<u>The Unconventional 6-Figure Music Business</u>
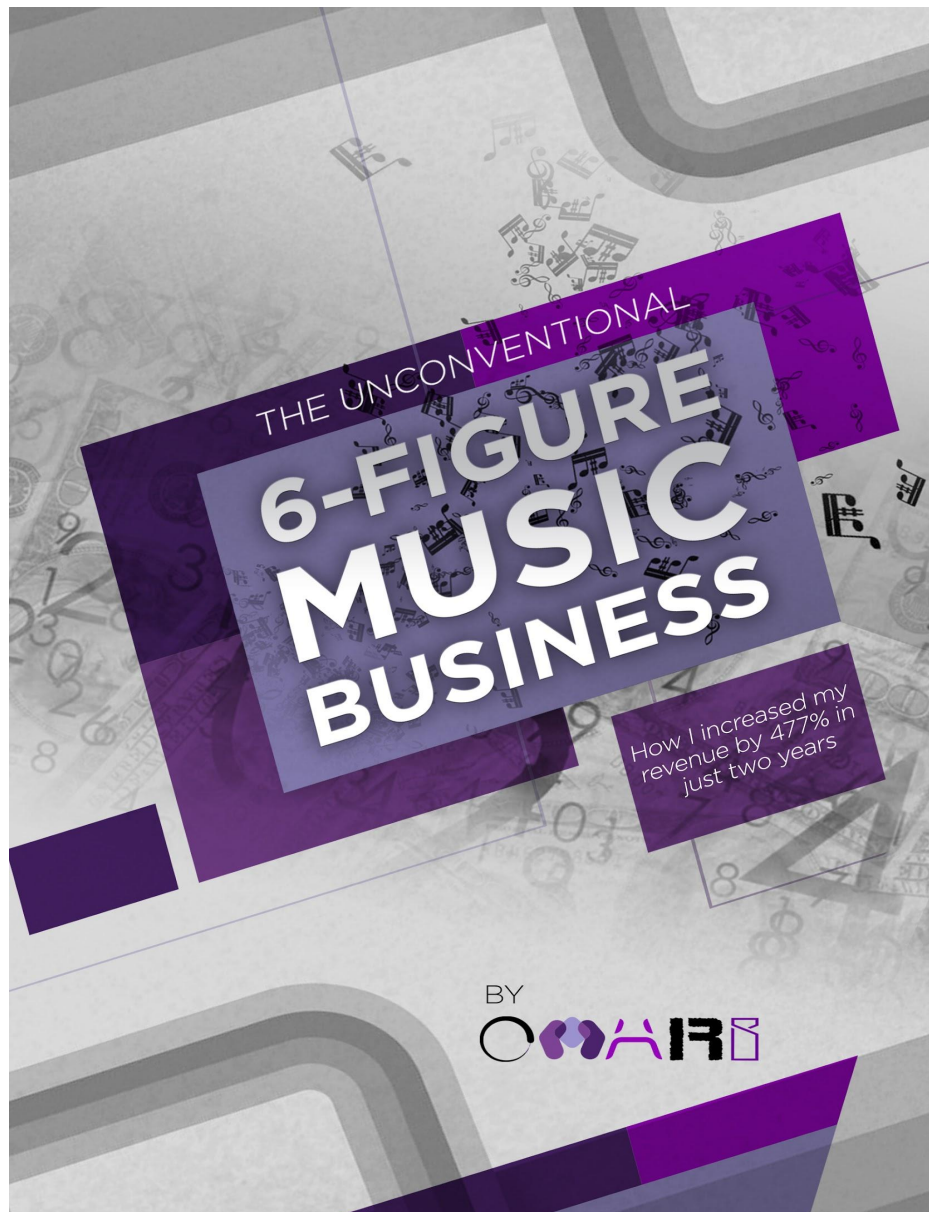

How I Increased My Revenue By Over 477% In 2 Years

Table of Contents

About The Author

Nathaniel (Omari) Moore is first and foremost a dedicated follower of Jesus Christ. One may ask what that has to do with this book or his music business. The answer is… well, everything! Many facets of his business would not be as they are without that central dedication. As far as business goes, he is a professional music producer and blogger currently residing in Atlanta, GA. He began creating his catalog at the young age of 14 in Pittsburgh, PA. His instrumentals have accrued over 6,000,000 hits to date and continue to grow!

He's sold thousands of beats and instrumentals to indie artists, companies, and TV networks across the world: including Centric, Vh1, and All Def Digital.

Apart from production, he runs a number of growing music blogs and sites such as Add This Music and Soundcloudfollowers.org. He's ranked atop Google for hundreds of different notable keywords like 'best music promotion'. His main site, www.omarimc.com, has acquired over 1 Million unique visitors and almost 1.5 Million visits!

With hundreds of thousands of followers on social media and over 65,000 email subscribers, musicians and music lovers alike are getting more and more familiar with the Omari brand!

You can find out more and follow his social networks at www.omarimc.com.

How To Best Read This Book

Some of my friends will tell me that I'm not in the "music business." I don't tour, don't really go to the studio, don't have all the expensive equipment, don't have to chase down any records labels or kiss up to any A&R's. Rather, I work from home, have a podcast microphone, Logitech speakers, a music keyboard, and my laptop. Without knowing what I know now, I'd probably tell me I wasn't in the music business either.

One huge point I want to get across is this: **start expanding your thinking on what it looks like to make it in music.**

This book structure may be different than what you're accustomed to reading. I wanted the chapter structure to be Question, Challenge, What I Did, Why I Did It, and What Were The Results. This makes for a very succinct and straightforward read.

Some parts may read like a blog article and others like a book, but all of them will be packed with content! Another thing you'll notice is each chapter question starts with 'How did I'. Every strategy I'm laying out are things I've personally tried and implemented in my music business on the way to earning 6 figures in annual revenue.

One thing I don't want you to do is shut off your brain when you read about a strategy that hasn't worked for you in the past. Read slowly through what I did and try to spot the differences between my and your approach. Not everything is for everybody at the end of the day, but don't let that stop you from taking a portion of what I did and changing it to benefit your music business!

1

Question: *How did I earn 6 figures in annual revenue for my music business?*

Challenge: In 2016 the business made about $70,000, up from just $20,000 the previous year. Not bad, but not where I wanted to be. I'd set a goal to make at least 6 figures in revenue for the new year and had to innovate to provide that sort of income. It wasn't just to make money for money's sake. I wanted to be able to provide jobs for more people in my sector and help them create and realize their (healthy) dreams. I say healthy because not everyone has a healthy dream, in my humble opinion. If someone's dream involves greed, vulgarity, misogyny, and glorifying things that are objectively bad for society, then that's not what I'm about.
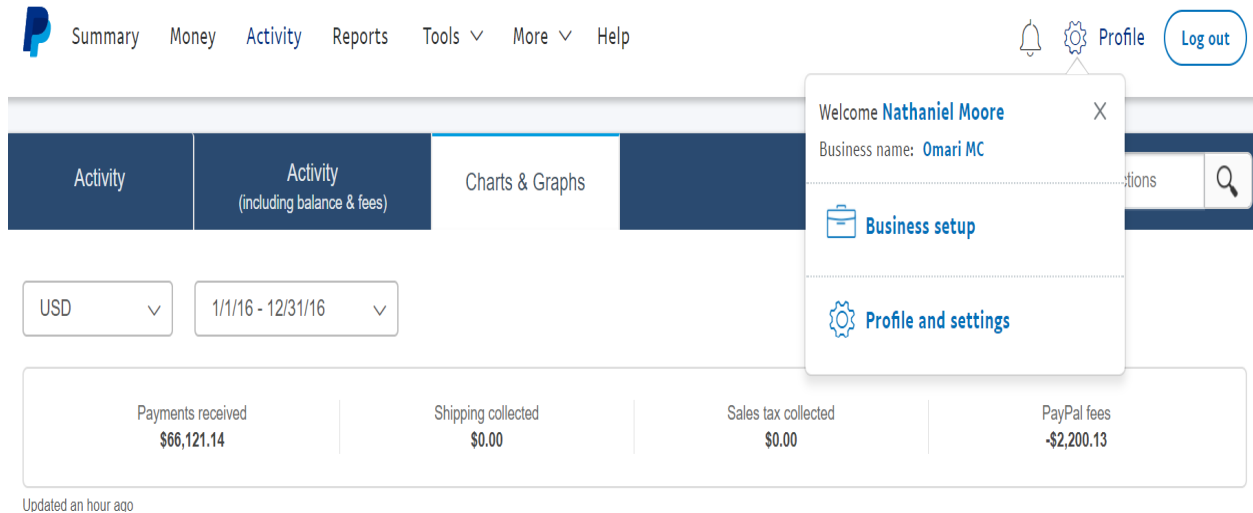
2016 Revenue

I say all that because it's crucial in my product and revenue decisions. Sometimes I have to forgo certain streams of revenue because they don't morally align with what I'm trying to do. Never sacrifice your morals to make money. The question I personally ask myself is, "How can I honor God and

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faithfully take care of my finances." That may not be your sentiment about making money at the moment, but you still usually have a set of morals or way of life you shouldn't sacrifice in order to make money. Always consider this when building your music business. Honestly, I could possibly be making double my income if I decided I wanted to promote any and everybody's type of music. I've been offered thousands of dollars to promote some bigger budget artists, but I had to turn it down because the message of the song(s) wasn't something that aligned with my beliefs. In a nutshell, money isn't everything and it makes for a cruel god. Recognize the usefulness of money, but don't let it use you.

Nevertheless, I needed to make an extra $30,000 this year to reach my goal. Here are the products I'm earning revenue from thus far:

- Instrumentals
- Promotion
- Selling advertising space
- Music and marketing related affiliate products
- Music courses
- Music ebooks
- Drum kits & sounds
- Music streaming revenue

You might not have this many streams of revenue yet, nor will your streams look identical to mine, but you can't be a one trick pony if you want to maximize your income. Many artists think they're going to make the bulk of their income with music streaming. It just doesn't work like that. It's supposed to be a part of the equation, but not the whole pie.

What I Did: I looked at what was selling the best on my sites and adjusted the pricing structures. Some of the revenue streams I don't control how much money comes in directly. Things like advertising revenue from Google adsense and affiliate income are set amounts. To make more

money on these products I can't adjust the pricing; I can increase either the traffic or the conversions going to them.

However, I control the pricing for my instrumentals, promotion, ebooks, and courses. I focused on how I could get more quality buyers to these areas by looking at my Google analytics and my conversion rates. A conversion rate is simply the number of people who buy a certain product on your site divided by the number of people who visit the page. If any of this is sounding like math to you, it is! I know that might not excite some of us as artists and creative types, but it's not that bad. It gets a whole lot more interesting when you start having more sales, so pay attention to it now!

I created new promotion products out of what demand I was seeing through Google, my email lists, and social media. If artists wanted to know about record labels, I made an article. If they wanted genuine Spotify promotion, I developed a service that would give them organic results. This all starts with knowing how to get more followers and connections in the industry. We'll go over that more later.

I noticed people tended to buy more products from my site whenever the pricing ended in a 7. You may find it to be different on your site, but this worked for me. E.g. Instead of selling my instrumentals at $19.95 for a basic license, I increased it to $27. Instead of selling music promotion packages for $29 or $49, I make it $37 or $67. If people didn't buy it at a certain price point, I would add more value instead of lowering the price.

I highly suggest doing this!

Say you sell band t-shirts, vinyl albums, and concert tickets on your website. You have something really trendy on your t-shirt, so it's selling nicely, but your vinyl sales aren't up to par and people aren't coming to your shows. <u>Start making packages to bundle these items together and sell it for more.</u>

That's exactly what I did to sell more ebooks with my promotion packages. I also started bundling my instrumentals with the promotion packages and the ebook with the course.

You won't make more money if you don't ask for more money!

I also saw which traffic sources were making me the most money in my Google analytics and focused on increasing them. Google was undoubtedly at the top of my list, so I focused on getting more keywords ranked highly with SEO. I started following blogs from Neil Patel, Brian Dean, and Ryan Deiss. These guys were knowledgeable in online traffic, and I learned a good bit about how to rank for the keywords and find more to rank for that I didn't know were available.

More traffic + more conversions + better pricing = more sales.

That's business building 101 for any niche.

I also brought on someone this past year and taught them how to do the SEO for articles. More sales were coming through, and that meant I needed more free time to fulfill promotion orders, create music, and design new products for the site.

Why I Did It: Notice how much of what I said involved my website. If you don't own your domain name, you're losing out on so many sales it's not even funny. You're shooting yourself in the foot! You need to be able to customize your website and read the data at hand so you know where to implement and adjust. Most musicians won't tell you that because they either don't know what the heck I'm talking about, or they skip over reading stuff like this because they "just want to make music."

Hate to break it to you, but either you, your manager, your business partner, or one of your band mates needs to **personally** know this stuff. It makes your revenue much more efficient and will allow you the cash flow to make more music (Especially when you don't have to work another job to support your music career).

I also noticed not many musicians talk about ranking highly in Google, so I knew there was an opportunity there. Most of what musicians know is get your music on SoundCloud, Spotify, Facebook, YouTube, Instagram and Twitter. Nobody really talks about Google. I do get traffic from all these sources as well, but over the past year, Google accounted for almost 50% of my website traffic. No continual advertising costs with Facebook or Instagram ads. Those can be good when you know how to use them, but I'll take the path of less competition and higher profit margins.

Doing the keyword research made sense because there are a ton of things musicians search on Google. If I can just be helpful and write a good article on something they're searching for, they can find my site. Put others needs before your own. Find out what your customers want and give it to them. Whether that be a specific song, a slogan on a clothing item, or more vinyl albums. You can make polls on social media to find this out, ask your email list, or check your sales in PayPal or whatever your processor is.

What Were The Results: Google traffic went up over 200%, and revenue for 2017 was over $117K. Repeat orders are a consistent revenue stream. Building a good email list and delivering as best as I can on promotion orders, instrumentals, and affiliate products are all apart of that.

Summary	Money	Activity	Reports	Tools ⌄	More ⌄	Help	Profile

Welcome **Nathaniel Moore**   X
Business name: **Omari MC**

📁 **Business setup**

⚙ **Profile and settings**

Activity	Activity (including balance & fees)	Charts & Graphs	...tions

USD ⌄   2017 ⌄

Payments received	Shipping collected	Sales tax collected	PayPal fees
$98,406.28	$0.00	$0.00	-$3,723.20

Updated an hour ago

☑ Total Received   ☑ Number of Payments Received
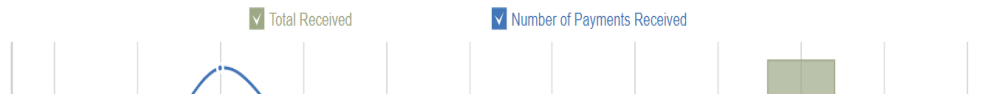
2017 PayPal Revenue

Having multiple people working a website can be extremely beneficial. If I need a day to clear my head and destress, there's another person to take care of the orders that are coming in.

12/01/17	FIVERR INTERNATI VENDORS PA 171201 INVOICE:119	$1,695.00
11/01/17	FIVERR INTERNATI VENDORS PA 171101 INVOICE:313923	$1,440.00
10/02/17	FIVERR INTERNATI VENDORS PA 171002 INVOICE:28	$1,550.00
09/01/17	FIVERR INTERNATI VENDORS PA 170901 INVOICE:27	$1,140.00
08/01/17	FIVERR INTERNATI VENDORS PA 170801 INVOICE:26	$1,485.00
07/03/17	FIVERR INTERNATI VENDORS PA 170703 INVOICE:25	$1,470.00
06/01/17	FIVERR INTERNATI VENDORS PA 170601 INVOICE:24	$1,520.00
05/01/17	FIVERR INTERNATI VENDORS PA 170501 INVOICE:23	$1,245.00
04/04/17	FIVERR INTERNATI VENDORS PA 170404 INVOICE:	$1,395.00
03/01/17	FIVERR INTERNATI VENDORS PA 170301 INVOICE:21	$1,605.00
02/01/17	FIVERR INTERNATI VENDORS PA 170201 INVOICE:20, 19	$2,135.00
Totals		**$18,060.00**

Affiliate Revenue From Fiverr
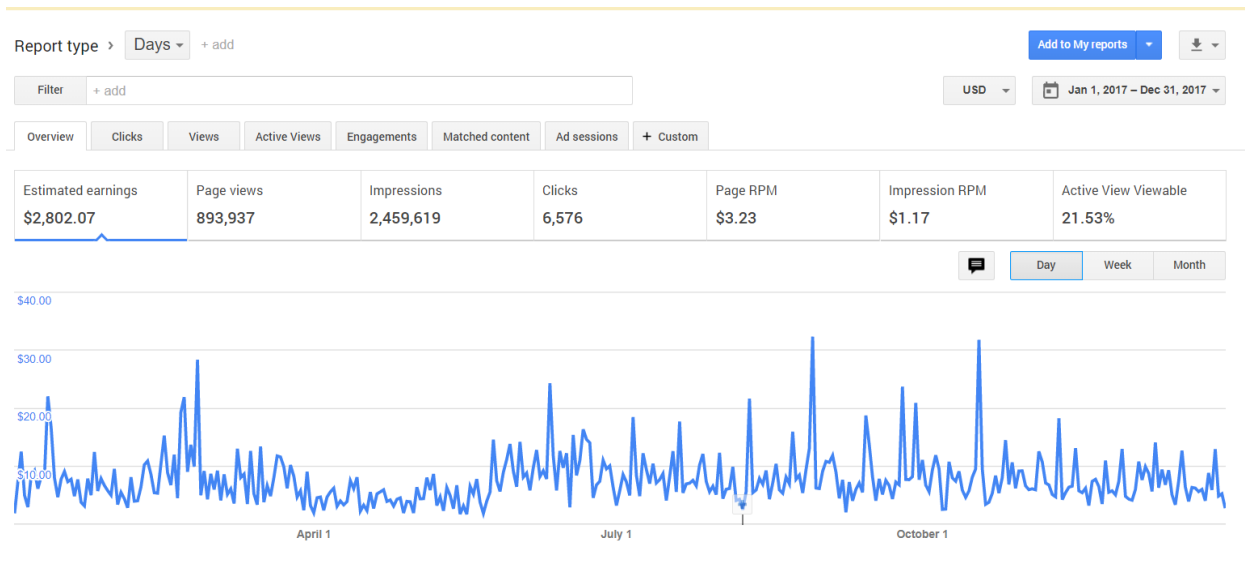
2017 Google Adsense Revenue

If I did not diversify my traffic strategy from Facebook and Twitter like most musicians, I'd have more competition and more stress.

