

Marketing Tips for Independent Musicians

1. create a musician/band homepage, if you don't have one yet. There are many free modular systems where you can upgrade for pros later if needed.
2. create a discography with your works. Link the works to relevant shops.
3. who are you singing/musicing for? Define your target group.
4. be authentic. Don't bend to please!
5. protect your private life with an artist name or a fake figure if needed. Greetings to Marilyn Manson.
6. be reachable for your fanbase. Social-Media helps.
7. distribute a newsletter.
8. inform about your projects already during the development, involve your fans. Make songs available and get feedback. Thank them for it and use it. Interaction is the key to success.
9. link your projects in your social media channels and in your email.
10. Coordinate yourselves! Check out podcasts from speakers and coaches: Christian Bischoff invites Laura Seiler, she's Tobi Beck's guest, Tobi Beck pushes Yvonne Schönau, Klara Fuchs talks to Marilena Berends, and many of them you'll find at Dr. Stefan Frädrieh's Gedankentanken. Always pushing each other nicely, costs nothing and increases awareness. Simple and ingenious.
11. performs alternately as opening act at concerts. Organizes small festivals.
12. Get feedback from well-known promoters and producers, publish these testimonials on your website (ask permission!).
13. use press quotes!
14. ask bloggers for reviews, provide free samples.
15. Use an individual cover, use mastering. Quality has its price, Ramschware is enough on the net.
16. tie fans into the choice of cover.
17. Pay attention to an individual and authentic album description.
18. please rate in the booklet.
19. place in the shop 30 test seconds available.

20. quality is reflected in the price. Don't sell yourself away!
21. events concerts!
22. go to Open Stage stages.
23. Sell merchandising articles to your fans after the concert. Be available for talks. Be approachable.
24. Distribute your album through cheap distributors. The bad way is developing to charge annual fees per album, which is far too expensive,
25. promote your album about radio pluggers for indie artists. Here it's worth taking some money into your hands. You can find recommendations on my homepage at the partner companies.
26. Use as many of these measures as possible!
27. vote the measures with your personality. Are you a task-oriented or relationship-oriented person? Are you more introverted or extroverted? Work with your strengths, weak points should be delegated or rarely used.
28. under no circumstances use one of these measures if it does not suit you! The shot will backfire. If you hate photos and cameras, don't sit in front of a camera for Youtube. Then a podcast will have to do. If a newsletter overwhelms you, let it go.

I wish you much success with your project!



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