

**Title:**

Music now we learn also on-line

**Word Count:**

362

**Summary:**

Globalisation and the continuing trend to use Internet as a source of inspiration and information concerning any interest, are beginning to yield first signs even in the music business.

**Keywords:**

Music, school

**Article Body:**

Although the Music was one of the first resources to be distributed over the network, only now sense the real need for development of this sector on the Internet in the sense of Business.

In fact, music on the Internet is, by the birth of the MP3 format, synonymous with downloading (legal or illegal as appropriate), but little more.

Now, thanks to increasingly frequent requests on search engines, the main specialized academies as a school of music, have very clear requirements of their potential students who turn to the Internet just to find training courses, both professional, both amateur to improve their artistic techniques.

E 'in these terms that these vocational schools have decided to invest part of their advertising budget on the Internet, creating websites functional and making them visible on search engines and other sites and thematic portals.

This is because if a potential student, is interested in a course of hand, the first thing he does' search is on the internet and then on search engines. In this sense, with its proposed site in the best time to attract a new customer is fundamental and dramatically increases the chances of contact and turn a prospect into a customer owner.

Currently, only Internet allows a target so specific and profiled potential customers and more cost relatively low when compared with traditional methods of promotion in the media (press, TV, radio, etc.)..

In addition, the Internet, has an advantage that any other traditional media,

the opportunity to interact with the structure, with the site and get in direct contact with the staff to get clarifications and explanations on offers and promotions in place.

This makes for anyone who offers a course of battery, the investment advertising on the Internet is the best solution in terms of ROI (return on investment) because it overcomes the cost of promotion (just think that a page advertising, only for his implementation costs from 1000 to 2000 €) and allows you to get more gains by the high target users already interested in the courses and products offered by the school of music.

There remains only cultivate their dreams and improve their artistic features everything just with one click.