People are also willing to pay more money for more genuine promotion. If I never increased my prices, products, and value, then I would have left money on the table this year and in years to come.

2

Question: *How did I find out what products my listeners want to buy in the first place?*

Challenge: In the past chapter you saw me list out several revenue streams for my music business. How did I come up with those in the first place? Every product you create isn't going to be a home run. Sometimes you make a song, concert, or merchandise that nobody wants. That doesn't mean you quit, it means you dig deeper into the data to find out what you need to create.

If people aren't buying your music, it doesn't mean they won't ever consider doing it. It means you have to convince them that it's worth purchasing. That may be through vinyl albums, bundles with other products, or with better copywriting in your email list and social media.

The challenge is you have to get enough attention, exposure, and time from someone before they're willing to give you their money. They must first know about you before you can ask them if they would like to buy your product. We'll go offer advertising methods and exposure in a different chapter, but it's something that is factored into the puzzle.

What I Did: One thing I did to start creating products I thought people would buy is ask myself what music related items *I've* invested in. Don't overlook the fact that you're a consumer and data point too. Also, don't overlook the minor details of everything you've bought that helps you do your job in music. I have a laptop that helps me make music, a program on that laptop to make the music, plugins and sounds that can be bought to help the music sound better, speakers and/or monitors, a microphone to either make music, videos, or podcasts with, and a music keyboard. That's

all just from me looking at my desk that I'm writing on right now! Each of these products I had to buy. That means other musicians have to buy them too and will often search online for the best way to go about purchasing them.

I thought about the other products that I used to advance my music to more listeners: music promotion, website themes, hosting, and blogging. I had an abundance of products to choose from to sell to other musicians since that was my target market. All of this is readily available by asking **yourself** what products you need to get started on your music business!

Now I know what you're thinking, "I don't want to sell website hosting! I want to sell music!" No one is telling you to become a software engineer, but I am saying use the resources you have to make as much revenue as you can. You don't have to work for a webhosting company to make affiliate income from the products they have that can help out your target audience! Your audience is likely different from mine, but there are still products you and your niche have in common.

After I got done asking myself the types of products I needed in my music business, I paid attention and asked my audiences what areas they most needed help in. Pay attention to what people are saying on social media! One of the things I noticed artists were weary of is buying fake plays on SoundCloud, so I decided to make an authentic promotion service.

I also noticed on YouTube that artists would search for 'type beats'. Beats in the likeness of a certain artist (e.g. Dr. Dre Type Beat 2017). When you use tools like Google Trends and Keyword Keg you can see the search volume and popularity for different terms online. You can create products specifically tailored to what your niche fanbase would want!

Also, I just straight up asked my customers at a certain point! If you have a social media following or email list, people love to engage in interesting

polls. I would ask questions about topics that would evoke an emotional response. Here are some ideas:

"What's your biggest challenge when it comes to making money with your music?"

"How much income per year are you making with your music right now? How much do you really want to be making?"

"Is your music on Spotify yet?"

Let's look at the why behind all this.

Why I Did It: Probing my audience took much of the guesswork out of product creation. If my customers told me no one is listening to their music on Youtube or Spotify, I knew where they either needed help or were willing to spend money. To be helpful, I would make articles with some free tips that could get people more views, but I'd also add some links in them to buy promotion services. If I wasn't able to offer the service myself, I had a large enough network at this point to find someone who did, and they usually are willing to make deals for affiliate income.

I focused my attention on pain points or products that people are willing to buy emotionally. I knew how frustrating it was to make great music and not have enough listeners. I was confident people were willing to buy my instrumentals because I'd seen enough demand online through my own independent research and history. In my head, I was thinking if I just had more listeners, I'd have more sales. *That means others were likely thinking this too.* When I found the solution to getting more listeners myself, I realized I could replicate the process for musicians who didn't want to be bothered with learning it themselves.

Let's say you're not a producer, but an artist. What questions could you ask your audience? Start thinking like you're a customer!

Ever turn on the radio and you can't stand the music they're playing?! I know I have at least, so let's take me for a Hip Hop or R&B artist at the moment. One of my pet peeves is the vulgarity, misogyny, and corruption that is freely promoted in popular media. Chances are if I'm sick of it, there has to be a subsection of people who don't like it either and would be willing to support an alternative. Here are some questions I could ask:

"What types of Hip Hop songs are you tired of hearing the most?"

"If you had to play one Hip Hop album for a week straight, which one would you choose?"

These questions give you insight into more than mere music preference. If someone is willing to respond to a poll with these questions, it usually means they're so annoyed or enthralled with a subgenre of music that they're willing to monetarily support it somehow. That might be through buying the music, merchandise, or other related products from the artist, but they *will* come out of pocket to support (when you market it correctly with some of tips outlined in this book).

What Were The Results: People began buying more and more promotion once I created organic options for them at www.omarimc.com/promotion. The page started ranking higher in Google because I listened to what my customers wanted and supplied them with a genuine promotion service.

Once I saw how well that was doing, I started pairing my promotion with the instrumentals as a bundle option to help sell more beats too. Also, once certain songs start to rank well for the 'type beat' options in YouTube an increase in beat sales follows.

Affiliate sales of products like YouTube and radio promotion do great on a consistent basis as well.

As people buy more promotion packages they confide in me that they don't know how to get the results themselves, so I created this book that you're reading and also a course to help artists learn advanced marketing methods in a concise manner that will save them weeks, months, and years of effort.

3

Question: *How did I create the perfect music products people want to buy?*

Challenge: You need consistent sales from your music business if you want to be doing it full-time, so keep that in mind when creating the products and strategies to sell them. Once we know the types of products people want, creating them for recurring sales can be a challenge in and of itself. Some people say a subscription model is the best way to make a stable income; some say product diversity is, and some say it's a mix.

I'm not going to tell you which model will work best in your music business. *Every business is different.* I will tell you that the subscription model hasn't worked for me. Perhaps it's because I haven't created the right product for subscription just yet, but I'd rather charge a higher fee upfront than do a continuous monthly subscription for my business.

This leads to having to create products that can be created or bought on a recurring basis. If you're only selling t-shirts as your merchandise and don't come out with music that often, making a full-time music income is going to be much harder with that business plan. Clothing is a good one time sale, but people aren't usually going to buy your t-shirts every month.

While it's important to listen to what your customers want, you also need to think about having a viable business. Sometimes it's not possible to create every product and service that your customers want to buy, so you'll have to find someone who does offer the service and be an affiliate for them.

What I Did: There are a number of different products that help my business.

BEATS

The first product line in my business was the music. Artists could come and buy different leases and exclusive licenses for beats. While it's a not a subscription plan, I can make as many instrumentals as I want. The more I upload and gain loyalty and traction with my customers, the more it becomes recurring. This should go without saying, but your music needs to be excellent if you want it to be one of your revenue streams for your music business. Practice getting better and better at perfecting your craft!

There are also beat marketplaces where artists can survey the best instrumentals the internet has to offer. You go higher up the charts as you sell more beats; thus, getting seen by more potential customers. The marketplace I use is found at www.beatstars.com.

I price my beats in 5 tiers: $27, $47, $97, $197, and $497. The lowest price is for an mp3 license with limited rights. An mp3 isn't the highest quality file for recording, but sometimes artists are on a low budget and can't afford to pay $497 for all the benefits of the best license. This isn't to say you should make your products so cheap that every single person can afford them. Some people are just stingy and will try to get a deal on every single product they buy. Know your worth before pricing your products! However, I still make this license available to help customers out and optimize my revenue.

The $47 option includes a wav file for the instrumental. This is better for recording and includes extra rights pertaining to music streaming. The $97 and $197 options both include the wav track stems. That means every instrument and sound used in the song is sent to the artist and engineer so they can get the most professional recording for their song. The difference in the $197 option is they have unlimited licensing rights. This means they don't have to worry about streaming royalties, live performance revenue, or radio and tv placements. They don't owe me any royalties from whatever

they make, but I still get to keep the rights to the instrumental and sell it to other people.

Lastly, the $497 option is for exclusivity. I don't sell the beat to anyone else after it's bought exclusively, and the artist and I work out a percentage of performance royalties I'll get from the finished product.

PROMOTION

I created the service initially as Bronze, Silver, and Gold packages, but I felt the range of results I could specify with these terms became increasingly difficult to determine. The service was organic, but did not give enough detail of how the music was being promoted prior to a customer purchasing it. Later on I created it to be completely exposure based. It was the most authentic way to keep it organic and efficient.

I was able to create the service(s) by growing my social media channels and collaborating with other bloggers. There will be more on these specifics later.

Promotion is a product that people will usually want to order on a somewhat continuous basis. Perhaps not everyone month, but every 2-3 months. I gained enough of a customer base where this is a viable option as long as it's delivered as best as possible.

Pricing for promotion is anywhere from $17 to $257. Naturally, the most ordered options are the lower cost packages. People will spend more money, but they must be convinced to do so first. However, I must increase the value given if I'm going to raise prices on promotion. I can do this by either bundling other products with the promotion or increasing the amount of promotion.

BLOG

I created my music business blog at www.omarimc.com/blog to give helpful tips for artists and drive traffic to different sales point on the site. The more subjects I could cover, the better. Someone may not even realize they're interested in one of my paid products until I can explain it to them in an article for something seemingly unrelated they were searching for.

AFFILIATE PRODUCTS

These products I technically didn't 'create'. I joined affiliate programs with Fiverr, Hostgator, OptimizePress, Loopmasters, and Amazon. I would then tie in some of the products on these sites into articles and earn commission if anyone purchased them. You'll likely earn more if you create the products yourself, but this can be a great supplemental income. Many of the products I chose off these sites were intentionally woven into articles. Not forcefully to the point where I'd be recommending a product my customers didn't need, but intentionally including the best service I could find and still earn a commission from it.

The pricing on affiliate products is set by the original publisher. For example, Fiverr gives $15 for every first time buyer I direct to the site. The payout is nice, but it comes at a cost. If someone isn't a first time buyer at Fiverr, I don't earn any income. This means I can't keep showing Fiverr products to the same audience. I must find new customers or have them find me through search results.

EBOOK AND COURSE

Although we write a ton of articles for the blog, I'll usually reserve the highest quality material for an ebook and course. People who do any type of consulting never give away all their brain power for free. Honestly, it takes a lot of time to make a course and write a book. Being compensated

for at least a portion of what is written and created among all the videos and blog articles is good for the business.

I sold my first ebook, *Make Them Beg To Buy Your Music*, for $14.97. I would have a time-sensitive discount link available at $10 for email subscribers as well. My first course, *Advanced Artists Academy,* sells for $247. I sold this course through webinars at a discount link for $197. Of course, the link was time-sensitive. I'll go over the tools I used to make it time-sensitive in the last chapter.

Why I Did It: In my eyes, these methods were the most time efficient way to make the most money while still helping my customers with the free material. You can't create 100 products in a day, and if you needed to fulfill orders on all of them as a one person show, you'd drive yourself insane. Don't bite off more than you can chew, but work hard to create as much profit margin as you can.

I'm sure I could offer a mixing and mastering service on my site instead of being an affiliate for other engineering services; however, this would take up a bulk of my time, and I wouldn't have as much free time to create new products.

What Were The Results: By delegating the right products it left me with enough time to fulfill more promotion orders and make more beats if need be. Now that everything is running smoothly, it gives me more opportunity to make products like this book that can help thousands of aspiring musicians and music entrepreneurs!

The recurring income on the affiliate services is usually around $1,500/month at the moment, but the more articles I can get traffic to and place the affiliate products in, the more that number rises.

⊕	12/01/17	FIVERR INTERNATI VENDORS PA 171201 INVOICE:119	$1,695.00
⊕	11/01/17	FIVERR INTERNATI VENDORS PA 171101 INVOICE:313923	$1,440.00
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⊕	05/01/17	FIVERR INTERNATI VENDORS PA 170501 INVOICE:23	$1,245.00
⊕	04/04/17	FIVERR INTERNATI VENDORS PA 170404 INVOICE:	$1,395.00
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⊕	02/01/17	FIVERR INTERNATI VENDORS PA 170201 INVOICE:20, 19	$2,135.00
	Totals		**$18,060.00**

2017 Monthly Fiverr Affiliate Income

The number of beat licenses sold in 2017 was 192. For me to find this total number for previous years would be an extreme hassle because of how many different beat marketplaces I've used in the past. We'll stick with the 2017 number for this one now.

There has been a total of over 2,237 promotion buyers. This does not include repeat customers, affiliate buyers in Fiverr, or multiple song orders.

The ebook has sold over 3,037 copies to date. This includes the bundles with promotion orders. The first course, Advanced Artists Academy, sold fairly well initially, but a fresh course is in order for more sales. There were over 307 registrations for the course. This number is also lower due to the amount of money artists have to spend on more expensive courses.

Lastly, the blog is a huge component of driving traffic to all different parts of the site. There are hundreds of articles that drive thousands of clicks every month. This has all contributed to the site reaching over 1 Million unique visitors since it was started!

<u>4</u>

Question: _How did I sell my music products in a way where people will actually want to buy them?_

Challenge: Just because I made an awesome product doesn't mean people are going to buy it. We all have a way of thinking our music business is spectacular, and it just may be, but we need to reveal that in a way where our customers understand and care about it.

Your listeners likely already have a guard up when it comes to their money. It's how we are as humans. If someone is trying to sell us something, we want to initially say no. However, when _we_ want to buy something, we'll move mountains to get what we want. You need to convince your prospective customer this decision is theirs, _because it is_. Overcoming purchasing objections _before_ they happen is what's going to help your music products sell through.

One of the challenges with this is many musicians don't have their own website! If you don't own your domain name, then the sections on what I did and why I did it aren't going to be as useful to you. **Make sure you buy your website**. Not a trial run and not a free blog. I'll include a chapter in here on how to get your website started step-by-step, so you won't have the excuse of, "I don't know how." (See, that's called overcoming objections already)

What I Did: We'll take a very practical look at a couple pages on my site and go through how I structured them in a way that's appealing for buyers. It's a given that the products themselves are things that buyers actually want through the research I spoke of in the previous chapter(s). The page we'll look at is www.omarimc.com/promotion from top to bottom.

The goal is this is to teach you what a sales page looks like and what it's psychologically doing to and for the customer. A sales page is simply a page on your website that is tailored to sell a specific product. **Every detail on the page is designed to sell, so if this section seems tedious or you feel like skimming through this chapter, *don't*!**

At the top of the page we see a headline. That headline has a trigger word in it (Genuine). I know that artists are skeptical of music promotion services online right off the bat, so I need to get ahead of that by assuring them that my service is indeed what they're looking for.

OMARI

|HOME| ▾ |BLOG| ▾ |FREE BEATS| |PROMOTION| ▾ |SUBMIT MUSIC|

Genuine SoundCloud & Spotify Promotion Services & Packages

How We Organically Promote Your

Music (And Get Results)

Nathaniel Moore

(Omari)

▶ 🔊 0:00 / 2:41   CC HD YouTube ⛶
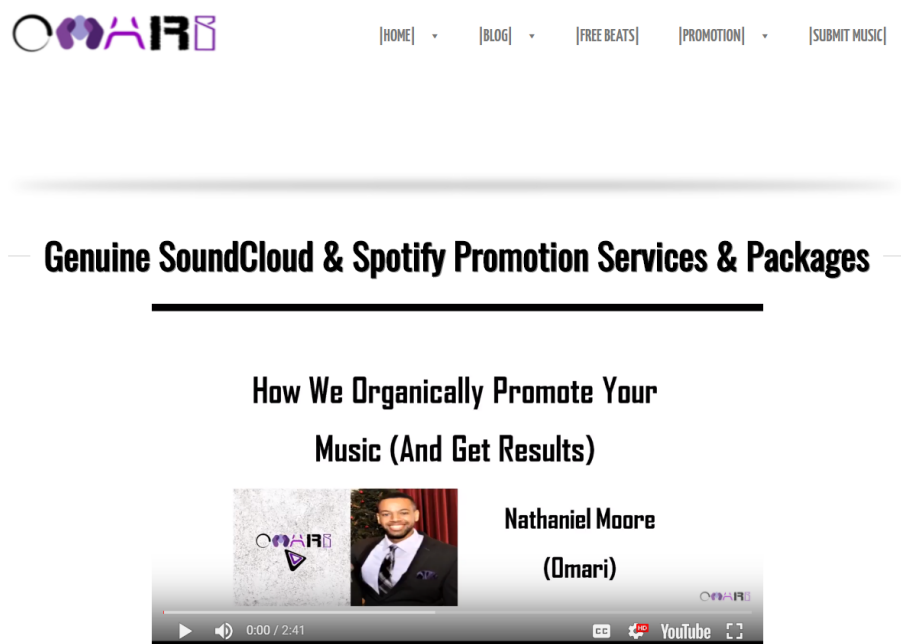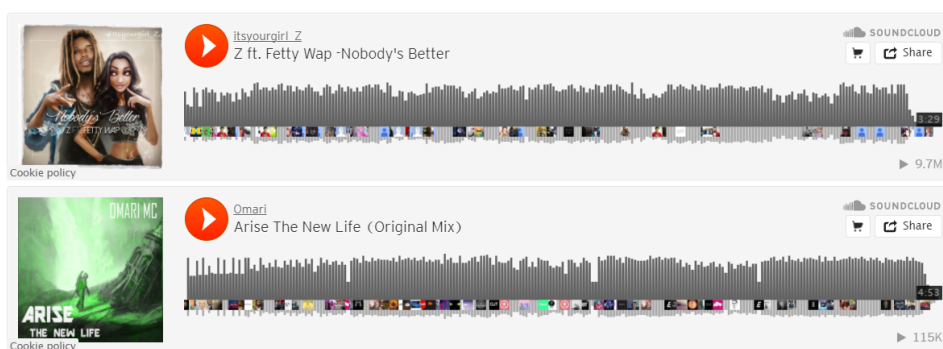
Next, we have an explainer video at the top of the page. This short video tells potential buyers exactly what to expect when they purchase their promotion. If they can see the process before they buy, then it will take away a number of objections that would come to their mind. I also put this video on autoplay so I can control more of *how* they hear what I say.

