



## 10 Tips for web marketing your music

Adapted from: Web Marketing for the Music Business by Tom Hutchison



Here's 10 tips from Tom Hutchison to improve your web marketing....

1. The first step in developing a marketing plan is identifying and learning about your target market. The more you learn about that market, the more effective the marketing plan can be.
2. Don't make the Internet your entire marketing strategy. Internet marketing should not be a substitute for traditional promotion. The two strategies should work together, creating synergy.
3. Build a good web site, but don't expect customers to automatically find it on their own.
4. A solid marketing plan incorporates the company web site into every aspect of marketing and promotion.
5. Most search engines rank their results based on several factors: keywords, content and inbound links. By paying attention to these factors, you can improve the chances of getting a top listing.
6. The quantity (popularity) and the quality (relevance) of inbound links to your site help to determine search engine ranking status.

7. Electronic or online magazines offer a good way to introduce your target market to your act and can have a viral effect, spreading links to your site far and wide.
  
8. The most valuable piece of information you can get from your fans is their email address with permission to add them to your mailing list. Create plenty of opportunities, both online and offline, for fans to sign up. Always provide an e-mail signup sheet at the bar or the front door for any live appearances.
  
9. Know when to send and when not to send email newsletters. Format them correctly, use links effectively and target your recipients appropriately.
  
10. There are three levels of webcasting stations on the Internet: (1) commercial stations that simulcast their programming, (2) professional entertainment entities that feature their own radio stations or podcasts, and (3) the plethora of small stations including those on services such as Live365 and SHOUTcast that allow music fans to operate their own stations.