

What is Marketing?

A person will not find your music by itself; you should see a way to make them find out about it. This is what we know a lot of starting artists do:

1. They spend a lot of time creating music.
2. They can't find a label that is interesting in signing their music.
3. They decide to release the music themselves.
4. The track hits the platform on the release date.
5. They put out a couple of social media posts.
6. The end.

This isn't enough. The audience you're looking for is bombarded with content and music every day. They won't go to Spotify and start looking for a name they've never heard of. Have you ever done this yourself? Probably not...

New music is often discovered through curated playlists, the radio, friends who recommend new music, TV shows, online content, etc. So your job becomes to find a way to get your audience to find out about your music. This happens through a combination between marketing and promotion. That is precisely where we are going to help you in this chapter.