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Lathrop . . .

The maxim in the  
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has always been  
“You can’t make  
it on talent  
alone,” and with  
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& Promotion, you  
don't have to.

In language that  
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## Marketing 2nd Edition

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Music Marketing  
Music is your  
product. You are  
the creator, and  
your goal is to  
sell your  
product. The  
first step for  
this is to  
create a  
marketing plan –

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a report that outlines your music marketing strategy for a period of time. If you are new to the world of marketing, in the beginning, it may be a little overwhelming.

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15 Music  
Marketing  
Strategies for  
Aspiring  
Musicians ...  
Definition. A  
music marketing  
strategy is a  
marketing plan  
designed to  
increase  
knowledge and  
sales of an  
artist's music.

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Usually an  
artist has many  
marketing  
strategies over  
the course of  
his career  
because music  
trends evolve  
and because an  
artist does not  
need to promote  
all of his  
events or songs  
at the same

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You may not  
agree, but even  
if you never  
intend to play  
your guitar  
outside of your



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living room,  
it's important  
to what's going  
on in the world  
outside. If  
nothing else,  
understanding  
the difference  
between music  
and the music  
business is  
vital to give  
you an  
understanding of

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why there's such  
a difference  
between the  
music one hears  
at one's local  
venue and the  
music that is  
played over the  
radio.

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Guitar Noise

An invaluable guide to planning and producing a complete marketing campaign for selling music to the listening public, this book arms readers with key strategies and

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tools to ensure  
that a musical  
recording  
reaches its full  
sales potential.

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The maxim in the  
music industry

has always been

“You can’t make  
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more, all  
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Music Marketing  
and Promotion by  
Tad ...  
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Well, music marketing, also know as music promotion, is the process of raising awareness of your music. By marketing your music, you are

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getting people  
to know it  
exists. Without  
properly  
promoting  
yourself or your  
music, no one  
would know you  
even make music.

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and Promotion,  
Revised and  
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(Hardcover)  
Review Thorough,  
well-written,  
logically  
presented,  
useful,  
insightful ... the  
definitive

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career guide and  
teaching aid for  
anyone  
interested in  
building an  
effective  
presence in the  
music industry.

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After this, a second panel zeroed in on the impact that Covid-19 has had on music marketing, and what that might mean for the future. Chaired by Music Ally's Joe Sparrow, the panel included Aaron Bogucki,

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head of UK  
marketing and  
audience  
development at  
AWAL Recordings;  
Gaurav Wadwa,  
CEO at Big Bang  
Music; and Nikoo  
Sadr, director,  
artist ...

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The future of  
streaming and

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Music marketing  
post Covid-19  
The music  
industry is  
immensely  
competitive, and  
good marketing  
is essential for  
anyone looking  
to turn their  
art into a  
successful  
career. After  
all, artists can

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Music Marketing 2nd Edition  
expect to make only about 70% of a penny per play on Apple Music, and a little more than half that on Spotify. A song with a million streams will earn you well under \$10,000.

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## 16 Accessible and Affordable Music Marketing Tips

For artists, appearing at music festivals is an easier way to make money than depending on record sales or long tours, says Rishi Bahl, a musician and

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professor at La  
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