

[unlockyoursound.com](https://unlockyoursound.com) presents

# Step-by-Step Music Marketing Funnel

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# The Steps

6 steps to building your working marketing funnel

<div>01</div> <div>Create Mailchimp Account</div>	<div>02</div> <div>Create online folder for files</div>	<div>03</div> <div>Set up welcome email with link to folder</div>	<div>04</div> <div>Create a call-to-action</div>	<div>05</div> <div>Promote</div>	<div>06</div> <div>Cultivate</div>
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# Tools That Will Be Used

What we'll use to build our funnel

## Mailchimp

Email marketing software. This is where you build your audience, create, and deliver richly formatted emails to them.

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## Dropbox / Google Drive

A place to host the files that will go out to your subscribers.

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## Canva

Using [canva.com](https://canva.com) you can create graphics, PDFs, presentation and much more for free.

# The Marketing Funnel

Using the funnel concept to break down your audience

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## Followers

These are the people who follow you on social media but casually consume your content on their feeds.

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## Subscribers

The people who opt-in to hear more about you over email. A Mailchimp sign-up page will be where you capture them.

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## Customers (Fans)

The segment of your subscribers who open every email, click every link, and buy your merch and music.

# The Offer

What people will be subscribing for

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## Free download

This is the offer you promote to your audience to incentivise them to sign up.

Use a good call-to-action on your content output.

E.g. "click the link in bio to download my new song, PDF liners notes, a lyric sheet and more for FREE"

On subscription, an automated email will deliver them the download link as well as links to follow you on platforms.

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## Follow links

The automated welcome email will contain links to follow you on Bandcamp, Spotify, Apple Music, Youtube, socials, and links to sell merch (e.g. Teespring).

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## Sales

You may also choose to include links where your subscribers can spend money with you.

This might take the form of premium releases, merch, or subscriptions like Patreon.

# Mailchimp

01

## Create Mailchimp Account

Mailchimp is email marketing software. Here you'll create sign-up forms, collect emails, and create nicely formatted messages to send to your audience.

02

## Set up Welcome Email

This is the email that will go out to them when they subscribe to your list.

Personalise it and thank them. This is where you will include the link to the download folder and call-to-actions to follow you everywhere.

03

## Engage

Create campaigns (emails) to captivate your audience with updates, stories, and exclusive content.



# Engage with your audience

01

## Tell stories

Storytelling IS marketing.

Keep your audience updated with what's going on.

You could even do a wrap-up of the content you posted on social media through the week.

02

## Invite to exclusive events

- Youtube livestreams
- Zoom sessions

03

## Sell things

Directly promote your music releases and sell merch to your fans.





# That's it!

The goal of this document is to help you build out an effective marketing funnel and build your own audience.

If you have any questions, head over to our [contact page](#) to get in touch.

To learn more about music marketing, head over to our [website](#).

Happy marketing!

[Website](#)

[Youtube Channel](#)

[Mailing list](#)

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