

Internet Marketing and Social Media - Waste of Time or Key to Success in the New Music Business?

Toolbox Teleclass Transcription

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Foundation Program

**Track 4A: Rock the Internet: Online & Social
Media Mastery**



Artists Marketing & Business Academy: Foundation Program
Rock the Internet: Online and Social Media Mastery
Internet Marketing and Social Media –
Waste of Time or Key to Success in the New Music Business?

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INTRODUCTION

Welcome to the Toolbox Teleclass, Internet Marketing and Social Media - Waste of Time or Key to Success in the New Business.

Has anyone joined the call while I was off turning on the recording? Okay then let's get started.

So internet marketing and social media. I am--my intention in this class is for you to walk away feeling like you have an overall understanding of what these things are and overall understanding of how to approach them for marketing your business, your music, and getting involved in these activities, but also that you really feel like it's not such a big deal. It's not so hard. It's not so overwhelming.

Has someone joined us?

Chuck: Yes, Chuck Hughes.

Debra: Hey, Chuck. Great. Well, I've already start so do me a favor and hit *6, so we have a nice clean recording for people to listen to. Alright, and I will pause periodically and ask for questions.

MY BIAS

So my bias when it comes to internet marketing and social media, I posed a question in the title of this, "Is this a waste of time or your key to success?" Well, I would say it can be both.

I actually think it is the key to your success, but if you don't do it right, it can be a huge waste of time. So the key is to really learn how to do it right and take advantage of it as an enormous resource.

I feel a lot of people are doing it wrong, and I hear a lot of people saying, "Well, I'm just not going to do that," which I think is crazy, but you know, it's your business. You're going to do what you want to do.

CASE STUDIES OF SUCCESS USING THE INTERNET

So I want to start out talking about 2 case studies. These are 2 artists who have figured out how to use internet marketing, how to use social media to build a fan base, and then convert the fan base into purchasing and into really a very good living as an artist.



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JONATHAN COULTON – EARNS \$500K+ WITHOUT A RECORD CONTRACT.

The first case study is Jonathan Coulton, that's C-O-U-L-T-O-N. I'm going to, by the way, post a couple of articles about each of these artists so that you can do further research on them and I recommend that you do that. You study what they're doing and what's working for them, and think about ways to apply it to your business.

Now Jonathan Coulton is a guy who most people have probably never heard of. And he came to my attention because Marketplace, which is a national public radio business show did an article on him, did a story on him. Basically the title of the story was the very successful musician you've never heard of.

And Jonathan Coulton in 2011, I believe, or 2010 or 2011 posted over \$500,000 of income, which I think you would agree is a pretty good living without a record contract.

Now what that means is without a record contract that means he's keeping a big chunk of that \$500,000 beyond what he pays to his booking agent and to his team, his PR team, and, you know, to the government. Man, he's going to be paying more to the government as you know those taxes have gone up.

Anyway, his story I think is a unique example of how niche marketing really, really works and in particular Jonathan Coulton is very good at using internet marketing. I think he's somewhat less good at social media.

He does social media, but I'm not a big fan of how he does social media. I think he makes a lot of mistakes that I'm going to talk about in a minute, but he's very good at using internet marketing, and I would say that the one exception is that he really knows how to work at YouTube videos.

WIKI - IN THE EARLY DAYS, COULTON'S MUSIC WAS DISCOVERED BY PODCASTERS. NOTABLY, PODCASTING EARLY ADOPTERS ADAM CURRY OF THE DAILY SOURCE CODE AND THE WIZARDS OF TECHNOLOGY MADE REGULAR USE OF COULTON'S MUSIC.[9] IN APRIL OF 2006, HE LENT HIS VOICE TO ONE SUCH PODCAST, THE SPOILERS, IN WHICH HE AND HOSTS RICK YAEGER AND BILL DOUTHETT PROVIDED A 2 HOUR FAN COMMENTARY FOR RAIDERS OF THE LOST ARK.[10][11]

But in his early days as a musician, he was a long-time musician. His family is into music. He went to Yale, and he was part of the Whiffenpoofs, which is an a cappella singing group at Yale. I mean he's been involved in the music industry for pretty much his life, but he wasn't full-time. He had a day job, and his day job was as a computer programmer.



