

THE BIZ SUCKS



BUT WE DON'T CARE

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NO BUDGET MARKETING TIPS FOR MUSICIANS

by Julian Angel

In this little booklet I will show you a few ways to promote your music that have proven successful for thousands of musicians, including myself – without paying a dime.

Why should you use these methods? Once you have applied these methods you will be able to get a very good idea of how your music is being received by fans and the media landscape. That's what record labels do before they decide whether they should further invest in a release or not.

If you can see enough traction after exhausting these methods it is a good sign that an investment in a professional promo campaign will pay off.

Of course, if you already have established a larger-than-life fan base you might be able to live off free promotion alone...

Here we go:

Get Reviews

Getting your music reviewed by music blogs, music websites or even (smaller niche) magazines is one of the best and most credible ways to draw attention and connect with a dedicated audience. Finding the right outlets and getting in touch with writers can take a lot of time, however, there doesn't have to be money involved.

Get on Online Radio

There are countless music fans who “broadcast” moderated online radio shows right from their basement. While these shows often only have a small following they attract very dedicated listeners who are constantly looking for new music and who are eager to buy from unsigned artists. When looking for suitable online radio shows make sure they are fully dedicated to your music genre.

Get on Spotify Playlists

Spotify Playlists (and their curators) look like a big mystery these days. And yes, the bigger ones are really playing hard to get. However, there are smaller playlists in many stylistic niches that will be happy to throw in a few newcomers. Again, it takes research to find them. Here are a few ideas how to get in touch:

- ask bands and musicians who sound similar to you if they have any playlist curators among their contacts.
- look for playlists on Spotify. Some even have contact information, even if it's just a link to their social profile.
- search Spotify profiles of stylistically similar artists for playlist information. Many artist brag about their playlist placements and post links to them.

- become active in discussion groups about your music genre. You might meet some playlist curators there.

Getting on playlists takes a lot of research as well, in the end, however, it's free of charge. At least you should not pay to get on someone's playlist.

Get on Youtube Playlists

If you have a music video or just a “still” with cool artwork, upload it to Youtube and ask people with Youtube Playlists to include your song or video. Finding these folks works just like finding playlist curators on Spotify. Lots of research, no cost.

Cross Promotion with other Musicians

Ask other genre-related musicians and bands to help promote your new album, your video or tour dates – and do the same for them. That’s feeding off each other’s fans and can start with as little as a social media post or a newsletter article and go as far as an “ad” in each other's CD booklet.

Ask for Club Owners' Press Contacts

When playing live, publicity is crucial to draw an audience. In particular when you are booked in a club out of your area, you may ask the club owner for their press contacts so you can send them press releases. Some folks keep their contacts like the apple of their eye while others will honor your commitment.

The 100-Contacts eMail List

Compile at least a hundred eMail addresses from family, friends, work colleagues and even competitors. Send them the news about your brand-new video on Youtube or single on

Spotify along with the respective links. While these people might not be potential music buyers, their watching the video or streaming the song can have an impact on the platform's algorithm and propel your music upwards in their rankings.

Advertise older recordings

Have you seen those “also available” hints in CD booklets and on record sleeves displaying the artwork of previously released records by the same artist? That's a great way of promoting older records. Fans who have bought your latest release have a strong tendency of buying your previously released music as well.

Your Newsletter

This is by far the best, most direct and most efficient way of marketing your music. However, it also takes long to establish. Encourage your fans to sign up for your newsletter and give them free access to an mp3, a remix etc. as an incentive to subscribe. Next, keep them entertained via your newsletter on a regular basis. When you release new music let them be the first to know and offer a discount. Yes, some providers of mailing lists have free plans...

Something to always ask your Fans (to do)

Fans are usually happy to help their favorite artists share their music and spread the news. Just ask kindly and don't take advantage of your fans. Here are a few things you should regularly encourage your fans to do (besides buying your stuff, of course):

- share your social media posts
- watch and share your videos

- listen to and share your music on streaming platforms
- add your music and videos to their personal playlists
- recommend music blogs, radio shows and live venues

Conclusion

Now you know a few proven ways to market your music without spending any money. I have been using these with every new song and album I have released so far.

In addition I have been hiring publicists and promoters with established contacts in my respective market niche to further build on the foundation that I have created myself.

If you are planning for the long term and want to do all the marketing and publicity work yourself, you might want to read my 54-page book “[Kick A** Music Marketing](#)” which explains in detail what music promoters do and how you can do it yourself.

I hope this little booklet will be of good help, here's to your success !!!

Julian Angel

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About the Author

Julian Angel is a musician who has successfully released six albums independently with world-wide (physical and digital) distribution. Julian has contributed to a #8 chart album as a songwriter. His music has been licensed for movies starring Bruce Willis, Mickey Rourke, Steven Seagal, Jason Momoa and others and can be heard in more than a thousand TV productions all over the world.

For more information please go to www.julianangel.biz