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**Multiple Streams  
of  
Music Income**

**PHASE TWO:  
Step 5  
Through  
Step 8**

**Chapter 7:  
Step Five –  
Generating Traffic**

- A. Build Your Online Brand
- B. The Three Sources of Traffic
- C. Build Your List

**Introduction**

- Ever changing nature of online marketing
- It all starts with Niche
- Be relevant and of service to your Niche

**Section 7A:  
Build Your  
Online Brand**

### What You Need

- Website (Section 7A)
- Social Media Profiles (Section 7B)
- A system and strategy for driving traffic with consistency (Section 7C)

### Your Website

- 3 Basic Concepts
  - Design of Your Website
  - Attracting Traffic (SEO/SEM)
  - Clear Call to Action (CTA)

### Basic Concept #1 – Your Website

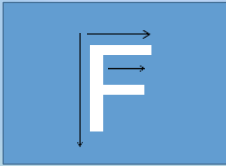
- Design - Your website should include:
  - Blog
  - Bio/About
    - EPK
  - Contact
  - Sign up for your mailing list (pink spoon) on EVERY page
- If you have product or events for retail sale
  - Store
  - Calendar of Events

### Design

- Who are you talking to?
  - Who is your niche?
  - What's important to them?
- A single clear Call To Action (CTA)
  - Less is more!
  - Guide them to DO ONE THING

### Usability

- Google Analytics
- Usability testing tools such as Clicktale
- The F Pattern



### Basic Concept #2 – Attracting Traffic

- Keywords
  - What is your Target Market searching for?
  - Keywords can make or break your search engine ranking.
  - Must be contextually relevant
  - Unique to each page/post

### Content

- Google loves NEW content.
- Blogs are new
- Each new comment is new
- Invite comments
- Ask questions
- Make a bold outrageous statement
- Invite controversy.
- Always comment back = engagement.

### Section 7B: The Three Sources of Traffic

### 3 Main Sources of Traffic

1. Meeting You In Person
2. Word of Mouth (online or offline)
3. Advertising

### IRL

- Creates the biggest impact
- Creates very high quality contacts
- Creates relationship
- People buy from the people they know, they like and they trust.
- If you don't collect their contact information – you've wasted the opportunity

### Word of Mouth

- More effective than IRL
- Depends on a highly motivated customer
- How do you create buzz?
  - Offer real value and real connection.
  - You need to ask for it!
- If you don't create an easy way for them to share about you – another wasted opportunity

### Advertising

- Everything you do online is advertising
- Least effective in the short term, but can generate real magic over the long-term
- Use Social Media - the great equalizer.
- Niche Marketing is the key to being successful
- If you don't create a way to collect their information ...
- Your website/blog is your hub



### Internet Marketing encompasses:

- Your Website as a part of entry into relationship with you
- All the methods of driving traffic to your website including:
  - YouTube/Video
  - Social Media, microblogging and commenting on blogs
  - Articles
  - Paid advertising (SEM and PPC, including social media marketing)
  - IRL methods such as QR codes, apps, etc.

### Driving Traffic

- Blog commenting – include your website
- Article Marketing – include your website
- Social Media – website in profile and links in posts
- Putting your website on all printed material and as the @domain.com on your email.
- Black Hat vs. White Hat

### Defining Terms

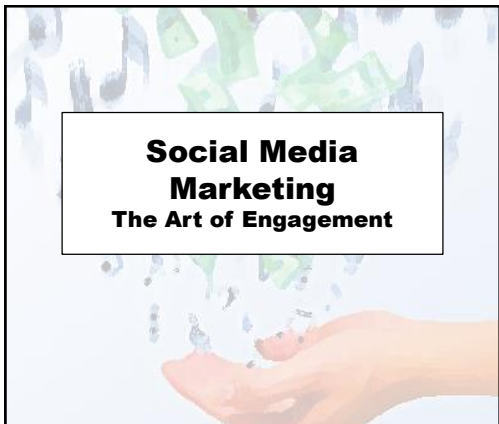
- SEM - Search engine marketing
- SEO - Search engine optimization
- PPC – Pay Per Click
- Keywords

### WHITE Hat – What To Do

- Use keywords organically in blog posts
- Add relevant keywords in meta keyword field for every page and post
- Add relevant keywords in the url, headers and alt text for images
- Real Blog commenting
- Post in relevant places on Social Media
- Request Links from relevant sites

### BLACK Hat – What NOT To Do

- Place trending keywords that have no relevance
- Keyword stacking and stuffing
- Invisible text
- Spam commenting
- Spam Social Media posting
- Pumping numbers on Social Media
- Seek links or link to sites that aren't relevant
- Be honest, be human, be relevant




