

## DIGITAL MARKETING CHEAT SHEET

First things first, if you've recorded a song but are unsure how to make it available on streaming platforms such as Spotify and iTunes, check out our [DIGITAL DISTRIBUTION](#) page.

Once this is sorted (however prior to the release of your song) - you need to be driving traffic to your chosen platform(s) so more people can hear it. Sounds simple, but the internet is oversaturated with content. It can be hard to cut through the noise to reach potential new fans. Understanding digital marketing can help with this, and can also be applied to event promotion, merch sales, anything!

To clarify, all marketing done exclusively via digital passages is **DIGITAL MARKETING**.

"Where do I start?" Grab a pen and some paper - you're going to need a strategy. This is also called a digital marketing campaign; a well-planned and coordinated sequence of activities and processes, carried out through multiple channels. Before starting any digital marketing activities, we recommend asking yourself two clear, simple questions.

### 1) WHAT IS YOUR GOAL?

Keep it specific! It's best if your goal simple and measurable. E.g. if you have released a new single, your goal may be to get as many streams as possible. Tailor your plan to your unique needs; if your goal was to gain more followers, you would need a different strategy.

### 2) WHO IS YOUR TARGET AUDIENCE?

Once you figure out who you are trying to spread your message to, it's much easier to know where and how to spread that message. Again, be specific! Figure out their demographic data (age, gender, location, job, hobbies, etc.), then ask yourself questions like "what social media platform would they engage with most?" and "what sort of content do they like?".

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Now that you have a clearer picture of your plan, it's time to jump into the digital landscape.

### 3) GET SOCIAL!

Everyone today knows the power of social media, but with that power can come great responsibility. Moreover, the time commitment and strategic planning needed to be heard among a sea of posts can feel daunting. But fear not, it doesn't have to be that time consuming or scary. Here are some tips on maximizing your results without having to spend all day on your phone.

- ▶ **Choose your platforms!** There are so many social media platforms - by no means do you have to be across them all! However, having a general presence across a few is important. Here are some popular platforms for artists (other than music streaming services).

**Facebook | Instagram | TikTok | Twitter | YouTube**

- ▶ **Speak from the heart!** People love authenticity (and can tell when someone is faking), so don't bother trying to speak in someone else's voice; just talk as yourself!
- ▶ **Content with your content?** Now comes the next challenge – what to post. Think about what makes you unique, what you want to show the world, and (very important, but often overlooked) what type of content benefits or interests your audience.
  - **Hot tip** – [Canva](#) is a great service that can help you make professional looking content for free.
- ▶ **Keep it regular.** Posting often on your chosen platforms keeps your followers interested and boosts your content's visibility because of the way social media algorithms work (more below). Posting once a day is *amazing* if you can, but not essential. Even posting regularly once or twice a week can be very helpful.

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- ▶ **Feelin' lazy? Schedule it.** An easy way to keep up your regularity is to use scheduling apps. Create content in advance and schedule it. Some free apps we recommend are [Creator Studio](#) (Instagram and Facebook), [Tweetdeck](#) (Twitter) and [TikTok Scheduler](#) (TikTok).
- ▶ **Maxing out that algorithm.** Each platform uses a series of algorithms to organise and present content to users. Inherently, certain things are rewarded by the algorithms (i.e. posts can be made more visible in others' feeds). Here are a few tips that are generally useful:
  - **Regular engagement** – posting, engaging with commenters, etc.
  - **Interactive content** – polls, clickable links, etc.
  - **Trending topics and hashtags**
  - **Location tagging** - the more specific the better (i.e. tagging *St Paul's Creative Centre* is more useful than tagging *Adelaide* or *Australia*)
- ▶ **Time to talk \$\$\$.** Let's talk about the elephant in the room, sponsored content (paying for your content to be spread further and for longer). If you have financial resources to do this, great! Just think it through - have clear a goal in mind with a well-considered target audience.

### 4) DIGITAL VISIBILITY

Social media is arguably one of the most important parts of digital marketing, but isn't the only important thing! Here are some tips on other useful digital strategies.

- ▶ **Your website.** It's very beneficial to get a website up and running! It can feel super intimidating, we know, but website builder sites (A.K.A content management systems) like [Wix](#), [WordPress](#) and [Weebly](#) are easy to use, inexpensive options!

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- ▶ **Google AdWords.** In terms of digital advertising, [Google AdWords](#) covers many bases! They are generally based around PPC (pay per click) advertising and can yield great results if you can afford it. There are a few different types of campaigns you can run.
  - **Search ads** – text ads that pop up above specific search results on Google
  - **Display ads** - image based banner ads on Google approved web pages
    - **Hop tip:** [Bannersnack](#) is a great free way to create display ads!
  - **Video ads** – short ads that run during or before YouTube videos. A great option for showcasing music videos!
  
- ▶ **E-mail.** Create a database of your audience's email addresses and use a service like [MailChimp](#). It allows you to nicely format and easily send out newsletters filled with updates about your music, and avoids spam filters. But remember not to bombard your audience with too many emails - only send out actual updates!

There is a whole world of digital marketing that is constantly changing as the technologies we have access to develop! This cheat sheet can only cover so much - if you are looking to learn more in-depth tools and techniques, please consider enrolling in one of **Music SA's short courses** available [here](#).

If you have any questions or are requiring advice, please get in touch with one of Music SA's Industry Development Coordinators. We provide free phone consultations and would love to hear from you!

**Book online at:** <http://www.musicSA.com.au>

Don't forget to let us know what's in store for you! We have a bunch of ways in which we regularly promote local artists such as our weekly gig guide, artist directory and performing opportunities, not to mention our SA only [Spotify playlist](#) and [YouTube channel](#)!. Get in touch so that we know to include you!