Underneath the video is a subheadline with a catchy phrase to take away another objection in case anyone decides to skip the video.

Don't Expect Others To Give Your Music A Chance If YOU Refuse To Give Yourself One

TESTIMONIALS & EXAMPLES

These Songs Used Promo From This Page. YOURS Could Be Next! Select Your Package Today!

Under that are testimonials and examples of previous clients who used the service. If you don't have clients yet or people who have bought your products, try giving some away for free and asking for honest feedback in return. A number of people will take you up on it. Obviously, your product probably won't be selling promotion, but if it's t-shirts or other merchandise, it doesn't hurt to give away a few if it will help you sell much more on the backend. There is also a line in red above the song links convincing a prospective buyer they can potentially be in the same company as some of the top performing songs.

There are also some direct quotes from previous customers and screenshots of results for further social proof. Social proof just means that a potential new customer can see the good things other people have said about my service. Whenever I go to see a movie, I usually check the reviews on IMDB prior to going to see if it's worth my time. The concept is the same here.

Working with Omari was an absolute pleasure. This guy knows the industry and all about proper music promotion. He cares about his clients and he will work alongside you to take your art to the next level. I look forward to working with him again. I highly recommend investing in these services as they have played a crucial part in my success as a producer.

Middle Child
Middle Child

Great customer service, very quick response time. Fufills everything that the offter entails and more. On a side note the book itself is easily worth the price of any of the packages. Knowledge is pricelesss and the book is full of it. My song went from 20-30 plays a day, now i am seeing around 700+ a day and from real users. Quality product right here. 5 stars
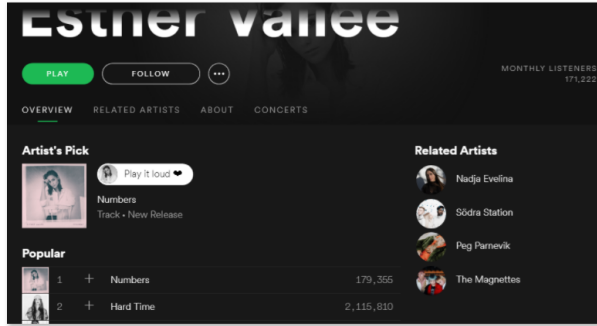
Esther Vallee's Organic Results After Promo

More Spotify Promo Results Here
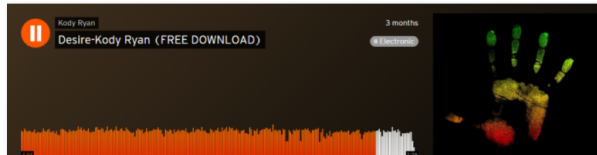
Additionally, there are another couple headlines prior to the order box that add value to the purchase and also specify what type of music we promote. The last thing prior to the actual order box is a text description of the packages we offer in case someone is in a position where they can't watch the video at the top of the page.

My song went from 20-30 plays a day, now i am seeing around 700+ a day and from real users. Quality product right here. 5 stars

Kody Khemis
Kody Ryan
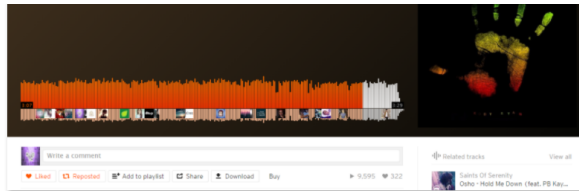
Kody's Organic Results After Promo

Omari's **Make Them Beg To Buy Your Music** Ebook ($15 Value) is Included With EVERY Package. It Includes In-Depth Tips To Help You Turn A Profit From Your Promotion.

SoundCloud Campaign Description (Please Read)	+
Spotify Campaign Description (Please Read)	+
Spotify & SoundCloud Campaign BONUSES	+

Please submit *clean* music for your promotion *(No explicit content)*. If you don't have *clean* music, feel free to try out other services **here**.

Let's pause for a second.

All of this is listed **prior** to me asking for money (my order box).

I have to be aware how hesitant some people may be before buying. Some of these people might leave my page and *never* come back, so I need to be sure that I take away as many objections as I can without cluttering the page.

If I didn't own my own website, then how much of that would I not be able to do?

Probably all of it, and I'd be leaving **thousands of dollars** on the table.

After the order box are some more testimonials and examples in case there's a person who likes to scroll to the bottom. I also include some FAQ's and contact information listed near the order box and bottom of the page.
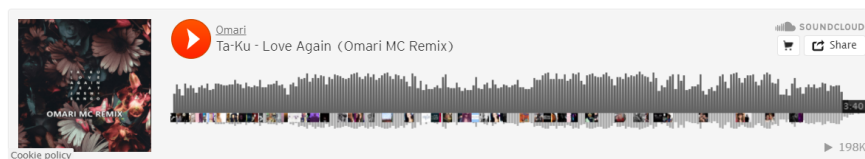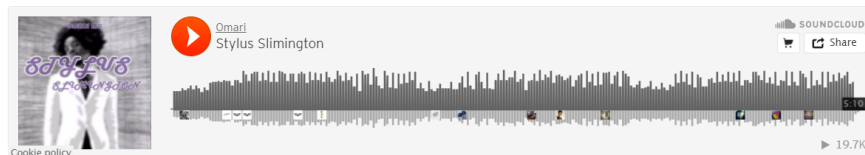
You'd be surprised how many people want to talk to a real person right before they purchase something. People want to know their money is safe and goes to a trusted party. Having my phone number near the order box has eased a number of nerves prior to purchasing.

FAQ's

Q How Is My Song Promoted?

I have a blog network setup within SoundCloud, Facebook, Twitter, & Email Lists. Depending on your genre, your song is reposted on SoundCloud by large channels within the blog network, promoted via Twitter/Facebook, and/or sent to a segment of the email lists. I have established relationships with these blogs over several years and grown my own Twitter, Facebook, SoundCloud, & Email Lists to have the ability to be in such a large blog network. These fans are opt-in for the email lists, which means they want to hear your music. We strive to give the best, ORGANIC results for your music. This means not every promotion will get the same result. Fans like some songs more than others, but getting accurate feedback is important for your career!

Q Will I Be Provided A Tracking Link?

No, but you'll be told when your promotion is scheduled to start. This is a popular, well trusted service that ranks high on Google. Due to this please keep track of the work yourself, but your promotion will organically follow accordingly with the

Q What If I Don't Have A Clean Song To Submit?

There are several very obvious signs on this page that specify 'clean music only' must be submitted. No explicit content (cursing, misogyny, encouragement of violence or drug use, etc). No, it does not have to be a fully conscious song, but at the same time it can't be promoting the things stated above. Many people send in edited versions of their tracks for the promotion, and that is fine. Due to this being very clearly stated on the page, if you submit an explicit song the funds you paid can be used for a future promotion credit or you may freely submit another song, but no refunds are available. If you're not able to get an edited version of your songs, then feel free to try out a different service **here**.

Q What's The Ebook About?

The **book** contains information that will help you get a return on investment. More important than getting plays is getting life long fans, and there's some smart marketing tactics you can use after reading the book to get the most out of your promotion.

Why I Did It: Everything on this page has a purpose. If you look at any products of mine on the site, you'll see some of the same elements on all the sales pages. The goal is to establish credibility and gain trust.

Again, the goal of this book is not to get you to think exactly like me or to do every step the same way. The goal is to get you to think along the same lines and use what you think will benefit your business.

If one of my merchandise products was hats, I'd structure the page the same way. I try and venture on the side of explaining the obvious to customers. The more people buy your product, the more you'll realize that some of the painfully obvious stuff to you simply doesn't jump out at everybody.

Yes, some people will browse past everything I listed and go straight to the order box, but that is only a small percentage.

What Were The Results: Pages structured like this vs. pages with only 'buy now' buttons convert at an extremely higher rate. If you want to combine multiple products on one sales page, make sure that they're related and complementary.

Having complementary products near each other on checkout pages can help boost sales as well. Often times it's good to dedicate an entire sales page to one product and throw in other products as only bundles or bonuses.

You can even go back and look at the sales page for this book or the course and what made you buy it. What comforted you about the checkout process? What didn't you like?

Make these adjustments when creating your checkout pages.

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Question: *How did I get highly targeted traffic to my sales pages?*

Challenge: Don't you hate when you read a blog or book and they just tell you to 'use social media' to get traffic? You already know you're supposed to use social media, so I won't insult your intelligence. Rather, I'll go over some of the unconventional methods I used to get people to my pages from social media. As always, you don't have to agree with the strategies I've created, but you would do well to at least consider the thinking I used to arrive at my decisions.

Notice how I phrased the question for the chapter. We want to get traffic to our sales pages in particular, not just to our website. What good is it if I get 100,000 visits every month, but no one is buying anything?

What I Did: The first thing I made sure to do was incorporate links and buttons to my checkout pages within the regular articles on the blog. Let's say I search for 'how to get my music heard' on Google, and my site comes up as one of the top search results. There's probably a good chance that the person who searched this would be interested in promotion services. If not today, at least some time in the future. I can do a couple things here: include buttons to my promotion page in the article and have pop ups on the page asking for the readers email address.

Email Optin Box On The Right Side

If they aren't ready to buy now, then I can continue to send them helpful information until they're ready to get something. What I don't want to do is have them leave the site and never return. Some people think pop ups are annoying, but that's because they usually don't know how to write a good enough headline to get email subscribers from them!

This is completely analogous to the music world.

You can be one of the most talented artists alive, if people don't get the chance to listen to your music it's as good as gone.

This is why having a budget that includes **music promotion** is so important.

Music submissions are only going to get you so far. **Getting promotion is a smart, guaranteed way to get your music to fresh ears.**

CLICK HERE FOR TRUSTED (ORGANIC) MUSIC PROMOTION SERVICES

5. I DID THIS A FEW YEARS AGO

Watching a music marketing webinar and taking a course are some extremely genuine ways to obtain knowledge about furthering your career.

I think artists initially get scared of signing up for courses because they see a

Button To My Promotion Service Within The Article

Within the email list you can write pre-written letters in an automation series and send all new subscribers to the same messages. I'd say to have only 1 in 4 emails be directly pointing a subscriber to a sales page. You don't want to seem needy.

Here's the first part of my email sequence for www.omarimc.com/blog readers:

1st Email - A welcome email with a link to a free webinar that will give them help on music marketing.

2nd Email - Reminder about the free webinar.

3rd Email - Establishing some credibility with a story of how Dr. Dre worked with one of my artists.

4th Email - A hard sell on my first ebook if they didn't already buy the course that was talked about at the end of the free webinar.

5th Email - An article about common mistakes artists make on social media.

This is just a sample of all the emails I send out, but you want regular communication between you and your subscribers. The emails I send out to people who sign up for my instrumentals list are different, but this is just to give you some ideas to bounce off.

Your email list is one of your best tools in sending people to sales pages when done smartly. When it comes to doing email right *you need to be able to automate your sending!* I can't stress this enough. No one has the time to send out individual emails to make every single sale. I use Mailchimp to automate my email list. You can sign up with them here → https://mailchimp.com. We'll go over more email tactics and dive into automation later.

Rarely will I post a link directly to a sales page on social media. I find it works best when you send it through email or place within an article.

Lastly, I started working on SEO (Search Engine Optimization) to get some of my sales pages ranked at the top of Google for buyer ready search

terms. If someone is searching for 'SoundCloud promotion' or 'buy instrumentals' they're likely ready to invest sooner rather than later. Ranking for these does not come easily. The SEO chapter will go over step-by-step how I rank for certain terms.

Why I Did It: Artists can get sheepish or spooked when purchasing things online. If I send them directly to a sales page without any introduction or warm up there would be much less conversions. The best thing I can do is introduce them to my email list if they aren't ready to buy. Even if they don't purchase it until a year from now, at least they spend that time learning and appreciating the free content on the blog.

Additionally, learning SEO is probably one of the smartest moves any artist can do. Think of the search terms you use to find new music and different topics surrounding the industry. If your site showed up first in the rankings you'd have a much larger chance of landing high quality sales. It's a much less competitive industry for some music terms than Facebook or Twitter these days too.

Also, I'll say this last part again. When it comes to email, you don't want to be cheap. Some things you can try to cut corners on when starting your music business, and this isn't one of them. I'll make it plain and simple; pay to get your mailing list automated! It doesn't have to be Mailchimp, but that's the one I use → https://mailchimp.com

What Were The Results: There are over 65,157 email subscribers on my lists. These are targeted people I can send to any sales page with the rightly crafted email. I can't begin to tell you how many sales page links within regular articles there are on the blog either. It takes time to set it all up, but once it's there it's pretty self sustaining.

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Question: *How did I gain the optimal number of email subscribers?*

Challenge: Many artists today still don't know why their email list is far more important than their social media. They think it's all about having Facebook fans, Instagram followers, and YouTube subscribers. While all of those are important, they pale in comparison to email subscribers.

When I first started learning about this, I thought an email list was finding a bunch of random emails from people in the music business and sending them links to my songs whenever I felt like it. That may be what some of you think when I say email list too. I'm not knocking you for it, but in order for us to use this tool effectively, we must know what it truly is and the power it holds.

Email automation is essentially like having multiple employees working for you at a comparatively low cost. At the moment, I pay $375/month for my email list with Mailchimp. If I were to hire someone to try and do the tasks that Mailchimp has built into its infrastructure, it would likely cost at least quadruple that.

Think of an email list as a series of having intimate one-on-one conversations with thousands of people at a time. Your audience can get to know you via social media as well, but we are more protective with our email addresses than we are with whom we follow on Instagram or Twitter. Someone may follow 723 people on Instagram, but will they subscribe to 723 mailing lists? Likely not. People only subscribe to content they are genuinely interested in. Once they are interested in us, then they'll be more likely to listen to us, know us, and support us.

Having an email list isn't all about how big your list is, but rather the people on the list. That's why I used the word optimal in the heading for this section. Some people have 5,000 subscribers and can make $5,000/month from that. Others have 20,000 subscribers and only make $2,000/month. It all depends on how efficiently you run your list.

What I Did: I got started by signing up to Mailchimp. Mailchimp is an email provider that allows you to automate your sending in recurring and evergreen fashion. That means every new subscriber receives the same email sequence regardless of when they signed up. This is known as an automated, evergreen email list.
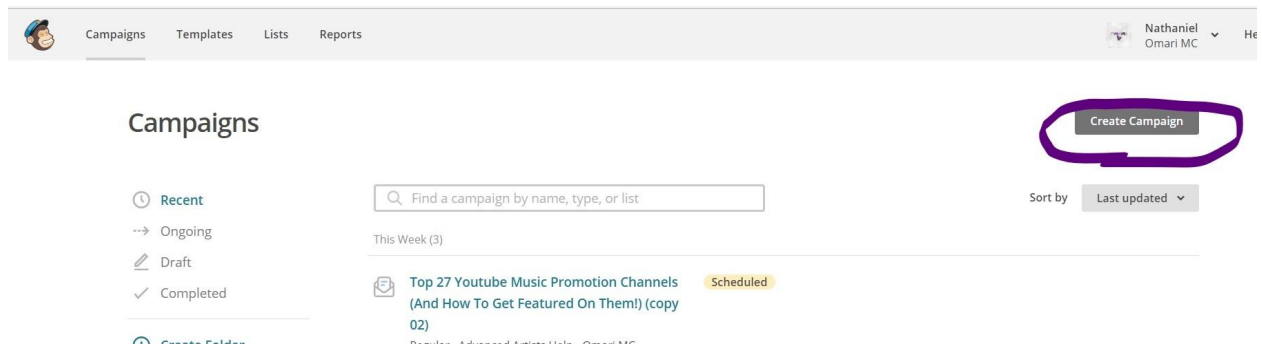
Click The 'Create Campaign' Button
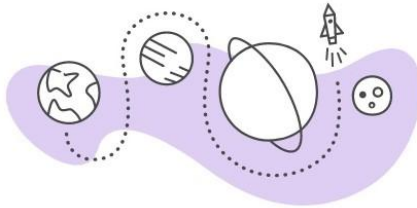
Create Email Regular or Automated Emails Here

Automated Sequences Highlighted Here
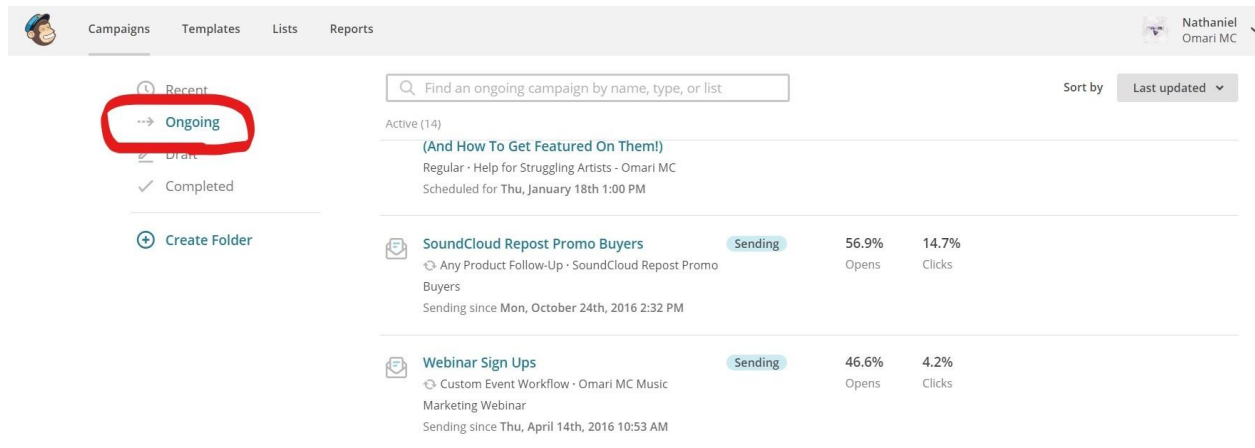
Where To See Automated Campaigns After Creating Them

I can pre-write 5,10,17, or however many emails I need to get whatever point across I'm trying to make to my audience, and put all these letters in a specified time frame to send. The second email can send 2 days after the first, or whenever I set it to.