**Social Media Marketing**  
**The Art of Engagement**



**People buy from people they know, people they like, people they trust**

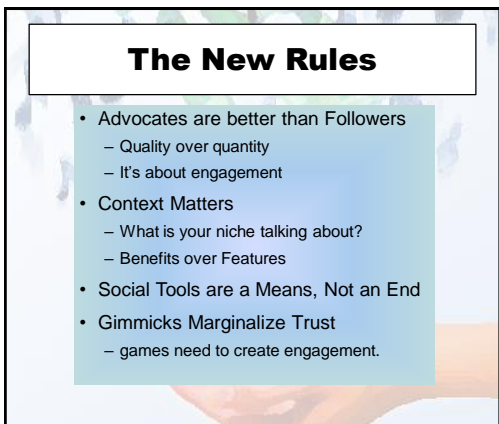


**This Comes from engagement **NOT** sales**



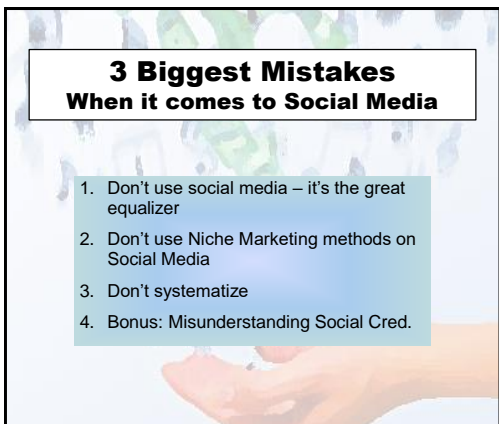
**Social Media Overview**

- Multitudinous new and differently focused sites being born daily.
- What's hot today may be gone tomorrow
- General vs. Niche:
  - FB, Twitter, Instagram - general
  - Specific to Niche, such as ReverbNation for Music and IMDB for film and TV.
  - Ning for anyone who wants to start their own – usually niche focused
  - Forums like TAXI, Reddit, etc. (see link in resources for Forum listing services)



**The New Rules**

- Advocates are better than Followers
  - Quality over quantity
  - It's about engagement
- Context Matters
  - What is your niche talking about?
  - Benefits over Features
- Social Tools are a Means, Not an End
- Gimmicks Marginalize Trust
  - games need to create engagement.



**3 Biggest Mistakes When it comes to Social Media**

1. Don't use social media – it's the great equalizer
2. Don't use Niche Marketing methods on Social Media
3. Don't systematize
4. Bonus: Misunderstanding Social Cred.



### 3 Keys to Success in Social Media

#### Key #1 – Your Profile

- Use to its fullest advantage
- Don't be kitschy
- Use your keywords (but not #)
- Be specific and be complete.
- Use up all the space they give you!
- Always drive traffic back to your website.

#### Key #2 – Learn the Culture

- Learn the Rules!
- Definition of spam – learn it, respect it and DON'T DO IT!
- Respect the Culture – don't post the same thing everywhere.
- Social Media is not about promotion it's about engagement
- 7:10 ratio

#### Key #3 – Systematize Your Communications

- Don't let social media take over your life.
- Use the tools available
  - TweetDeck
  - Socialoomph
- Set up a schedule and a system
- Automate where you can – but be very careful

#### Bonus – be a Go Giver

- The keys to engagement
  - responsiveness
  - gratitude
  - generosity
  - and authenticity
- Respond when they talk to you
- Be grateful when people share you
- Share others without strings
- Show yourself with authenticity

### How Social Media Integrates with Your Multiple Streams of Music Business

### Step 1 - Pick Your Niche

- Determine viability of Niche
  - Do they gather?
  - Do they refer to themselves as a group?
  - Can you find them via Twitter/Facebook searches?

### Steps 2, 3 and 4

- Eavesdrop – they're talking, are you listening?
- Ask provocative questions
- Eavesdrop on your competition – how are they using social media?
- Optimize your profile/page/twitter profile for SEO/SEM and to appeal to your niche
- Design your Social Media pages to push traffic to your website

### Step 5 – Generate Traffic

- Find people in your niche and invite them in
  - <http://search.twitter.com> – keyword search
  - Advanced search on Facebook or LinkedIn
  - Friends of Fans
  - Fans of competition
  - Who is your competition following?
- Invite, follow and talk to people – DON'T SPAM

## Section 7C: Build Your List

### Subscriber List

- The Goal: Reach your Tipping Point - 1,000 email list subscribers
- Can take a month or a year, depending on you
- Must be part of your regular business operations
- Use a mix of short-term and long-tail list building strategies

### What You'll Need

- Know your niche and where they're hanging out
- Know your niche and what they want/need/desire
- A subscriber service such as Mail Chimp, Robly, Constant Contact, etc.

## Build With Integrity

- Be of real value to your niche
- Comply with CAN-SPAM laws
- Do not ever sell your list

## A Baker's Dozen of Strategies to Build Your List

### Strategy #1

- Interview slightly famous "experts" of interest to your niche
- Steps:
  - Create a shortlist
  - Research those people
  - Craft a templated email to invite them to be interviewed
  - Create a Sign-up for the interview pink spoon
  - Create interview using Zoom
  - Promote via social media and your current email list

### Strategy #1

- Advantages:
  - Instant Credibility
  - Interviewee may also promote
  - Passive income possibility
  - This can become a series – a product itself

### Strategy #2

- Write an article on a current event or topic of interest to your niche Market
- Steps:
  - Research article submission sites
  - Set up submission system
  - Write a 500-700 word article
    - Intro Paragraph
    - 3 Main bullet points
    - A conclusion that includes a call to action
    - Your Author Bio (25 words and a link to your website)

