

5 STRATEGIES TO SELL MORE MUSIC

AN EXCERPT FROM THE [ULTIMATE MUSIC BRAND](#)

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S M E N M U S I C

Why You Should Read This Book

This book is like a roadmap for marketing your music.

Whether you are a record label or an independent musician, this book will show you how to sell more music. It's full of proven strategies and marketing tips that will push your musical brand in the right direction. It will help you to create a platform in the music industry and gives you pathway to creating an awesome career as a musician or build your own music company as a record label.

Please, make sure you note down the action steps you can take in any of the marketing strategies to move your musical brand forward.

Reading and implementing one of the marketing strategies will be more valuable to you and the use of your time than reading all of them without taking any action.



Always remember that action is what creates results and right changes in your life. If you want to make it in the music industry, you have to take right action.

Motivation, learning and inspiration are all good things, without taking action on the word that motivate and inspire you or take steps to actualise your dream, there will be no real change, and there will be no result. There is nothing in doing nothing. Zero multiply by zero will always give you zero. No matter what you do with zero and zero, it will always be zero.

That being said, let's dive in into the ways to making money with your music.



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ONE: BUILD YOUR WEBSITE

The World is changing and it will keep changing. The music industry is changing too and it will keep changing. There is a time Tapes and CDs reign supreme in the distribution and marketing of music. The recording music industry is more than 7 decades old and it has evolved from one stage to another. Towards the new millennium, the music industry was hit with another disruption again, and this time was when mp3 was invented. This led to one innovation and the other, music was downloaded for free on free mp3 websites. But in any disruptive ideas, there are so many opportunities inside.



Steve Jobs, the late Apple co-founder created Itunes.com to sell music and a lot has happen since that time to this current time. Music industry now depends on streaming revenues and mp3 downloads for survival. In this short history and story of music industry evolution in the new millennium, you will see that one thing is common to all the companies that are now acting as the saviour and gate keepers. They either create a website or an application to sell contents for musicians.

This is the one thing musician in this age and time need to get going and move forward. You need a website for your musical brand. No matter where you are in the World, building a musical brand name without a website is like establishing a business without an office. I agree that there are businesses that are being run from home, but meeting with clients and convincing a client to come to your house for a business meeting sometimes will not give enough credibility to your business and brand. Your clients are your fans and the music industry professionals. They need to relate with you, and one of the place they can do that is through your website.

The big company in the music industry understand the logic and they use it for their own full gains. Your website is your virtual office as a musician or an independent recording company. If you are an indie record label and you are the first artist on your label, your record label name can also represent your website. Since you are affiliated with that name, it will still work out the strategies. The World is a global community now; you can make music in your room today, distribute it and have people in different part of the World listening to your music in few days after the creation of the music. But, one thing that makes it possible is a website. All your marketing effort should converge at your own website, not any other platform. Never put all your effort into building your musical brand online without building your own platform. Building a platform for yourself will not only give you money now but in a long time to come. In my new book "Ultimate Music Brand", you will learn some avenue to make money with your music website other than music itself.

I know you can be saying this, well; I just want to get my music on ITunes, Apple music, Spotify and other digital platforms. I don't need a website to sell my music. Let me point out why you need a website for your musical brand.



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Why You Need a Website for Your Brand and Sell More Music

1. **Establish an Authentic Online Identity:** Your music name is your brand name and that is your calling card to the World. Your brand name is what makes money for you. People will buy your music, tickets and merchandise because of your name. Your website is your hub where everything comes together, although social media is one of the vital strategies to market your music, your website will give you credibility and authenticity. With your website, you own the “yourartistname.com”. This is a vital point to authenticate your brand in this time and age. You can change hosting company, but yourartistname.com still remains the same every time. Apart from giving your musical brand identity and authenticity online, your domain name can also become an asset to you in the future. It’s a digital real estate that can be worth millions of dollars depending on your popularity and Domain Authority in the nearest future. So, the number one reason for building a website for your musical brand is because you own it and that part of the internet is your digital real estate forever, in as much as you keep renewing it.
2. **Website Gives You More Data:** Derek Webb put it this way; “money always follows who owns the data”. Since you are the owner of the website, there are tools and software you can use to capture data. You can measure and refine your music marketing strategies according to the data that you have in your hands. Things like “who streamed your song this month”, “where is the person from”, which of the song get downloaded the most”, “which of the track is their favourite” and “where is the traffic coming from” are some of the data you can capture from your website and these data can help you to make good music marketing decisions that will help you to sell more music, build fans relationship and book shows that are more