I would send every subscriber to one list in Mailchimp when I first started out, and they would all get the same automation sequence of emails. The first email was an introduction email to the list, and I'd have a special one time offer to buy one of my products at a ridiculously low cost for a limited time. This is known as a "tripwire". For example, I sell my beats for $27 per beat, minimum. A tripwire offer would be to sell 10 beats for that price for 12 hours only. I did this because it's one of the fastest ways to get people to buy your products, but it comes at a price (you're not making as much money per product). A tripwire can be beneficial in that you turn a mere browser of products into a buyer, quickly. You change the psychology of an individual by getting them to purchase from you. *Once someone has a good buying experience they are much more likely to buy again.*

I would do this tripwire offer with my ebook, *Make Them Beg To Buy Your Music*, as well. Eventually, I made two separate lists for beat buyers and

music marketing. Segmenting lists like this is effective because you're tailoring your merchandise to a more targeted audience. If someone wanted to buy music promotion, but all they knew about my company is we sell beats, then I'm potentially missing out on thousands of dollars over the lifetime of the customer!

At the same time, you don't want to bombard customers with the wrong products. Yes, your customers should be aware of all that you do, but you want to suit the customers needs as specifically as you can. When first writing all these different email sequences there was a ton of trial and error. This is known as email copy. Your copy is simply the wording of the emails you write. If you have an email list that isn't selling enough product, your copy is likely one of the issues.

I don't want to tell you exactly how to write your emails because they are supposed to sound like you! You can use some of these tips as guidelines though:

PERSONALIZE

People generally know when they're being marketed to or when something is a mass email. When someone is trying to sell us something, our guard is usually up. This is especially true when we don't feel like we know the seller or when it's a product we don't need. That's why being specific with the email list you create and having different (but possibly similar) email automation sequences is important. Artists knew I was trying to sell them beats or music promotion, but if they were on my list, chances were that they *wanted* those products. You can also personalize the emails in Mailchimp by including a first name in the copy with something called merge tags. This is a code built into Mailchimp that personalizes emails when you ask for first names upon email signups.

EMAIL SUBJECT LINES

A good subject line can literally be the difference between sales and no sales. Asking questions, using trigger words, and being personal are all good ways to ensure your email gets opened. Here are some of my best performing subject lines and why I wrote them:

- *First Name* Is Your Music On Spotify? This line works well because it asks a direct question that is not self-interested. It's asking about something that's important to someone who would be interested in music marketing. Within the email are links to both free submissions and the paid promotion page.

- I Know Your Music Means A lot To You, so Here's What I'll Do… This subject line is actionable. It's telling the end user that something is in this email they need to read. Even if they don't take advantage of whatever offer is inside, their mind is already prepped for it.

- *First Name* Did You Download Your Extra 10 Beats Yet? This subject line implies that there is something the listener is, or potentially could, miss out on. In the email there is an offer to buy 10 beats for a ridiculous price, but it is a limited time offer and will go away soon.

YOUR EMAIL ISN'T ABOUT YOU

Ok, maybe it really is somewhat about you, but that's not what your customer is usually thinking. They want to know what's in that email for *them*! It's like a present to be opened on Christmas. What's in the box for their enjoyment? What in this email is going to benefit the goals they're trying to achieve? When you come at it from that angle, you will get much more response and happier subscribers. Sure, there are going to be times when you're only selling your products, but you can still highlight what that product will do for them rather than you.

BE YOU

Your subscribers want to get to know *you*. Your emails don't have to sound like mine. Take whatever tips from my email list you need, but make it work for what you're trying to achieve! If you want to spell slang words in your copy, then do it! If you want to have perfect grammar and be professional, then do it!

I run my email lists how I do because it works for me, it's efficient, and it makes my company profit. A quick recap so far:

- I use automation to pre-write email sequences.

- I segment subscribers based on their interests into different lists and have specific sequences for those lists.

- I don't bombard my list with things to buy all the time, but when helpful (every few emails or so) I make them aware of a product or service on the site.

- I use questions and action words in subject lines to entice subscribers to open emails.
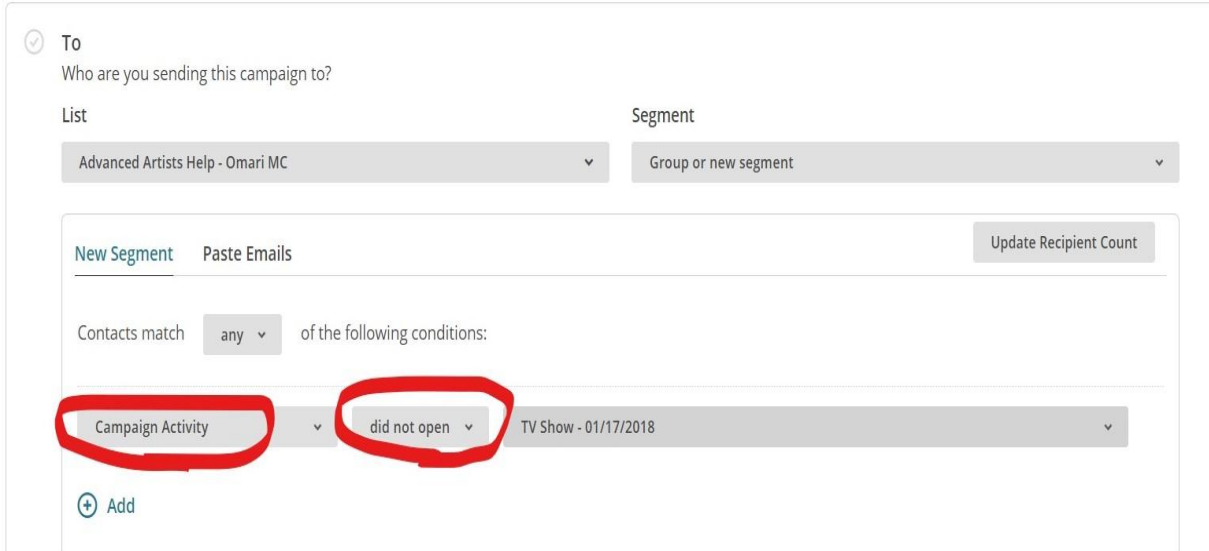
EMAIL CAMPAIGNS

The next thing I do is send out a weekly campaign with a new article on the site to keep the email relationship going. This was done after I set up my automation lists. The longest automation might have 10 emails in the sequence for me over a duration of about a month. However, I don't want my subscribers to simply forget about me after that month passes. There are weekly one time sends (not recurring like automation) I give to my whole lists at once called campaigns. This is usually one of the newer

articles on the site with some pertinent information. It might be a new special on instrumentals I'm having or an article about Spotify PR services. The goal is to keep the relationship with the reader for as long as possible. Eventually, some people will naturally stop reading emails, but some people are subscribers for life! These people support by sharing articles, commenting, and buying products they need for years to come.

MAXIMIZING OPEN RATES

Aside from having enticing headlines, one thing you can do is send repeat emails to subscribers who don't open the first ones. If I send an email on Monday, by Wednesday, most people who were going to open that first email already have. I can send an email to everyone who hasn't opened the email yet by selecting certain settings for my campaigns. You'll usually want to choose a slightly different subject line than the first one.

Campaign Settings For 'Did Not Open' Emails

Lastly, you'll want to optimize your send times. I find that sending around noon or 1 P.M. works best for me, but you can let Mailchimp optimize this prior to sending as well.
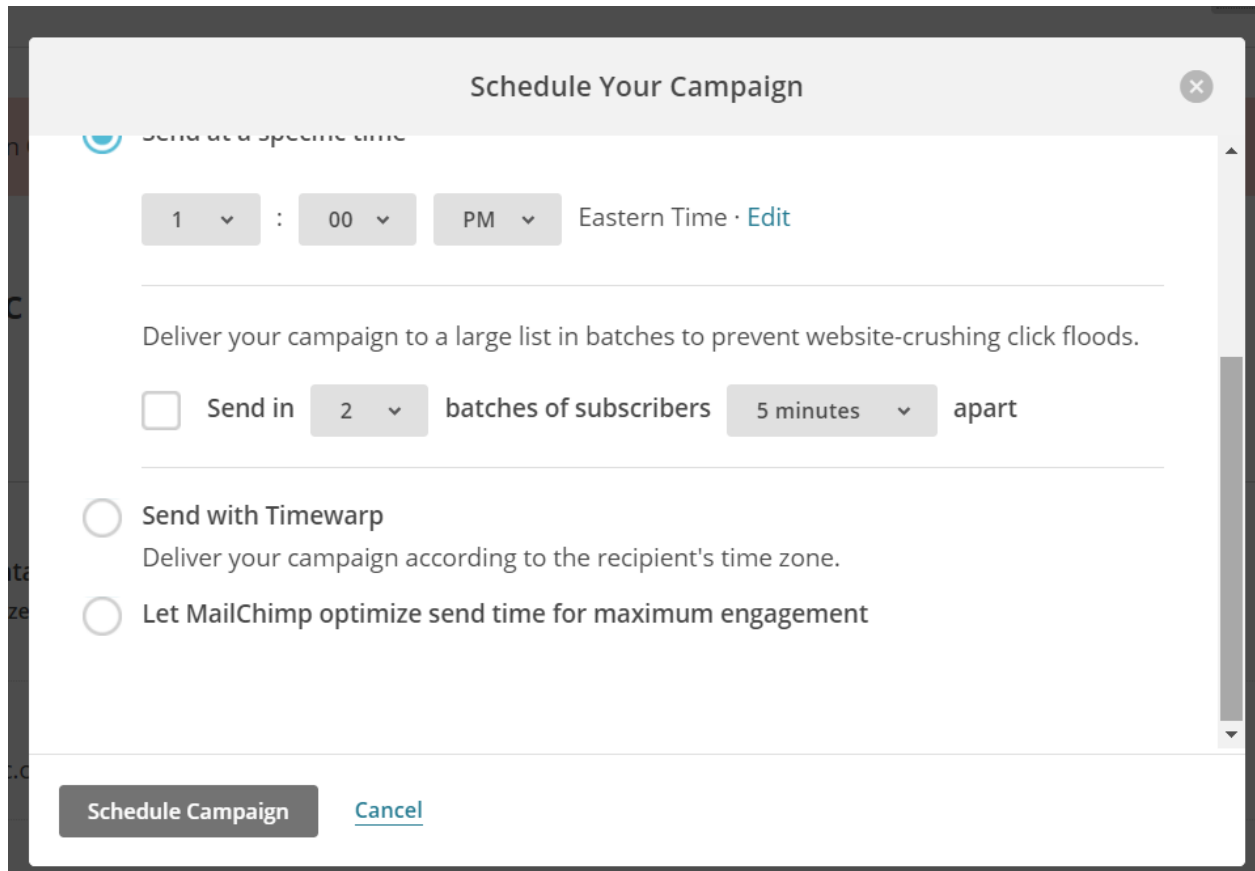
Time Scheduling Options For Mailchimp

On average, a solid open rate is around 20% for regular email campaigns. The larger your list becomes, the harder it is to keep that number high. Since my list is larger, I'd be lucky to get a 15% open rate when sending to my entire list, and I'd usually have to send the repeat emails to reach that. However, open rates are generally higher for smaller, segmented automation email lists I have.

GETTING SUBSCRIBERS

Now that we've seen how I run my email lists and the importance of it all, we'll talk about how to get the right people on them. There are a number different tactics to implement and improvise to fit your style of marketing.

Most of my subscribers come from pop ups. I know some people would disagree with this method, think it's too invasive, or don't like it. However, *it works*. A pop up is this:
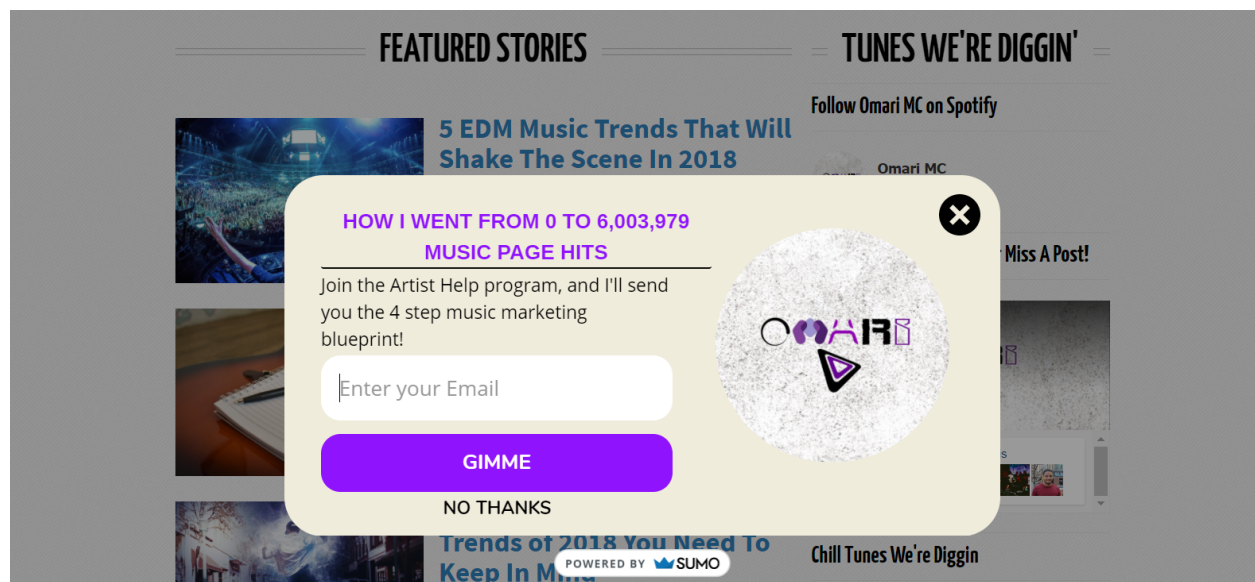
It's those boxes that appear after a specific amount of time passes when visiting a site. Mine is set for 10 seconds after the initial visit. There is a clever headline, short description, and a promise. People aren't willing to give away their personal email for just anything. They may be willing to give a junk email if the offer is ok, but not great. Nevertheless, I want the real email of my subscribers, so the offer must be worth it. From 'nothing to something' headlines work well, so this one brings in a consistent conversion rate. (*How I Went From 0 to 6,003,979 Music Page Hits*) A conversion rate is the number of people who sign up divided by the number who see the pop up. I've had about 1 million pop ups shown, so my conversion rate is going to be lower since some of the pop ups are repeats. If you can get anywhere from 5%-20% success rate with this, you have a great headline! You don't want 100% success rate (as odd as that sounds). You only want the people who are eager to sign up on your list. The eager people will actually open emails and support your music.

I use Sumo (www.sumo.com) to make my pop ups. My theme for my site, OptimizePress, has a function to make pop ups as well. If you're using Wordpress to make your site, there should be plenty of plugins to make these, but this is the one I recommend. A pop up is usually placed on most blog pages on my site. I usually avoid having them on sales pages, but other than that, it's good to go.

Another way to get signups is through a squeeze page. Different from a pop up, a squeeze page is an entire page dedicated to getting an email address. It looks something like this:

It's similar to a pop up in that it has a headline, subheadline, and places to put an email address and/or first name. The difference is this page is it's unique link on my site. A viewer can either sign up for my email list or leave the page. Those are the only two options.

Lastly, I get email signups by having optin boxes strategically placed around my site. They look just like pop up boxes for the most part, but are less in your face. They are static on the page and are put within articles or to the right of the page.
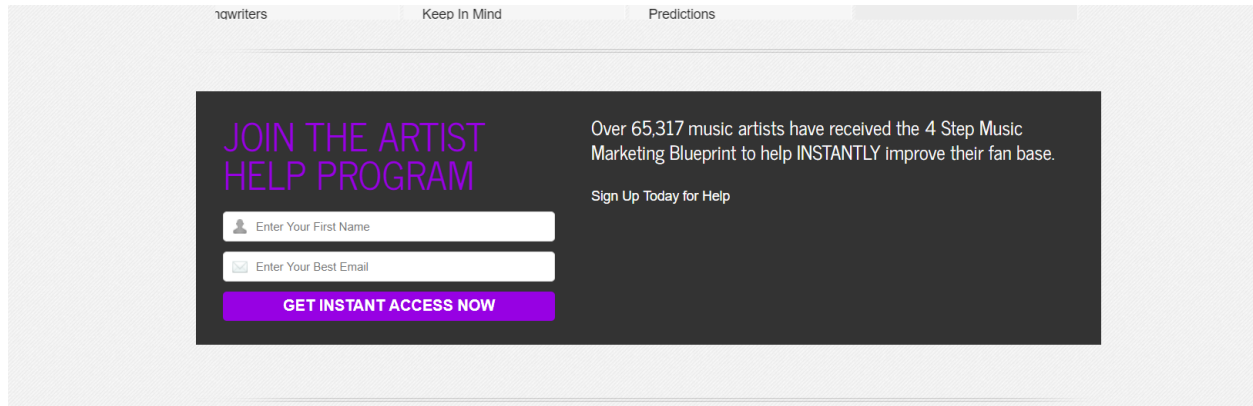
Some of these work better than others for me, but it doesn't hurt to implement all of them, so I do.

