

THE TOP TEN MISTAKES MADE BY ARTISTS, CREATIVES AND OTHERS ONLINE



INTERNET MARKETING BASICS FOR CREATIVE PEOPLE

- and even for those who say they're not...

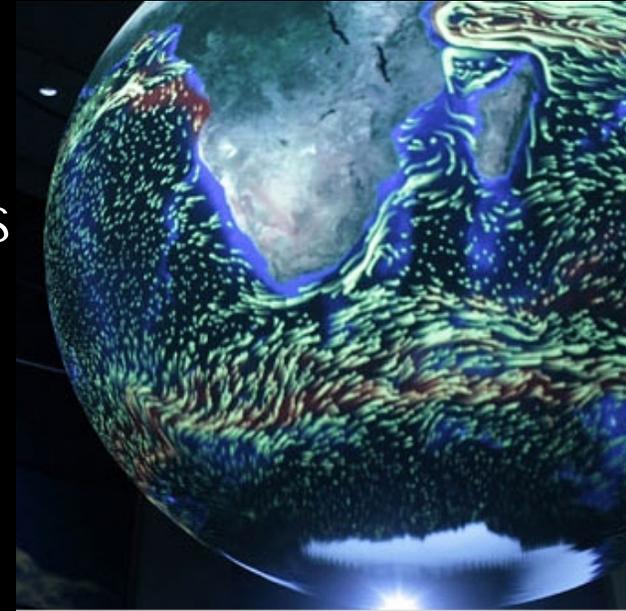
THE NEW WORLD

"This is a golden age of opportunity for artists and creatives. Never before have you been able to get your work in front of so many people, at such a low cost, with so few gatekeepers barring the way.

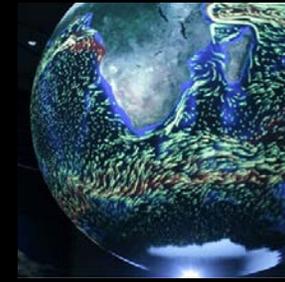
"With a laptop, some free and cheap software, and a healthy dose of imagination and perspiration, you can find a global audience for your work. Find enough true fans, get permission to contact them regularly, and make it easy for them to buy your work or attend your shows, and you could find yourself earning a decent living from your creative work.

Mark McGuinness - <http://lateralaction.com>

<http://tonyrocliff.com>



THE NEW WORLD



"Unless of course you're making some surprisingly common mistakes that are putting up barriers between you and your would-be fans and customers..."

"...but if you want your blog, email newsletter or social networking activities to bring you new clients and customers, you can't afford to make the mistakes that are typically made."

"And I'm assuming you are awesome. You do great work that you're proud of, and the customers you have are delighted. You'd just like a few more of them."

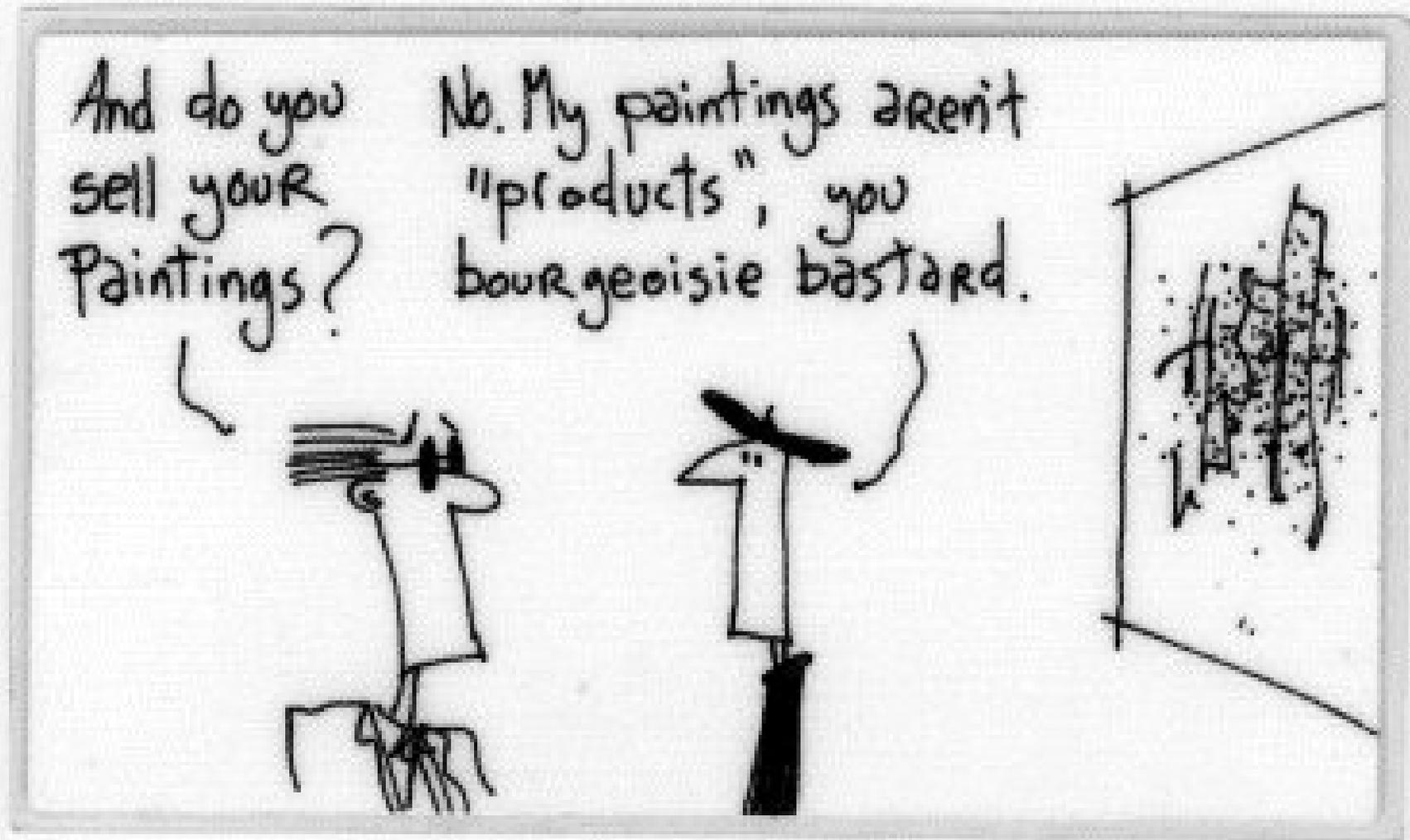
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MISTAKE #1: NOT DOING IT

TYPICAL MISTAKES MADE...