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And a lot of the ways that he became discovered was by being active in the computer programming world on the internet. You know when the internet was really the wild, wild west in the late 90s, early on.

He's been blogging since 2005, which is a pretty long time for most people, 7 years. He blogs, and if you look at his blogs history, he blogs every couple of days. He tells stories. He links to other people, but most of the way he was discovered was that he was going about making his music and his music was very much about his world, which is the world of computer programming,

And because his music was about...the topic of his music was about computer programming, he came to a lot of people's attention. But he also did that because he was active in the computer programming world online, but when you want to check out who is this guy, if you search for him, it was all about his music.

And so he became discovered notably by podcasters like Adam Curry of the Daily Source Code and the wizard of Technology.

But if you'll notice, their target market is in the world of computer programmers. So he became discovered as a musician by people within this small niche market, and I would suggest that his niche is geeks and gamers. And so-- but he's a geek and a gamer, and loud and proud about being a geek and a gamer.

And so what he was doing was really just being who he is, but being very focused, very narrow in who he's with being on the internet, and as a result, what he was doing on the internet really took off, but it took off because it was very, very niched.

CODE MONKEY

He wrote a song called "Code Monkey," which totally took off and it took off in the geeks and gamers world, not because he was going to their website and saying, "Check out my music," but because he was hanging out being a geek and a gamer, talking about geeky and gaming things, and the links go back to his music website, where you could find his songs about being a geek and a gamer.

USE OF INTERNET – GOING 10+ PAGES ON A SEARCH – IT'S ALL HIM

So, one of the interesting things that I found in doing research on him, after I listened to that story, was that if you search for Jonathan Coulton (C-O-U-L-T-O-N, as I said) if you do a Google search, you're going to get to like page 20 before you find anything that isn't him. I mean he's got he's all over the web. He's ALL over the web.



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And he didn't do this overnight, he did this over many, many years of being really active on websites, targeting geeks and gamers, because that's who he was, but then once he really went into music in a much bigger way, using YouTube, posting videos, doing file sharing, posting his music on his website for free downloads, which is then you could purchase at iTunes, I mean he really worked the internet system for promoting his music, but understanding free and how free really works on the internet.

And not being worried about people downloading his music for free so much that it stopped him from really using the internet. It's not that he loves it. Actually there's an article about him on (inaudible) where he really talks about, you know, not being thrilled at people downloading his music for free in ways that are not like--ways that he didn't source, but that he's more invested in a free and open internet. To him that's more important.

NICHE MARKETING

So I'd like you to do some reading about him. Read about his story. He did this kind of by accident, but that doesn't mean that you can't recreate for yourself within your own niche, looking at what he did and what worked for him and doing a lot of the same kinds of things within your own niche, okay?

AMANDA FUCKING PALMER

The second case study is Amanda F. Palmer. Alright, as she is known in the vernacular Amanda Fucking Palmer. Now Amanda Palmer, that is, that's really her name. She actually got her start with a record label, but her record label dropped her, dropped her band, and instead of curling up in a corner as a lot of artists do after their record label drops them and crying, "Oh woe is me," she set about using social media to connect with her fans.

KNOWN FOR HER USE OF SOCIAL MEDIA TO CONNECT WITH HER FANS

Now she started with MySpace, but she really heavily adopted Twitter when Twitter was, you know, invented, and she is best known for her use of Twitter and the way that she uses Twitter to really connect personally with her fans.

The way she uses her blog to connect personally with her fans and to talk about things that aren't about her, and this is a really important thing to get. Her activity isn't all about her. Her activity is a lot about the things that are important to her.

She had a blog posted a couple of weeks ago that really blew up about bullying, and you know, just really being a resource about bullying, which is something that's really important to her.



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RAISE \$1.5M WITH KICKSTARTER

Now she has an enormous following for her blog, for her social media, for her Twitter, for her Facebook. And as a result, when she did a crowd sourcing fund raiser on Kickstarter, she raised something like \$1.3M. Now again reminder, she doesn't have a record label now. She did when she started out, but she doesn't now. I believe that that's true, which is why she did a Kickstarter to raise the funding.