Why I Did It: I put precedence on my email lists over social media for a number of reasons. Evergreen content is crucial for the lifeblood of a solo

entrepreneur. You don't have the power, time, or money to constantly create your individual story for every person who enters your site. With automation you can effectively tell your story once and have hundreds of thousands of people hear it. With social media, if I post something today and I get a new follower two years from now, it's not the same effect. I want it to seem like what I'm sending to my email automation lists is new; and to a new subscriber, it is.

The segmentation aspect is also key. If someone buys promotion from me, then I can put them into a list that is specifically tailored to marketing their music in that respect. It's not like you can continually DM everyone on social media once they buy a specific product from you. Running an email list simply makes sense. Any legitimate business that is optimizing their sales has some sort of email list. Some subscribers would have never dreamed of buying any products online until they read a blog post of mine, saw a video, or been on my email list for a month.

There's a ton of money left on the table when an email list is ignored or poorly implemented. Don't let that be you!

What Were The Results: I currently have 65,566 email subscribers as I write this. If I were to have a BOGO sale on promotion tomorrow, it would very realistically produce an extra few thousands dollars. Some headlines work better than others when trying to get sign ups. This may mean I need to tweak a word or two every so often, but the system is set up for the most part and runs itself. The only thing I manually do is add people to different segmented lists when they buy something. There is an option to automate this as well, but I've found for my business, customers have different purchasing email addresses than they do submission email addresses for promotion. For now, I'll leave it like it is to avoid confusion.

Omari MC

Overview   Settings ⌄   Billing ⌄   Extras ⌄   Integrations   Transactional

Monthly plan

Subscribers   65,568 of 75,000   Sends   125,037 of 900,000

9,432 subscribers remaining until your plan requires an upgrade. Learn more   774,963 sends remaining
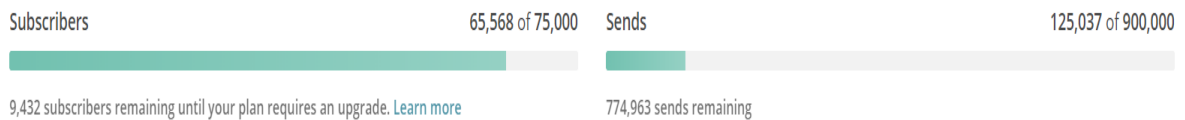
There is no quantitative way to say how much time the automation saves me, but know that it would be virtually impossible to run my business without it.

<u>7</u>

Question: *How did I get Google to work for me on autopilot?*

Challenge: Once I had my site set up I tried a number of different ways to get web traffic. As I grew over the years, I found that I had to approach each source differently. You can't have the same strategy with Google as you do with Facebook, Instagram, Twitter, or YouTube.

You can get traffic from any of these sources for free, but obviously the paid advertising will make it much quicker and effective initially. With Google, there's Google adwords. Facebook and Instagram have the Ads Manager you can make sponsored posts with, and Twitter has a similar setup.

All of these traffic options have the potential to be more or less automated, but you must first figure out the formula that works specifically for your music business.

Truthfully, I'd always heard that getting free traffic from Google was harder than Twitter and Facebook. They call it Search Engine Optimization (SEO). SEO is simply saying that you create your site in such a way that it ranks for keywords in search engines likes Google, Bing, and Yahoo. Google is obviously the most popular of the engines. If you try and rank for Google, naturally the rankings in other search engines will follow.

If that still confuses you, then here's an example. People now find my website by searching for terms like 'best music promotion', 'soundcloud followers', 'rap beat maker', and many more. I had to make certain pages on my website try to rank in Google for those search terms by optimizing the headlines, words, links, and content on the pages. This is done through the process of SEO.

The challenge with SEO is that there are 100's of factors Google uses to rank a site on the first page of results. If you have a newer website with less authority, it's going to be harder to rank for search terms that are competitive and lucrative. It's not impossible, but it takes some effort.

Since it takes effort, some people simply don't want to learn how to do it. Sometimes it can take months to start seeing any measurable results, but I'm here to tell you that slow and steady truly does win the race when it comes to SEO. Not slow and lazy. Not slow and unintentional. Not slow and waiting for results. Slow and steady. Slow and driven. Slow and determined. Right now SEO accounts for over 71% of my website traffic, and it's all for free!

		Acquisition			Behavior		
		Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Ses Duration
		39,853	75.46%	30,075	2.42%	3.07	
1	Organic Search	28,856			1.12%		
2	Direct	4,956			9.54%		
3	Social	3,349			2.99%		
4	Email	2,321			2.20%		
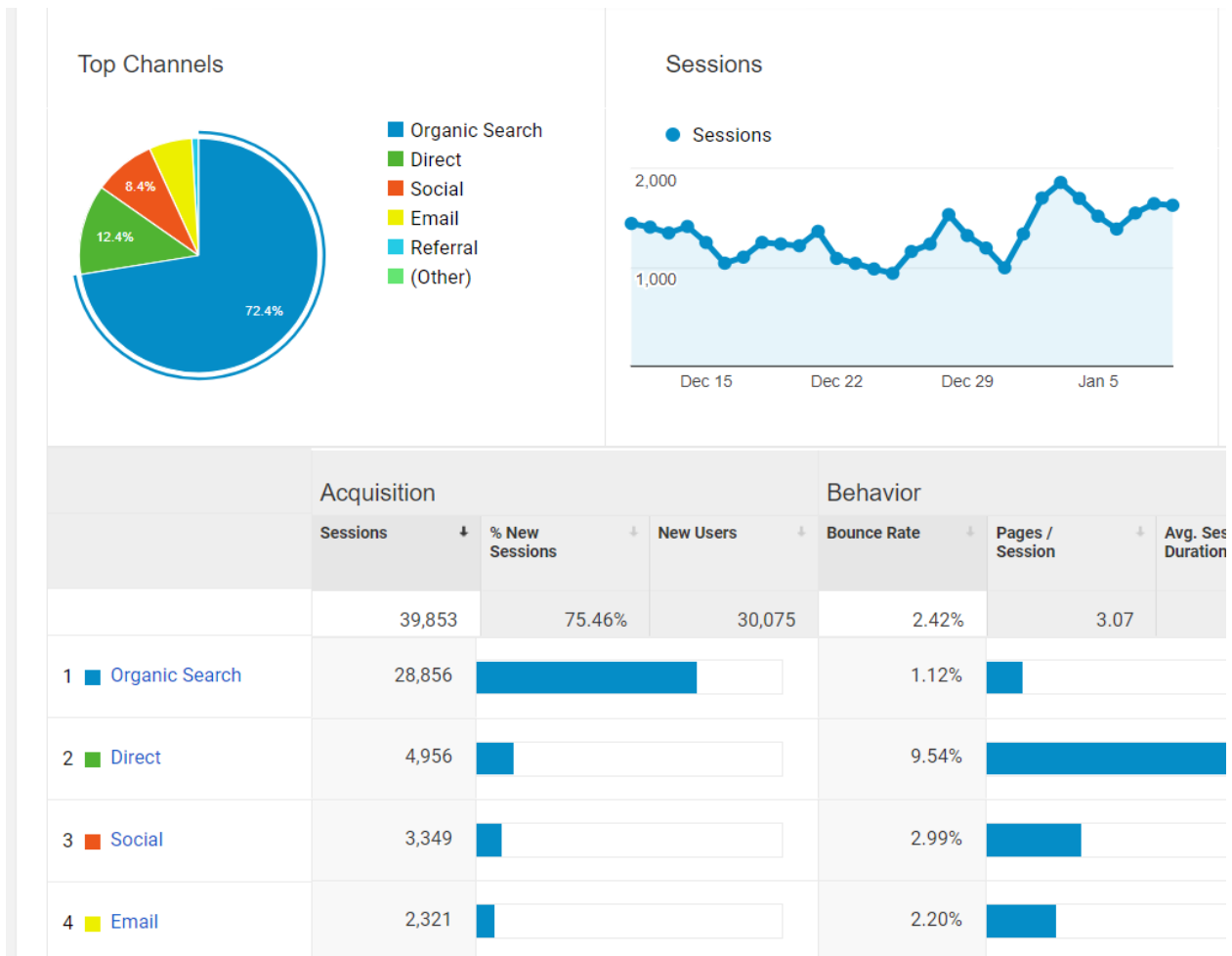
Although I've spent my fair share of paying for Facebook and Instagram ads in the past, if I wanted to exclusively grow my business with SEO, I could. That's the power of it! Paid advertising absolutely has its place, but I want to make sure I'm taking full advantage of every free traffic source to its full potential.

Now, when I say free, I mean that it doesn't *have* to cost you or I any money. You can indeed rank for certain search terms for free. However, once you see the opportunity that comes behind ranking for some of them, it will only make sense to pay for extra resources to rank higher.

Let's have a quick recap before we move forward:

- SEO is trying to rank your website for free in Google among the top search results.

- There are millions of keywords and search terms that are available, but you only want to rank for results that will be beneficial to your business goals.

- Google uses 100's of different factors to rank your site (that is another reason why it's very important to **own** your website).

- For certain keywords, it makes sense to pay for help with ranking once your page is fully optimized.

What I Did: First, I had to find out what terms people in my industry were searching for. You can do this using something called a keyword planner. Google used to offer their own keyword planner for free, but some people started abusing it. As of now, there is still a free keyword planner available at https://serps.com/tools/keyword-research/.

KEYWORD RESEARCH

One of the terms I wanted to start ranking for was 'soundcloud followers'. Here are the results when I type that in:

⠿ SERPs

Keyword Search Results

	Keyword	Volume	CPC	▼Value		
☐	filter keyword				⊕	✖
☐	how to get followers on soundcloud	480	$1.70	$816.00	⊕	✖
☐	buy soundcloud followers	880	$0.87	$765.60	⊕	✖
☐	how to get soundcloud followers	390	$1.47	$573.30	⊕	✖
☐	soundcloud followers	1,000	$0.39	$390.00	⊕	✖
☐	how to get more followers on soundcloud	390	$0.59	$230.10	⊕	✖
☐	free soundcloud followers	320	$0.49	$156.80	⊕	✖
☐	get soundcloud followers	210	$0.64	$134.40	⊕	✖
☐	soundcloud followers free	210	$0.38	$79.80	⊕	✖
☐	soundcloud followers buy	70	$0.92	$64.40	⊕	✖
☐	soundcloud followers app	20	$1.51	$30.20	⊕	✖
☐	real soundcloud followers	40	$0.50	$20.00	⊕	✖

Usually, the more search volume a term has, the higher the competition to try and rank on the first page of Google. Phrases with only a couple words are known as *short tail keywords*, and phrases with three or more words are generally known as *long tail keywords*. Short tail keywords are broader

terms that are more difficult to rank for. Long tail keywords are more specific, and the results should be tailored as so on the results page.

The CPC is the cost-per-click value Google gives a keyword if someone wanted to use their paid adwords service to rank at the top of the results. Anything you see at the top with the 'Ad' symbol on it is *not* using SEO, but rather a paid advertisement. The value is the volume multiplied by the CPC. Essentially, it's what Google believes a page in this position can earn per month if a site is optimized for selling.
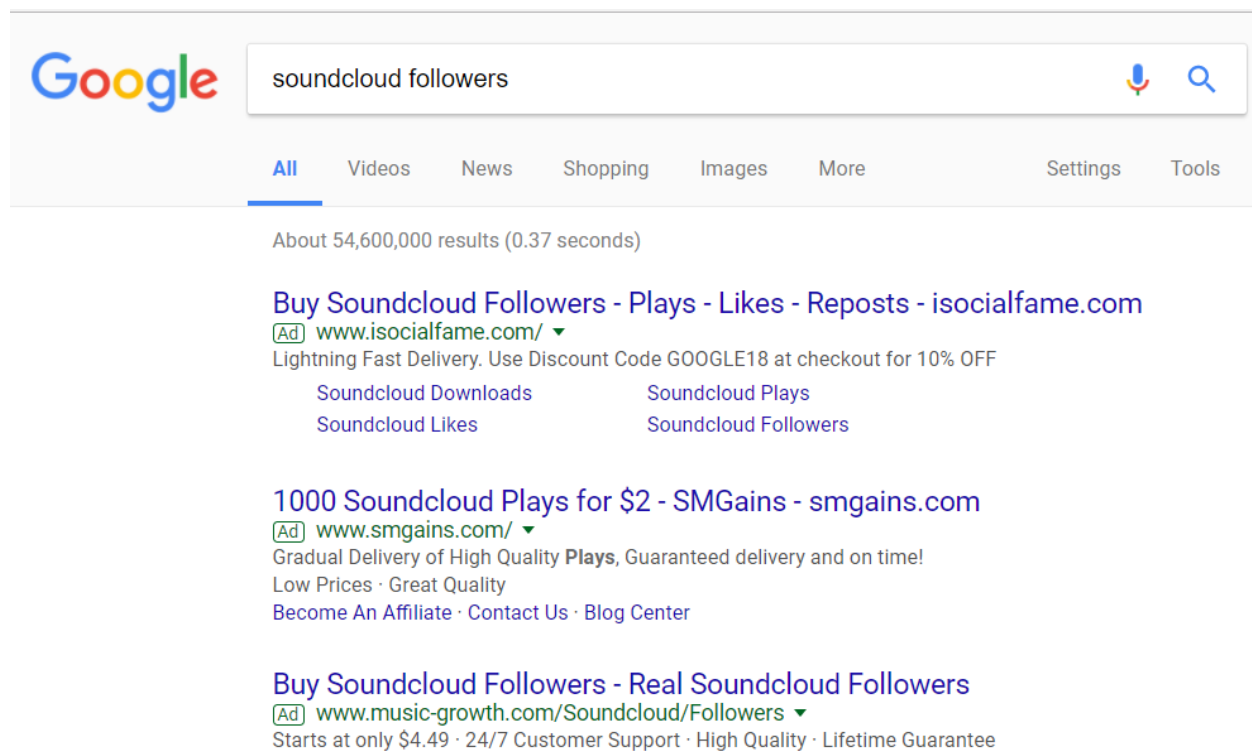
Paid Advertisements, Not SEO

I knew it would be harder to rank for 'soundcloud followers' initially, so I went for the term, 'how to get followers on soundcloud', first. *If you do a long tail keyword well enough, eventually you can start ranking for the short tail, more competitive terms too.*

HEADLINE/TITLE

Once I found the keyword I had to come up with a 'clickable' headline. The headline you choose is key in having a good CTR (click through rate). The click through rate is the number of times a searcher clicks on your link divided by the number of times your link is seen. If your website is on the first page of the search results, it's seen more and will likely have a higher CTR the higher up on the results page it is.

I decided to title my article *7 Tips On How To Get Your First 5,000 SoundCloud Followers*. This is a list title (having a numbered list can work well with search results) and includes the phrase I'm trying to rank for.

After I came up with the headline it was time to write the article. If a term is really competitive, you want to have your article be at least 1,000 - 2,000

words. If it's not as competitive you can get away with having 500 words, but I wouldn't go any lower than that when trying to rank for Google. One of the ranking factors Google has is 'time on page'. The longer somebody stays on your page, the better. This tells Google that people like the content and want to read it more.

You also want to make sure your website looks nice and is mobile friendly. Even if you don't want to run a blog, per se, there are still keywords you're trying to rank for. People won't want to come to your site if it's not aesthetically pleasing. Having a page that loads fast, a thorough article, and a good looking website are all factors that help rank a site highly in Google.

CONTENT

The next thing I had to do was make sure the content was pertinent, intriguing, and useful. My content couldn't be the average run-of-the-mill. If I want to rank on the first page for my keyword, then the content better be top notch. This is known as 'on-page SEO'. On-page SEO concerns all of Google's ranking factors that are determined by directly looking at the page you try to optimize, such as headlines, content and page structure. These are things you can control and should try to optimize to the best of your ability.[1]

HEADLINE TAGS

Besides having just a catchy headline, an article that ranks well will also have subheadings and headline tags. A tag is something you find within whatever website theme you're working with. I use OptimizePress. Whenever I make a headline within an article there is an option to have a tag be h1 through h6. I want to make sure that the main headline is h1. If

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[1] https://neilpatel.com/what-is-seo/

there are subheadlines that include some relevant keyword, I may have them be h2 or h3. All other headlines would be lower than that.