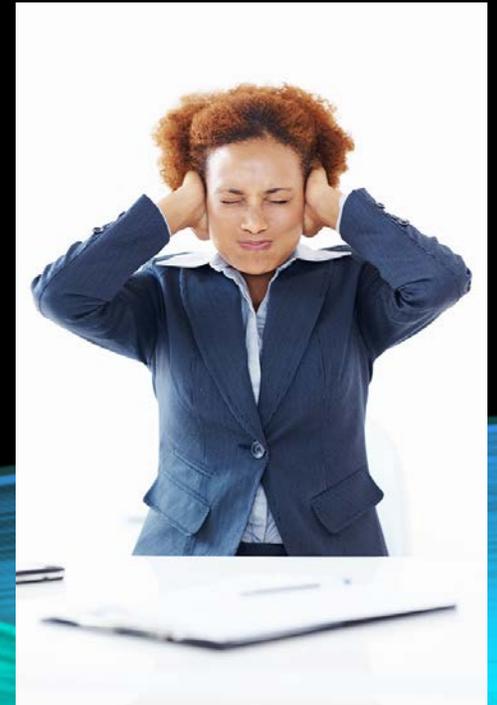
TYPICAL MISTAKES MADE...

Mistake #1: NOT DOING IT

An amazing percentage of creatives and artists don't even use the Internet to promote themselves.

And they come up with lots of "creative" excuses:

- "I don't know what to do or how to do it."*
- "I don't have time."*
- "Artists shouldn't have to promote."*
- "My art is not about the money."*
- "What if my work is stolen?"*
- "There are other people much better than me out there."*
- "I don't like technology, it's not organic."*
- "I don't think it will work."*
- "People need to see/hear/touch my work in person."*
- "I'm not good enough yet."*
- "They won't find me."*



TYPICAL MISTAKES MADE...

If potential fans and buyers aren't finding **you** on Google, they're finding other artists. If people aren't sharing your art on Facebook, Twitter, Instagram or Pinterest, they're sharing other people's art. If online magazines, galleries and blogs aren't featuring your work, they're featuring your competitor's work.

If you're not doing it, you're missing out on creative inspiration, conversations, potential collaborations and of course, people finding out about you and even – heaven forbid – buying your art.



TYPICAL MISTAKES MADE...

SOME SOLUTIONS:

If you don't know how to do it, look up the numerous free tutorials on the web, or hire someone to do it for/with you. And use resources like [fiverr.com](https://www.fiverr.com).

If you feel you don't have time, you either need to change your priorities and/or look at where your time is getting eaten up unnecessarily – [Rescue Time](#) is a very good app for this.



TYPICAL MISTAKES MADE...

SOME SOLUTIONS:

You can also hire a Virtual Assistant for very little to do the tasks that you simply don't have the time or expertise to do. **Virtual Assistant USA, YourDailyTask, TaskBullet, Usassist and Fancy Hands** are good sites.

If you're concerned about your work being stolen, copyright it. You can use <http://copyright.gov>.





MISTAKE #2: EGO AND I, I, I...

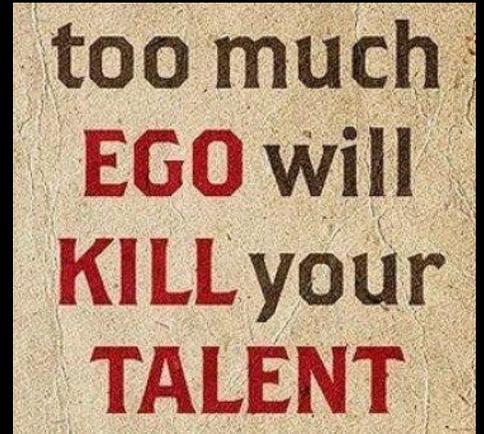
TYPICAL MISTAKES MADE...

Mistake #2: EGO AND I, I, I...

Many artist sites are all hype about how awesome they are – and, even worse, it's written by themselves or by a PR person.

Or they write about the minute, tedious details of their day, or other things only of interest to themselves.

If you create a web presence and make it all about you and you don't deliberately put your potential fans first, you can easily end up alienating them.



too much
EGO will
KILL your
TALENT

TYPICAL MISTAKES MADE...

Mistake #2: EGO AND I, I, I...



The simplest solution to one part of this is to feature testimonials and reviews by *other* people. People pay far more attention to what others say about you than what you say about you, and testimonials is one of the first places a new visitor looks.

The other solution is to think about ways to serve your potential audience in your writing at the site - Is it funny? Engaging? Informative? Educational?

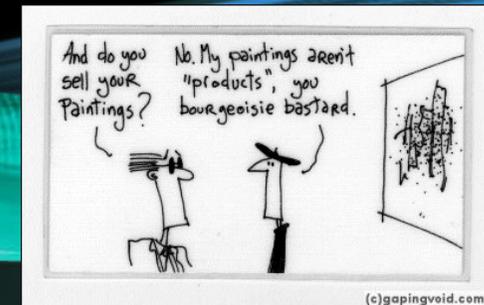
TYPICAL MISTAKES MADE...

Mistake #2: EGO AND I, I, I...

People who get noticed and are successful online, whether using a blog or another kind of platform, do so by delivering huge value to their fans and customers.

They publish hilarious cartoons, music that gets under your skin, funny one-liners or pithy* wisdom. Or they lift the lid on their creative process, or publish useful tutorials and videos. They inform, entertain and educate – sometimes all at once.

* using few words in a clever and effective way



TYPICAL MISTAKES MADE...

Mistake #2: EGO AND I, I, I...

Even when it is about you, it's not about you.

It's about what you mean to your audience. If you're doing amazing work, or pursuing a big adventure, it's about the work and the adventure. If you're a rock star, it's about what they project onto you. If you're a successful self-employed artist, it's about the inspiration and example you provide for other artists. So it's really about them.



TYPICAL MISTAKES MADE...

Mistake #2: EGO AND I, I, I...

Some examples of sharing useful information:

If you're an artist, **give away free samples.**

Show them how your art was made in photos: This might seem dull to you but to a non-artist the process could be fascinating and it will encourage a deeper connection with you and your work. Tell – even better, show – how you make your work. To you it's obvious, to the rest of your fans it could be super-interesting.

Share brilliant resources: What are the tools of your trade that others could benefit from? Share the resources you can't do without. They don't have to be directly related to art, but they can be.



TYPICAL MISTAKES MADE...

Mistake #2: EGO AND I, I, I...

Who inspires you?: Your creative heroes may also be able to ignite a flame in the hearts and mind of your fans if you enthuse about them.

Share tutorials: How did you learn a particular technique? Let your audience in on it too. Or write a tutorial to teach others what you know.

Invite feedback: Ask questions of your audience, encourage conversation, and *always* reply.