The other thing that she did is in her interaction with social media, because her interaction... it's personal, because she retweets and responds intensively to what her fans are saying about her and saying to her, because she engages in real conversation with her fans and it's really her. It's not her people. It's really her, because she on a very regular basis says, "Hey, ask me questions," and then retweets and comments back and answers all of the questions that people ask her. Maybe not all of them, because she's really...she's gotten too big for that.

And I would say that in the beginning she really followed back the majority of people who followed her. I think she's got that it's gotten beyond that now she's just not able to. But I think at this point she doesn't need to anymore, because she continues to engage and she heavily engages.

BUILDING ABSOLUTELY FANATICAL FANS WHO WILL GO TO BAT WITH HER WITH ANYONE!

Now that pisses some people off. They won't still unfollow her. They're complaining about her because she does too much retweeting, and she does too much engagement, but that's how she's built an absolutely fanatical fan base.

And her fan base will go to bat for her, and they've been known to do writing campaigns to her old label. They've been known to really help go along with her when she embraces controversy, and she does.

NOT AFRAID OF CONTROVERSY AND BRINGS FANS ALONG FOR THE RIDE

She's not afraid of controversy. I mean her name Amanda F. Palmer is controversial. That's part of who she is. I think that's part of who she is organically. But she expresses that. She shows that. You get a sense if you read her blog, if you read her tweets, if you engage with her, that you are really getting to know who she is. She's right out there, okay?

And she might expose more about herself than you would choose to and that's something for you to look at, but that's also partly why her fans are so fanatical about her, because they have a personal relationship with her and I think that's really important to note. That they really have a personal relationship with her.

So those are the two case studies I encourage you to go online and really read about them. Follow them on Twitter. Follow them on Facebook. Watch the YouTube videos. Just get to



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know these people and ask yourself the question, "How can I apply what they did to build their business to what I want to do in building my business?" Okay?

WHAT DO YOU NEED FOR YOUR BUSINESS?

So, which leads me to the next question, which is what do you need for your business?

TWO ASPECTS – INTERNET AND SOCIAL MEDIA

Well there are two aspects – there's the internet and there's social media.

Now a lot of times in people's minds those two things have gotten clump together, but they really are different and so I want to take them both on. And I have covered some of these materials in other classes, but I really want to take this from the perspective of is this a waste of time or when it is a waste of time and when is it the key or how do you use it as the key for your success?

INTERNET

So let's talk about the internet first, because I would say that social media is a subset of the internet.

In the internet, I want to talk about four things. I want to talk about your website presence, your blog. I want to talk about keywords. I want to talk about SEO, SEM, and PPC, which I promise I will define, and I want to talk about how you engage with other people's blogs, other people's websites in promoting yourself and what you're doing.

YOUR WEBSITE/BLOG

So first of all, your website, your blog. You must have a website that is yours. I'm not talking about a Facebook page. I'm not talking about a MySpace profile. I am not talking about a Weebly, Hostbaby, Bandzoogle, that is not what I'm talking about. I'm not talking about your ReverbNation page. I'm talking about having a website that host your blog on it, that you own completely, meaning you own the URL. You're paying your \$12 a year or whatever it is for that URL.

You are hosting it yourself, using something like Host Gator or DreamHost or GoDaddy or 1&1 or whatever host site, you know, service you want to use.

EVERYTHING YOU DO SHOULD DRIVE THEM TO YOUR WEBSITE

Everything you do should be driving people to your website. Now let me talk a little bit about why I so strongly believe that you must have a website that you own. Look, yeah you want to have a page on Facebook. You want to have a profile on ReverbNation. You need to have a YouTube channel. All of those things, but that's all social media.



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YOU MUST HAVE YOUR OWN – FB, REVERBNATION, ETC DOESN'T COUNT

The internet. You need to own what you do on the internet, and the problem with Facebook and Twitter and ReverbNation is you don't own it! It's not yours. And you can drive a lot of traffic to those places, but if they die...and let me tell you something. In 2005, 2006 people thought MySpace was going to be it forever. Can we all just agree that it ain't?

