

MARKETING, PROMOTION AND DISTRIBUTION

WORKBOOK 6

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DEFINE
YOUR
AUDIENCE

WHAT IS IT?

In order to market and promote yourself, your act or your product, you will firstly need to work out who your audience is...

Are you looking for a record deal? Then you need to target the right record labels..

Are you looking for gigs? Then your target audience will be venues, agents and promoters..

Are you trying to sell your records? Then your target audience will be the general public, and so on...

WHY DO I NEED TO KNOW ABOUT THIS?

If only it was as simple as just writing or performing the music - but there is business to be taken care of as well as the music.

If your time and finances are both an issue, you will have to concentrate on finding the right professionals and the right audience for your event or product. As a professional in the music industry, you will not move forward unless you do these things.

Many musicians, artists and writers make the big mistake of not thinking enough about who they need to target with their talent and material.

Musicians are often unsure about managers, so they do nothing, then the wrong person comes along and they jump straight in.

Musicians and DJ's need to find gigs but they are nervous about contacting an agent.


Musicians make a demo tape, then never send it out to anyone, or send it out to all the wrong people.

Musicians send poor quality packages all over the globe. They put little or no thought into the process and yet still expect a response.

This chapter helps you to focus on the key people and organisations you need to target in the music industry, and the methods you need to employ to find them.

YOU MUST HAND IN YOUR WORK BY


TO



HOW LONG

should this assignment take?


Every person works at his / her own pace.
As a guide, this should take you 2 hours to read and research and another 3 hours to write your answers and discuss them with your tutor.



HOW

will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your music provider's own guidance.



WHAT

do I do now?

Read the TASKS section below.
Then read the NOTES AND GUIDANCE section.
Carry out the TASKS.

TASKS

1 Who is your target audience?

If you are...	List your key targets here	Research one example of each target
An unsigned band	(for example, a record label)	(for example, XL recordings)
A songwriter	(for example, a music publisher)	(for example, Warner Chappell music)
A record label		
A musician or DJ		
A club promoter		

2 Make a list of target organisations

Once you have identified your target (for example, a record label or a manager), do some more research.
Read the ‘Finding your target’ section in the Notes and Guidance to help you.

Who is your target?	Write the details here	Write any more details you know about them here.
(for example, a manager, a record label, an agent?)	(Business name, telephone, website)	(for example, if they are a record label, who else is signed to them?)

NOTES AND GUIDANCE

WHO IS YOUR TARGET AUDIENCE?

WHO ARE YOU TRYING TO SELL YOUR PRODUCT OR SERVICE TO?



AN UNSIGNED BAND?

Your key targets might be

- ☐ a manager
- ☐ a record label
- ☐ a music publisher
- ☐ a promoter



A SONGWRITER?

Your key targets might be

- ☐ a music publisher
- ☐ a manager



A RECORD LABEL?

Your key targets might be

- ☐ the public
- ☐ a distributor
- ☐ other record labels in other countries



A MUSICIAN OR DJ?

Your key targets might be

- ☐ an agent
- ☐ a club promoter
- ☐ a remixer



A CLUB PROMOTER?

Your key targets might be

- ☐ DJ's
- ☐ venues
- ☐ designers



How do you approach your target?
Read about the methods outlined
later in this chapter.



MANAGER

The manager represents the artist in all business environments and interests and is a crucial part of the team around them. They will negotiate contracts with advice from other professional advisers (such as a lawyer), as well as taking day to day responsibility for the management of the artist's business interests. The manager generally takes around 20% (gross) of all monies earned.

Some initial considerations might include you asking

- Q. Is the manager established?
- Q. Will the manager have enough time to look after my affairs?
- Q. Is the manager in a position to promote my career without any income in the initial term?

Read Workbook 7 chapter 1 for more background information on managers.



HOW
DO YOU
TARGET

AGENT

The job of the agent is to book gigs for musicians and performers. Booking agents fall into two categories.

- 1 The concert type agent who deals with established artists.
- 2 The talent agent who provides a service for cabaret musicians, groups, solo artists, DJ's, karaoke presenters and other performers.

If you are seeking agency representation or gigs, consider the checklist here before mailing a package to them.

concert agencies or music promoters

- Q. Do you have a recording contract?
- Q. Do you have a record release to promote?
- Q. Will you support an established act at larger venues?
- Q. Will you wish to headline at smaller venues?
- Q. Are you gigging already?
- Q. Have you got a fanbase?
- Q. Do you have a product to promote?

talent agencies

- Q. Are you rehearsed and polished as a performer?
- Q. Do you have sufficient material to stage a show of up to 2 hours?
- Q. Are you willing to travel long distances and work long into the night?
- Q. Have you accounted for paying the agency commission (usually 10 - 15%)?



HOW
DO YOU
TARGET

RECORD LABEL

If you are an artist who wants to make recordings and sell them to the general public, you need to target a record label or try and do it yourself:

Your choices include:

- Chasing a major record label
- Chasing an independent record label
- Making and releasing your own recordings (The DIY approach)

You should find out more about record companies work so you can make better decisions about your career.

