



Guerrilla Music Marketing Online: 129 Free & Low-Cost Strategies to Promote & Sell Your Music on the Internet

By Baker, Bob

Spotlight Publications, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: An easy-to-digest overview of the many free and low-cost ways independent musicians, managers and promoters can harness the Internet to gain widespread exposure, attract more fans, and make money with their music. Veteran author, speaker and teacher Bob Baker reveals guerrilla marketing tactics to build an effective artist website, make the most of social media sites, and use the latest digital music promotion tools. From Facebook, Twitter and YouTube to blogs, podcasts and music sales widgets . it's all covered here.



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