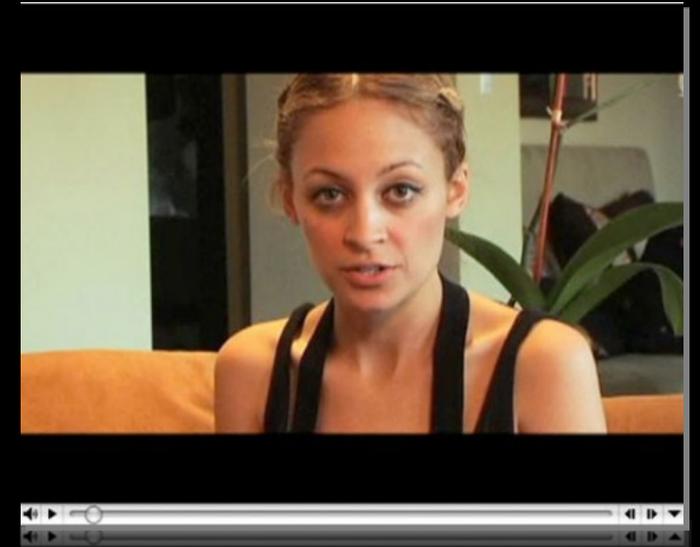


TYPICAL MISTAKES MADE...

Mistake #2: EGO AND I, I, I...

Or make a video of your latest show.

Or make a passionate argument for changing something about your industry or art form.





**WHAT HAVE YOU SHARED WITH YOUR
FANS THAT THEY REALLY RESPONDED
WELL TO?**



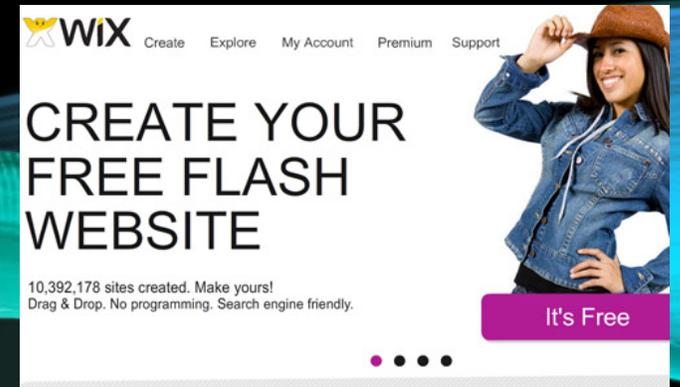
MISTAKE #3: USING FREE HOSTED SITES OR BLOGS

TYPICAL MISTAKES MADE...

Mistake #3: USING FREE HOSTED SITES OR BLOGS

Many artists choose a free hosted site like blogger.com, wordpress.com, WIX, SquareSpace, Weebly etc.

While some are good in terms of features and ease and speed of creating a site, you don't own the site and many of them have restrictions as to what you can and can't do at your site, as well as size limitations as to how much space you can use.



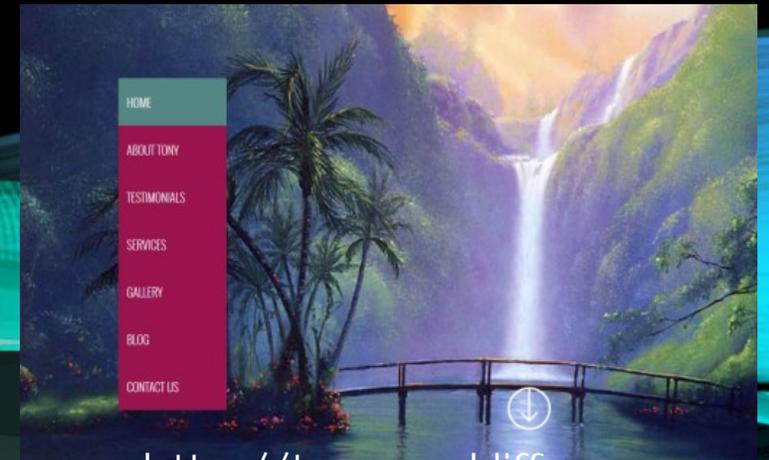
<http://tonyrocliff.com>

TYPICAL MISTAKES MADE...

Mistake #3: USING FREE HOSTED SITES OR BLOGS

The free sites typically have limited design options and you can end up with a site that looks very much like somebody else's site, as well as coming across as an amateur (some of the free sites even have ads telling people they are free). And many are slow.

The solution is to build your own custom WordPress site (not wordpress.com), or get one built, and to use the right hosting company.



<http://tonyrocliff.com>



TYPICAL MISTAKES MADE...

Mistake #3: USING FREE HOSTED SITES OR BLOGS

And make sure it's both responsive and mobile-ready.



73% mobile



76% mobile



40% mobile



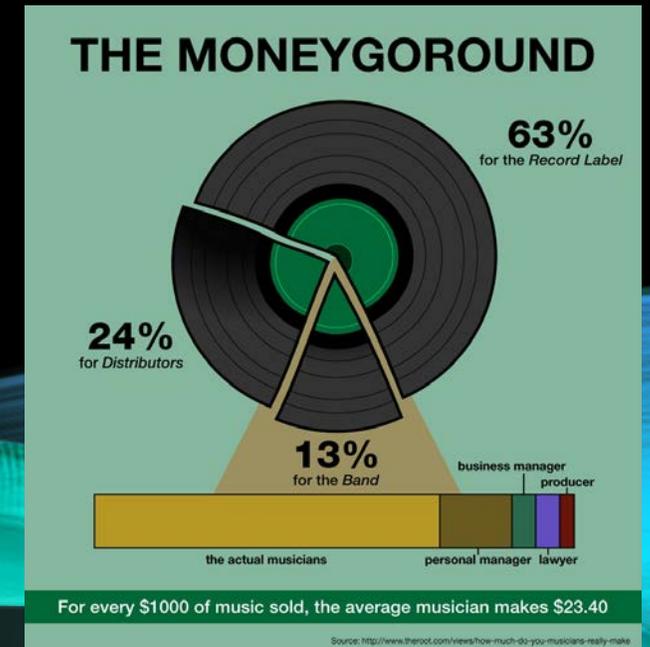
MISTAKE #4: NOT BUILDING A MAILING LIST

TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

Even though it's #4, it's arguably the **MOST important** action that many, many artists fail to do, and it cannot be over-emphasized. It's a key tool in building your **fan base**.

It is the key to success of most online artists and entrepreneurs of all kinds as it creates the machine that leads to their future income and puts them in total control of how much they can earn and when.

