

30 MINUTE MUSIC MARKETING - YOUR 365 MUSIC MARKETING PLAN

Here are activities you should undertake

Daily

You should be looking to engage on your socials on a daily basis (or thereabouts)

- Twitter 3 times a day (breakfast / lunch / evening)
- Instagram - Main feed once every day - Instagram stories as and when
- Facebook- Perhaps 3 - 4 times a week - only post when you've got good content, if people won't engage with it, they won't see it.

For content ideas see Ep 2 *20 Ideas For Your Social Media Channels*

<https://youtu.be/ArRfPD3h26U>

Remember

It's good practice to document your experiences of being a DIY musician to help tell your story on social media. If you're wondering whether something should go onto your socials use your 'brand values' as your filter. If you come across something in your 'normal' life that conforms to your brand values...it gets documented on your socials. It's as easy as that!

Weekly

Have at least one piece of 'featured' content each week somewhere on your channels. This could be

- Live streamed acoustic performance (fans can watch you perform at home!)
- Pre-recorded band performance
- Live streamed Q & A / fan chat
- Podcast - Featuring your news...pre-submitted fan Q & A
- A brand related show or feature. What are you and your fans into? (simplest here would be your genre of your genre of music) 'jazz/sneakers/Doctor Who/crisps/climate change/football/F1 racing..find what works. Find out what yourself and your audience are into and create content around that.
- Mailing list newsletter. Use your emails not just to sell your shows but as a way of telling stories on a 1 to 1 basis: The best gig I ever played, the worst gig I ever played, the day the van broke down..stories engage and entertain!!!

Identify a day to put this out and make it a weekly appointment for your audience.

Quarterly

Release new music - 3 - 4 singles a year if possible. Have a marketing budget to promote them.

Making this new music gives you the opportunity to create content based around these music releases: In the studio - behind the scenes shooting your video etc. Document the process.

The 80/20 Rule

80% time should be spent engaging with your existing audience. 20% of your time should be spent on new music/singles (which have a marketing budget) to find new fans.

80% of your marketing budget should be spent on marketing the new stuff to get people into your 'world' and 20% of your budget should be spent on your existing fans.

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