

10 SIMPLE WAYS TO SELL MORE MUSIC ONLINE

Brought to you by SongCast

1 Set up a **FREE** WordPress blog and update content frequently

- Talk about recent concerts, your most enthusiastic fans, what your lyrics mean, etc.
- Get beyond the music - post about interests, personal observations and more.
- Reach out to other musicians: drive traffic by link-sharing with similar artists.



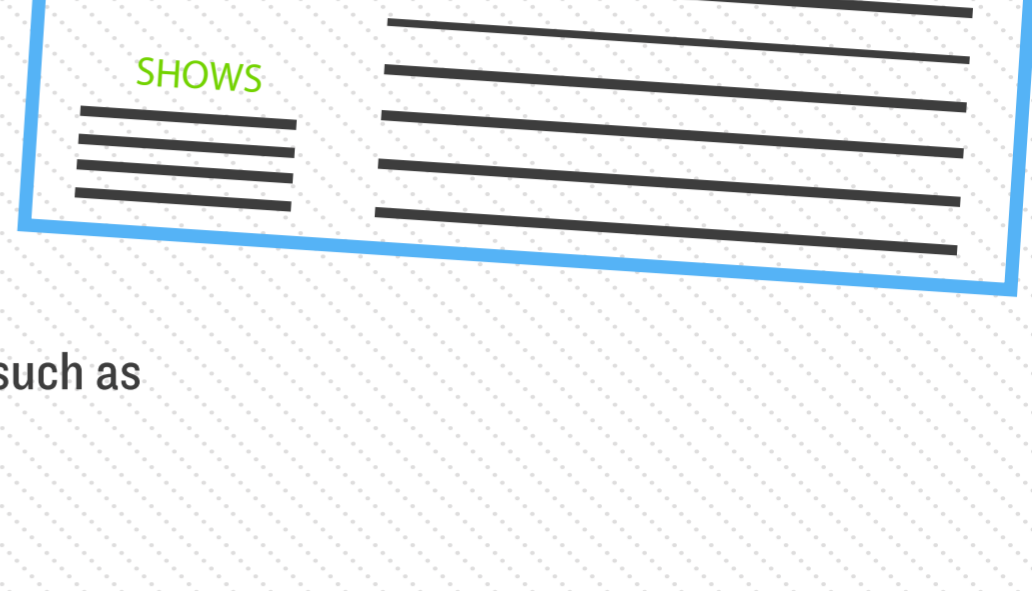
2 Participate on **Twitter, Facebook, YouTube, MySpace**, and other forums



- Get personal; let the fans "know" you
- Use social media to drive traffic to your SongCast profile

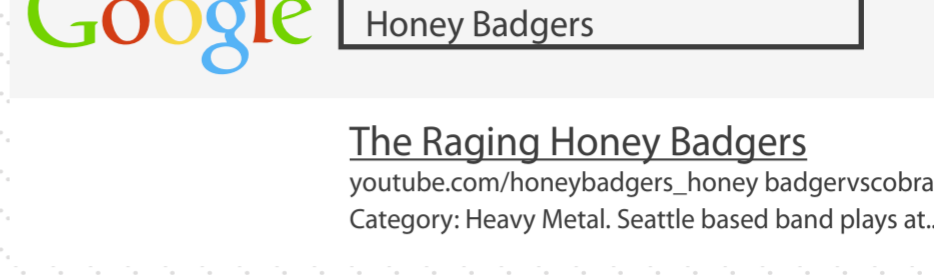
3 Collect names and emails to set up a **newsletter / email fan club**

- Did you know: Every SongCast profile includes a free newsletter signup form
- Send eye-catching monthly email newsletters using a service such as ConstantContact or MailChimp