All of the work that people did to drive traffic to their MySpace page is now useless, because they're not on MySpace anymore, so what happens to all those fans? Maybe they found them another places. Maybe they didn't. Maybe they just got lost, right?

HOSTBABY, BANDZOOGLER, TEMPLATE SITES, ETC – SHORT TERM SOLUTION, BUT STILL NOT CRAZY ABOUT IT

You need to own your own website. When it comes to Hostbaby, Bandzoogler, template sites like Weebly, even using a template site...that's like GoDaddy's template site. The problem with that is that if those companies go under...I mean Hostbaby, which is part of CD Baby, which is part of Diskmakers, which was just sold to an equity company, which you know, who knows...they may drive it into the ground. A lot of what these equity companies do is they drive them into the ground. They drive the companies into the ground. They suck the life out of them, and then move on.

So who knows Hostbaby in 5 years might be gone, and if everything you've done, all the work you've done on your website was done on Hostbaby, what happens? What happens to all your content? What happens to all your content? Right? It's gone. That's not something you can back-up and move to a new host.

Now in 2010, I think it was, my host I was using Lunar Pages, and if you want to hear the full story go on to my blog and search for Lunarpages. An open letter to Lunarpages. I tell you my sad saga of what happened to Lunarpages, and why I left Lunarpages and went to HostGator, which I've been really happy with so far.

But here's the thing, when it was a pain in the butt, but really what I did was back up my website and copy over to HostGator. It took about 24 hours for it to really populate, and then bam-zoom, I was up and running again.

And they can't do that with Bandzoogler. You can't do that with Weebly. If you're not happy with their service, tough. All the work you did was gone, okay? And that's why I strongly recommend that you build your own website. I strongly recommend that you do it using Wordpress.org. You downloading the Wordpress software onto your website, and I got a couple of classes about this already, so I'm not going into gory detail here.

But doing that protects you, protects the traffic you generate, protects your content, and so, that's really my feeling about this.



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So if you can afford it, first of all, contact me offline, because frankly, you can get a very simple Wordpress site done for a couple of hundred bucks. And don't say to me you can't afford to invest a couple hundred bucks into your business, because then what that says to me is you're not a business. You're a hobby, and you know, no offense, but that's just, you know, you've got to invest in your business. That's the way it goes if you're in business.

KEYWORDS

Keywords. Now in order to be successful on the internet, the thing to know about the internet, it is a raging flood. Billions, and I mean billions, of websites on the world wide web. Billions, and a lot of them are music websites—a lot of them. I mean just search the word “music” and see how many millions of websites come up.

So how do you stand out in the world of the internet as an artist, and if your business is anything else just Google what you do. If you're, you know, if you do t-shirts designs, if you do hat design, if you do website design, if you do...if you're a painter, if you... you know anything! Just go ahead and plug out words in painting, you know, or design or whatever into the website, see it on Google and see how many millions of websites come up.

The only way for you to stand out above the crowd is through niche. It's why I harp on niche all the time, because Google depends on the pursing, on the specificity of what people are searching for, and what people are searching for are by definition, “keywords.”

So, if people are searching for something and you aren't using those keywords in your website, you're not going to come up. Now granted you want to know if you come up when you use your name or your bands name or your business name, but the truth is if they don't already know about you, they're not going to find you searching by your name, because they've never heard of your name.

So you need to come up with other ways. You need to figure out other ways for them to find you, and the way to do that is by narrowing who you are and what you're talking about and who your targeting very, very specifically, and then figure out what they're searching for, what are their keywords.

DEFINITION

So the definition of a keyword is what your target market is searching for. What are they typing into the Google search box? That's literally all it is and then people think that keywords...I know before I really understood this....I thought keywords were something very mysterious, but they're not. They're literally just what your target market is typing into that little search box.

WHY THEY MATTER

Why they matter is that you want them to find you when they type out the word into that little search box.



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WHAT ARE YOURS?

So what are yours?

Genre, Sounds like, etc.

Well, in the very kind of generic...and this is something you're probably already thinking of is that who you are is your genre. Your, you know, I'm a rock/alternative, boy band. I don't know, whatever.