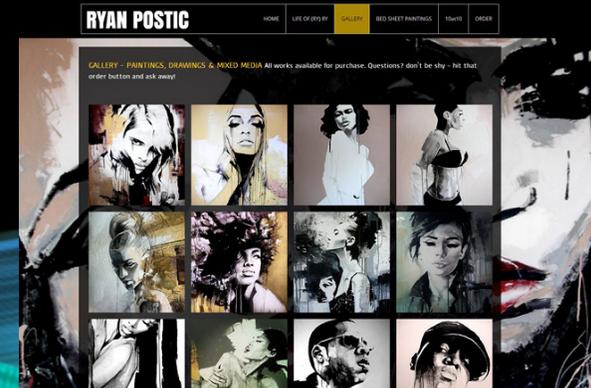


TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

Having a totally amazing portfolio (or online gallery, or showcase or playlist) is essential, but sadly it isn't nearly enough to make you stand out online.

However good the work, the static nature of most portfolios means people have to seek them out, visit your website and click through the various categories. And most people have never heard of your site. Or maybe they have, but they're just too busy to visit it. Or they visited it once, liked it – and forgot to go back.



TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST



Most first-time visitors to your site are not going to buy anything. So offer them an irresistible reward that includes a free subscription – to a blog, newsletter, podcast or video series.

Send them amazing stuff, so that they don't have to come and find it. And so that they look forward to opening your e-mails or finding your latest post in their blog reader.



TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

1,000 TRUE FANS

A "True Fan" has been defined as a fan who is willing to spend one day's salary over the course of a year – typically \$100 is used – on all your products, CDs, paintings, gigs, shows, merchandise, photographs, eBooks, books, videos, reports etc.

So if you have only 1,000 True Fans, that's \$100,000 a year. For many artists, that's enough to give up their day jobs.



TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

- "1 email subscriber = \$1 a month in revenue"
- "It's that simple. The size of your email list is directly related to how much income you are generating from your art."
- "If you have 1,000 fans on your list and **you are building a relationship with them** and offering them your products then that should be earning you \$1,000 a month. 10,000 fans should be \$10,000 a month and so on. Once you understand the math you quickly realize that list building needs to be your number one artist marketing goal."

- James Taylor

<http://tonyrocliff.com>



TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

Typically 10% of your email list have the potential to be a true fan. So in order to make the true fan theory work you need to actually have at least 10,000 people on your email list.

If you only need to make \$50,000 a year then you need 500 true fans and 5,000 people on your list. If you want to make \$1 million a year then you are going to need a 100,000+ strong list.



<http://tonyrocliff.com>

TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

- Building Your Fan Base = **Building Your Email List** (*your most valuable asset*).
- The **Size of Your Email List** and the number of mailings to it = The Size of Your Potential Income.
- On the Internet, **Nurturing Your Email List** (providing valuable free interesting information) even more = The Even Larger Size of Your Income.



TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

What's the solution?

Set up a free mailing list with MailChimp and put an opt-in box at the top of your web site and offer an irresistible and exclusive reward for them signing up.

Never add people to your list without their permission.

Never say things like, "Join my emailing list!" or "Get my newsletter!" Instead offer irresistible rewards.



MailChimp

TYPICAL MISTAKES MADE...

Mistake #4: NOT BUILDING A MAILING LIST

Examples of rewards:

- 7 free exclusive songs.
- "Top 10 reasons why" report.
- Behind-the-scenes videos.
- Free wallpaper of your most dramatic artwork.
- Free exclusive eBook.
- Unreleased tracks.
- Free merchandise.
- Entry into a raffle or contest.
- Whatever will be irresistible to your potential fans (you can survey to find out).





WHAT OTHER REWARDS COULD YOU GIVE?



MISTAKE #5: NOT NURTURING YOUR AUDIENCE

TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

- **PUSH MARKETING** – TV, radio, print paper ads, emails, cold calls – is disruptive and distracting and people have had too much of it and they have developed many blocking systems – *TIVO/DVRs, XM-Radio, RSS, Spam Filters, Caller ID/Call Block*



- **PULL MARKETING** – attracts and draws motivated people willingly seeking you out.

TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

Many, many artists – and businesses – completely waste, and alienate their emailing lists by only sending emails when they want to sell something.

“Buy my “x””, “Come to my “x”” emails without first having built the awareness, affinity, trust, respect and ongoing relationship that will cause your fans to do so, is push marketing and not only wasted effort, but it harms you in the long run.



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE



The majority of people coming to your site will not buy immediately but some will in the long term *if they are nurtured*.

Part of the reason for this is that out of 100,000 correct publics, perhaps 20% has a potential to buy given time and nurturing (being given helpful information etc.), but most are not ready to do so now - maybe 1/2 a percent will buy now, if you're lucky.



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

This means, that the same way you nurture a seed, you will be responsible for sending regular, valuable content to your clients.

This way, when they are ready to buy your goods or services - they will seek your brand first. It's critical that you become a master in the art of lead *nurturing*.



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

People are more likely to buy from people they know, like and trust and you have to build that trust - you can't (usually) just go trying to sell to people if you haven't spent the time to build an audience of people ready to buy from you.

If you do, you might make some immediate sales but you can also kill your future potential audience, and lose out on tons of potential future sales.



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

People on a list that is well-cared for and backed by an honest intention to help the survival of those on it will be much more responsive to what you have to offer, when you do on occasion also offer something for sale.

A list that is misused and the trust violated by only asking people to buy something or go to an event will dry up, and eventually your emails won't even be opened.

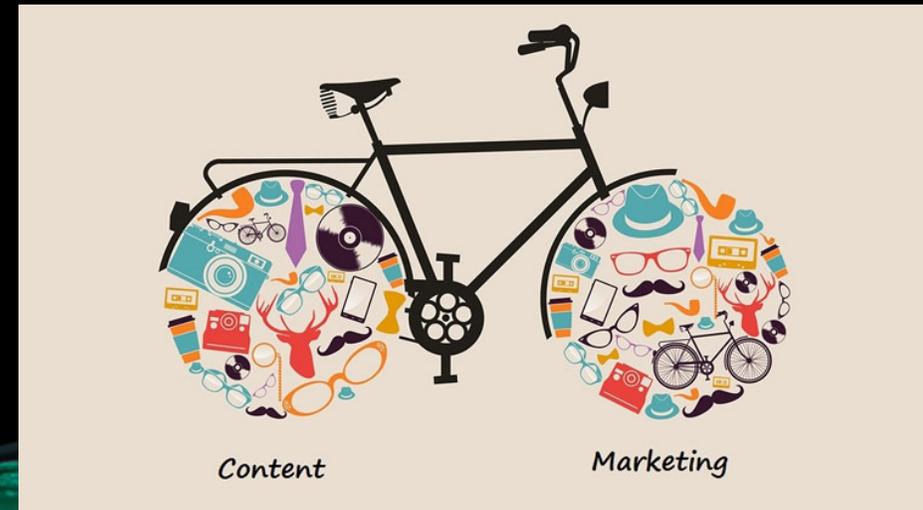


TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

Build and engage your audience by delivering fresh content to them, regularly, for free.