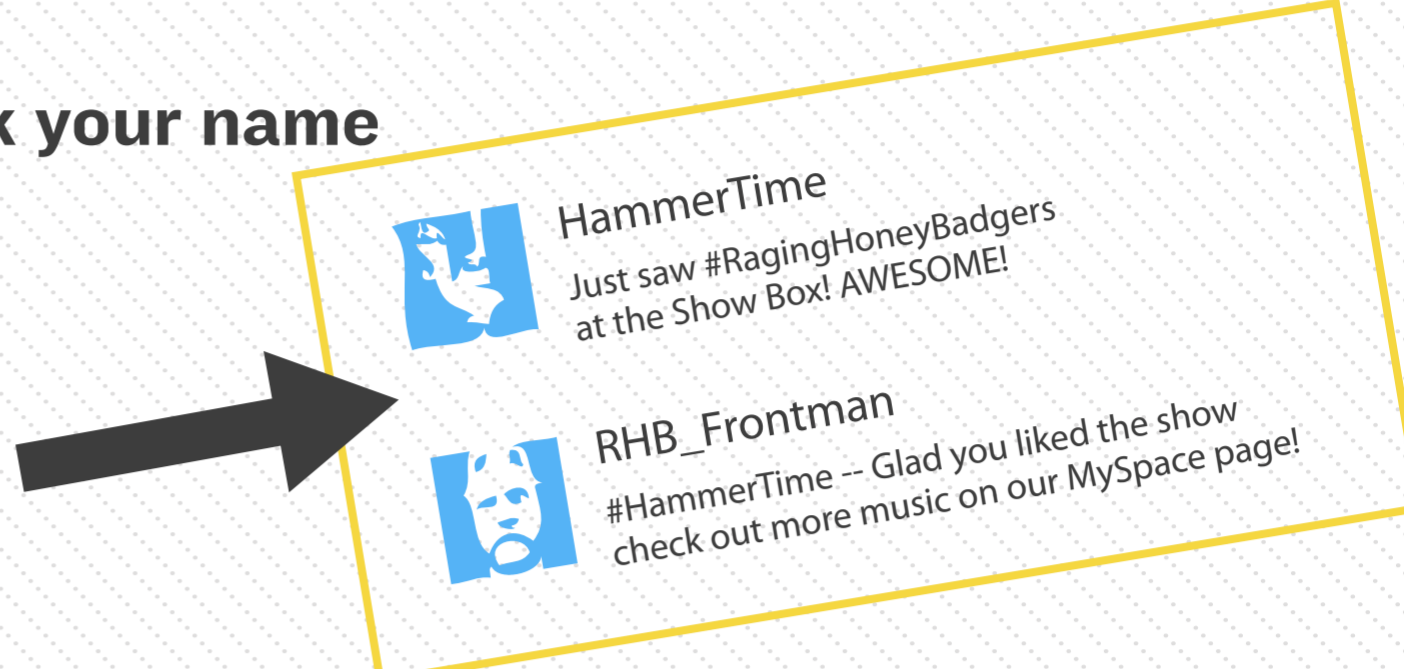
4 Make sure your music is "searchable:"

- Sign up for as many social sites as possible (Twitter, Facebook, etc.) using your artist name as your username for better search rankings.
- Be sure to create a Google+ and YouTube presence. Both services are given a slight page rank preference on Google search.



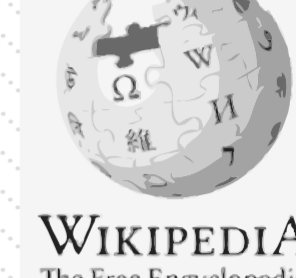
5 Set up **Google Alerts** to track your name

- When people are talking about you, you can participate in the conversation



6 Set up a **Wikipedia** page for your band

- Write up the complete history of your band
- Talk about current and past band members
- Include your full discography (and filmography, if applicable)
- Include concert tours, and mention any rewards you've received

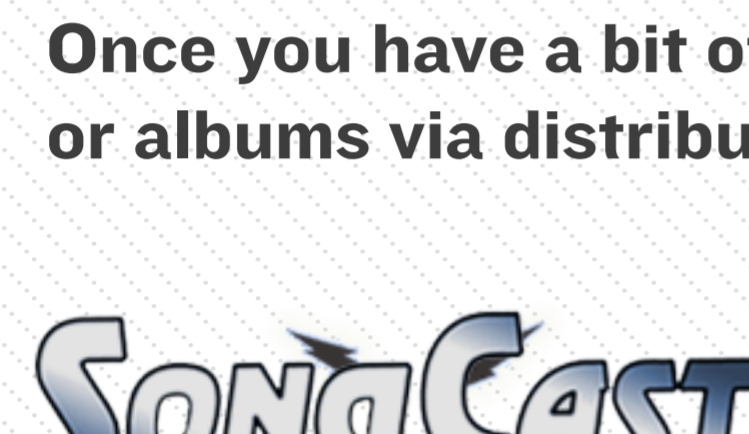


7 Run **fan contests** on your Myspace and Facebook pages

- Give away T-shirts, CDs, free downloads or even the chance to design your next album cover



8 Once you have a bit of a following, you can sell your music as tracks or albums via distributors like **SONGCAST**



- One-click Amazon and iTunes widgets
- Free media player
- Artist profile

9 **Hold surveys** to find out what your fans want to see from you next.