relevant and tailored to your musical brand. Data will help you and make your life easier. As the saying goes; data is life, you can infuse more life into your musical brand by capturing data and using it to your full advantage.

3. **Industry Professionals Sense your Seriousness:** The professionals in the music industry will know that you are serious if you own a website that is tailored to your musical brand either as a record label or an artist. As I said earlier, if you are running an indie label, your music company's website can also be your website for now. The music industry sees you as a professional and dedicated musician when you have a website. When music promoters, bookers, media and event organizers hears about your music, they will expect to see you at [yourartistname.com](#)
4. **Controlling the Experience and Earning More:** You can control the experiences of your fans on your website, you can decide what they see and how they feel about your musical brand. In fact, you can make your brand come alive with colours and visual image you use on your site. It also makes your fans remember your image through your logos, colours and aesthetic designs on your website. You can also sell music, tickets and merchandise on your website. You can sell directly to your fans by attaching a store to your website. You can also use some software to link directly from your website to other digital stores where your music is available. You control all the experience and give your fans and other industry professionals the feels about your brand when you have a website. You cannot do this on social media or other platforms that you did not own. Other people own those platform and they control the user experience. They can decide to include ads besides your contents, this might distract potential fans from really enjoying you and your brand to the fullest, and that person might not connect to you more intimately as he/she supposed to.



This leads us to the second most important strategy after your website – Building email list. Without having a website for your musical brand, there is no way you can build an email list. Email list is a single most important strategy to build a musical brand in this age. For major record labels to develop interest in your music brand, your social media followers and your email list are the two most important elements they will gauge. They want to see how you are interacting with your current fans and if you can be worth any investment. No recording company want to jump at any talent again, they want to see what you're doing on your own. So, let's dive in and learn about this Email list building strategy.

Note: The digital marketing team at Smen Music Company "[Artist Service](#)" is building a professional music website for musicians, record labels and other creative brand at an affordable price. We will give you the best, intuitive and mobile friendly website that will not only help you portray your musical brand but connect you to your fans in a great way. Check out the "Artist Service" page now. [Click here](#)



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TWO: BUILD YOUR EMAIL LIST

After building your website and directing traffic to it, the next thing to do is to build your email list. A study by McKinsey & Company said “Email marketing is 40 times as effective as Facebook and Twitter, combined”. Can you see that? Email marketing is so powerful if done right. Social media marketing is great, we are still going to talk about social media marketing too, but email marketing is more powerful and effective for marketing your music. Can you now see the more reason you need a website to sell more music and make money from your music. Email marketing is as old as the internet itself, and none of the other online channels and strategies had been able to replace it as the number one effective tool to engage a customer of a brand.

I know you have some email newsletter you sign up for and when they entice you and give you what suit you, you always click their email and go through to wherever you they want you to go to. That means you are engaging with that brand. This same thing can happen with your musical brand. You can get your fans to take any action you want them to take with your email newsletter.

Your website and your mailing list go hand in hand. Just like your website, you own your fan list. With social media, those companies own that database of fans, and there’s no way to transfer it to a different platform. They can suddenly change their algorithm; restrict how many fans see your updates and so on. Example of this is Facebook. If you are having 1000 fans and followers on Facebook, only one to three per cent of that number can see your Facebook post per time. That means only ten to thirty fans out of your 1000 followers can see your Facebook update at a given time. Other social media platforms can still give you a little bit more visibility; every platform was created to make money for their investor. One

of the ways they do that is through advertising. So, each platform wants you to advertise to your audience, so they will always decrease your reach.

