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Mktg Talk Notes

2 messages

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To: Robertor

Music Marketing Talk
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Evangelism marketing is an advanced form of [word-of-mouth marketing](#) (WOMM) in which companies develop customers who believe so strongly in a particular product or service that they freely try to convince others to buy and use it. The customers become voluntary advocates, actively spreading the word on behalf of the company.

Many people believe [Guy Kawasaki](#), the former chief evangelist of [Apple Computer](#), to be the father of evangelism marketing. In his books "The Art of the Start" and "How to Drive Your Competition Crazy" Kawasaki states that the driving force behind evangelism marketing is the fact that individuals simply want to make the world a better place. Evangelist customers spread their recommendations and recruit new customers out of pure belief, not for goods or money.

1. Marketing vs Sales - you prob do both but we're here to talk about Marketing
 1. sales is asking for the gig, getting the contract
 2. A question - "Why Market Your Band"
2. Marketing is : the communication of your brand, message
 1. **Marketing** is the process of [communicating](#) the value of a product or service to [customers](#), for the purpose of selling that product or service.
 2. Marketing can be looked at as an [organizational](#) function and a set of processes for creating, delivering and communicating value to customers, and [customer relationship management](#) that also benefits the organization. Marketing is the [science](#) of choosing [target markets](#) through market analysis and [market segmentation](#), as well as understanding [consumer behavior](#) and providing superior customer value. From a societal point of view, marketing is the link between a society's material requirements and its [economic](#) patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships.
3. I'm Assuming you are a cover band in the Bay Area vs an original band
 1. That means you want to build a local fan base and play local (+- 100 miles) gigs
 - 2.
- 4.
5. Step 1 - Know thyself
 1. Question 1: Are you good? Rehearsed,
 2. Execution, presentation, wardrobe, song selection. You take just those four things and be totally audience-centered about them, it can transform a band.
 3. Know your product: background music, headliner, lounge
 4. Know your audiences: fans, booking opportunities
 5. Know your goals: qty, quality, \$\$
6. Booking Agents
 1. Fairs and Festivals
 2. Corporate Events
 3. Some Concert Series
7. Civic Concerts
 1. Great Gigs - great crowds, better pay, better hours than club dates
 2. Parks and Rec departments usually put them on - make relationships, talk to them like a

- person, they are often - not always junior people
8. Club Dates
 - 9.
 10. Marketing
 1. Email - the great common denominator
 1. 94% of Americans 12+ cite email as a regular online activity
 2. 58% of Americans Check email first thing in the morning
 3. Attention is the problem - keep it short
 1. The amount of global info created and shared grew 9x from 2006 - 2011
 - 2.
 3. People are inundated with pitches, advertisements, and other interruptions on a daily basis. Consumers are marketed to so often that, as a matter of self-defense, they've raised a psychological "anti-marketing shield."
 4. This is particularly the case when it comes to email content. Consumers with a vested interest in achieving "Inbox Zero" have many tools to help them sweep and filter unwanted emails. They create their own definitions of junk mail using custom filters in their email software, and if they
 5. don't like a message, they'll not only make sure they don't see it again, but they'll also tell others about their displeasure.
 6. And, let's face it, most marketing emails pretty much suck. Even if yours don't, that doesn't mean they'll interest your audience. What's creative and alluring to you might just look or sound like another sales-y, drone-toned e-blast to your end viewer: "Hi, are you ready to buy? Hi, are you ready to buy? Hi, are you ready to buy?"
 7. Don't be that guy.
 8. The best marketing doesn't feel like marketing at all.
 2. Social Media - not a single solution - don't put all eggs into one basket
 1. Facebook - very useful if you build a fan base
 1. Upside - some communication with fans
 2. Downside - not much communication with fans unless you pay -
 1. Remember - Pay is NOT unheard of - it can be a useful means
 1. advertising is about impressions and constancy
 3. Facebook
 1. Ads - haven't had much luck
 2. Events - better - your personal FB page and your Friend page need a lot of overlap
 3. How to use Facebook
 1. Constancy - use it for messages of thanks, photos, gig announcements, video
 1. Me - Monday: Gigs this Week, WED: Mid-Week Reminder, Day of (lesson of tonight we ride)
 2. Reverbnation, GigMasters
 4. WoM - is the most valuable
 1. Work the crowd at breaks - the whole band. T-shirts, promos, wristbands, , coasters,
 2. Solicit emails from people - constantly - at gigs, online - special offers

The Art of Evangelism

Out of curiosity, I went to [SimplyHired](#), a vertical search engine for jobs, and looked for openings containing the keyword "evangelist." Amazingly, there were 611 matches--and none were for churches. It seems that "evangelist" is now a secular, mainstream job title. Indeed, the first eight matches were for evangelist jobs at Microsoft--go figure.

As people hit the streets with this title, they need a foundation of the fundamental principles of evangelism. Fulfilling this need is the purpose of today's blog.