You might also be...sounds like, so your "à la." They call them. So I'm a rock/alternative band à la U2 or à la Coldplay or whatever, okay?

So that's your genre. That's your "sounds like" and you do want to include that in your content of your website of your blog post.

Now here's the thing, people talk actually..., You know what? I'm going to wait. I'm going to get to that in a minute.

Niche market

But the other thing that you want to be thinking in terms of this who is your niche market and what are they searching for? Now this may seem a little bit odd, but...and it's going to be hard for you to do this in your *About* page, except if your niche market is really you, so like with Jonathan Coulton, who was his niche market? His niche market was geeks and gamers. So when he talks about his bio, he was a computer programmer. It's right there in his bio. That was his data.

He loves playing certain games in his older website, his older iteration of his website. That was really part of his bio, part of what he was blogging about, but here's the thing, it was part of what he was blogging about because the magic of having a Wordpress website is the blogging.

What blogging does is it enables you to write content using keywords that your niche market is searching for.

SEO/SEM/PPC

There was a lot of Hoopla in the SEO world about Google changing their algorithm. So before I move into this, let me first of all give you the definition of SEO, SEM, and PPC.

So SEO is Search Engine Optimization that means making your website really, really findable by search engines. SEM is Search Engine Marketing meaning that you are actually asking the search engines to help people to find you, and these are usually PPC, which is Pay per Click. So you're paying Google every time someone clicks on one of the ads that Google is running for you. So this is AdWords and AdSense. This is what Google is adding...is using ads to help people find you.



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SEO includes those paid for clicks, but it also includes what we call *organic search engine*. So if you look at the search, there's these little grey boxes at the top and in the right column, but then there's also all of these other search options, search finds, that are not paid for, and that's when they talk about SEO or organic search engine optimization that's what they are talking about.

But really, so Google has this algorithm, these ways for people to find you, and every like 30 seconds, they are changing the formulas for these algorithms.

People who get paid for search engine optimization are looking for the tricks that...the kind of ways to trick Google into finding them. The problem with that is that Google figures out those tricks, and then programs against them.

OTHER PEOPLE'S BLOGS

The way you solve that is through content. As long as your content is truly focused on serving your target market, as long as your content is genuine and you're really talking about something that you find important, and your content is a value to your niche market, you don't need to worry about Google changing how they search, because they're looking for you. They're looking for people who have real content, and you want to have your blog filled with real content.

So if all your blog is doing is announcing your gigs, it is a waste of space. It is a waste of time. It's not going to work, because people aren't looking for you, but if you know who your niche market is and you know what they're interested in and what they're talking about, and you talk about that stuff on your blog, they're going to find you, okay?

THEM WRITING ABOUT YOU

Now the other way to use internet marketing to help people find you is by going on to other people's blogs, and either if it's a music reviews site getting them to write and review your music...and Ariel Hyatt's book, *Music Success in Nine Weeks*, I believe talks a lot about this and so that's one technique.

COMMENTING ON OTHER PEOPLE'S BLOGS

But here's the other technique. If you know who your niche market is, go find their blogs, read their blogs, and comment on their blogs, and I don't mean, "Hey, well, cool blog. Check out my music."

I mean literally read the blog and make a comment. Add content that will be of value to your niche market to their blog.

Now if you'll notice if you do any blog commenting, you can either sign in using something called Disqus, where you created an account with Disqus or Gravatar or any of the other blog commenting services. A lot of them allow you to log in using Facebook, but I would



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actually rather you log in using Disqus or...it's pronounced "discuss," but it's spelled D-I-S-Q-U-S, and if you go to DISQUS.com and create an account, then in the account it gives you the option to put in your website and what that means is every time you comment using Disqus, logging in first through Disqus, and then commenting, they will if they click on your name, it's going to take them back to your website, get it?

So that means it's an incoming link back to your website, but the key is that your comments are valuable. Your comments are real, okay?

SOCIAL MEDIA/SOCIAL NETWORKING

Now let's talk a bit about social media and social networking, and actually, wow! I am really...you can tell this is a huge topic, and I can spend hours and hours on this.

But actually what I did want to do is give you a chance if you want to come off mute if you have a burning question. *6 come off mute, and ask me the question; otherwise, I'm going to just move on and try to move through this material very quickly.