Content, as stated before, is the actual words on the page. It's the story or message you're trying to purvey to your audience. If you're trying to rank for 'best Jazz musician in Chicago', then the story you tell on that page needs to be attention grabbing and compelling. Content is king! *This should be the part you spend the most time on when doing SEO.*

RELEVANT KEYWORDS IN META DESCRIPTION, URL & ARTICLE

After you make sure you've worked on the best piece you can for the page you're trying to rank, then you can look for places in your meta description, url, and article where you can include other relevant keywords. For example:
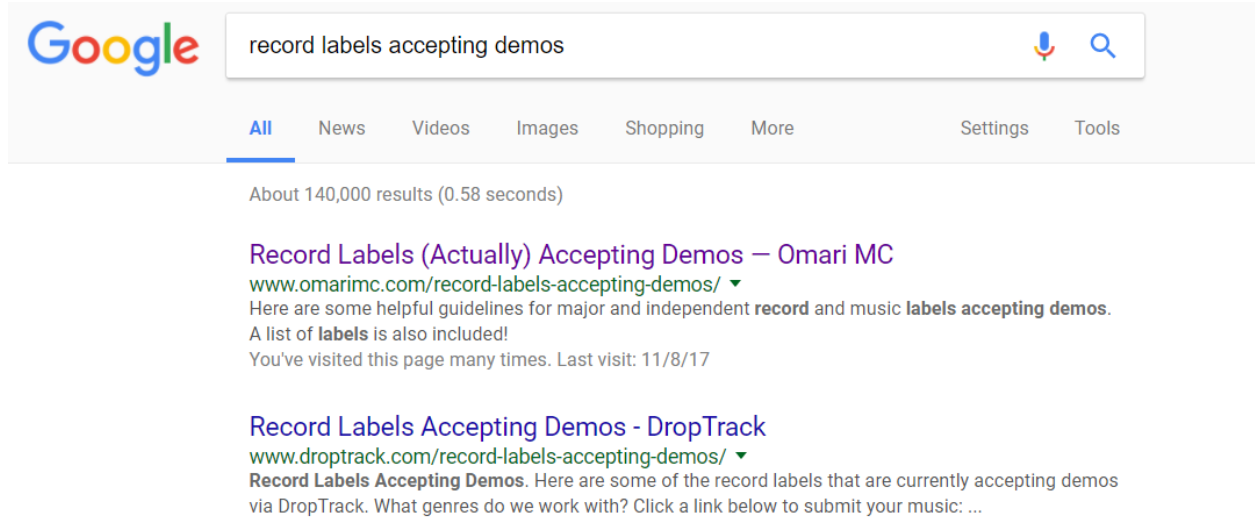
The keyword here is record labels accepting demos. The headline is that main title we see. The URL is http://www.omarimc.com/record-labels-accepting-demos/ and it includes the keyword I'm trying to rank for. Usually, I make the URL the same as my main headline because that's going to have the keyword anyway. The meta description is the text below the headline and URL giving a brief explanation of the article. You can put some relevant keywords in this section to rank for multiple terms at once. There is a section within OptimizePress where I am able to edit the meta description and headline I want to show up in Google. Whatever theme you choose will likely have this option as well.

SERPs

Keyword Search Results

	Keyword	Volume	CPC	▼Value		
☐	filter keyword				⊕	✖
☐	how to get followers on soundcloud	480	$1.70	$816.00	⊕	✖
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☐	soundcloud followers	1,000	$0.39	$390.00	⊕	✖
☐	how to get more followers on soundcloud	390	$0.59	$230.10	⊕	✖
☐	free soundcloud followers	320	$0.49	$156.80	⊕	✖
☐	get soundcloud followers	210	$0.64	$134.40	⊕	✖
☐	soundcloud followers free	210	$0.38	$79.80	⊕	✖
☐	soundcloud followers buy	70	$0.92	$64.40	⊕	✖
☐	soundcloud followers app	20	$1.51	$30.20	⊕	✖
☐	real soundcloud followers	40	$0.50	$20.00	⊕	✖

There are terms listed above and below that you can include in your headlines, subheadlines, descriptions, and texts within the article to give it a signal boost to Google.

How To Get More SoundCloud Followers And Plays - Music Industry ...
https://www.musicindustryhowto.com › Social Media Marketing ▾
Nov 13, 2016 - If you're on **SoundCloud**, you may be wondering how you can **get** more people following you, or how you can **get** more people listening to the songs you've uploaded on there. If so, you're in luck. Today I'm going to show you **how to get** more **SoundCloud** plays and **followers**, as well as looking at what ...

Searches related to how to get soundcloud followers

soundcloudfollowers.org review
how to get **more plays on** soundcloud **free**
soundcloud followers **buy**
soundcloud followers **generator**

how to get **big on** soundcloud
soundcloud followers **app**
soundcloudfollowers.org reviews
soundcloudfollowers.org legit

Goooooooooogle ›
1 2 3 4 5 6 7 8 9 10   Next

Related Searches For 'How To Get SoundCloud Followers'

You don't want to stuff your page with every single term you see among the related searches, but try to include maybe 3-5 of these related terms in your article.

IMAGES

You want to make sure your featured image is proper. Sometimes having the right image can give a page more social shares, traffic, and on page time. Normally, Google doesn't show the featured image for every search result. Recently, however, they started including it if your page is number one in the search results sometimes.

You also want to make sure that you use free images with proper crediting if necessary, or you can buy images from sites like www.shutterstock.com or www.istockphoto.com if you can't find a free one. www.pixabay.com has plenty of free photos for whatever you're trying to do. That may sound overbearing at first, but you don't want to get any copyright infringement notices once your website starts getting more traffic. You can search for images on Google with the 'labeled for reuse' tag and credit whatever site you get it from if the original photographer says so (i.e. Via www.thisawesomephotographer.com).
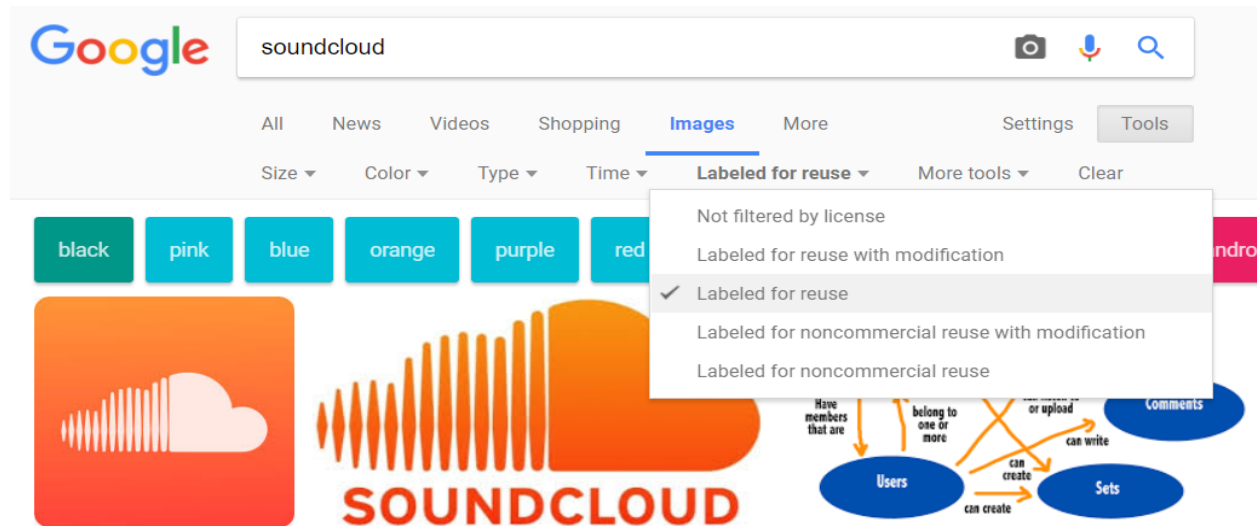
For this article, I decided to write a caption in the picture. This isn't necessary, but sometimes it can help. The next thing I did was put the headline of the article into what's called the alt text of the image. When I search for images on Google, the alternative text that's correlated with a photo is what's showing up in the results. Just as my website theme, OptimizePress, has the option for the headline tags, there is also an option for the alternative photo text. Whatever theme you use will likely have this too. If you picked 3 related keywords to include in your article, try and have each images alternative text correspond with a keyword.

HYPERLINKING

If you've never heard this word before, don't be scared. Hyperlinking is simply making a link clickable within a site. There are rich anchor texts and naked links to utilize with SEO when hyperlinking. In the image below, rich anchor text would be the words 'SoundCloud' and 'your music is bound to go nowhere on SoundCloud'. A naked link is pointing directly to a webpage (i.e. www.soundcloudfollowers.org).

Written by Omari MC

Soundcloud has become a heavy hitter over the past few years for musicians to spread their music and let the world know exactly who they are.

However, like most of these platforms, it quickly got overcrowded with a plethora of musicians fighting to get the same attention.

I explained in another article that **your music is bound to go nowhere on Soundcloud** without an adequate plan.

To get better, more quality Soundcloud followers, here are a few tips you can use.

1. USE SOUNDCLOUDFOLLOWERS.ORG

Soundcloudfollowers.org is a free site that lets users create follow-to-

You want to link to relevant sites, authority sites, and other articles hosted on your own website.

The relevant site in this instance is www.soundcloudfollowers.org. If someone wants to get more SoundCloud followers, this site will help them do that. Consequently, it's another site I own that helps artists create free download gateways. Instead of giving away your songs completely free, you set up your songs through the site and can have users agree to repost, like, and follow your songs/account in exchange for a download. This is a helpful resource for someone looking to grow their audience. I used a

subheadline for it and also linked that subheadline because it contains a keyword I'm trying to rank for. You can find relevant sites by searching in Google and linking to one or two of them in each page you're utilizing SEO with.

An authority site is a well established brand or website. These sites are the ones that rank highly in Google, usually have years of experience, and are fairly well known in their respective industry. These can be sites like Wikipedia, YouTube, Education sites, etc. In this instance, our authority site is SoundCloud. I linked directly to it in the first sentence and got that part out of the way.

Lastly, I link to other articles hosted on my own site because it's much easier to link to yourself than to try and get backlinks from other sites. A backlink is what I was giving www.soundcloudfollowers.org. It's a link back to that site from my site. When you do this, it signals to Google that the site is good quality and can help it move up the rankings. When I link to other articles within my site I'm telling Google what they're about and what keywords they should be ranking for.

VIDEOS & BUTTONS

Another tip for keeping viewers on the page longer is to include a relevant video. To be frank, people are lazy and don't want to read the full page sometimes. I do it, you do it, and everybody has done it from time to time. We want the information spoonfed to us so we don't have to read. Not saying it's good or that we should enable laziness, but having a video on a page does increase conversion rates and on page time. I recommend keeping the video relatively short if you're embedding it within an article. Anything under 10 minutes is fine. I included a 2 minute video on how to use soundcloudfollowers.org within my article.

It's super easy to set up and there isn't a single artist who should not be using it! (It's free)

The good news is you can register and make your gateways in just 60 seconds! Look at the video below.
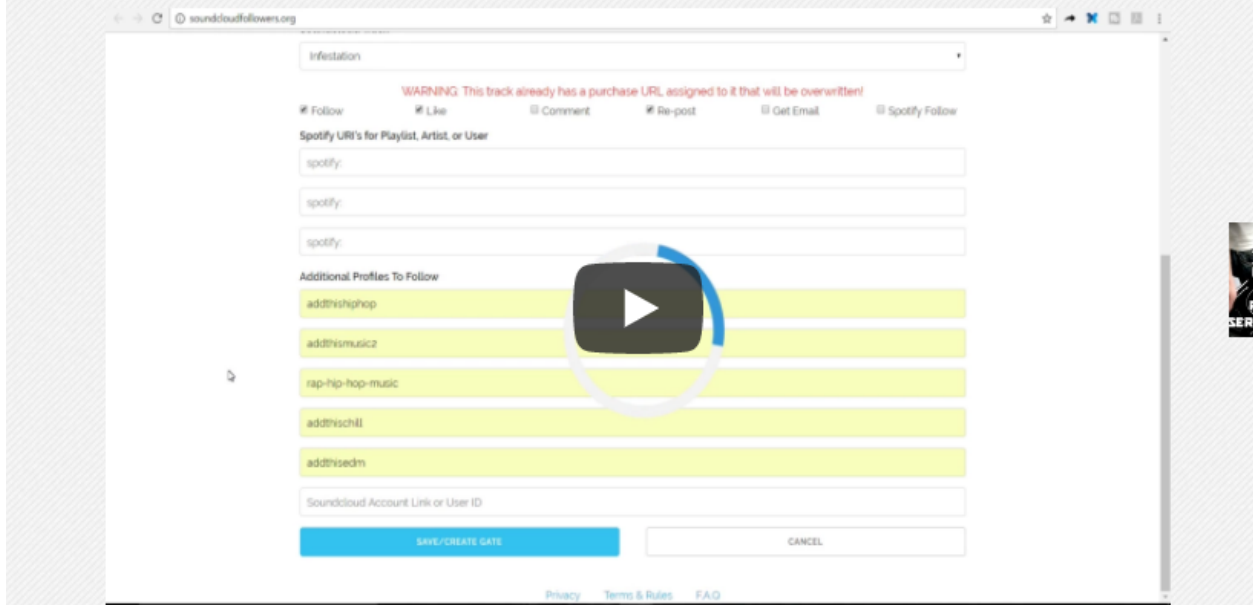
Another thing I did was make custom buttons to different services on my site. If an article starts to rank well in Google, chances are I have a service that can also be helpful for my readers. Again, make sure the services are relevant to the topic at hand. Having buttons is also a way to break up the page. By that I mean that people get intimidated when they see too many words on a page. I use things like images, videos, subheadlines, dividers, bold, italics, and buttons to break up the wording and make it appear more easily consumable.

SOCIAL SHARES & COMMENTS

Whenever a video on Facebook or Instagram has a high interaction rate, it's likely to show up towards the top of your newsfeed. The more shares and comments a post gets, the more it's naturally seen and shared by others. I want to make it as easy as possible for readers of my site to share

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content. I put a share button at the top and bottom of every article and also have static share buttons for the sidebar of my site (A feature of Sumo).

I also include a comments section at the bottom of every article. How many times have you seen a post on social media and read the comments section before even looking at the post? A comments section can tell Google that your web page is relevant, popular, and needs to be ranked.

INITIAL TRAFFIC & BACKLINKS

Lastly, if you can give your post an initial traffic boost it will help it rank faster. This can be done via your email list and social media channels. My email list brings significantly more initial traffic than social media (just FYI). That doesn't mean I don't do both; it just means I know where my bread and butter is. If you don't have a big email list yet, it's ok. Paying for traffic on Facebook or Instagram to try and get an article to rank on Google works sometimes. If you can pay a one time fee of $500 for paid traffic to get something to rank for a competitive keyword in Google, it would be foolish not to do. Most musicians don't think like this or have that business savvy. That's why *you* have a significant advantage just by reading this book! You'll have an even more significant advantage if you apply what you learn!

Getting legitimate backlinks will help your articles rank faster as well. There are a couple ways to do this. One is to manually contact relevant people in your industry. Say someone has an article about getting more SoundCloud

likes, and I've made mine about getting SoundCloud followers. I could contact that person and say I have a relevant link they could include in their article that would help their readers. In turn, I could include a backlink to their site in my article and we would have a swap.

This method is free, but time consuming. If you have the free time, give it a shot. Your currency in business is either time or money. If you have the time, you don't have to spend as much advertising money. If you have the money, you don't have to spend as much free time.

The other way to get backlinks would be paying for them. There are services on Fiverr that will provide backlinks and signal boosting for articles. I've used these for some pages before and they've worked well in combination with having a good site and relevant content. Eventually, when your site gains enough authority you won't have to pay for backlinks anymore, but initially it's worth it to start ranking for lucrative terms.

SSL & MOBILE FRIENDLINESS

Google announced that security is now considered a ranking signal.

There are two common security protocols: HTTPS (a secure version of HTTP) and SSL (Secure Socket Layer).

Both of them work and are worth considering. This may be particularly useful if you host your payment processor on your site. Right now, I take all my payments through PayPal or Stripe, so when someone purchases they are directed there for processing then directed back to my site after. I currently don't have the HTTPS protocol and have been ranking well without it, but I am certainly looking towards purchasing it. If this will give me a rankings boost among my competition, it's worth it.

Moving from a non-secure connection to HTTPS or SSL is a bit of work, however. If you're starting out with a new domain, consider purchasing it as an option from your domain registrar or web hosting service.

Mobile friendliness is key. Not only for Google, but for the entirety of my site! Nearly half of my traffic comes from mobile devices! Most themes you get in Wordpress are going to be mobile optimized. OptimizePress has been great for me in that regard. There are also tools like Yoast SEO you can download for free in Wordpress that will help with a number of things discussed in this chapter. OptimizePress handles most of this for me, but Yoast SEO is a good free plugin to download as well.
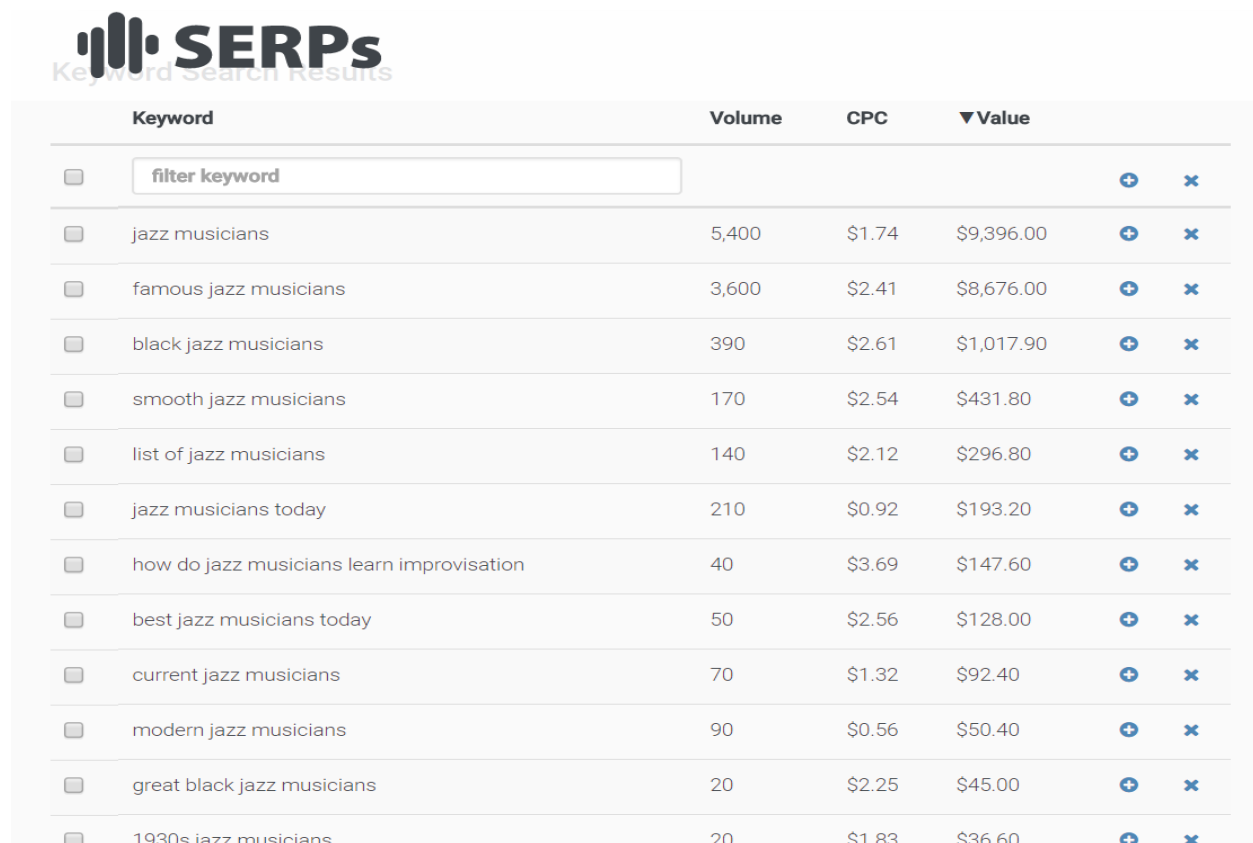
Why I Did It: Once I had my system down to rank for the keywords I wanted Google traffic is essentially free and perpetual. People are searching the same terms month after month. If I make the best pages out there, then that means they're going to visit my site continuously. Those people who do try out one of my services have a probability of becoming lifelong customers if I do a good job on what they need. That's essentially what a business is. *You're supplying the needs of your customers on a continual basis to make a living and create jobs for others.*

The more terms I rank for, the more services I can provide and the business can grow. The big difference between Google and social media traffic is that I can stop making new content for my website now and still get traffic in perpetuity from Google. As long as I'm ranking honestly and didn't try to cheat my way to the top of Google by getting shady backlinks from spam sites, Google will award genuine content that follows its practices.