Content marketing is a major aspect of internet marketing – it basically means **publishing media content that doesn't look like advertising, but functions like advertising.**



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

You're not selling anything directly, you are giving people a taste of your work, for free. This generates buzz, with people talking about you on Twitter, linking to your site from their blog, and forwarding your e-mails to their friends – i.e. **they start doing your marketing for you, for free.**

And who are the experts at creating stunning media-rich content? That would be you. In this brave new world, artists and creatives can have quite an advantage at internet marketing.



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE



THE OLD WAY

90% CREATION
10% PROMOTION



THE NEW WAY

30% CREATION
70% PROMOTION

HOW I BLOG THEN AND NOW

TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

Create a Newsletter

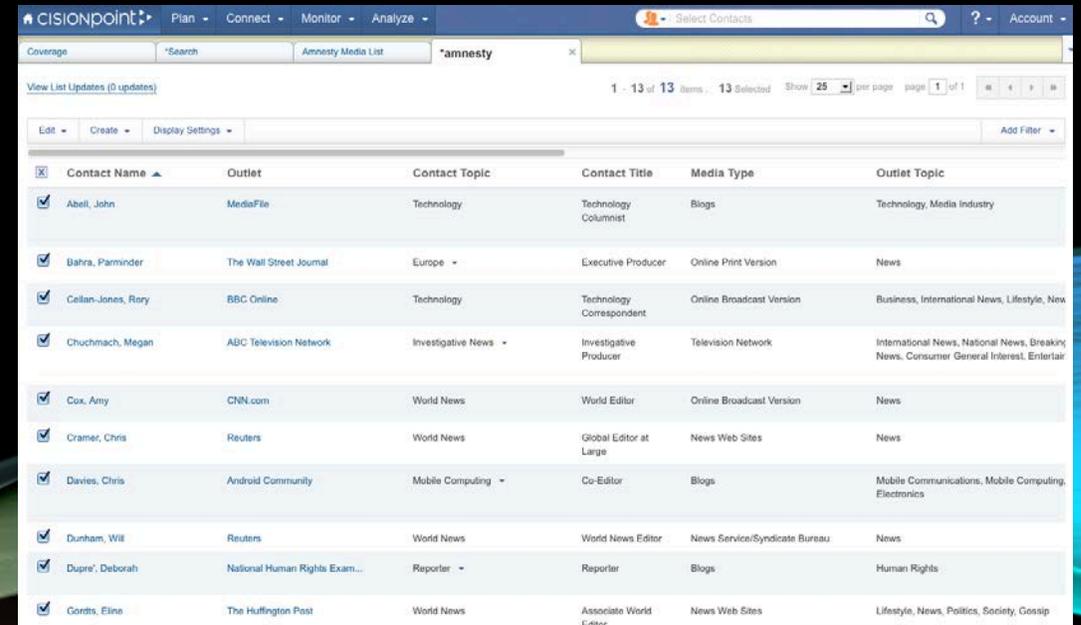
- 1) SOMETHING PERSONAL
- 2) WHAT YOU'VE BEEN UP TO AS AN ARTIST
- 3) SOMETHING OF TRUE VALUE/INTEREST
- 4) PUT FANS INTO ACTION
- 5) SELL TO YOUR NURTURED FANS



TYPICAL MISTAKES MADE...

Mistake #5: NOT NURTURING YOUR AUDIENCE

- Keep your emailings on a schedule that is consistent.
- If you don't, you'll lose the fan base you've so carefully built up.
- Also build media lists for promotion.



Contact Name	Outlet	Contact Topic	Contact Title	Media Type	Outlet Topic
Abell, John	MediaFile	Technology	Technology Columnist	Blogs	Technology, Media Industry
Bahra, Parminder	The Wall Street Journal	Europe	Executive Producer	Online Print Version	News
Collan-Jones, Rory	BBC Online	Technology	Technology Correspondent	Online Broadcast Version	Business, International News, Lifestyle, New
Chuchmach, Megan	ABC Television Network	Investigative News	Investigative Producer	Television Network	International News, National News, Breaking News, Consumer General Interest, Entertain
Cox, Amy	CNN.com	World News	World Editor	Online Broadcast Version	News
Cramer, Chris	Reuters	World News	Global Editor at Large	News Web Sites	News
Davies, Chris	Android Community	Mobile Computing	Co-Editor	Blogs	Mobile Communications, Mobile Computing, Electronics
Dunham, Will	Reuters	World News	World News Editor	News Service/Syndicate Bureau	News
Dupre', Deborah	National Human Rights Exam...	Reporter	Reporter	Blogs	Human Rights
Gordts, Eline	The Huffington Post	World News	Associate World Editor	News Web Sites	Lifestyle, News, Politics, Society, Gossip



WHAT TYPES OF CONTENT COULD YOU CREATE?



MISTAKE #6: WRITING HEADLINES THAT DON'T WORK FOR YOU

TYPICAL MISTAKES MADE...

Mistake #6: WRITING HEADLINES THAT DON'T WORK FOR YOU

A site headline needs to be clear and most of all, compelling. It needs to stimulate further action on the part of the site visitor, whether it is to read further, look at your gallery, listen to your music, watch your video or whatever it is that you want them to do.

Headlines like, "Welcome to my site" or "Home Page" are completely wasted opportunities.

The tried and true rules of copywriting do apply and they're freely available to read on the web.

<http://harrisonamy.com/10-commandments-copywriting/>

<http://tonyrocliff.com>





MISTAKE #7: MAKING IT DIFFICULT TO BUY

TYPICAL MISTAKES MADE...

Mistake #7: MAKING IT DIFFICULT TO BUY



Visitors to your site won't have a clue which of your artworks are still available unless you tell them. And they won't know what you want them to do unless you ask (*inquire about a piece, buy my work, hire me for a commission, buy my new CD etc.*).



TYPICAL MISTAKES MADE...

Mistake #7: MAKING IT DIFFICULT TO BUY

The solution is be clear, open and honest.

If you don't display prices or clear, simple instructions on how to buy, many people will simply not bother inquiring for fear of being embarrassed when they discover they can't afford the piece they wanted.

If you sell online make sure you also include clear information about shipping (cost and time), your returns policy, and which methods of payment you accept. It is also a good idea to think of all the possible objections or sources of anxiety for a potential buyer and address them on your sales page.





MISTAKE #8: USING SOCIAL MEDIA ONLY TO SOCIALIZE

TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

If you only use Facebook to post pictures of your cat and play Candy Crush, you're really missing out.