➤ WORKBOOK 1 – THE MUSIC INDUSTRY AND YOU – CHAPTER 2

Ask yourself these questions:

- Q. What kind of deal are you looking for?
- Q. Have you got a following?
- Q. Is there a buzz about your act?
- Q. Are you getting good reviews?
- Q. Do you have a competent manager?
- Q. Have you got some competitive commercial songs?



HOW
DO YOU
TARGET

MUSIC PUBLISHER

If you write music, you will at some stage wish to look at gaining revenue from the live performance, broadcasting or recording of your music.

Your choices include:

- Chasing a major publishing company
- Sub publishing through a smaller organisation such as a production company or management company
- Publishing your own music

» WORKBOOK 1 – THE MUSIC INDUSTRY AND YOU – CHAPTER 2

Q. Do you have a competent collection of original songs?

Q. Are you gaining a following?

Q. Do you have record label interest?

FINDING YOUR TARGET

Try these tasks to help you identify your target.



FIND AN AGENT

- ☐ Research agents via the internet or in directories such as Music Week and the Unsigned Guide. Look at the artists on their 'Roster'.



FIND A PUBLISHER

- ☐ Research agents via the internet or in directories such as Music Week and the Unsigned Guide. Look at the writers they sign.



FIND A MANAGER

- ☐ Research and other essential activity.
- ☐ Research UK managers on the internet.
- ☐ Look up the MMF Music managers forum.
- ☐ Find out who else they manage and the styles of those artists.



FIND A LABEL

- ☐ Research record labels via the internet or in directories such as Music week and the Unsigned Guide. Look at the acts they sign.



FIND A DISTRIBUTOR

- ☐ Research similar artists and labels and find out who their distributors are.

HOW TO DO RESEARCH

The music business will not always find you, you will have to find it!
You need to keep your ‘ear to the ground’ to see what is going on.
This means doing some research.

WAYS TO DO RESEARCH	1 Gig listings, flyers	2 Local ‘ what's on’ guide	3 Local newspaper adverts and features
WHAT IS THIS FOR?	Keep in touch with other bands and musicians. Making new contacts.	Explore any new venues that are opening.	Watch how other use the media to develop their career. Finding contacts.
4 Telephone directories	5 TV and radio programmes	6 The Internet	7 Open Learning Materials
Finding contacts.	Keeping abreast of the national scene.	Making new contacts through discussion groups and newsgroups. Finding new products	Music Industry information. Keeping a record of your progress.
8 Musicians Union Materials	9 Record collections	10 Music shops and record shops	11 National music papers and magazines
Music Industry information	Finding out more about other artist’s music. Developing influences.	Talking to other musicians. Watching new developments.	Keeping abreast of the national music scene. Reading adverts for musicians. Reviews of the latest music.



- Use your local library as a source of research.
- Most libraries have a large range of resources for hire, rent or reference. These include:
- Reference books and music business directories
 - Audio / visual products
 - Business directories and information leaflets & pamphlets
 - Databases and micro-film archives
 - Newspaper and magazine archives
 - Internet access

TIP

Make a list of what you want to research, start by asking the library staff to check stock availability, guide you to relevant materials and if they are able to order you items needed on your list. You might ask if they can check with other local libraries in your area for same stock.
Remember to keep a record of all the research that you do. Show it to your music provider.

MAKE APPOINTMENTS

Now that you have found your target, the first way of getting in touch is to make an appointment. This research process will also give you the information you need to create a mailing database.

Firstly, you need to identify the key person you need to deal with. Try one contact to start with, then, as you have the time and build the confidence, add names to your industry contact database.

Telephone at least one record company, publisher, management company or agent to check the correct contact name.

Alternatively, research an up-to-date A&R contact by using a list in a suitable music directory (such as Music Week Directory or the Unsigned Guide). These cost around £35 or can usually be found in your local library. Your music provider may have a copy. Report your findings in a diary log and add it to your 'Useful numbers' list.

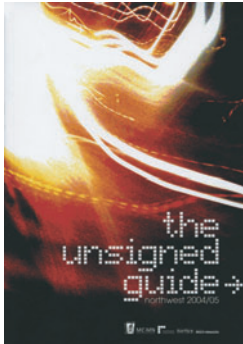
Are the artists/acts you have found, consistent with your style of music?

Have you chosen that target for a specific reason?

Do the artists and companies you have selected have a good or consistent profile? (For example - chart entries as a measure of success)

It is important when making contact with personnel in the music industry that you:

- Identify the person you have mailed a package to, or wish to communicate with
- Maintain a brief but positive approach in your conversation
- Remind that person of the date and details of the mail-shot, previous conversation or package sent
- Highlight any new developments that are relevant
- Make notes of the conversation for reporting back to other members of your act
- Try to get a positive outcome to your inquiry
- Follow-up any request made by that person in a prompt manner.



the unsigned guide

Example conversation (artist / label)

artist 'Hello' my name is Bill Bolan, I am phoning on behalf of my act 'xxx'. I/we mailed you a package/sent you an invitation to our forthcoming gig.

artist I am checking to see if the package arrived safely (or) if you received the invitation?

label
It is likely that the label has received many packages and invitations that week and you may have to wait a little longer, or gently remind them! Be patient but persuasive in a pleasant and professional manner.

