

Marketing Yourself Online



AUDIOTHEME

Define your number one priority



AUDIOTHEME

What do you want out of your music career? Try to get specific with it, using metrics wherever possible. This will be the intention that every other aspect of your marketing plan should align with.

Do you want to:

- Sell a certain number of records?
- Play a certain number of shows?
- Write a certain number of songs?

Use platforms to help you achieve your goal



Listen first. Where are other artists who are achieving your goals seeing success?

Have a hub... your website. Your promotional and marketing efforts should always lead back to your home on the web.

Start social platforms slowly, and be active

— Facebook, Twitter, YouTube, ReverbNation

Venture into other platforms if you think they are in line with your goals

— Sonic Bids, WeddingWire, The Knot, Gigmasters, etc.

Build your website to help you achieve your goal



AUDIOTHEME

Don't create a website just because someone says you need one.

Is the primary goal to sell records?

Book shows?

Give your fanbase a way of getting in touch and feeling connected to you?

join the official TS e-mail list

#1989WorldTour

buy 1989 now!



ABOUT

NEWS

TOUR & EVENTS

MEDIA

MUSIC

TAYLOR CONNECT

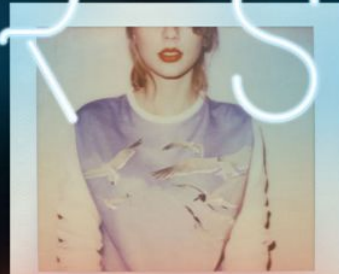
STORE

TAYLOR SWIFT

→ CLICK TO SEE HIGHLIGHTS FROM THE ADELAIDE SHOW! ←

THE 1989 WORLD TOUR

TAYLOR SWIFT



T.S. 1989

AVAILABLE NOW!

BUY IT NOW!!!



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DAN QUINN BAND

Acoustic, One Man Band and DJ for weddings, corporate events, private parties, festivals, restaurants, and your house. Dallas. Fort Worth. Austin. Houston. San Antonio. Beyond.



Gallery



Upcoming Gigs

Thu, December 10th,
2015

Corporate Event
Dallas, TX
6:00 PM



Sat, December 12th,
2015

Carrie & Tom's Wedding
Mansfield, TX
5:00 PM



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Sun, December 13th,
2015

Private Party
Dallas, TX
12:00 PM



What do you absolutely need?



Contact information

Social media links

A way to listen (and buy)

A gig calendar

A well written biography

Blog/video blog

Newsletter sign up

Photos

Links to any press

A way to track traffic and clickthroughs

The screenshot shows a checklist titled "Music Website Checklist" from AUDIOTHEME. It lists four items: 1. Contact Information, 2. Social Media Links, 3. A Way to Listen...and buy, and 4. Gigs. Each item has a brief description and a small icon. The checklist is presented in a dark-themed, card-like layout.

Music Website Checklist AUDIOTHEME
Be sure to include these items on your band's website.
Find more resources for musicians and bands at AudioTheme.com

- 1. Contact Information**
 This seems obvious, but you want people to be able to reach out to you. Whether they are fans or potential venue owners looking to book your band, you want to be sure they have a valid email address or other form of contact. Be sure to frequently check your inbox and respond to those who are reaching out to you. Digital channels of communication are appreciated because people can reach out instantly, on their own time.
- 2. Social Media Links**
 Give fans the option to find you across the web so they can check up on you whenever and wherever they want.
- 3. A Way to Listen...and buy**
 Whether they've heard your stuff before or are just trying to hear their favorite song again, make it easy for fans to find your mp3s and purchase links.
- 4. Gigs**

Create a strategy



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What kinds of content are going to help you achieve your goals?

- Videos for fans to look forward to?
- Blog posts explaining the inspiration for your latest song?

How is it going to be delivered?

- Newsletter
- Website
- Social Media

Measure your results

- Analytics
- Downloads
- Booked Shows

Tools



Social Media Sites: try to stay consistent with handles and urls

Website Templates: AudioTheme, Wix, Bandzoogle, Hostbaby

* Make sure it is responsive

Analytics: Buffer, Google Analytics, Jetpack for WordPress

Communities: Frettie, LinkedIn Groups, Meetups, Facebook Groups

Use promo code **“frettie”** for 20% off your order
at audiotheme.com