Of course all of the social media platforms were originally designed for making contact with friends, but they've evolved into invaluable marketing platforms too.



TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

What are solutions?

1) A Facebook artists/business/fan page

On Facebook it's important to have an artist business page (AKA fan page) as well as a personal profile; this way you can separate your friends from your fans and potential buyers.



TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

What are solutions?

2) Facebook Ads

This is the major super-powerful marketing tool unused by most artists. Your posts are typically seen by less than 10% of your fans but by spending very little you can reach most of them.

There are also YouTube ads, Instagram ads, Pinterest ads etc.





TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

1. Very inexpensive to try different ads (\$5 a day)
2. You can target your audiences very precisely by interests (**similar artists**) and activities
3. You can create and save custom audiences
4. You can create "Lookalike" audiences
5. You can re-target visitors to your web site, **who came to your site from any source**, and who left without doing anything
6. You can track responses to ads in great detail via Ad Reports
7. You can target your email lists & the publics of your competitors
8. You can get info on your publics and your competitors via the Facebook Insights tool
9. Facebook has huge potential reach
10. Awesome way to build your fan base.

TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

Another mistake with social media is trying to be on all known social media channels all at once. Not only will it drive you nuts, but it will totally dilute your message.



Start with one or two (the ones that fit you and your art best - e.g. for some people, other than Facebook pages, Instagram and Pinterest are best, for some YouTube). Concentrate on those and when you get good at those and they are working well for you, then you can add another one(s) to the mix.

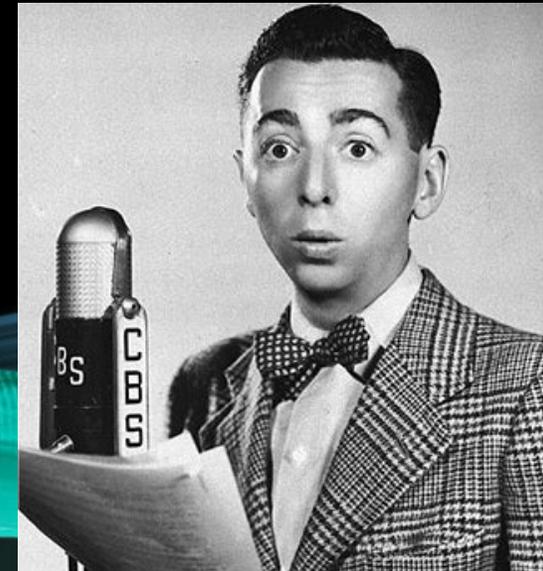
A good tool for managing your social media once you have more than one channel is **Agorapulse**.

TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

And another mistake with social media is trying to promote or sell via your Facebook friend page or trying to sell via your Fan page. Or using social media as a "broadcast" medium.

Sales can be made via social media but statistically with far less success and with far less longevity.



TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

You should be using social media to engage with and build real relationships with real people – just like in real life. People in real life become friends because of shared interests, this is just as true online as well. People prefer personal conversations to being bombarded with constant self-promotion. *And always, always* respond to fan comments.

People also believe recommendations from friends far more than they believe advertising messages.

78% of people trust peer recommendations for products and services that they BUY. Only 14% trust TV/radio/print advertising [source: [Socialnomics](#)]



TYPICAL MISTAKES MADE...

Mistake #8: USING SOCIAL MEDIA JUST TO SOCIALIZE

There's much more to you than your art – you have other things that interest you and make you unique, other passions, and other things you can talk about as a person. You also have your purposes and passions behind what you do as an artist.

These are the things to concentrate on in your social media. If people connect with you as a person first, they're much more likely to then connect with your art. Social media *isn't* about push, push, push the artwork. It's about building relationships.

If you get people involved with you as a person and your life first, this will include your artistic ideas and expressions and it will be natural at some point to share what you do as an artist.





HOW MANY ARE USING FACEBOOK ADS?



MISTAKE #9: NOT HAVING A WEB SITE

TYPICAL MISTAKES MADE...

Mistake #9: NOT HAVING A WEB SITE

This one seems so obvious but so often I see artists who have Facebook sites, Twitter sites, YouTube channels, Instagram and Pinterest and other social media sites but no web site!

They have it all backwards – those social media presences should all be directing potential fans to the central hub of their activity – their web site.

Wordpress makes it very easy to create your own site and WordPress has grown so good that Mercedes Benz, Katy Perry, Bloomberg, NASA, Harvard Business Review, The New Yorker, BBC America, Variety, Sony Music, MTV News, Beyonce, Xerox, Time, The Rolling Stones, Jason Mraz, Jay-Z, and many others use it for their sites.

<http://tonyrocliff.com>





HOW MANY DON'T HAVE A WEB SITE?



MISTAKE #10: GUESSING AT KEYWORDS

TYPICAL MISTAKES MADE...

Mistake #10: GUESSING AT KEYWORDS

One of my clients once said, "Our music is New World so if we put "new world" as our main keyword, we'll get found by lots of people, since 4,000 people a day are searching for it."

But "new world" has 40 million competing sites using that key word, so how are they going to get to page 1 of Google?

If they'd done a little research, they would have discovered that "new world music" was being searched by 5,000 people a day and had a million sites competing for it.



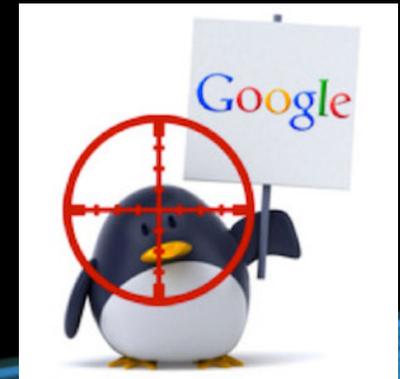
TYPICAL MISTAKES MADE...

Mistake #10: GUESSING AT KEYWORDS

And if they had researched a little deeper they would have found terms like, "stress-relieving music", "relaxing music", "calm music", that were getting thousands of searches a day with as little as 500 competing sites. That's how they'd get on page 1!

And these days where Google has pretty much obliterated do-it-yourself "SEO", you're so much better off using good content marketing to get your site to rise in the ranks.

Write good informational, or humorous, really useful articles or blog posts or social media posts that just beg to be shared and your content linked to. <https://inbound.org/> is a great site for helping you write excellent content, and also for split-testing it.