The response may be a promise to 'get back to you' or try to attend. In many cases they will.



USE MAILOUTS

Mailouts are a popular way of getting your message to people. Building a database of contacts is essential before you do a mailout - you should be well on the way to this from the previous sections in this chapter.

You can use a mailout or database to send:

- Demos to record labels, agents, publishers, managers and the media
- Invitations to a launch party, rehearsal session or a showcase gig for example
- Email or faxblast press /media of forthcoming events and general information



Sending off demos

Before sending off your package think carefully about your overall approach. Are you sure that the group, act, writer, artist:

- Is ready to contact A&R departments?
- Has spent enough time developing a following and generating a buzz in the music press first?
- Has developed its repertoire enough?
- Has started to develop a web presence?
- Has started to develop a fan base and database?
- Has gained enough studio experience?
- Has gained enough live performance experience?
- Has considered its overall image in terms of how the media will portray them?
- Has made decisions (if a band) as to how songwriting and other income may be shared?
- Has considered the long term effect of binding agreements between band members and agreements they might sign and be bound to?

You can build a database with spreadsheet software, or just a pen and paper! You can also build your networks using some of the technique outlines in Workbook 1 Chapter 4.

Now you are ready to produce and market your package – read Chapter 3 for more information.

WANT TO KNOW MORE?

LINKS

New Deal for Musicians has no responsibility for or control of the following sites. The inclusion of any site does not necessarily imply New Deal for Musicians approval of the site. To access any of the sites please type in the address into a browser or search using keywords from the name of the link.
www.dfes.gov.uk/ukonlinecentres Find Internet access that's close to you.
Also look at weblinks in workbooks 1, 2, 6 and 8.

GENERAL INFORMATION

- ☐ www.bbc.co.uk/radio1/onemusic
Loads of relevant information about moving forward in the music business, tips on careers, getting advice from managers, agents and lawyers.
- ☐ www.bbc.co.uk/radio2/soldonsong/guide/manage.shtml
The Sold on Song pages tell you what to look for in a manager.
- ☐ www.getsigned.com
Tips and advice on the music industry – US based site.

DIGITAL DOWNLOAD SITES AND DISTRIBUTORS

- ☐ www.mp3.com
- ☐ www.itunes.com
- ☐ www.theorchard.com
- ☐ www.audigist.com

DIRECTORIES

- ☐ www.theunsignedguide.com
The Unsigned Guide
Comprehensive directory aimed at unsigned artists looking for music industry contacts, also includes a thorough section on UK radio stations with names to send demos to.
- ☐ www.musicweek.com
Music Week directory
Published by the music industry trade paper ‘ Music Week’ and distributed free to all subscribers. Also available to buy, with over 13,000 entries.
- ☐ www.whitebook.co.uk
The White Book
Directory for the Event Production industry. Contains 40,000 listings including PA companies, Video, Conference, Exhibition and many other related services.
- ☐ www.mediauk.com
Media Directory
UK Media Internet Directory.
Contains thousands of listing for radio, television, newspapers and magazines.

MANAGERS

- ☐ **www.ukmmf.net**
MMF (Music Managers Forum). Represents the interests of Managers in the music industry and provides training.
- ☐ **Music Development Agencies / support networks**
Search for your local agency using a search engine or by finding links from Workbook 7 chapter 1.

BOOKS AND MAGAZINES

- ☐ **Guide to Survival & Success in the Music Business**
The Association of Independent Music's guide to the business in an interactive CD-Rom format.
Available from www.musicindie.org - free to members
- ☐ **The Guerilla Guide to the Music Business**
Sarah Davis, David Laing
An introduction guide for artists and managers, covering most aspects of the music business, such as a 'Contracts & Agreements' section, which reproduces standard contracts.
Publisher : Continuum International Publishing Group - Academi
ISBN : 0826447007
- ☐ **Music : The Business - The Essential Guide to the Law and the Deals**
Ann Harrison
Publisher : Virgin Books
ISBN : 1852270136

- ☐ **The Musician's Internet : On-Line Strategies for Success in the Music Industry**
Peter Spellman
Publisher : Berklee Press publications
ISBN : 063403586X
- ☐ **Creating a Music Website**
Mike Simmons
Publisher : PC Publishing
ISBN : 1870775724
- ☐ **How to succeed in the music industry**
Paul Charles
Publisher : Pocket essential
ISBN : 1904048064
- ☐ **Start an Independent Record Label**
JS Rudsenske
Publisher : Schirmer books
ISBN : 0825673100
- ☐ **This business of music marketing and promotion**
Tad Lathrop
Publisher : Billboard books US
ISBN : 0823077292
- ☐ **The Music Marketing Crash Course**
Bob Baker
Available on www.bob-baker.com/crash

MORE TASKS

- 1 Build a webpage or set of pages for your act, add some audio and some useful links.
- 2 Find a variety of flyers for local gigs and club nights in your area.