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Your Band Is a Virus - Behind-The-Scenes Viral Marketing for the Independent Musician

By James Moore

Createspace, United States, 2011. Paperback. Book Condition: New. 274 x 212 mm. Language: English . Brand New Book ***** Print on Demand *****. Your Band Is A Virus - Behind-The-Scenes And Viral Marketing For The Independent Musician is the essential, bestselling music marketing guide that uses straight forward language and actionable advice to cover highly effective DIY promotional strategies. Many of them are marketing tips and resources you won't find in any book by the Industry Moguls (how to use micro-job sites to your advantage, how to use viral contest apps like Wildfire, how to get ahead of the line and generate reviews). Independent musicians in 2012 find themselves more confused than ever before, and finding good information can be a challenge. Your Band Is A Virus - Behind-the-Scenes Viral Marketing for the Independent Musician suggests a neutral and clear perspective, rather than feeding any industry illusions of jumping from the jam space to Rolling Stone. Advocating presenting the right product to the world, timing a release properly, promoting to music blogs and publications with a personal touch, thinking outside the box, and building on every success, Your Band Is A Virus presents a very human, actionable and rational approach...



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