyone knew about it.

The first thing I do have is I do have an email list, it's very small right now but I do have one. As soon as we book a show those people get emailed, so they know about it. I also send multiple emails since things get stuck in junk mail. Things get stuck in your- you accidentally put something in the garbage, I do that all the time. I want to just keep stressing that you really need your own home on the internet, because right now if you're relying on Facebook or Twitter or Snapchat or whatever, you're basically renting space. You don't own that platform, you don't own those fans, you don't you don't own anything to do with it where if you get your own website you own that space and yeah, you own your own email list because that will be all yours. Then if Facebook goes down tomorrow, no big deal. You still have your email list, you can email them, you can keep in touch with those people and they always know what's going on with you.

If you have one, pop a comment and let me know that you do have an email list or your own website, let me know that too. Leave a comment with your link to your site, I would love to check it out. If you have any questions about setting one up I'm actually going to be putting out a post on the blog in about a day or two. You give me a little bit of time to do it because I'm putting together a list so that you know where to go. If you have an actual budget, if people do come to see you do have a budget where you could pay monthly for an email service, because there are free ones but there's ones that have a little bit nicer things that you can do with them but they do cost money.

If you have a definite fan base I do not suggest paying if you don't have an actual fan base yet, if you're just starting out. You're just starting out, you want to go with the free and work your way up because they all start at free and then they have levels based on how many subscribers you have.

So, when you sign up for them I suggest going with the free to start with or paying if you're able to do that and getting that started, getting it up on your website. All you need is just a little box bring it either the top or on the sidebar of the page is where you can put it and people can sign right up and always keep in touch with you. That is the rule of the day today, get off of Facebook and start driving people to your own website. If you want any help with that let me know. I am going to be putting out this blog post like I said and it's going to have a list, a small list of email service providers that I recommend, but there's plenty out there, there's tons out there and you'll see that pop up on the page probably, I don't want to give a total set date and time, but I'm going to say it'll be by Monday at the latest. All right?

Pop a comment in, let me know what you think, let me know what your thoughts are. If you agree with me, if you don't agree with me just be nice about it, okay? All right, I'll talk to you guys later, bye.

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