If you stick to the guidelines I listed above, you'll be fine and Google won't penalize your site or drop your rankings for being shady. With social media I have to provide fresh content if I want to keep getting traffic for my page. With Google, I can make a great piece of content once and get consistent traffic for years!

I use to direct more attention to Twitter and Facebook than I did to Google. While those strategies did work for me, they were tasks I had to continually do. Not to say you shouldn't take full advantage of your resources. Personally, it makes sense to me to rank for as many keywords I can find before I divert attention to maximizing profit in Facebook, Instagram, Twitter, and YouTube.

It really is a rinse a repeat formula once you have it down. Most musicians have no idea how to rank in Google. I know it can be hard trying to think of initial terms to try and rank for with artists, so I'll list out some here. I'm not saying to try these exact terms, but *think along these lines* and grow from there:

	Keyword	Volume	CPC	▼Value		
☐	filter keyword				⊕	✖
☐	jazz musicians	5,400	$1.74	$9,396.00	⊕	✖
☐	famous jazz musicians	3,600	$2.41	$8,676.00	⊕	✖
☐	black jazz musicians	390	$2.61	$1,017.90	⊕	✖
☐	smooth jazz musicians	170	$2.54	$431.80	⊕	✖
☐	list of jazz musicians	140	$2.12	$296.80	⊕	✖
☐	jazz musicians today	210	$0.92	$193.20	⊕	✖
☐	how do jazz musicians learn improvisation	40	$3.69	$147.60	⊕	✖
☐	best jazz musicians today	50	$2.56	$128.00	⊕	✖
☐	current jazz musicians	70	$1.32	$92.40	⊕	✖
☐	modern jazz musicians	90	$0.56	$50.40	⊕	✖
☐	great black jazz musicians	20	$2.25	$45.00	⊕	✖
☐	1930s jazz musicians	20	$1.83	$36.60	⊕	✖

SERPs

Keyword	Volume	CPC	▼Value		
new hip hop artists	480	$2.76	$1,324.80	⊕	✖
best new hip hop artists	140	$5.69	$796.60	⊕	✖
best new hip hop artists 2014	0	$0.00	$0.00	⊕	✖
new hip hop artists 2009	10	$0.00	$0.00	⊕	✖
new hip hop artists 2010	10	$0.00	$0.00	⊕	✖
new hip hop artists 2011	10	$0.00	$0.00	⊕	✖
new hip hop artists 2012	10	$0.00	$0.00	⊕	✖
new hip hop artists 2012 list	10	$0.00	$0.00	⊕	✖
new hip hop artists of 2009	10	$0.00	$0.00	⊕	✖
new hip hop artists of 2010	10	$0.00	$0.00	⊕	✖
new hip hop artists of 2011	10	$0.00	$0.00	⊕	✖
new hip hop artists of 2013	10	$0.00	$0.00	⊕	✖
new hip hop artists 2008	10	$0.00	$0.00	⊕	✖
new hip hop and r&b artists	10	$0.00	$0.00	⊕	✖

	Keyword	Volume	CPC	▼Value		
☐	filter keyword				⊕	✖
☐	new female country artists	390	$2.82	$1,099.80	⊕	✖
☐	new country artists 2012 female	10	$0.00	$0.00	⊕	✖
☐	new country female artists 2010	10	$0.00	$0.00	⊕	✖
☐	new country female artists 2012	10	$0.00	$0.00	⊕	✖
☐	new country music artists female	10	$0.00	$0.00	⊕	✖
☐	new country songs by female artists 2012	10	$0.00	$0.00	⊕	✖
☐	new country songs by female artists 2013	10	$0.00	$0.00	⊕	✖
☐	new country songs by female artists 2014	10	$0.00	$0.00	⊕	✖
☐	new female country artists 2012	10	$0.00	$0.00	⊕	✖
☐	new female country artists 2013	10	$0.00	$0.00	⊕	✖
☐	new female country music artists	20	$0.00	$0.00	⊕	✖
☐	new country songs female artists	20	$0.00	$0.00	⊕	✖
☐	new country music female artists	20	$0.00	$0.00	⊕	✖

Keyword Search Results

	Keyword	Volume	CPC	▼Value		
☐	filter keyword				⊕	✖
☐	best of dubstep playlist	10	$0.00	$0.00	⊕	✖
☐	best gaming dubstep playlist	10	$0.00	$0.00	⊕	✖
☐	best dubstep remix playlist	10	$0.00	$0.00	⊕	✖
☐	best dubstep playlist ever	10	$0.00	$0.00	⊕	✖
☐	best dubstep playlist download	10	$0.00	$0.00	⊕	✖
☐	best dubstep playlist 2012	10	$0.00	$0.00	⊕	✖
☐	best dubstep playlist spotify	20	$0.00	$0.00	⊕	✖
☐	best dubstep playlist	40	$0.00	$0.00	⊕	✖

What Were The Results: Google traffic more than doubled over the last year! Finding new keywords is getting more challenging once you go through a couple hundred articles, but there is still work and optimization to be done. It would be awesome to double traffic again this year! I want to make sure the traffic is just as quality though. I don't want traffic for the sake of traffic. Highly targeted users with low bounce rates is what's needed. A bounce rate is when someone visits a site and doesn't interact at all with it. They don't click anything or stay on the page because it wasn't the right content for them. Having a low bounce rate is ideal. According to Google Analytics Guru Avinash Kausik, "It is really hard to get a bounce rate under 20%, anything over 35% is cause for concern, 50% (above) is worrying".[2] A low bounce rate indicates that visitor engagement on your site

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[2] https://www.techwyse.com/blog/website-analytics/improving-website-bounce-rates/

is good. A high bounce rate is a bad situation and improvement plans should be made.

My bounce rate is below 5%. That means it's the right content for the right people and set up correctly!
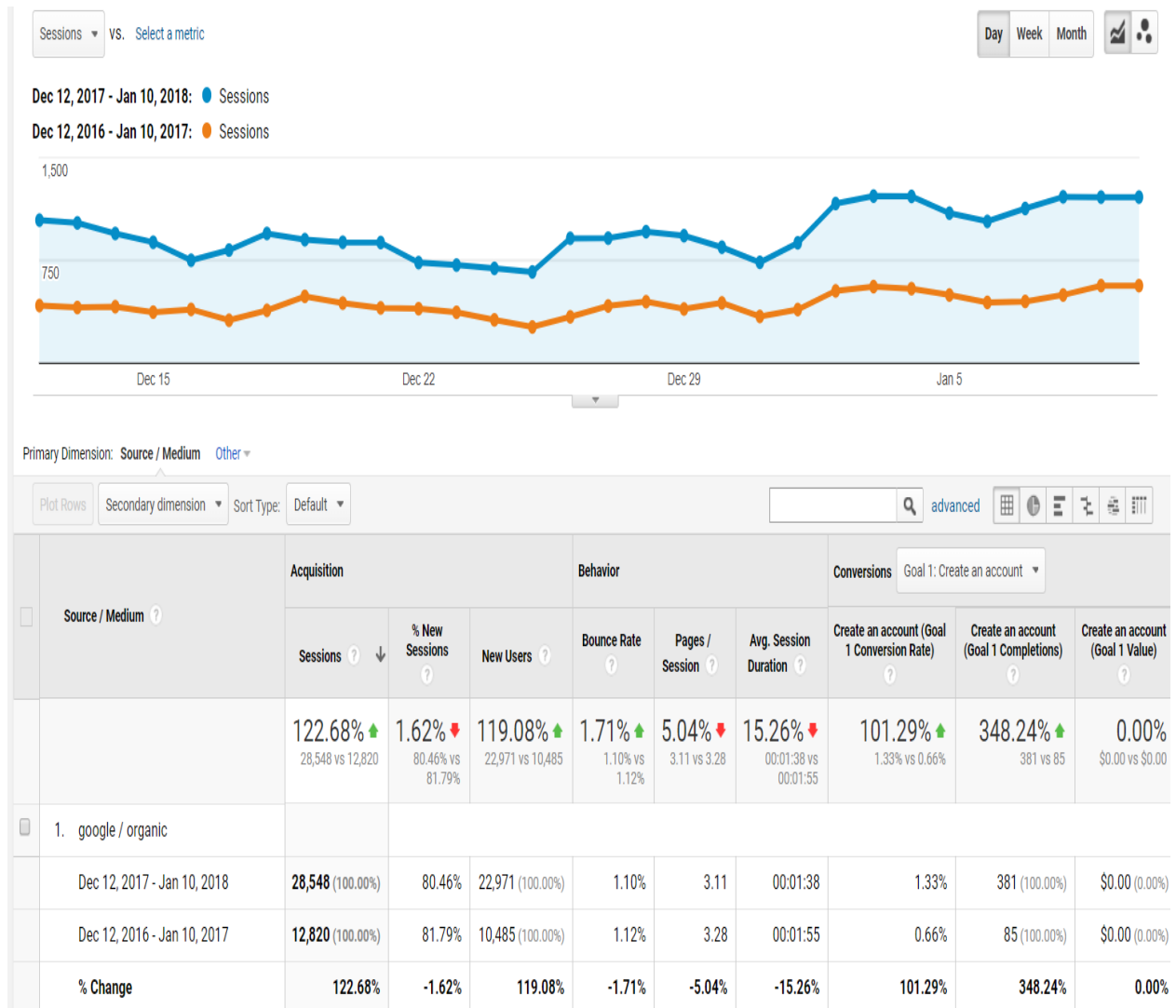
Screenshot of my Google Analytics for Search Engine Traffic

8

Question: *How did I get over 313,525 targeted visitors from Twitter?*

Challenge: Twitter has changed over the years, and keeping up with these different changes is a challenge when trying to master a traffic strategy. You can't approach Twitter the same way as you do Facebook or Instagram. Twitter is more impersonal than the other two if you ask me. It has its own feel, rhythm, and way of life. This section isn't going to tell you exactly what to tweet and how to interact with your audience. I'll tell you what I did and why it worked.

I'll say this in advance, not everyone reading this will agree with some of the methodology. This is fine. I'm not telling you to copy any of the strategies in this book. These are what worked for me and how I grew my business. Some of these once viable strategies for Twitter are now nonviable. However, don't let that stop you from getting an idea to think outside the box.

At one point, Twitter was my main traffic source. If you were doing anything with music, my name was going to pop up somewhere on Twitter. As a tweet, retweet, DM, or follow, you were going to know who I was and what I was doing. Granted, some of it was overbearing and repetitive, but it worked.

This book is about the unconventional approach I had to building my music business, right? Given that, it may not surprise you that I didn't spend a single dollar on Twitter's own ads platform. Not to say I didn't spend any money on third party apps, but it never exceeded a few hundred bucks a month. Allow me to explain.

What I Did: Twitter used to allow for automatic DMs, tweets, and rapid following and unfollowing. This system allowed a lot of bots and spam to float around Twitter. Most people would send messages like, "Hey, come check out my music," or something along those lines if they were an artist. If you receive that link in your DM, there's a 99% chance you're going to ignore it.

The sad reality was, no one would check out a DM like that because there's nothing in it for them. It could have been the greatest song in the world waiting on the other side of that DM, but if the message isn't conveyed correctly the first time, you can forget about it.

People are on Twitter to entertain numero uno (themselves). They want to know what's in it for them. So I started thinking along the lines of, "How is what I'm saying going to benefit them?" "What would I say to myself to actually get me to click on a music related link?"

One of the conclusions I arrived at was to start asking people to hear their music before I ever introduced my music. I started doing this manually in my DMs. I would follow people who followed music related pages. If there was a music link in their profile or something of the sort, I knew I could ask them to hear their music. It didn't matter if the link was already in their profile because someone was finally asking them about their craft. Someone was finally showing an interest in something they loved to talk about instead of bombarding them with a bunch of irrelevant content. After hearing their song and sharing my honest opinion about it, then I'd ask if they wanted to hear my music too. People were much more receptive to hear my music once I showed an interest in them first.

I saw this was working well, so I decided to open up a music submissions page at www.omarimc.com/submit-your-music. Remember, I'm a music producer, so my target audience is music artists. I created an entirely new page on my site, music submissions, because of the demand for it. Instead of manually asking everyone for their links, now I told them they could

submit their music for free in 30 seconds (which they could). It was more impersonal, but the amount of submissions received was staggering!

Next comes automation. Again, you might not ever implement an exact strategy like this, but don't let that stop you from getting other ideas and letting the creative juices flow! It didn't make sense to me to keep manually sending my submissions link, so I started using automated DMs and tweets. Twitter has recently disallowed most of these functions. You can still schedule tweets, but you can't automate sending DMs or tweets to each individual person who follows your account. However, these were allowed at the time. I would follow 1,000 people per day (the maximum) from my account and a certain percentage would follow me back. I made sure to only follow people from different music related pages (music producers, music blogs, music promoters, etc). If anyone followed me back, they got a tweet and/or DM about submitting music.

As submissions started to pour in I created a separate channel so I could then follow 2,000 people per day. I labeled this as my blog channel and used the same methods as my main one, essentially doubling my traffic. I kept making more and more accounts until Twitter told me I could only create so many with one phone number. I then bought other phone numbers online via Google voice and other smart phone apps. The numbers were cheap, and I could easily make the money back with the strategy I had in place.

I expanded the links I sent to include other new pages on my site. These included:

http://www.omarimc.com/free-beats/ - A squeeze page to free beats that would send them to my instrumental email list, a tripwire offer, other helpful resources, and reminders of when new beats come out so that someone can purchase from me down the line. The purchase didn't have to be immediate for me to be profitable.

http://www.omarimc.com/3-effective-ways-to-send-your-music-to-record-labels/ - Artists showed a significant interest in record labels, so I made a resource where they could submit to different opporunities. The link had a few affiliate pages from Fiverr, but I still had a pop up on the page to collect emails if they didn't want to purchase right away.

http://www.omarimc.com/7-tips-on-how-to-get-your-first-5000-soundcloud-followers-2/ - SoundCloud and Spotify are popular platforms for musicians. This link was a great resource for anyone trying to grow their audience and included links to other services I offered.

There were a few other links I'd throw in the mix that were useful and had attention grabbing headlines. The more accounts I created, the more I could promote these links. At one point there were over 100 accounts I was using everyday. I would make each account have a catchy title and a useful link in the bio. I also pinned a tweet with a link to the top of the profiles. This posed the next innovation: how was I able to follow the maximum amount of people from each account everyday?

