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# Music Marketing: Press, Promotion, Distribution, And Retail



## Synopsis

(Berklee Press). Berklee expert speaks on how to market and distribute your songs and group. Sell more music! Learn the most effective marketing strategies available to musicians, leveraging the important changes and opportunities that the digital age has brought to music marketing. This multifaceted and integrated approach will help you to develop an effective worldwide marketing strategy. Step by step, you will develop an active marketing plan and timeline tailored to your unique strengths and budget. You will learn to time your marketing campaign effectively, publicize your music to traditional print outlets and emerging online opportunities, understand the current opportunities for online, satellite, and terrestrial radio play as well as navigate various retail and distribution options, both at brick-and-mortar and online options, such as iTunes, Rhapsody, and other services.

## Book Information

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## Customer Reviews

Mike King is a Hal Leonard author.

This is a great book, but keep in mind that it's not up-to-date anymore. The music business is rapidly changing such that the internet is more important than physical CDs. This book has a lot of great information on brick-and-mortar retail, but doesn't focus enough on or have the most current information on online marketing.

This book should be the starter guide and required reading for every up and coming musician. I actually have this book right on my desk as I'm writing this lol, no joke. :) This Book is great! I had to get it for class a few years ago skimmed thru it. I finally picked it up again and decided to write a long-needed review. This book is really great for students, up and coming artist, manager or promoters looking to find ways to actually make money and reach success by properly marketing yourself. You will learn how to AVOID very common mistakes that Most up and coming artist do when it comes to MUSIC MARKETING. You will also learn how to maximize your touring efforts and make them more effective. How to negotiate retail and distribution options such as brick-and-mortar and Online options like iTunes, Google Play, Tune Core etc. Teaches you understanding on opportunities Online, Satellite and Terrestrial radio play have to offer. How to timeline your marketing campaign more effectively. This book really covers the 123's of music marketing in the new cyber age of the recording music industry. This book gives a very concise understanding of marketing your music at any level in your career. "follow this indispensable step-by-step advice. If you want your music to see the light of day" GET THE PAPERBACK BOOK!!!!

I really like this book. It is a required assignment for a class, but I like it anyway. It is always good to know more ways to market your band, or who you are working with. It seems to tell you a little about everything, but it isn't really boring to read. It is usually one of the first assignments that I do for the week - to read this book. I definitely recommend it.

I'd say this book gives a structured view of how to get your music out or any release around it. The part about digital streaming and its fees was especially valuable to me. Thanks, Mike!

Some of the content is a little dated, but a great source of info anyway.

I read this book cover to cover and found the information useful and easy to apply to what I'm doing to market my music. Very helpful

I found this quite helpful to put together an overall plan for a CD release. While things change so much in such a short time in the music industry, this was fairly up to date on most things. The areas where it was not current was not from a lack of knowledge from the author, just from market changes. A very good overall read regardless of the type of music that you are releasing.

Mike King's, "Music Marketing...", is a great insight into the industry from someone who has actually worked in the game. He provides tips and tricks with how the industry used to and currently operates giving a leg up for the saavy artist who desires to make a living in the music world. Mr. King does not honey-coat the realities of the business because, after all, music is a business. The book takes the reader through some industry history, current operations (at the time) for marketing and supply chain distribution and insightful quotes from organizational leaders who have either grappled with or taken ownership of technology and how its transformed the business. The advent of internet sales and marketing are now in the forefront of the industry so I certainly look forward to a second edition follow-up. This is a must read for those setting their sights on making a career with music and I highly recommend it. Great read!

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