- On Facebook, you can use free apps such as Tradablebits to create polls
- In a Wordpress blog, try contact-form-7 or a polling plugin



10 Encourage friends and fans to comment on your songs in your SongCast profile, your blog, or your social media profiles to create a dialogue.

★ ★ ★ ★ ★ **Honey Badger VS the Cobra**

You can get a great sense of your fan base and what is and isn't popular among them.

How to Get Your Music on Services Like Spotify, iTunes and More

If you're on a Label



Your label may be able to get you on

If you're NOT on a Label

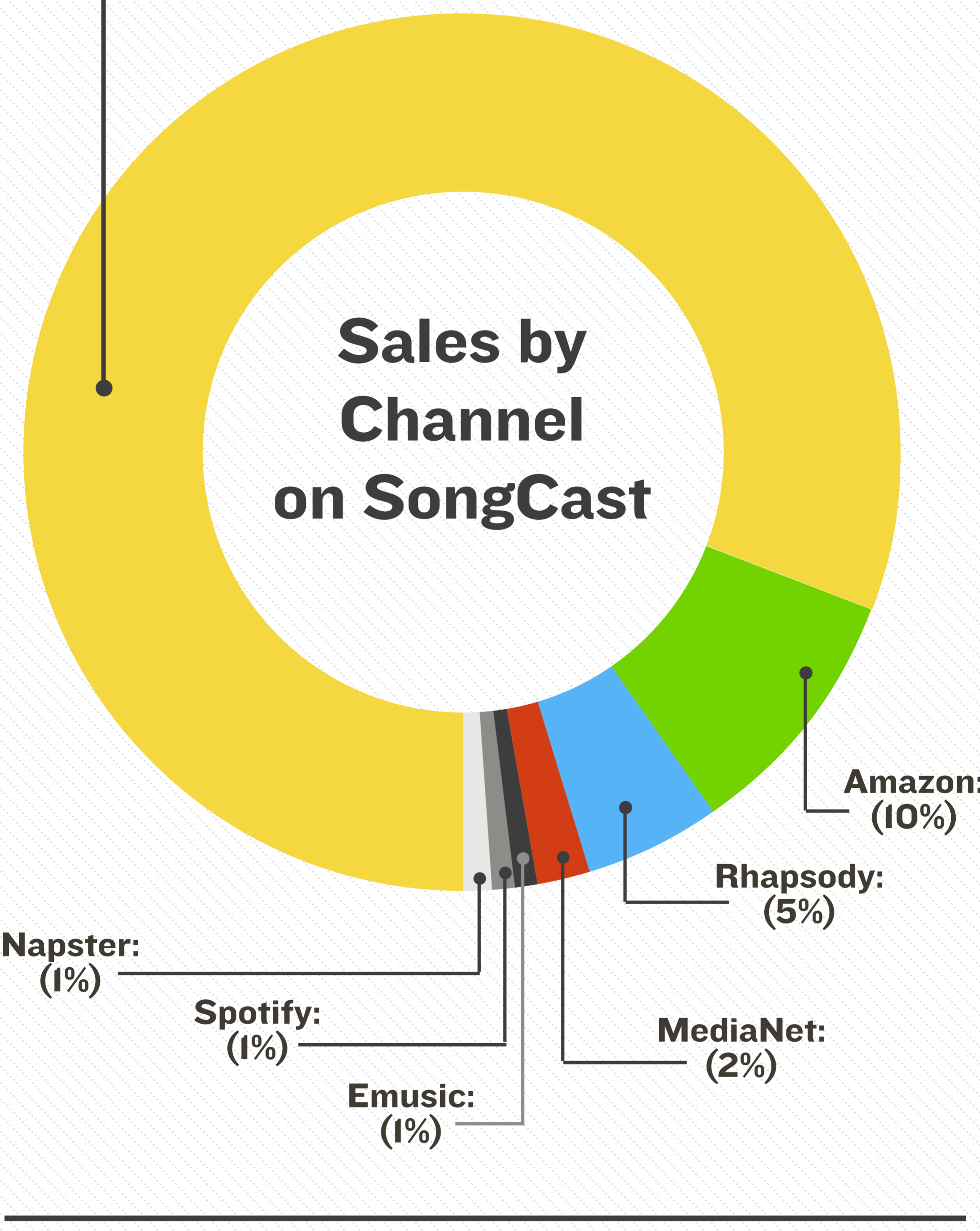


→ **SONGCAST** →
will get your music on iTunes



The average indie artist on their own won't be able to talk their way onto popular music services