But, with email marketing, it's a personal channel that you own and control. If you choose good email marketing platform, you can have 99.9 per cent deliverability rate. With good email marketing strategy, you can connect with your fans more intimately.

We will be breaking down how you can use email marketing strategy to build you music brand in the Ultimate Music Brand. You can get that book and build your music brand to an utmost height. Ultimate Music Brand is encompassing all things you need to know about music marketing, promotions and Branding.



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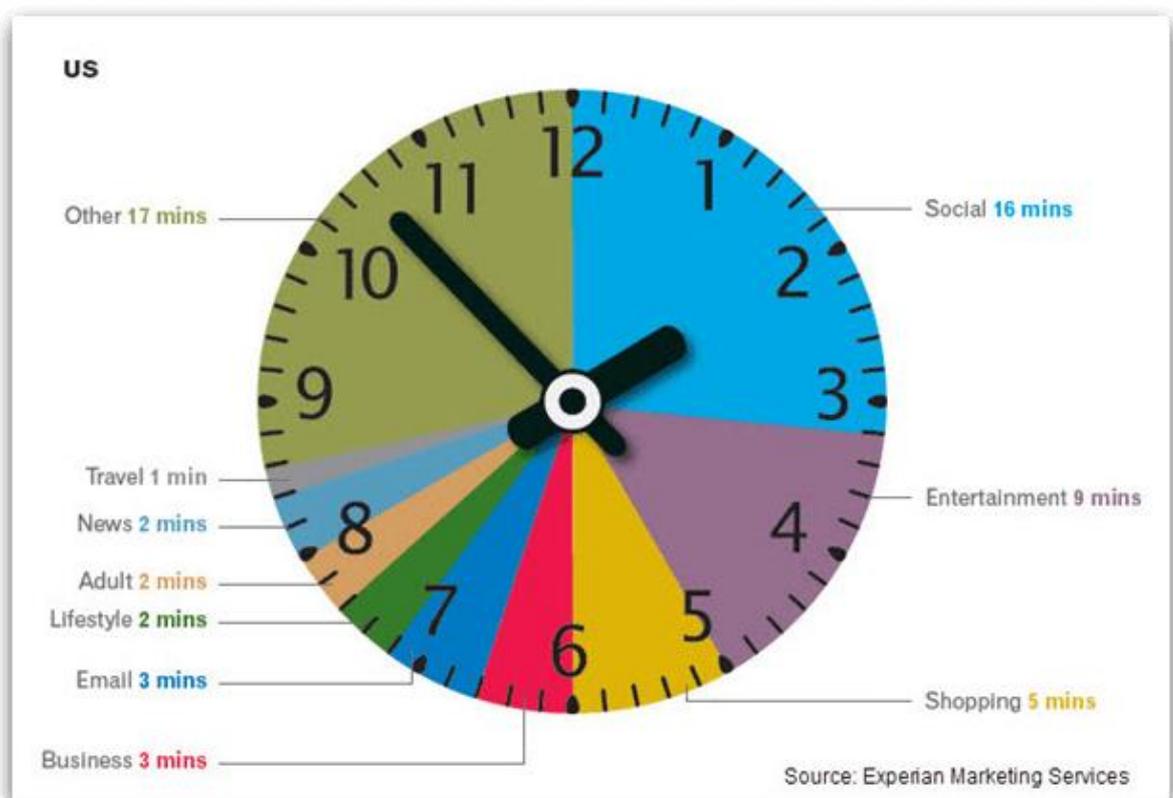
Three: Social Media Pages

I know you are already doing social media if you are serious about your music and art. You always think that is the one and only way your music can get to your fans. Social media is very important, don't get me wrong. Just that, your strategy should prioritise website and email marketing as duo channel that you can never replace with any other strategies. The beautiful thing about social media, you can build a following and gain some momentum for Free. Creating a good professional website is not free and engaging your fans via email marketing is not either.

