

Getting Your Music Heard Online: Written by Indie Musicians for Indie Musicians Who Prefer a DIY Approach



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Reviews

Absolutely essential read through pdf. it was actually writtern extremely flawlessly and valuable. You will like how the writer publish this book.

(Destin Leffler)

GETTING YOUR MUSIC HEARD ONLINE: WRITTEN BY INDIE MUSICIANS FOR INDIE MUSICIANS WHO PREFER A DIY APPROACH



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Middle Tennessee Music, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is a collection of articles focused on online music marketing for the average independent musician as well as other entities involved in the DIY music business. We share our experiences, insights, and best tips for using the web and social media to market and promote music in a digital world. This collection was written by indie musicians for indie musicians. Joshua Smotherman and C Bret Campbell have been marketing their music online since the late 1990s, before the days of Social Media and Google. The articles in this book are based on the research, experiences, pains, and triumphs Joshua and Bret have been through over the years. They actively blog at Middle Tennessee and have been published on other high profile blogs such as CyberPR, interviewed by L.A. Weekly, and mentioned in books such as Your Band Is A Virus by James Moore. Topics covered include How To Get Featured on More Music Blogs, Why Your Music Is Not Getting Heard, How To Submit To Bloggers, as well as a look into the tools and resources available that can help bands market their music. We also discuss common mistakes made when promoting music online and include a panel discussion titled Buying Fans, SEO, and Social Proof. Middle Tennessee Music empowers indie musicians online by publishing album reviews, interviews, info and education articles, as well as promoting events and festivals.

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