If you have a question that I didn't get to and it's more in depth, feel free to submit it through the Ask Coach Debra call. That's really the best place to get it answered, unless you're a professional or a professional mentorship member, in which case, you can send me an email or ask it during your Laser Coaching session.

Questions?

Okay, I'm going to move on.

DIFFERENCE BETWEEN MEDIA PROMOTION (TV, RADIO, MAGAZINES, EZINES) AND SOCIAL MEDIA – NETWORKING!

So what is the difference between Media and Social Media? So, media is television, radio, magazines and e-zines, right? It's media. It's newspapers. It's periodical, right? It's all the different, classic media sources.

The difference between media promotion...and for the most part media promotion is articles about you or calendar posting about upcoming gigs, but I will tell you that the best media promotion includes a hook that makes you of interest beyond just, "Hey, check out my show," or "Hey, check out my new album," because again, that's too much about you and people aren't that interested in you. I'm sorry. I hate to say it, but it's true.

The difference between media promotion and social media promotion is that social media is social, and I strongly recommend you drop the word promotion from it. It's not meant for promotion.



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So if all you're doing on social media is promoting, you're doing it wrong. You're wasting your time, because really the magic of social media is engagement, is connecting in a personal way, in a real way with your fans, in a way that allows them to get to know you, to like you, to trust you, to want to know you better, and to want to share you with others.

See, people all want to go viral with their social media, but here's the thing, viral isn't designed. Viral happens because people truly, deeply connect, and they connect in a real way. When people are connecting in a real way, that's when they want to share you with others.

THE RULES MATTER!

So first of all, the rules matter on social media.

EACH SITE HAS ITS OWN RULES – TERMS OF SERVICE AND CULTURAL

Each site has its own rules, those rules are in the terms of service, but they're also cultural rules, and if you don't respect those rules, two things can happen. One, the company like Facebook or Twitter can shut you down. Well within their prerogative to close down your page or your profile, and they do!

From a cultural stand point, you pissed people off and they'll unfollow you and unlike you and unfriend you.

VIOLATE AT YOUR OWN RISK

So you violate these rules, both the cultural as well as the terms of service, at your own risk. The rules matter. Learn the rules.

KEYWORDS ARE CRITICAL IN BOTH BIO/PROFILE/ABOUT AND CONTENT

The next thing I want to say in the overview is that keywords are critical, and you want to be aware of keywords in your *Bio*, in your profile, in your *About* and in your content. So when I say *Bio*, profile, *About*, that depends on which media we're talking about, but also in your content.

Fill these things out and stuff them with the keyword that your target market is searching for, okay? I'm going to very briefly go over the three biggies. They're not alone. I'm starting to really explore Google+ in addition to these, but I am not ready to actually do a class about it. I still haven't done a class about Facebook, because every time I feel like I'm ready to do it, they change the rules. It makes me crazy.

TWITTER

Alright Twitter, I can give you a lot more information about Twitter than any of the other, because the truth is once you learn Twitter, you've learned Twitter, because they pretty much don't change things. It is what it is.



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FILL OUT YOUR PROFILE COMPLETELY AND INCLUDE A LINK TO YOUR WEBSITE/BLOG (NOT A SHORTENED LINK)

On Twitter, fill out your profile completely. Include a link to your website, not to your Facebook profile, not to your ReverbNation page, but to your website, and do not shorten that link. Do not abbreviate that link, because that makes you look like a bot, and by “bot,” I mean robot. Weird because they're robots on Twitter.

START CREATING CONTENT THAT WILL BE OF INTEREST TO YOUR FANS/CUSTOMERS/CLIENTS

Start creating content that will be of interest to your fans, to your customers, to your clients, to your target niche market.

Do not start following a billion people until you've got at least...oh, 20-30 tweets of content that is not just look at me, look at me, look at me, look at me, look at me, and oh, by the way, look at me.

DO NOT SEND TWITTER FEED TO FB OR LI!

Do not send your Twitter feed to Facebook or LinkedIn or Google+ or any of the other social media. You can stream your Twitter feed on your website. I do that.

