

How Musicians Promote Themselves Using Social Media and Online Technology

Introduction

In the past, musicians would have techniques such as radio, flyers, posters, word of mouth, newspapers and street advertisements to advertise their music; many of which do not involve the use of technology. Despite the fact these common methods are used, technology in recent years has made it far easier to reach fans and plays a major role in promotion.



Example 1

Courtney Gallagher says that he promotes more than one show a day. To do this, he uses the following methods:

- Online videos
- Newsletter, of which he sends to approximately 25,000 people.

If there is not a website to direct fans to, then he says "I am going to have to move onto the next artist". This point illustrates that promoters who are considering hiring a musician to play at a gig like to see a website to get an insight about the band and their music. It is just as common for venues and promoters to have a website and be on social networking sites, so an excellent way for them to increase numbers is to link the musician's work on their websites.

Example 2

Unsigned artists like Justin Bieber originally uploaded music videos of himself to YouTube, Facebook and websites like www.unsignedpromotions.com. Because of this, the manager Scooter Braun discovered him.

How?

Modern musicians currently use online technology and social media to increase awareness and to attract themselves to their target audience. This has imposed a variety of advantages and disadvantages which I will now explain.

Advantages and Disadvantages

Advantages

Ability to interact with others within the same industry

Easier to interact with customers

Information is more accessible

No costs involved to sign up for social networks

Able to promote when website is down

Helps reach the target audience

Raises the number of people attending gigs

Increases the amount of video views on websites like YouTube and Vimeo.

Disadvantages

Potential cyberbullying from the public

Invasives the musician's/bands privacy

Time intensive



Conclusion

Overall, even though the use of online technology and social media brings some disadvantages to the musician involved, the number of advantages outweighs these. Because of this, musicians are likely to be more efficient in promoting themselves using online technology and social media as supposed to other methods used In the past such as flyers, newspapers, street advertisements etc.



References

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