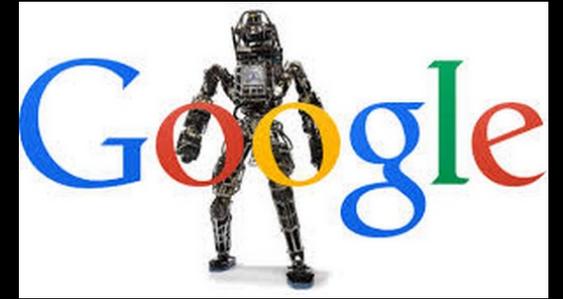


TYPICAL MISTAKES MADE...

Mistake #10: GUESSING AT KEYWORDS

Don't make the mistake of writing for Google's search robots – write great content for humans first and foremost. Then when you're starting to get links to certain of your pages, articles or posts, then you can look at optimizing those with your best keywords.

Scribe is a good tool that reviews the text you've written and gives you a detailed feedback about how it will look to a search engine – and what you can do to tweak it and improve your rankings.





SOME TIPS

TIPS...

A TIP (FOR MUSICIANS, BUT MAY WORK FOR OTHERS)

After you've built your fan base, if you want to get yourself in front of literally thousands of record company people in next to no time:

Go to **Facebook ads** – open the **Targeting** options and choose **Workplaces** like EMI, Warner Music Group, Universal Music Group etc. and create a great ad that links to your awesome web page that shows your music, your professionalism, your following etc.



Languages: [?] Enter a language...

Education: [?] Anyone
 In High School
 In College
 College Grad

Workplaces: [?] Warner Music Group × Universal Music Group ×
Sony Music Entertainment × EMI Music Publishing × EMI ×

Hide Advanced Targeting Options ^

Audience

6,200 people

- who live in the United States
- who work at Warner Music Group, Universal Music Group, Sony Music Entertainment, EMI Music Publishing or EMI
- who are not already connected to Musician Matchmaker-Indiegogo Campaign is Hooking up Artists with New Fans

TIPS...

LANDING PAGES

A landing page is a single page designed to get the visitor to do one thing only (email list signups, sales etc.), and social media links should ideally go there.

It has just enough information to persuade them to do the thing that you want them to do. Because landing pages have no other content and no other distractions, they convert to actions much better than a web site – typically 25-40% vs 5-10% or less.

Use social media to drive people to the landing page – *“Get a free unreleased track at <http://site name.com>!”*

Instapage is a good site for easily creating free landing pages.



<http://tonyrocliff.com>

“Kick Off Your Boots, Pour Yourself a Whiskey and Get Yourself a FREE Download From One of the Most Refreshing New Alt-Country Artists in a Very Long While...”

And now you can download 3 of his hit singles for free!

Listen to what others are saying about John Oszajca!



ELTON JOHN – “There are a couple of albums I’ve been playing. One is by John Oszajca... it’s a cross between T-Rex and Beck, and it’s good music to listen to.”

HOWARD STERN – “I like this, this is good, I would buy this.”

ROBERT HILBURN of THE LOS ANGELES TIMES – “A highly promising start for a writer who exhibits a winning feel for melodies

and, especially words.”



Enter your name and email address below and we’ll send you THREE of John’s latest singles - FREE!

Name:

Email:

Download Now

We respect your [small privacy](#)

TIPS...

Myth: The more followers or likes you have, the better off you are

The game of numbers no longer applies to Twitter, Facebook or LinkedIn.

These social networks are smart. If you have followers that aren't engaged, the algorithms these sites use will make sure very few people see your message.

**THEY'RE
NOT REAL
FOLLOWERS.**



MORE TIPS...

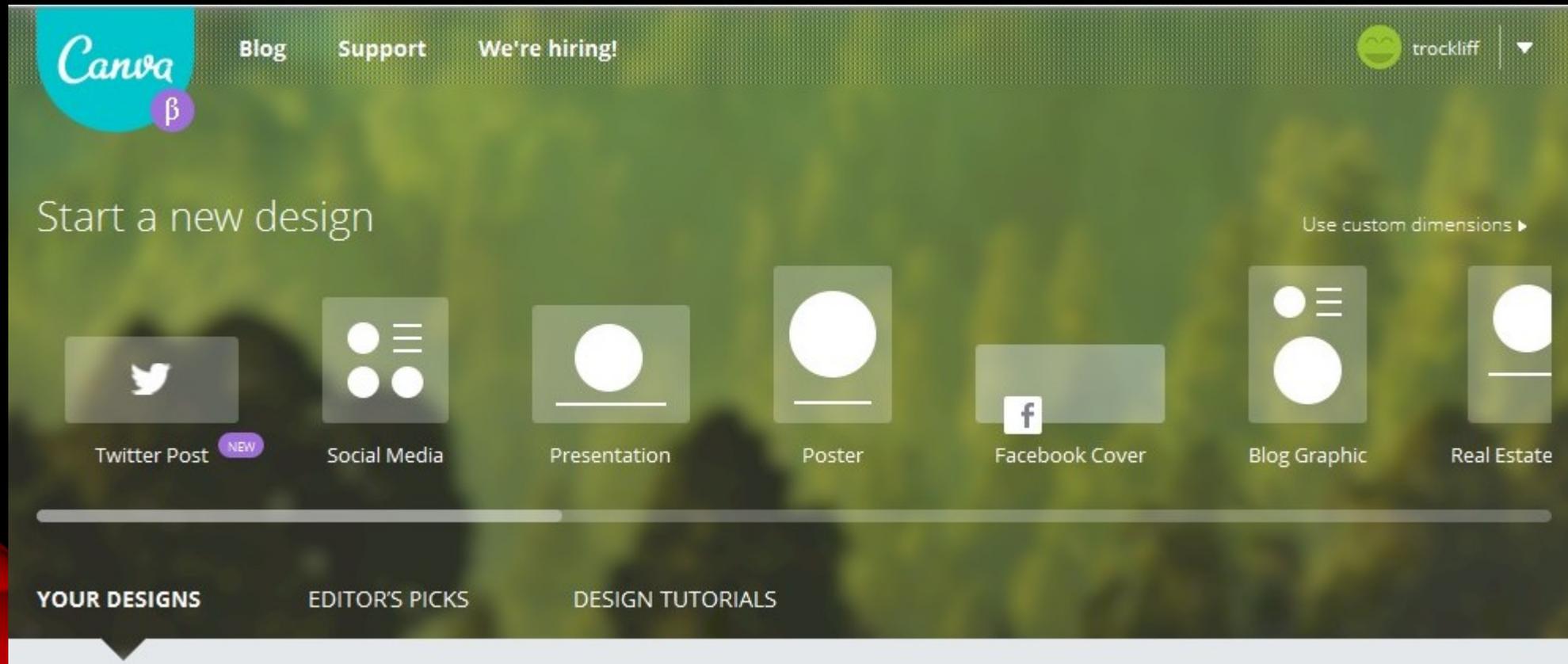
- * Articles with images get 94% more views
- * 93% of the most engaging posts on Facebook are photos
- * Posts with videos attract 3 times more inbound links
- * Pictures are re-tweeted 128% more than videos
- * 62% of the shared pictures are related to humor
- * 61% of the shared content is about something interesting
- * The most popular feelings invoked are awe, inspiration and amusement
- * 64% of visitors that watch a video are more likely to buy a product
- * Use a service like [Bit.ly](http://bit.ly) to shorten URLs
- * Post where you know that your audience is hanging out and engaging



TIPS...