BE PERSONABLE WITHOUT BEING TMI

Be personable on Twitter without being TMI. Honestly, if all you're tweeting about is what you ate, unless you're a foodie, unless your target market is foodie, that's going to bore people pretty damn quickly.

KNOW WHAT YOUR FANS/FOLLOWERS WILL BE INTERESTED IN – AND TWEET THAT

And know what your fans and followers are going to be interested in and tweet about it. I see a lot of musicians make the mistake of tweeting a lot about the music industry, and I promise you unless you're an engineer, a producer, you know, unless you are of service for musicians, your fans are unlikely to be interested in the music industry. That's not really what they're interested in, right, because they're not other musicians.

START FOLLOWING:

Once you've got some content, start following three categories of people:

PEOPLE YOU WANT TO LEARN FROM

People who you want to learn from, and oh, by the way, you don't actually have to follow them if you just want to track them. You can put them in a list without following them, though I think following people is a, you know, it's a, “Hey, how you doing?”



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And if someone is talking to me, I'm going to look at whether or not they're also following me, and I think that's true about a lot of people.

PEOPLE WHO ALREADY HAVE A FOLLOWING FROM YOUR TARGET MARKET

You also want to start following people who already have a following from your target market, because then when you start engaging with them, their followers might get interested in you.

PROSPECTIVE FANS

And finally, start following your perspective fans. So one of the things you can do is say, "Ookay. I sound like Coldplay. Let me go on to Coldplay's Twitter feed and start following Coldplay followers.

FOLLOWER/FOLLOWING RATIO

You want your number to not be skewed heavily. So, your follower to following ratio, the number of people you're following to the number of people who are following you.

You don't want it to be highly skewed towards you following a lot more people than people are following you. So, at the beginning, follow people slowly. So maybe you follow 20 people a day, and then after a week or two if they're not following you back, you unfollow them.

DON'T PUMP NUMBERS

But what you don't want to do is pump your numbers, meaning don't unfollow them if they are following you, because that's just rude.

FOLLOW BACK REAL PEOPLE

Follow back real people. When you're following people back, as you start building this, you're going to start getting people following you from who knows where, because Twitter's recommended them or because they saw someone comment to you and they got interested in you and they followed you.

When in your following back process, follow back real people. Don't follow back bots. Be a little careful about who you follow back, and make sure they're actually people.

UNFOLLOW PEOPLE WHO DON'T FOLLOW YOU BACK – BUT NOT TOO QUICKLY

And unfollow people who don't follow you back, but not too quickly. Twitter will get suspicious if you're following and unfollowing and following and unfollowing and following and unfollowing really quickly. That's one of their red flags for spam bots.

ENGAGEMENT IS KING!

On Twitter engagements is king!



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RESPOND TO @MENTIONS, #FF, RTs ASAP (w/i 24 HRS.)

Respond to @mentions. If someone is talking to you, talk back to them.

SAY THANK YOU – BE GENEROUS, RT, ENGAGE, COMMENT ON STREAMS

If they recommend you, thank them. If they retweet you, thank them. Engage with them.

Watch their streams and comment on the stuff that they're saying. Retweet their stuff.

70:30 ENGAGEMENT TO MARKETING – DRIVE THEM TO YOUR WEBSITE

And you want a number of 70:30 engagement marketing. It's not that you never promote your gigs. It's not that you never promote your YouTube video. It's that you want 70% of your stream to be engagement and content with only 30% of it being marketing, okay?

FACEBOOK

On Facebook;

PERSONAL PROFILE

You want to use your personal profile. You have to have a personal profile and a fan page both.

USE FOR CONNECTING WITH COLLEAGUES AND B TO B CONNECTIONS

You want to only use your personal profile as a personal profile, meaning you use it to connect to colleagues, with your actual friends, and with your actual family.

GROUPS – THAT YOUR COLLEAGUES AND B TO B CONNECTIONS ARE HANGING OUT IN

If you have made the mistake already and all your fans are on your personal profile, you can convert your personal profile to a page. Just Google, "How do I convert my personal profile to page?" and it'll come up. You want to use that really just for your personal stuff.

