



INDUSTRY ADVICE ADVICE CENTRAL

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marketing GET NOTICED

Marketing consists of activities designed to generate an exchange intended to satisfy your potential "market". These activities are to plan, price, promote and distribute your product.

In Marketing, consider the following points:

- Product - products/services offered : are they unique?
- Price - the selling price based on the cost and value to customers
- Place - your targeted region and distribution methods
- Promotion - communication to customers and creating an awareness

Marketing methods can be in many forms, including;

- print advertising in newspapers, magazines, journals, etc..
- flyers, brochures/newsletters, shows/exhibitions
- press releases and announcements for papers/radio (usually free)
- co-operative advertising
- professional associations
- internet marketing (inexpensive method and easily updated)

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You need to look at the prices of similar stock (ie. CD single prices), point out a unique statement or image with the band, even look at where your main market is.

For example, when starting out, if your fanclub is mainly your friends that live around your local area - you will have more successful turnout results if you gain a booking at a local venue compared with obtaining a first gig that is well over three hours drive away from home!

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When marketing yourself with the aim of a Recording deal, get yourself heard - notify many companies & don't settle for the first couple of "no thank-you's" (nb. Try & contact the company first & get a contact name and an "okay" before sending off

your demo - ie. solicited - in this way, they'll be expecting your Demo & you'll at least get a response). There's been an abundance of bands that in the past have been rejected by every record company (and have later proven themselves successful!). A&R Representatives don't always have the final say - so never give up in your own marketing efforts!



You can easily market yourself via the internet - not only locally and nationally but, of course, worldwide! Having a website is a great way to keep your fans up to date with the latest information and can be viewed by fans, contacts and potential contacts all over the world!

Ego Music can assist you with getting your website on-line through the assistance of LIVE.COM.AU (providing FREE hosting!) - you can start marketing your very own (free) unique website & email address, as:
Website: www.YourName.live.com.au
Email: YourName@live.com.au



Get straight to the point with your Release - what are you promoting?

Give a brief explanation, even a brief history if it is captivating enough - and always includes dates, contacts, even your website address!

If a photo is requested, send a clear photo displaying your best image (which may be cropped by the editor). You may even be requested to e-mail your photo to the Editor! If emailing a photo, ensure it is clearly scanned and that it isn't too large in size (check the kilobytes and ask the editor if the size you are sending is okay). Remember to keep all the material that you get printed - & place them in your own portfolio! This will be something to look back on in years to come when you return home from your world-wide tour!!

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