### Strategy #3

- Create an email signature that drives traffic to your website
- Use a "question" (problem) and a link to the "answer" (pinkspoon/solution)
- Capitalize key words in your URLs to make it easier to read
- Use your URL as your email address
  - yourname@yourwebsite.com



### Strategy #4

- Find and subscribe to 3-5 ezines in your niche
  - Can give you ideas of what to write/blog about
  - Added confidence that you're on the right track
  - Ideas for "experts" or JVs for the future

### Strategy #5

- Invite them to share with others via transactional emails
  - Highly underutilized method
  - Takes advantage of their engagement
- Where can you do this?
  - Thank you pages for purchasing
  - Email confirmations for purchases and affiliate signups
  - Order information and reminders
- Advantages:
  - Social credibility
  - Access their circle of influence

### Strategy #6

- Collect Testimonials about your pink spoon
- Steps:
  - Ask permission to use words someone sent you unsolicited
  - Ask for testimonials as part of your pink spoon content (autoresponder)

### Strategy #7

- Blog Commenting on high traffic blogs that serve your Niche
- Steps:
  - Google search for blogs in your niche
  - Identify high traffic blogs using <https://www.alexacom/siteinfo>

### Strategy #8

- PPC Advertising on Facebook or Google Adwords
- Steps:
  - Identify your budget
  - Find an expert to help you

### Strategy #9

- Join Associations, LinkedIn Groups, FaceBook Groups that serve your niche
- Steps
  - Search for groups and confirm they are active and have real engagement (not just self-promotion)
  - Set aside blocks of time to work the groups
  - Comment and engage on the groups (answer questions, ask questions, etc.)
  - Setup up a post/article promotion system

### Strategy #10

- Create a "Gift upon Signing Up"
- This is further incentive to sign up for your pink spoon offering
- It cannot be something that costs you time
- Give away something that has intrinsic value and has an easy upsell to your paid products

### Strategy #10A

- Create a give-away incentive at live shows
- Steps:
  - Create Signup Cards
  - Pass them out (or put them out on tables or under chairs) at your show
  - Let the audience know about the "drawing" at the break
  - Collect the signup cards and draw one to win a T-shirt or other Merch

### Strategy #11

- Create a "psst" invite everywhere
    - Every page of your website
    - Facebook fanpage, Twitter profile, etc.
    - Have the signup form embedded where you can
- "Psst... While You're Here, Be Sure to Sign Up for the free ....."

### Strategy #12

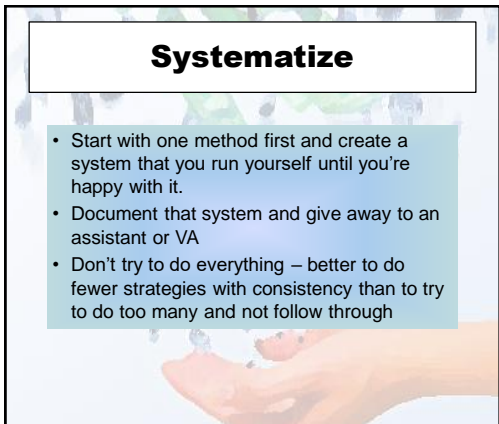
- Pay for advertising in niche specific trade pubs, association newsletters, banner ads on association websites, etc.
- Steps:
  - Research
    - cost for 6 months of advertising,
    - how many subscribers on their list,
    - where your ad will be placed,
    - how many issues you'll appear in
    - and the type of ad allowed (text or graphic)
  - Decide your budget and choose your initial placement

### Strategy #12

- Be sure to track your results
- Test different designs/verbiage to find out what works best for your niche
- Take that learning and use it to inform your website and blogging

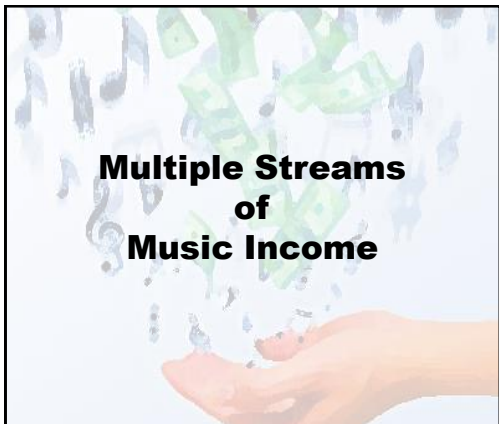
### Strategy #13

- Blog on your site using niche specific keywords
- Steps:
  - Research niche specific topics, issues, problems
  - Create an editorial calendar (minimum 1x/month)
  - Create blog posts (300-500) words using keywords and phrases with white hat SEO methodology
  - Promote those posts to your social media, your social media groups (see #9) with a request to share
  - Notify your existing email list of a new post with an invitation for them to share
  - Have a social media share plugin on your website



**Systematize**

- Start with one method first and create a system that you run yourself until you're happy with it.
- Document that system and give away to an assistant or VA
- Don't try to do everything – better to do fewer strategies with consistency than to try to do too many and not follow through



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