MARKETING, PROMOTION AND DISTRIBUTION WORKBOOK 6

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Please note

Any details or photographs of equipment, software, manufacturers or suppliers do not constitute a recommendation or endorsement by DWP, but are intended to provide typical reference examples only.

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WHY MARKETING, PROMOTION, AND DISTRIBUTION?

WHY MARKETING, PROMOTION AND DISTRIBUTION?

Before you get started on this workbook, we thought it would be useful to provide a brief introduction to what is meant by MARKETING, PROMOTION, DISTRIBUTION and RETAIL.

If you are going to try and release a record, you will need to have some sort of MARKETING, PROMOTION and DISTRIBUTION plan. You do all of this to let your audience know that you have a product, when and where it will be available, what format/s will be available and how much it will cost.

Similarly, if you are going to try and put on an event like a club night, you will need to have a MARKETING and PROMOTION plan to ensure that people turn up to your event and you make some money!

It doesn't matter if you are

- making a record, promoting a gig, promoting a club night, teaching music, offering rehearsal room space, hiring out equipment or transport

- offering your professional services as a roadie, engineer, programmer, producer, session musician, technician, web designer, manager, agent, promoter, journalist, plugger or graphic designer

... no one will know that you exist unless you market and promote your service or product!

You need to create a demand. Do not be fooled by thinking that your music product or service will just sell by itself!

Unless a MARKETING and PROMOTION campaign exists, then no one will actually know about you or your product.

The music business has always adapted to change, but has used a standard framework for marketing and promoting its products and its artists over many decades. Recently, however, new technology such as mobile telecoms, the internet and interactive TV has been utilised in the marketing of music product.

In this workbook, we will look at all the key aspects of MARKETING, PROMOTIONS, DISTRIBUTION and RETAIL.

