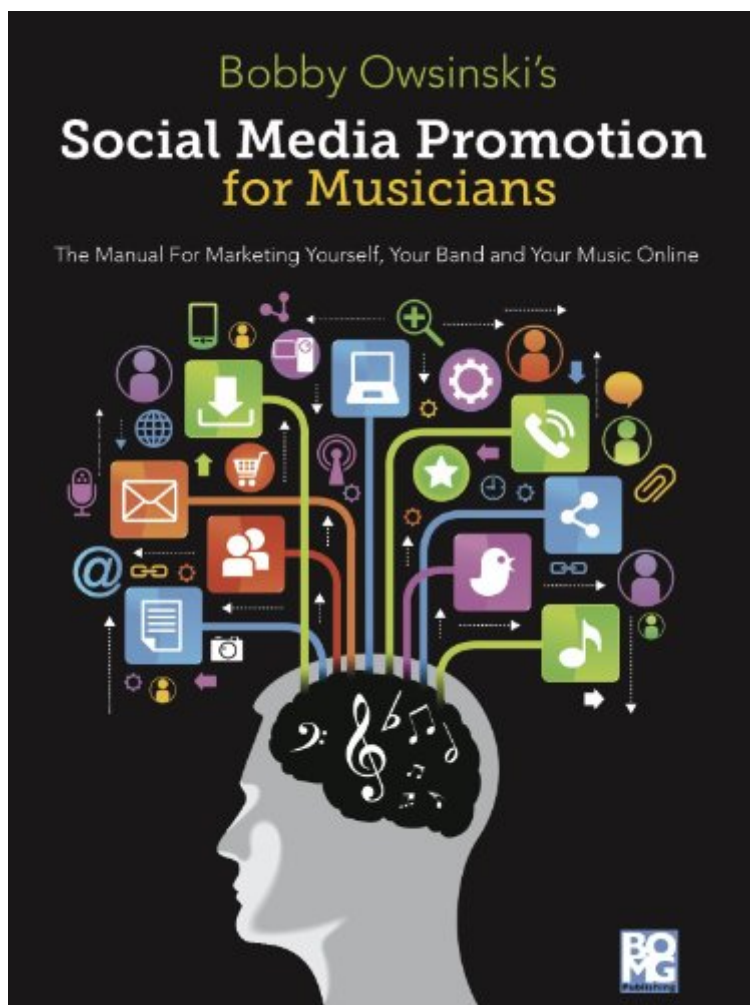


The book was found

# Social Media Promotion For Musicians



## Synopsis

Social Media Promotion for Musicians by best selling music author Bobby Owsinski is the truly the best, most comprehensive and up to date resource for marketing yourself, your band and your music online. The book shows you how to stop just using social media and learn how to promote with it, as you'll find a host of online insider tips and tricks that that will help you gain more fans and followers, increase your views, and grow your ticket and merch sales. Social Media Promotion For Musicians shows artists, bands, engineers and producers the latest techniques and strategies to increase your online presence more effectively and efficiently than you ever thought possible. Best of all, anyone can do it! You'll Discover \*How to increase your online exposure to increase your fan base \* How to have more time for creating by saving at least an hour every day on common social media operations \* Exclusive promotional tips that boost your views and followers \* How to uncover and develop your brand \* The secret behind successful tweets and posts \* Why a mailing list is the key to your ticket and merch sales \* 10 ways to make sure that fans, music critics and bloggers, bookers and promoters, and agents and managers always have your latest information \* Ways to optimize your YouTube channel and videos to maximize your views and so much more. Social Media Promotion For Musicians covers all aspects of a musician's online presence on the most widely used platforms like YouTube, Facebook, Twitter, Google+, Blogs, Pinterest, Bookmarking sites, as well as personal and band websites and newsletters.

## Book Information

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## Customer Reviews

This book definitely showed me some good marketing strategies to help take things to the next level. It's been on a relatively small scale but the info in the book has boosted my social media presence. The book goes into detail on all the major social media sites, how to best use them and things that turn consumers off. Definitely some very valuable info in this book.

This book helped me out greatly. I learned a lot about social media promotion. It has helped my band with booking and selling tickets to our 40 year reunion show.heartwood1975.com

good

Good book, but a lot of useless information (like how to register on YouTube/Twitter/Facebook).

Not a bad buy overall. Great for a beginner, though for those who are a little more comfortable with social media I'm sure you'll learn a new thing or two.

Excellent and to-the-point! An easy read, yet full of useful management strategies for each technology discussed.

This reading is Really helpful! If you want to understand the social media better and what you can do on the net

Most of these 5-star-reviews are obviously fake. come on guys! "owsinski master of getting his point across" he makes sense of it on every page"ideas enabled me to attract more fans than i could have ever imagined"" blah blah. When did the book appear on the market? Like 2 weeks ago? That's all the time s.o. needed to attract more fans around the world than he could have ever imagined??? there's no mentioning of ANYTHING specific concerning the content, not the slightest flaw? Nothing at all worth mentioning besides shiny, catchy phrases like, "no nonsense - just the

good stuff!"? those are not reviews. Reading the free chapter made me doubtful if this book is really a "must-have" for musicians, it seemed pretty "blah blah" to me. 2 stars for the free chapter and for the publisher paying people to write positive albeit nonsensical reviews. I want to add that I have and very much appreciate Owsinski's "mixing engineer's handbook" which I indeed find informative, understandable and useful. It might still be a good book. But these 5-star reviews made me doubt it more than believe it. edit: after I wrote the above text I actually bought and read the book. It's ok, very easy and fast to read, covers different domains of online marketing (e.g. Google+, mailinglist, facebook) and gives specific advice on how and when to communicate with fans. That said, it does not go very deep into the matter, most topics are covered with just a few sentences. Which is kind of ok, if the specific (though sometimes self-explanatory) advice Owsinski gives is what you look for. But his advice is not very detailed and putting it to use might still pose some problems for people not very well acquainted with the online platforms presented. Another minus: there's some popular platforms Owsinski does not cover at all, for example Bandcamp and SoundCloud. In conclusion, easy to read, good for a first impression/ an overview on the topic, hands-on tips for musicians who have never faced the topic online marketing before, but in no way exhaustive - not for people who really want to dig into the matter.

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