

Self – empowerment for the C21st Musician

Marketing concepts and techniques

**You are writing the English
dictionary and have got to
the word....**

MARKETING

In a nutshell...

MARKETING:

The strategies, tactics, processes and techniques used to communicate the value and worth of products and services to consumers.

An integrated process whereby brands and companies build customer relationships and increase sales.

Concepts of Marketing

Knowing the needs and wants of consumers

Supplying quality customer satisfaction

Understanding the customer and their lifestyle

Building trust

Delivering quality and value

Companies see Marketing as:

The management process that seeks to maximize revenue to shareholders by developing relationships with valued customers and creating competitive advantage.

Art or Science?

Marketing uses core skills and techniques of:

Creativity

Sales

Negotiation

Social sciences

Mathematics

Economics

Psychology

Anthropology

Neuroscience

A brief history of Marketing 1

Interruptive styles:

1840s-1950s: Product driven, one size fits all (Ford Model T)

1950s: Quality sells (make it great)

1960s: Selling sells (same stock, different techniques)

1970s: Market research (needs and wants)

1980s-: Relationship marketing

1980s-: B2B Marketing (industry to industry and internal)

A brief history of Marketing 2

Permission styles:

1980s-: Branding (philosophy of the brand dictates while marketing follows with concepts for the brand)

1990s-: Social marketing (conscience and guilt = cash)

1990s-: Permission Marketing (dramatic change brought about by new technology)

1850s – 1980s: Very product focused (like it, lump it!)

1980s – Now: More customer focused (what do you want?)

The Market

Basic laws of supply and demand dictate that in a competitive market if there is demand for something then companies will compete and trade goods and services to satiate that demand.

So...

Companies seek to discover what consumers want and tailor products and services that match consumer demands

= Market-driven economics

The 4 Ps of Marketing

Product: tangible/intangible, quality, volume, packaging, durability, differentiation

Price: What we're willing to pay (or not pay), perception of value, luxury, need etc

Promotion: communicating value, desire, efficiency, luxury, need, guilt, necessity – advertising, pr, word of mouth / mouse

Place: ease of access to purchase, use, hire, obtain, license

KNOWN AS THE MARKETING “MIX”

Adapted as the 4 Cs (1990s)

Product > Consumer: it's all about your needs and wants

Price > Cost: The cost of adopting and keeping us / the cost of changing to a competitor

Promotion . Communication: multiple media inclusion including viral and incentive driven (street team, earn as you link)

Place . Convenience: how quickly can you compare and acquire

**AGAIN: NEW TECHNOLOGY DRIVES CHANGE FROM PRODUCT
CENTRIC TO SERVICE CENTRIC MARKET**

Marketing psychology

Herd behaviour:

- We buy what we see we like
- We buy what we see other people have
- We want the coolest stuff

So...

Drip feed access to the highest quality to a few high profile, highly visible players and then trickle down the access over time to the masses

Internet-era psychology

Permission:

- Multiple niche markets
- Permission given to join a “priority” status
- Deals, early news, viral incentives

So...

**Identify, target, find, secure, interact, grow, reward and
MONETIZE your audience, your tribe, you fan base!**

Music Marketing

Pre-internet:

- Customer focused? Did they know or care?
- Ownership of the value chain = arrogance
- Get what you're given
- Price control (vinyl, tape, CD, oops!)

Post-internet:

- Customer focused? Not arf!
- Ownership of the value chain? Not likely!
- Get what you're given? No thanks!
- Price control? Not anymore!

Music Marketing Tools

Pre-internet - INTERRUPTIVE:

- Radio (pluggers, backhandlers, control)
- TV (narrowcast programming)
- Magazines (narrowcast programming)
- Billboards
- Live as functional loss leader

Post-internet – PERMISSION:

- Radio / TV / Press(deregulated multiple niche markets)
- Internet (download, streaming, blog, podcast, fanzine, social)
- Billboards and posters / flyers
- Live / Merchandise as essential cash cow industry

What are you assets?

