Ebook Directory
the best source of ebook

The book was found

Web Marketing For The Music Business



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Learn to create a powerful online presence that captures your audience by exposing them to the sights and sounds of your band or music project and allowing them to easily become paying fans. Web Marketing for the Music Business second edition includes updated basics and advice on website creation: * Setting up your website and website design * Selecting your domain name and host * Using HTML, Java, widgets, Flash, and RSS to charge up your website New! * Using search engine optimization (SEO) methods for the best search engine rankings New! * Maximizing social media sites like Facebook, YouTube, and Twitter for easy sharing by fans * Monitoring site traffic and using analytic tools * Adding audio and video to your site * Choosing and using commercial download services * Creating and managing an online store * Finding your market online * Creating a mobile website and mobile media campaign Market your band using sites like Facebook, SonicBids, and ReverbNation, where fan interaction is key, and fan-generated content can be encouraged. Learn techniques to coordinate your offline and online promotions for maximum impact. Drawing on his own experience and the knowledge of industry experts, author Tom Hutchison brings you solid marketing advice. The companion website for the book, www.focalpress.com/cw/hutchison, gives you more on the ever-changing world of online promotion. This is the perfect book for do-it-yourself musicians, managers, and labels who want to maximize sales and exposure or industry professionals seeking information on new media.

Book Information

Paperback: 304 pages

Publisher: Focal Press; 2 edition (December 20, 2012)

Language: English

ISBN-10: 0240823702

ISBN-13: 978-0240823706

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #244,901 in Books (See Top 100 in Books) #82 inÃ Â Books > Engineering & Transportation > Engineering > Civil & Environmental > Acoustics #128 inÃ Â Books > Arts & Photography > Music > Business #136 inÃ Â Books > Science & Math > Physics > Acoustics & Sound

Customer Reviews

Tom Hutchison was a professor of marketing in the Department of Recording Industry at MTSU, but was on leave to serve as the director of the School of Business and Management at Husson University. He worked with a wide range of popular artists including Faith Hill, The Dixie Chicks, The Roots, and Beck. Tom also conducted market research projects for Sony, MCA/Universal, DreamWorks, and Warner Music Group. Tom passed away suddenly on Memorial Day, 2012, just after finishing the manuscript for this new edition.

Download to continue reading...

Accessing the Deep Web & Dark Web with Tor: How to Set Up Tor, Stay Anonymous Online, Avoid NSA Spying & Access the Deep Web & Dark Web Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Web Marketing for the Music Business How to Get New Dental Patients with the Power of the Web - Including the Exact Marketing Secrets One Practice Used to Reach $5,000,000 in its First ... Internet Marketing for Your Dental Practice Social Marketing Profits: Start and Grow a Business via Facebook Shopify or Instagram Local Business Marketing Start Your Music Business: How to Earn Royalties, Own Your Music, Sample Music, Protect Your Name & Structure Your Music Business Six-Figure Musician: How to Sell More Music, Get More People to Your Shows, and Make More Money in the Music Business: Music Marketing [dot] com Presents Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect

Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)

Contact Us

DMCA

Privacy

FAQ & Help