FAN PAGE – USE FOR COLLECTING FANS

You want to use your fan page for connecting with and collecting fans. So, if fans find you and want to be your friend, just send them to your page.

"LIKE OTHER PAGES AS YOUR FAN PAGE"

You want to engage with other pages as your fan pages. You want to be trolling Facebook as your page.

FIND GROUPS THAT YOUR NICHE MARKET IS HANGING OUT IN.

You want to find groups that your niche market is hanging out in as your page.



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COMMENT AND PARTICIPATE IN GROUPS AS YOUR FANPAGE

You want to comment and participate in groups as your page. You want to comment and participate in other pages as your page, okay?

DRIVE PEOPLE FROM YOUTUBE AND TWITTER TO FB

And you want to drive people from YouTube and Twitter to Facebook, but not by using...not by cheating and using your Twitter stream on Facebook, because if you're pushing your Twitter stream to Facebook, your Facebook followers will get pissed off. It's annoying. It's really, really annoying.

MAKE SURE YOU HAVE A SIGN UP FOR YOUR EMAIL LIST (FREE DOWNLOAD WITH YOUR EMAIL...)

Make sure you have a sign up for your email list in your page.

CONTENT IS IMPORTANT – BUT DON'T OVER DO

Content is important. I would recommend that you use...you put a post—a new post of content on your page once or twice a day, but don't overdo it and really, really don't overdo the promotion.

EVERYTHING IS PUBLIC

And you know what, everything is public. Just get over it. Stop trying to protect yourself on Facebook. Everything is public. You want it to be public, because you want to be out there. You want people to find you.

DRIVE PEOPLE TO YOUR WEBSITE

And be thinking in terms of driving people to your website from Facebook—driving people to your YouTube videos from Facebook.

YOUTUBE

Now on YouTube, and I'm going to do this very quickly;

KEY WORDS ARE CRITICAL

The thing with YouTube is that keywords are critical.

INCLUDE LINKS TO FB AND WEBSITE

Most people make a mistake of putting their link to their website at the bottom of their 17 lines of content in the description of their YouTube video, and the truth is most people don't click the “More” button.



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So have the very first thing on your YouTube video be a live link—http live link to your website, and the rest of it should be really talking to your niche market.

Be descriptive of your video using keywords. Keywords are critical because remember YouTube is owned by Google, and Google lifts YouTube very high up in its search result, very high up in its search result.

CUSTOMIZE YOUR CHANNEL

Customize your channel so that it looks like your website, so that it looks like your Facebook page, so that it looks like your Twitter profile. Be consistent in your brand across formats.

YOUTUBE IS SOCIAL MEDIA – DON'T JUST POST – WATCH VIDEOS, SHARE VIDEOS, COMMENT ON VIDEOS

And remember this is really critical, YouTube is social media. So don't just post your videos. Watch other people's videos and comment. If your "à la" is getting a lot of traffic on their YouTube videos, be signed in as your YouTube channel and go comment on their videos.

One of the things you can do with YouTube by the way is do a cover song of someone who's getting a lot of traffic on YouTube because people are searching for them. They're not searching for you yet, but they are searching for them, so if you do a cover song and you make it uniquely yours and you really make it unique and interesting and intriguing, then people are going to find you, and then they're going to explore who you are, and they're going to click through on your website, okay?

And finally, the last thing is everywhere, whether it's YouTube or it's your website or it's your Facebook profile, you want to be asking people and giving them incentive to sign up for your list.

You give people incentive by giving something away for free, a song download, something, and that's the way to use the internet.

Alright, so I think the overarching concept is keywords, keywords, keywords, and content and engagement. And that's the way you keep internet marketing and social media from being a waste of time and make it in to your key to success, okay?

So we're just about out of time, anybody have questions? You can hit *6 to share comments or ask questions. You can also comment on the post if you're listening to the recording of this. And you can put Ask Me Questions on the Ask Coach Debra Call.

Any questions? Hit *6. Okay then.

Alright, have a good night, and next month is going to be another interview with Ariel Hyatt from Cyber PR, specifically about crowdsourcing. So stay tuned for that. We're still putting



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together a couple of things, and then we're going to make that post live and you'll be able to register for that call.

Alright, be well. Thanks!