GRAPHICS

Canva is an excellent tool to create many kinds of needed online graphics simply and at no cost.



ANOTHER TIP...

Instead of selling one product to millions, sell many more things – e.g. for musicians, sell singles, albums, EPs, eBooks, merchandise, tickets, videos, fan club memberships etc. to a smaller group of dedicated fans who love the behind-the-scenes and direct access that you've granted to them, and who then want to buy everything that you do.





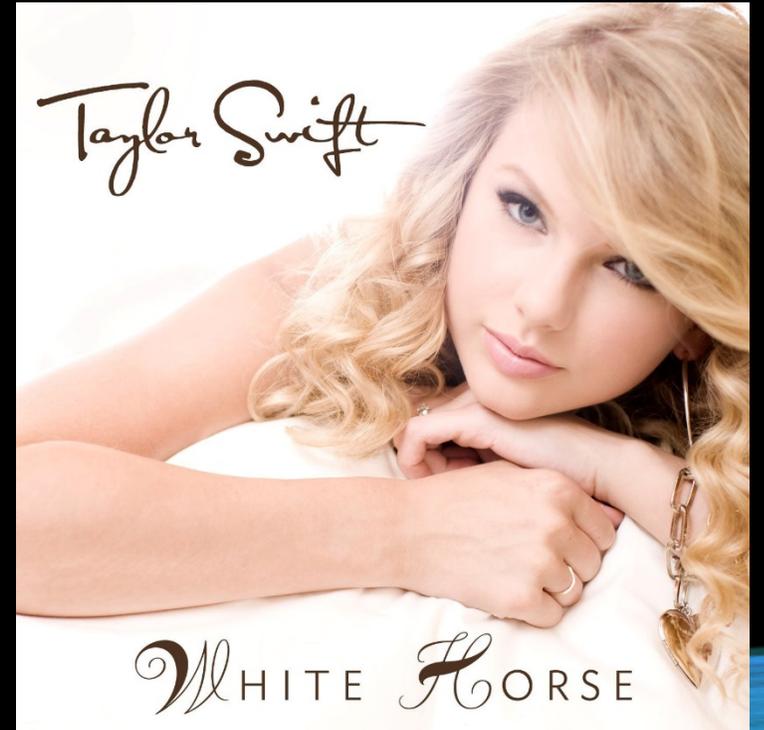
WHAT OTHER ITEMS COULD YOU SELL?

TIPS...

SURVEYS

"We needed to find out what it was fans wanted and what they would respond to so we went out and asked them. Everything from what information they would like to receive, to how often they wanted to be contacted, and many of them said they wanted to be contacted around every other week."

Taylor Swift's manager





LAUNCHING A NEW PRODUCT

LAUNCHING A NEW PRODUCT

BACKGROUND

- It used to be that Internet marketers would put up a page of information about their new product, and try and sell a person at that page.



- Then they found a more effective way that got a great many more sales and that was to start building online anticipation for the product via emails weeks or more in advance of it being available.

LAUNCHING A NEW PRODUCT

BEFORE YOU LAUNCH

- When you have a new release you should figure out your positioning, your hook, your story, your angle for the album and announce it in such a way that they'll have a hard time not buying it.
- Then you build anticipation and use proven "sales triggers" used by successful Internet marketers. We'll cover these in a moment.



LAUNCHING A NEW PRODUCT

BEFORE YOU LAUNCH

THE BASIC STEPS:

- 1) Start building anticipation by letting people, including your media list, know that you are working on your new product.
- 2) Start including in your emails short teaser pieces of content such as short music samples, behind-the-scenes videos, chapter excerpts, interviews, cover artwork ideas, contests, and get them involved in the creative process of bringing your new product to life so it becomes "their baby" too.



LAUNCHING A NEW PRODUCT

BEFORE YOU LAUNCH

3) When you are about a month away from release, let them know when and where it's coming and build more anticipation and continue to do so.

4) A few days out from launch, really start building the pressure and using some of the sales triggers, such as scarcity ("1st 150 people get...") and special limited bonuses.



LAUNCHING A NEW PRODUCT

SALES TRIGGERS:

- A discounted price
- Special bonuses
- A reason for offering the deal
- A time deadline
- Scarcity



LAUNCHING A NEW PRODUCT

WHEN YOU LAUNCH

5) Launch the your product and let everyone know where they can get it. And use online press releases. Use a time deadline sales trigger and watch the sales come in.

6) The following week create a video that thanks them and you can also give them something like some additional free products.



SUMMARY

Social media trends come and go – a while back it was MySpace, then Facebook and Twitter – and now some people are already starting to use Facebook and Twitter less, and Pinterest is now the fastest growing social media network and being chased by Instagram. Now even Linked-in has lots of musician groups and industry people.

What you need is a long-term strategy that is not affected by changes in social media but that can utilize whatever is the social media “fad-du-jour”.



SUMMARY

The Primary Strategy of Internet Marketing for Musicians: (and anybody)

- 1) To build your fan base by really engaging with and being in communication with your fans and potential fans.
- 2) To build an email database of fans to build loyalty – and *nurture* it.
- 3) To convert that loyalty into income.



FURTHER RESOURCES

These slides:

<http://tonyrocliff.com/free-report/>

Hosting at 45-60% discount with free domain:

<http://tonyrocliff.com/hosting/>

Web design or site makeovers:

<http://tonyrocliff.com/web-design/>



Sources:



1. Mark McGuinness - <http://lateralaction.com>
2. Joseph Pitcher - <http://www.textileartist.org>
3. Jon Loomer – <http://jonloomer.com>
4. Jon Ozcarka – <http://musicmarketingmanifesto.com>
5. Aerial Hyatt - <http://cyberpr.com>
6. Geoff Williams <http://musicedge.com>

Sources:

and Tony Rockliff – <http://tonyrochliff.com>

Artist Consultant
Artist Web Designer
Music Producer
Internet Marketing
Facebook Advertising



Contact me for your free consultation
at: trockliff@gmail.com

Special Bonus:

\$250 Business Analysis and Custom Success Program – 100% Free

Detailed Questionnaire, research and custom program/recommendations for your increased business success.

*Contact me for your free Analysis
at: trockliff@gmail.com*