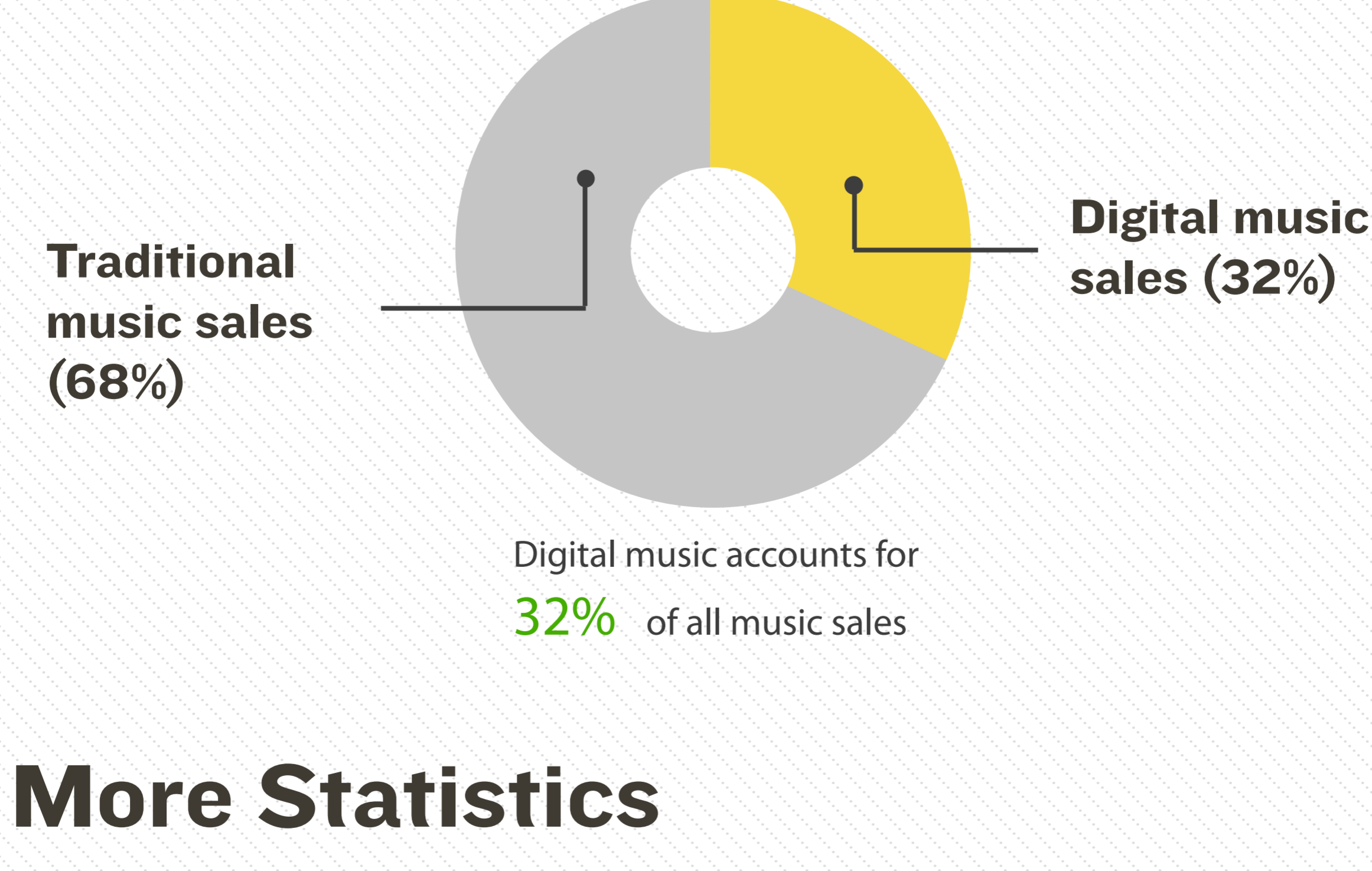
If you've followed the steps above and used SongCast to get your name out there, you're already on your way! Be sure to use all of the tools that come with your subscription to increase recognition



Global online music revenues are expected to rise by **7%** this year to **\$6.3 billion**

Music subscription services have **13 million** paying users, up from **8 million** in 2010

Subscription services will be worth **\$2.2 billion** by 2015



More Statistics

3.6 billion total music downloads in 2011
17% increase over 2010

October 4th, 2011
16 billion songs downloaded from iTunes

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www.songcastmusic.com

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