I want to take this opportunity to tell you that you should never build your website with all the free tools like wix and blogger or wordpress.com, they are more like a social media, and you don't have freedom with your contents. These are free site builder that you can build your site and they will host your contents. With all these platforms, you cannot create good fan base. They do not have the freedom and analytical power that comes with self-hosted website. You also don't own your contents on that website just like social media platforms. They can decide to delete or ban your website when you violate their rules, and that is the end of your website, you will loss all the contents and all your fans.

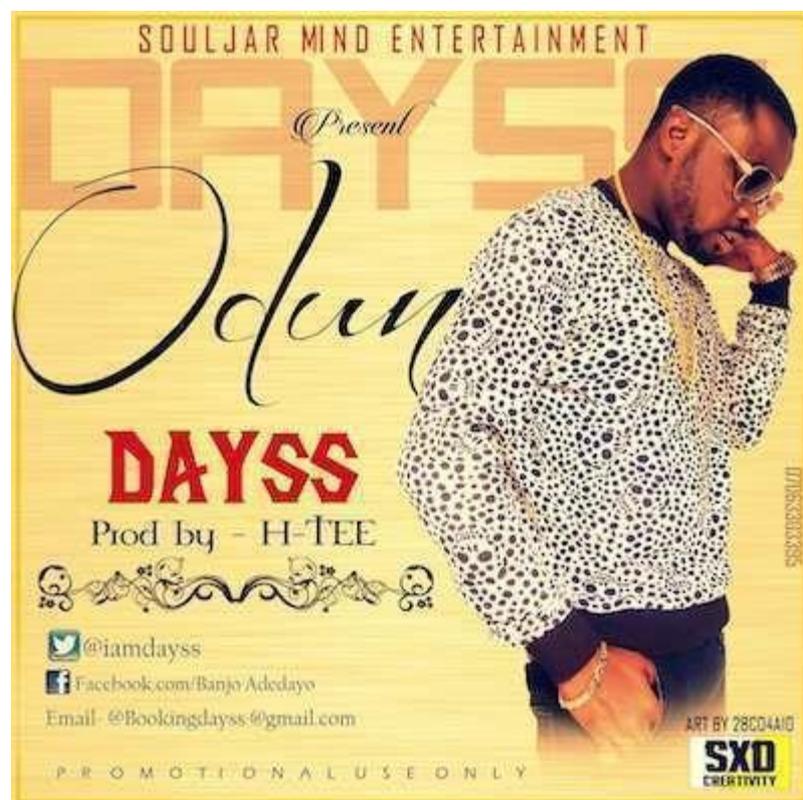
Creating social media pages and account is all you need to do to get the ball rolling. With Instagram for example, you can create an IG page and start connecting to your fans, in the website section of your profile, you just need to put the link to your website for your fans to discover more of your brand and feel your contents.

You don't need to open profile and page on all social media channels. You need the ones that are relevant to your business. You don't need to burn yourself out. You will be busy with recording and other tasks, social media should never take your whole time. You also need to know what people are doing online, you can use that information for your advantage.



Below are the social media pages you need to open to sell your music Worldwide:

1. Facebook Page: This is different from your Facebook profile. It's a page with tools to build business on Facebook. Your music brand is a business; you need to differentiate your personal profile and your business on Facebook. Your fans can like your page and follow you for updates and posts concerning your music career.
2. Facebook Group: You can also open a group on Facebook to interact with your fans. You can either make the group a public, closed or secret group, depending on what you want and what you want to achieve with it.
3. Instagram Page: Instagram is one of the hottest social media now. It's a photo and video based platform. Posting videos about your recordings and live shows can help you to reach more fans and turn them into an engaged audience that might be interested in your music and later become super fans.
4. LinkedIn: You can also connect to music industry professional on LinkedIn and uplift your career.
5. YouTube: It's the second largest search engine behind Google. People go to YouTube to discover music and other contents. You can build a following on YouTube and also make money with your channel.
6. Twitter: The micro blogging platform is a very interactive platform that can make you go viral if you know how to use it. You don't need to be a digital marketer before you can use Twitter. You can use this platform to share news about your music release, upcoming shows and any other thing about your music. Follow people and interest that can help boost your musical brand.