Vision (your direction, concepts, styles)

Songs written

Demos recorded

Instruments

Studio (Mac/Logic)

Equipment (mics, amps, cameras)

Band members

Web skills

Artistic skills (photography, video, design)

Contacts (who do you know)

Finances (jobs, savings, investments, in kind, fans)

What's your environment?

College / students

London and surrounding cities

Embedded online / mobile PDA viral network

Your Fans / Friends fans / New Fans

Non-exclusive digital distribution deals

Free set-up B2B / B2B2C music platforms (reverbnation, sonicbids, bandcamp, soundcloud, pledgemusic, etc)

Multiple entry level live venues

Tons of easy to find entry level cash work

Competitive entry level studios market

Multiple, blogs, fanzines, internet radio, web tv platforms

Collective venue / night management + ready to party crowd

A DIY Starter pack strategy

1. Get your house in order

- Band, songs, rehearse, arrange, studio, rec good demos, remix
- Work if you need to ($4 \times £50/\text{wk} = £1,600$ in 8wks)
- Develop free B2B marketing tools (Reverbnation, Sonicbids, Bandcamp, Soundcloud, Pledgemusic, FB, Myspace etc)
- Write press release info (tight)
- Good photos and name logo / font
- Create video (whole or clip), intvs, graphics, podcasts
- Build website or Wordpress (Weebly is free)
- Play live everywhere
- Take pics and vids of gigs / fans and post to sites

A DIY Starter pack strategy

2. Find, build, reward your tribe

- Upload mixes, remixes, acoustic versions, interviews, podcasts
- Reward those who Register or click “Like” with you
- Provide easy tools / widgets for viral street teaming
- Be creative and have fun with new eflyer designs per show
- Play live wherever you can and to as many new audiences
- Invest in 5000 a6 eflyers desgined incl. link to free dload (£100)
- Take pics and videos of fans and create galleries of them
- Build a youtube channel and develop playlists (favs, fan covers)
- Support like-minded bands in collective / pooled marketing

A DIY Starter pack strategy

3. Identify Industry targets (in this order):

- Blogs, fanzines, internet radio, web tv, local press (x50)
- Local, regional, national radio new music shows (x25)
- Promoters who put on nights that suit your genre (x30)
- Labels that promote your genre (x15)
- Publishers that represent similar artists to you (x10)
- Agents who represent artists that you could support live (x6)
- Music lawyers that support breakthrough artists (x3)
- Music managers (better they find you sometimes)
- Attend PRS / MMF / AIM networking events + conferences

Use Musicweek Directory or The Unsigned Guide for contacts

A DIY Starter pack strategy

4. Prepare a good EPK:

- **Track/s**
- **Remixes**
- **Interview w band (audio and video)**
- **Video clips of live / music video**
- **Podcast (audio and video)**
- **Press release (just the facts)**
- **Photos**
- **Logos**
- **Reviews / quotes from industry**
- **Live dates / tour details**
- **Links and contacts**

A DIY Starter pack strategy

5. Communicate to the B2B market:

- Deliver email contact + link to EPK / Site
- Keep intros simple and short
- Include invite to any one of 3-4 live shows (ie: tell them their name is down +1 on all shows guest lists)
- Only follow up after gigs are completed
- Follow up with phone call
- Request meeting
- Or use music lawyer to set up meetings

Keep a master list of all contacts and progress on Exel

A DIY Starter pack strategy

6. Attitude:

NEVER GROVEL OR APPEAR DESPARATE

AVOID ARROGANCE AND EGOMANIA

LET YOUR MUSIC DO THE TALKING

ALWAYS ACT PROFESSIONALLY

**BE NICE TO PEOPLE ON THE WAY UP BECAUSE YOU'LL MEET
THEM ON THE WAY DOWN**

GOOD LINKS

MMF: <http://www.themmf.net>

UNSIGNED GUIDE: <http://www.theunsignedguide.com>

MUSIC WEEK DIRECTORY: <http://www.musicweek.com>

MUSIC THINK TANK: <http://www.musicthinktank.com>

AIM: <http://www.musicindie.com>

SETH GODIN: <http://www.sethgodin.com/sg/>

GERD LEONHARD: <http://www.mediafuturist.com>