1. **Create a cause.** As the previous blog called "Guy's Golden Touch" explained, the starting point of evangelism is having a great thing to evangelize. A cause seizes the moral high ground. It is a product or service that improves the lives of people, ends bad things, or perpetuates good things. It is not simply an exchange of things/services for money.
2. **Love the cause.** "Evangelist" isn't simply a job title. It's a way of life. It means that the evangelist totally loves the product and sees it as a way to bring the "good news." A love of the cause is the second most important determinant of the success of an evangelist--second only to the quality of the cause itself. No matter how great the person, if he doesn't love the cause, he cannot be a good evangelist for it.
3. **Look for agnostics, ignore atheists.** A good evangelist can usually tell if people understand and like a product in five minutes. If they don't, cut your losses and avoid them. It is very hard to convert someone to a new religion (ie, product) when he believes in another god (ie, another product). It's much easier to convert a person who has no proof about the goodness or badness of the evangelist's product.
4. **Localize the pain.** No matter how revolutionary your product, don't describe it using lofty, flowery terms like "revolutionary," "paradigm shifting," and "curve jumping." Macintosh wasn't positioned as the third paradigm in personal computing; instead, it increased the productivity and creativity of one person with one computer. People don't buy "revolutions." They buy "aspirins" to fix the pain or "vitamins" to supplement their lives.
5. **Let people test drive the cause.** Essentially, say to people, "We think you are smart. Therefore, we aren't going to bludgeon you into becoming our customer. Try our product, take it home, download it, and then decide if it's right for you." A test drive is much more powerful than an ad.
6. **Learn to give a demo.** An "evangelist who cannot give a great demo" is an oxymoron. A person simply cannot be an evangelist if she cannot demo the product. If a person cannot give a demo that quickens the pulse of everyone in the audience, he should stay in sales or in marketing.
7. **Provide a safe first step.** The path to adopting a cause should have a slippery slope. There shouldn't be large barriers like revamping the entire IT infrastructure. For example, the safe first step to recruit an evangelist for the environment is not requiring that she chain herself to a tree; it's to ask her to start recycling and taking shorter showers.
8. **Ignore pedigrees.** Good evangelists aren't proud. They don't focus on the people with big titles and big reputations. Frankly, they'll meet with, and help, anyone who "gets it" and is willing to help them. This is much more likely to be the database administrator or secretary than the CIO.
9. **Never tell a lie.** Very simply, lying is morally and ethically wrong. It also takes more energy because if one lies, then it is necessary to keep track of the lies. If one always tells the truth, then there's nothing to keep track of. Evangelists know their stuff, so they never have to tell a lie to cover their ignorance.
10. **Remember your friends.** Be nice to the people on the way up because one is likely to see them again on the way down. Once an evangelist has achieved success, he shouldn't think that he'll never need those folks again. One of the most likely people to buy a Macintosh was an Apple II owner. One of the most likely people to buy an iPod was a Macintosh owner. One of the most likely people to buy whatever Apple puts out next is an iPod owner. And so it goes.

Live long and kick butt. Read More http://blog.guykawasaki.com/2006/01/the_art_of_evan.html#ixzz39inYDy3w

TOOLS - where are your customers:

Essentials:

Website - does it clearly COMMUNICATE who you are and give a first impression of the quality of your band

- does it have key information - contact, audio and video (important) demos, gig list, photos (helpful)

Email List-

On any given day, the average customer will be exposed to 2,904 media messages, will pay attention to 52 and will positively remember only four (SuperProfile 2010).

The goal is ensure that your email is one of the four that gets remembered? The answer: your email must be more trusted, more relevant, and more strategic. It must be more engaging.

Relevant - information must have value - gigs THIS week?

Conversational - Tone Counts

Brief - get to the point

Follow Ups - get on the mail list, go to the gig

Respectful - opt out information

Information is abundantly, overwhelmingly available. As a result, today's buyer is more empowered and harder to persuade. To cut through the noise and capture your audience's attention, you need to know how to:

- Establish trust and engage via email
- Talk *with* your customers individually, rather than *at* them
- Listen and respond in cross-channel conversations

Tools:

MaxBulk Mailer

MailChimp -

Social Media

Facebook

YouTube

Instagram

Twitter

G+

MySpace - still good for bands, great SEO, show up at the top of Google Results

Calendar Listings

1. Reverbnation

An obvious choice, really, but [Reverbnation](#) have created an exceptional set of fundamental music marketing tools. Their distribution, EPKs, and Promote It! services prove that they 'get' the challenges of DIY artists, and their popularity certainly backs this up; hundreds of thousands of artists use their tools, which probably suggests they won't be going anywhere any time soon.

2. Bandpage

Despite having over 500,000 users, [Bandpage](#) are still relatively understated for a music marketing giant, but I've got a lot of faith that this is going to be a big year for them. Having just detached from Facebook, they're tackling some big emerging issues in music marketing and they appear to be doing it very well, in my opinion.

Given that Facebook is one of the most popular social media platforms to market music, I believe Bandpage's toolkit for helping artist's leverage opportunities within Facebook will become especially valuable, and an integral part to many artist's social media strategy.

3. Topspin

The [D2F platform Topspin](#) is going from strength to strength, and just like Bandpage they appear to be working very hard on the issue of simplifying music marketing by integrating existing music marketing services together. Their move into music streaming with Beats Electronics, and their toolkit partnership with PledgeMusic, Artist Growth, Ingrooves, and FireBrand suggests that they may quite possibly become an increasingly popular paid marketing tool for artists.

4. Mobile Roadie

In my opinion, [mobile app makers Mobile Roadie](#) don't get enough good praise for the excellent work they're doing in music marketing. Their free mobile sites, and paid apps are absolutely stunning and have helped many established artists achieve some pretty incredible things with mobile marketing. I think we might see Mobile Roadie move a little bit more into the mainstream / DIY market this year as smartphone adoption continues to increase, thus boosting the importance of having a band mobile app.

5. Story Amp

When I first saw [Story Amp](#), I have to admit I didn't have much faith in the service, but I'll eat my words – it's awesome. I think 2013 will be a year where far more artists begin to use StoryAmp to communicate with journalists. At \$30/month their premium option seems like a steal.