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like a massive result,  
but the music  
industry voices we

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polled recently paint  
a more nuanced  
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2,345 jobs in  
marketing,  
advertising, creative  
and media.

How Digital  
Marketing Is  
Changing the Music  
Industry | Inc.com  
If the thought of  
sitting down to create

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a music marketing plan makes you cringe, you're not alone. It sounds like the boring business stuff, when you'd rather be spending your time on the fun, creative stuff. But here's the thing: the most effective marketing plans for musicians are creative — and, as



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you ' ll see, require  
deep ...

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5 ways for brands to  
step up as the music  
industry faces ...

If you ' ve got talent,  
drive, persistence,  
and music industry

supporters (whether  
it ' s fans or the

Talent Buyer who has  
you on speed dial

whenever a touring

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band in your genre comes through town and needs an opener), marketing is the piece of the puzzle you ' ll need to succeed.

How to Write Your Own Music Marketing Plan

California About Blog  
Music marketing manifesto is a leading resource for today's

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DIY musicians, hosted by John Oszajca. John is a music marketing expert, a former major-label recording artist, and one of the pioneers of direct to fan marketing in the music industry.

Frequency 1 post / month  
Also in Music Marketing Podcasts Blog ...

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Past | The Evolution  
of Music Marketing

The modern Western music industry emerged between the 1930s and 1950s, when records replaced sheet music as the most important product in the music business. In the commercial world, "the recording industry"—a

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reference to  
recording  
performances of  
songs and pieces and  
selling the  
recordings—began to  
be used as a loose  
synonym for "the  
music industry".

5 steps to creating an  
effective music  
marketing plan ...

You need a music

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marketing plan to grow your audience and capture the hearts of new listeners. In this article, we ' ll look at everything you can do to successfully piece together a great music marketing campaign. Plus, we ' ll show you how to promote your music in the lead up

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to your release and  
post-launch. 1. Grow  
your following on  
social media

Master Music

Marketing In 2020 ...

- Music Industry How  
To

The music industry is  
immensely  
competitive, and good  
marketing is essential  
for anyone looking to

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turn their art into a  
successful career.

After all, artists can  
expect to make only  
about 70% of a penny  
per play on Apple  
Music, and a little  
more than half that  
on Spotify.

6 Best Music Business  
Books (& Music  
Marketing Books)  
2020 ...

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Well, music marketing, also known as music promotion, is the process of raising awareness of your music. By marketing your music, you are getting people to know it exists. Without properly promoting yourself or your music, no one would know you even make

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music.  
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50 Best Viral

Marketing Strategies  
for Music Artistes

Introduction

Technology has  
changed the music  
business in different  
ways, including  
publishing and  
producing music.

Moreover, customers  
today purchase and

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download music files from the Internet and transfer the digital files to their portable music devices. Facing the challenges in the digital era, CD sales keep falling and the sales from digital downloads are not...

15 Music Marketing Strategies for Aspiring Musicians ...

*Page 19/34*

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As the music industry becomes more and more saturated, music marketing is becoming very difficult for a lot of artists. However, we have found some exemplary examples of music marketing and compiled them within the following list for your perusal. If you 're a smaller

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or niche artist, the below strategies won't be all that useful to you.

Music Marketing: The 8 Step Digital Music Marketing Plan ...  
50 Best Viral Marketing Strategies for Music Artistes.  
Collaborate with other artistes; Most times when we see

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musical acts featuring other artistes, we imagine that they just like themselves and decided to work together. The truth is that most of the collaborations that take place in the music industry are marketing strategies in themselves.

5 Outstanding

*Page 22/34*

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## Examples of Modern Music Marketing

Learning the business of music isn't generally an easy task. It can be easy to get confused about how to get your music out there, but if you learn from those who have already been there and done that, it doesn't have to be. With that in mind,

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here are six music  
business and music  
marketing books

worth checking out.

They've already  
helped hundreds of  
thousands of  
musicians before you,  
so I'm ...

This Business of  
Music Marketing and  
Promotion, Revised ...

The maxim in the

*Page 24/34*



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music industry has always been "You can't make it on talent alone," and with *This Business of Music Marketing & Promotion*, you don't have to. In language that is simple and direct, author Tad Lathrop details promotional skills, publicity plans, royalty guidelines,

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and more, all supported by real-life

examples.

This Business Of  
Music Marketing  
This Business of  
Music Marketing and  
Promotion, Revised  
and Updated Edition  
Tad Lathrop. 4.1 out  
of 5 stars 38.  
Hardcover. \$19.47.

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Only 1 left in stock -  
order soon. Music  
Money and Success  
8th Edition: The  
Insider's Guide to  
Making Money in the  
Music Business Jeff  
Brabec.

This business of  
music marketing &  
promotion : Lathrop

...

The music industry is

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ever-changing, and it is especially true in this digital age.

Before, big labels would sign the artists and then handle their music marketing strategy and promotional activities. That situation is no longer the case.

What Is Music  
Marketing Strategy? |

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Video marketing has also emerged as one of the best tools the music industry has for digital marketing. Sites like YouTube and Vimeo allow bands to create visual content and post it for millions ...

Music industry -

Wikipedia

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If you still feel like you are a candidate for starting-up and running your own record label, then It ' s now time to start learning how to write a music marketing plan based on The Four Fronts of Music Marketing ' that the book ' Music Is Your Business; A Musician ' s

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FourFront Strategy  
for Success', 3rd  
Edition is all about..

Before I start getting  
into all the details  
involved with ...

Amazon.com: This  
Business of Music,  
10th Edition (This ...  
The maxim in the  
music industry has  
always been “ You  
can ’ t make it on

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talent alone,” and with This Business of Music Marketing & Promotion, you don ’ t have to. In language that is simple and direct, author Tad Lathrop details promotional skills, publicity plans, royalty guidelines, and more, all supported by real-life examples.



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16 Accessible and  
Affordable Music  
Marketing Tips  
A music marketing  
strategy is a  
marketing plan  
designed to increase  
knowledge and sales  
of an artist's music.  
Usually an artist has  
many marketing  
strategies over the  
course of his career

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because music trends evolve and because an artist does not

need to promote all of his events or songs at the same time.

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