

Email Marketing for Musicians — The Beginner's Guide

Everything you need to start building a list of
die-hard fans



Did you know...

...that email marketing is 40x more effective than social media? [1]

And that the return-on-investment of an email subscriber is significantly higher than that of a social media follower? [2]

[1] Digital Agency Network

[2] Snov.io



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1 Examples

Metallica



NEW YEAR, NEW CONTENT ADDED TO THE BLACK BOX

We're starting 2022 with a bang - we've added 53 new artifacts to The Black Album Exhibition including 6 new video enhancements and 11 new audio enhancements!

As members of The Metallica Black Box newsletter, you're the very first to hear about these new additions. So dive in and check them out before everyone else! And stay tuned... we're already working on our next big reveal.

[EXPLORE THE BLACK BOX](#)

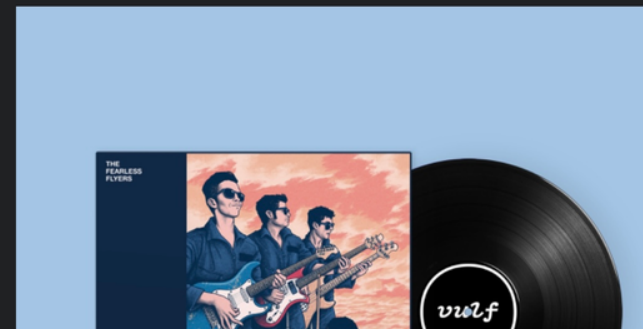
Vulfpeck

nate smith sidestick ... no one's talking about it



buy 'fearless flyers III' on vinyl

... [reserve your copy](#) ...



Placebo

NEW ALBUM

NEVER LET ME GO

AVAILABLE TO PRE-ORDER
ON 9 NOVEMBER AT 9AM GMT

PRE-ORDER YOUR COPY VIA OUR
OFFICIAL STORE & GET EXCLUSIVE PRE-
SALE TICKET ACCESS FOR OUR 2022 EU
& UK HEADLINE TOUR

PRE-SALE ACCESS CLOSES SUNDAY NOVEMBER 14 AT 11.59PM
GMT

PRE-SALE STARTS MONDAY NOVEMBER 15 AT 9AM GMT
MAXIMUM 4 TICKETS PER PERSON

GENERAL ON-SALE STARTS WEDNESDAY NOVEMBER 17 AT 9AM
GMT



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2 Email Marketing Platforms

There are plenty of email marketing platforms out there.
Here's a shortlist of some of the more popular email marketing services:

- Mailchimp
- Sendinblue
- Hubspot
- ActiveCampaign



3 Creating Newsletters

This is the creative part. Our advice to artists is to imagine they are writing a letter to their biggest fan (or Stan).

That's how you should approach this. Keep it authentic and personal. And above all, keep it concise.

You might find it useful to use email newsletter templates.



4 The Call-To-Action

Your emails should have a strong call-to-action.

This should be easy to measure especially if the CTA is to click on a link.

So whether you are promoting your latest release, telling a story, or inviting your fans to a live stream, make sure the call-to-action is clear and measurable.



5 Your First 20 Subscribers

If you're building your email list from zero, there are a handful of ways you can start getting subscribers.

You can begin by asking the 10-20 people around you if they would like to join. Simply ask them. As long as you have their consent to receive marketing messages from you, you can add them to your mailing list manually.

You can also set up a sign-up form or landing page where they can opt-in to your mailing list. You can add a link to this form on your website and social media channels.



6 Welcome Message

Email marketing best practice is to create an automated welcome email that goes out to each subscriber as soon as they join your list.

Here you can welcome them into your world, feature your social media and music links, and give them an idea of what to expect.



7 Subject Lines

When you are crafting your messages, remember that the first impression is that of the subject field of the email.

Bear in mind that your message will likely be amongst others. So keep the subject concise and to the point. If it's a new release, keep it as simple as 'Out Now – Song Name'. If you're telling a story, create a subject that encapsulates it. If it's a new merch item you've listed, simply say so.

As long as you continue to nurture your audience and that most of your messages aren't promotional or sales-driven, they will be more ready to stream your song or buy your merch when you do promote those things.



8 Getting Started

First, decide on which platform best suits you. Then make sure you get to grips with it and set up the welcome email.

Then start asking around for people who would like to be the first to join, then start promoting your sign-up page with a call-to-action like “Don’t miss a beat — Subscribe to my mailing list”



9 Further Reading

We regularly update this article with the latest on email marketing for musicians. Be sure to bookmark the following link.

<https://unlockyoursound.com/email-marketing-music/>



Questions?

Feel free to get in touch with any questions:

<https://unlockyoursound.com/contact/>