These are not the only social media platforms, there are so many of them including music related ones like Soundcloud, Audio Mack, Spotify, Boomplay and so on. When you are using social media channels to market your music, always make sure that the contents are inspirational and interesting. People come to social media to connect and share interesting things with their friends. They are not there to read your promotional messages about your music or your record company. The rule of the game is this; make 80 per cent of all your post to be funny, interesting, inspirational and entertaining. Leave the rest 20 per cent to do the promotional works. There is a way you can also infuse promotional messages into your other contents that it won't show. You will discover that you can only make money on YouTube, not all the media. The other platforms can help you to drive fans or prospective fans to your websites and to all the digital stores where your music content is available.



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Four: Music Platforms

More than 50 per cent of all music consumption is on digital platforms. This is very huge revenue that is available to you as an independent artist. There is so much money to be made on the music platforms. Fans are downloading and streaming songs that are worth tens of billions of dollars on the digital platforms. In fact, the sales of CDs and Vinyl are dwindling down.

Apple Music raked in more than 13 million subscribers in its first 9 months as a new streaming service back then. Spotify at that same time also have more than 40 million subscribers. These are good numbers but they will still grow. Hundreds of millions of people are still going to join these music platforms.



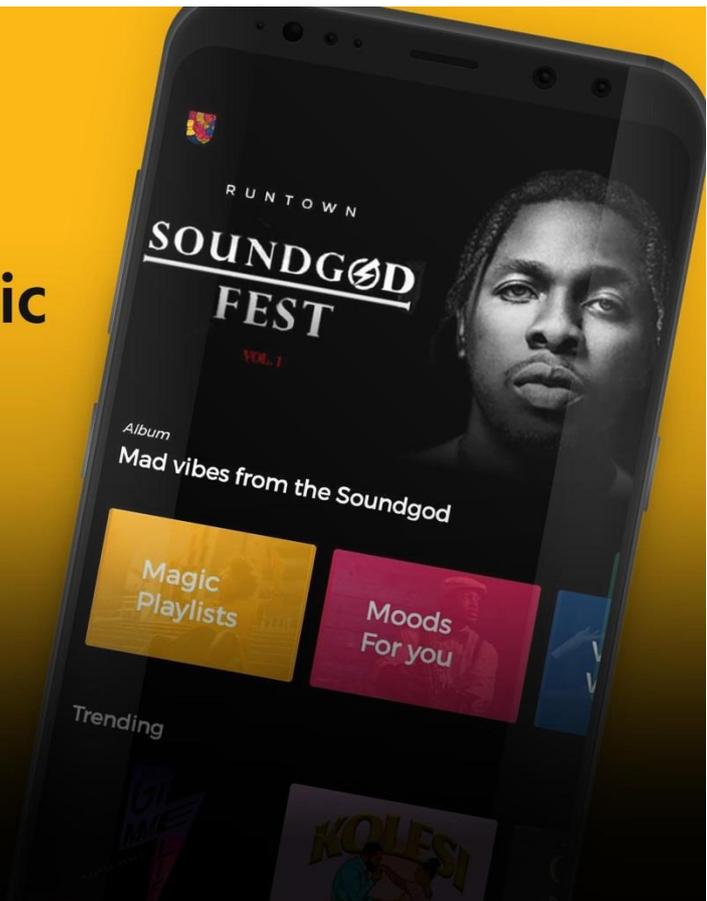
So, where do you make money from?

- You can make money through download of your music on iTunes, Boomplay, Udux, Deezer and so on. When someone downloads your music, you make money. Boomplay, the number music streaming and download app in Africa for example sell a download for twenty naira. If just a thousand of your fans download your music on Boomplay, you have fourteen thousands naira on the platform; after the platform removes its own 30 per cent commission. Your single can be sold on iTunes for .99 dollars
- Streaming platforms like spotify, amazon unlimited and apple music are some of the numerous streaming platforms that you can generate streaming revenue from. Though the streaming amount might be low, getting tens of thousands streams on a platform can gives you access to considerable good revenue.
- You can make use of YouTube as both streaming and publishing platform for your music. Vevo is a premium video platform you can use to generate revenue. More light will be shed on those platforms in the [Ultimate Music Brand](#).

Those platforms above are just some of the avenue you can make money, there are hundreds of them, your music distribution via [Smen Music Company](#) will take care of getting your music into these platforms once and for all.

Enjoy High Quality Music

Unrivalled content curated by music professionals



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Five: Play Listing

You have distributed your music to all digital stores; you have started making some money. But, you need to connect to more fans to make more money. The strategy of play listing is

what you can use to make it happen. The Album format had dominated the music scene for a very long time, especially when the recording industry was born. In this digital age, the music format that will take over is playlist. Playlist is already becoming the king of music programming.

Fans are not that eager to listen to Album as before. Artist too shouldn't be dropping album frequently. All you need to do is to release some couple of singles, Eps or even mix tapes. Find a way to get any of your single to a hot playlist, and you will hit a jackpot. There is an indie artist that increase his revenue by sixty thousands dollar in 2015 by just getting on one spotify playlist that has millions of followers. Playlist are one of the biggest drivers of song engagement on the platform.

Note: As indie artist or record company, the advantage you have is that, you own the rights to your master recording and the Publishing right to your songs. You are not sharing it with anyone, so you have the opportunity to make more money from your music digitally.

You might be wondering, Dayss , how can I get my music into these top playlist? Let me share some hot tips with you.



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How to Get Your Music into Playlist and Make More Money

I will pick one of African streaming and download platform to show you as an example. Boomplay is African biggest music streaming and download store right now. With more than 40 million users across the continent, Boomplay is a significant leader in the space of digital music store on the continents. The labels may seem not to be the gate keepers of the music industry to an extent, but there are new gatekeepers. These gate keepers have the ears of your current fans and your prospects. They are bloggers with big following, a music website with dedicated users and the music platforms.

If you can pitch your music to some of these gatekeepers, there is a probability that you get on their playlist. So many bloggers and media personalities have huge following on Boomplay for example. Some of them create playlist. To get on their playlist, it's a matter of following them, respectfully reaching out to them and later suggesting your song for one of their playlist. Do not suggest your song immediately; make sure you are following them for some time.

Another way you can get your music on playlist is to create playlist by yourself. Create a playlist according to your music taste and share it with your fans. You can also run contest with the playlist by giving out something to a fan that can build a best playlist out of your own. Only include one or two of your songs, do not overstock it with your song, unless you are building a catalogs playlist.

If you know some other artist on the platform, you can reach out to them. You can include their songs on your playlist while they include yours too. With this, you can reach more fans and make more money. Remember, the more downloads and streams you get, the more money you can make.

Major streaming platforms always use the algorithm to measure how their users are consuming songs, if you are not active on those platforms, your songs might not get discovered and you might end up losing out. You need to download Boomplay, create an account on it. This is not an artist account, it's a user account that you can use to download and stream music.

For you to be noticed by the in-house music curators, you need to let the Boomplay algorithm do its work. You can also reach out to users with playlist; they can include your song on their playlist.



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Smen Music Distribution will create an artist account for you on Boomplay during your music distribution. You can start your Boomplay Music Distribution Now. [Click here to get started](#)

Smen Music Distribution will also get your music on iTunes, Apple Music, Spotify and other retail stores around the World. [You can get started here.](#)

Do you need a professional Built Website for your Musical Brand? Our digital marketing team can help you get that done creatively. Click [here](#) to build your Music Website

This Free E-book is just a tip of the iceberg compared to what is packaged inside Ultimate Music Brand. You will learn on how you can build a musical brand that will stand strong. Even though you are not a big act yet, you can still be making money and be self-sustaining as an artist. There are insightful strategies about Music Licensing, Merchandising, and Branding and over all digital marketing that will lift you and steer you in the right direction. You can get Ultimate Music Brand for a very low price. The book is hot and I want to give my first readers the privilege to get it at that ridiculous price. [Click here to get Ultimate Music Brand Now.](#)