<u>MY STATUSBREW STRATEGY</u>

There's a site called Statusbrew that is still up and running. I'm actually currently still using some of their services, but as I said before, Twitter doesn't allow for very much automation anymore. Statusbrew allowed me to host all my accounts in one place. It cost money to do this for their premium version, but it was worth the investment. At my maximum capacity, I don't believe I was paying more than $300/month for hosting up to 200 accounts. I never did reach the full 200, but that was the capacity I signed up for.
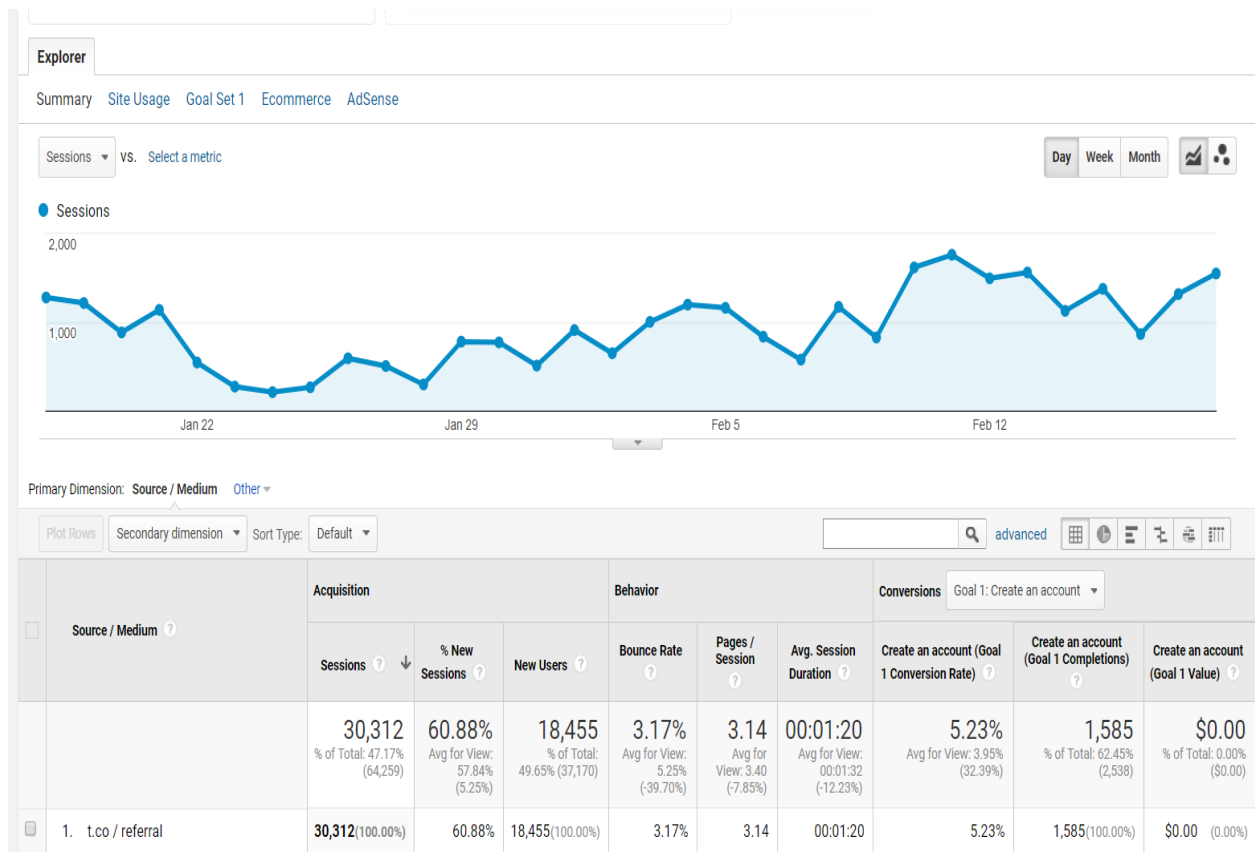
Statusbrew allowed me to make automated DMs, tweets, and had a fast follow and unfollow function. Whenever I followed someone's Twitter account via Statusbrew they would automatically clear the account from the screen so that I didn't have to scroll down the page if I wanted to follow

more people. Sounds small, but the time you save by not having to scroll is huge when you're doing thousands of clicks per day!

Eventually, clicking all those accounts wears you out! Not to mention, it takes forever! I decided to look for ways to automate this task and ran across a program called TinyTask. It was (and is) free to download. With TinyTask I could record the actions on my screen for a specific period of time, then playback those actions at a much faster speed. Instead of having to click my mouse 1,600 times to follow 1,600 accounts, all I had to do was create the automation sequence one time. After I recorded it once, a single mouse click would follow 1,600 accounts within a minute. Yes, that's correct, 60 seconds!

This method worked so well that I bought another 2 laptops so I could work three times as fast! I could follow hundreds of thousands of accounts in a few hours and be all done with my advertising by lunch time! I started using this method for a couple other sites I owned too. I opened up www.addthismusic.com and used this tactic to drive traffic there. Add This Music is a website and YouTube music blog that only posts new music from indie artists. It doesn't post advice articles or try to rank for the same keywords as my main site. I also compiled a list of marketing resources for other small businesses and made www.thetruereview.org. Neither business makes considerable income or enough to live on, but they were nice supplements at the time to diversify my links I'd share on Twitter. They're still up and running today. The True Review is evergreen content, so I don't have to update it. I still post new music regularly to Add This Music.

On a good month I was bringing in about 1,500 hits per day while only paying $300/month. Paying fractions of a penny per click was extremely valuable, not to mention these were all high quality clicks of real people who interacted with my site.

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce   AdSense

Source / Medium	Acquisition			Behavior			Conversions Goal 1: Create an account		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Create an account (Goal 1 Conversion Rate)	Create an account (Goal 1 Completions)	Create an account (Goal 1 Value)
	30,312 % of Total: 47.17% (64,259)	60.88% Avg for View: 57.84% (5.25%)	18,455 % of Total: 49.65% (37,170)	3.17% Avg for View: 5.25% (-39.70%)	3.14 Avg for View: 3.40 (-7.85%)	00:01:20 Avg for View: 00:01:32 (-12.23%)	5.23% Avg for View: 3.95% (32.39%)	1,585 % of Total: 62.45% (2,538)	$0.00 % of Total: 0.00% ($0.00)
1. t.co / referral	30,312 (100.00%)	60.88%	18,455 (100.00%)	3.17%	3.14	00:01:20	5.23%	1,585 (100.00%)	$0.00 (0.00%)

Over 30,000 Hits From Twitter In A Month on www.omarimc.com

I also started to schedule recurring tweets. Services like Buffer, Meet Edgar, and Statusbrew all have a function where you can schedule categories of posts and it will post these for you on a continual schedule. Categories for me are separated by blog posts, inspirational/funny, questions, promotions, and tips. I schedule certain posts to go out at certain times of the day. This actually works for Facebook too. Rarely do I ever live post at this point. This allows me to have more time for other areas in my business while still growing my audiences. You can sign up for Meet Edgar with my discount link. You and I both get $10 off when you use the link here:

https://meetedgar.com/?tap_a=24217-bf650d&tap_s=215616-33b916
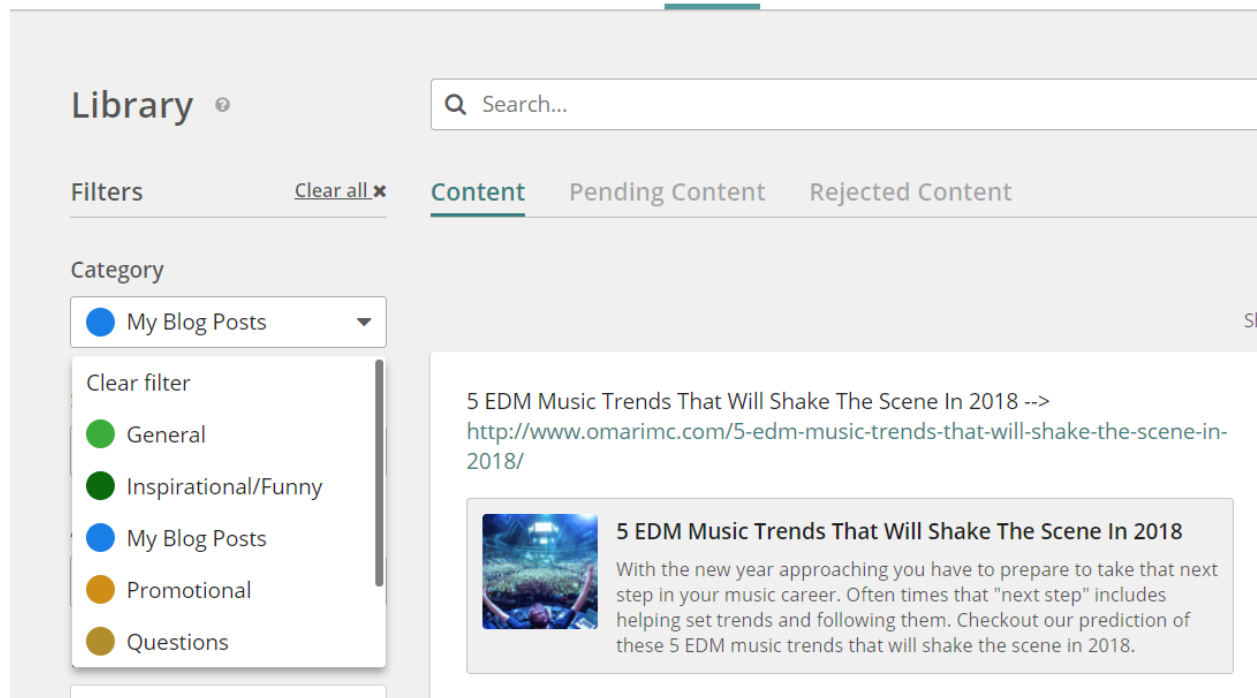
My Meet Edgar Dashboard

In time, Twitter would catch on to some of what I was doing. The system I set up was great, but did have its downfalls. I knew the risk I was running by making so many accounts that had automated DMs and tweets. Eventually, when there are so many DMs and no responses from the DMs, Twitter will recognize it (as people were just clicking the links instead of responding). Several times I had a slew of accounts get suspended. I couldn't get upset or angry because I knew I was playing the system. I wasn't doing anything illegal, but it was certainly using full advantage of precautions they didn't yet take for their platform. Whenever I had accounts suspended I would simply make more and start back over. It made sense at the time and stretched my thinking, but if I could do it all again, I'd probably focus more energy on Google. Granted, having a popular article on Twitter can help with SEO, but I was playing by Google's rules in trying to grow. I was working around Twitter's rules. This is very similar to how some people will try to outthink Google when they try to rank for keywords. It's perfectly fine to think outside the box, but remember to stay ahead of the curve and adapt on the run.

In the end, Twitter disabled automated DMs and tweets. I still schedule tweets and have multiple accounts, but I no longer create new accounts to run as I don't need to. I don't follow or unfollow accounts anymore either. Also, if Twitter took away functionality for any accounts I have, I'd be completely fine. I've diversified my business enough where taking away this aspect wouldn't put me in the hole.

Just so we're clear on my thinking, if they told me I couldn't schedule tweets in advance anymore, I would still try and think of some way to do it because I see how that would be useful to my business and my customers. However, I don't own Twitter. If I don't play by their rules, then they have a right to take away my account. Twitter is a gatekeeper of traffic just like any other social media. If I find an innovative way to get traffic that they haven't stopped yet and I don't see as morally wrong, I'm likely going to do it. At the same time, if they feel like something I'm doing isn't good for their business and they want to remove my practices, I fully respect and understand that.

My Twitter strategy was certainly unconventional. It got shut down eventually, and I now get a fraction of that traffic (which has been recuperated with Google). I told the story of this chapter to get you to think outside the box, but to also learn about viability in your music business. At the end of the day, this strategy wasn't the best because it didn't have longevity.

I would recommend not making anymore than a few accounts if you need them. One for your music, one for your blog, and one for merchandise. You can absolutely do fine with one account though. If you do find a way to get around the system for Twitter, Facebook, Google, or Instagram, just know that they have smart people working these businesses and it'll catch up. You're on *their* platform, so they have the right to take away your account if you don't play by their rules. That's why it's important to have your own site to establish your own rules.

Scheduling tweets is fine for now, but who knows when they'll say that's not allowed either. Don't put all your eggs in one basket, and stay ahead of the curve if you see a change coming.

Why I Did It: When you're first building a small business you don't have the most cash readily on hand. Sometimes you have to find initial ways to innovate and stick out among the crowd. I started my business with about $5,000 I saved up from working as an insurance salesman at a State Farm office. Some businesses spend $5,000/day on advertising! How was I going to get mine off the ground without the money?

I innovated and came up with a solution.

Conversely, if I were to start my business today this strategy would not have worked. I would have to find some different, innovate, cost-effective strategy. That's not impossible, but I don't have the need to focus more on building a new Twitter strategy just yet. For now, the scheduled tweets for my accounts will work just fine. The content I put out is still great and people often retweet and share with their friends. This doesn't grow my audience as fast as before, but it's solid for now.

This is also a time to reiterate how useful automation is when paired with a human touch. The way I set the links in my Twitter bio, DMs, and pinned tweets was a sure fire way to get traffic almost instantly. That meant when I set up the automation to follow 1,600 people in one minute, I could literally see the traffic coming in on my Google analytics.

If these strategies aren't your style that's fine. I won't be offended as I've already said the strategy itself is no longer viable. If you did gain knowledge about thinking unconventionally from this section, then use that to get the creative locomotive going!

What Were The Results: The @OmariMC channel has over 152,000 followers and www.omarimc.com has received over 313,525 hits from Twitter to date. You can follow the Twitter channel at www.twitter.com/omarimc.
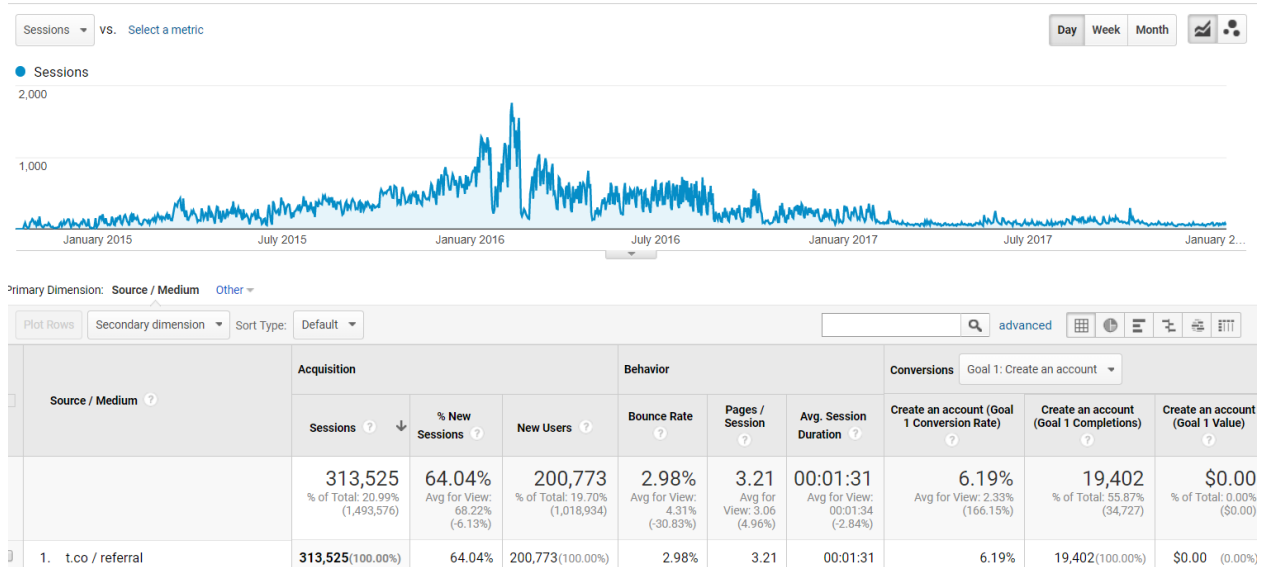
Website Visits From Twitter

9

Question: *How did I successfully navigate Facebook free and paid advertising?*

Challenge: Just like its Twitter and Google counterparts, Facebook is a machine all its own. At the end of the day, every new music business owner wants traffic to their website. They want people to hear their music, buy their merchandise, and support their career. A number of music entrepreneurs will tell you Facebook is the only advertising platform you need to learn to be successful.

While Facebook does have its strengths, I'd disagree in not being multifaceted. I may currently get most of my traffic from Google, but that doesn't mean there haven't been days, weeks, or months where there was a different leader atop my traffic charts.

Getting free traffic from Facebook is difficult with all the algorithm updates they do. Facebook is a business. They aren't there to make sure everyone sees how important your new song is to you. No matter how great an organic free post does, there is a potential to unlock far more traffic with paid advertising.

The general posting on Facebook is now simply a way for page owners to decide which posts to boost with advertising dollars. The game of Facebook is all about your profit margins and email list. Some people consider it great to break even on the front end of advertising. That means that if I spent $100 promoting my beats and make $100 from selling them during the promotion campaign on Facebook, it's a successful campaign. The thinking behind this is that I have more products to sell them if I'm collecting emails on the pages I'm advertising. A percentage of viewers

would sign up for my list, go through the email sequence, and eventually I'd increase the average profit margin from my initial promotion campaign.

That means I need to have three things: A good advertisement, a good website, and a good email list.

What I Did: Let's go over free advertising first. We know from earlier chapters that I would create a number of articles around subjects that my target audience would be interested in. I would also make some simple videos of me creating new beats and post those as well. I threw into the mix some music memes, inspirational quotes, and small written posts about things that were on my mind during the day.

This strategy could easily be adapted to Instagram as well. Personally, I don't use my Instagram for business much. People have contacted me via DM and asked about beats, which has lead to sales, but I've focused more on Facebook than Instagram for my business at this point. This is in part due to the heavy amount of articles I post. Instagram doesn't allow links in posts unless you pay for it, so Facebook is a better option for now. I will seldom run paid ads on Instagram whenever I do a Facebook campaign, but it's not always necessary.

I scheduled all my posts using Meet Edgar and put together some times during the day I thought were peak hours. Everyone's peak hours may be different, but I usually post once in morning, once in the afternoon, and once in the evening.

If anyone comments on a post I make sure to like their comment or try and reply back quickly. This adds more activity to the post which can give it some extra reach. Additionally, I should add that a post that has activity on Facebook may not have as much on Google, and vice versa. Just because an article is ranking highly on Google doesn't mean everyone will love it on Facebook. It's a probability, but not a certainty.

The other thing I'll mention on free advertising is Facebook doesn't like your links! Not just *your* links, but any link that's going to take someone away from Facebook. They are much more friendly with the organic reach with photos and video uploads than with links to a different website. A meme I posted went viral and had an organic reach near 3,000,000! Conversely, I've never seen the organic reach of one of my articles go above 10,000. Facebook isn't dumb. They want their money from advertisers, and they're going to get it one way or another.

<u>GETTING VERIFIED ON FACEBOOK</u>

Another way I saw an increase in clicks to my website was through getting the coveted blue check on my page. It doesn't do anything too drastic, but it certainly helps build instant credibility. Despite popular belief, getting verified wasn't as hard as one would think!

You'll need a few things prior to submitting your application to get verified:

- An existing public music page under your artist/music business name

- A history of native content posted to your page

- A cover and profile photo

- Some media references that have your name or image

- A website

- The Facebook Mentions application

Make sure all the details on your page are filled out to the best of your ability; have a detailed, grammatically correct bio.

Head to the About section of your profile and create a custom username if you haven't already. Have your start date, genre, email (on the same domain as your personal website), press contact, and awards (if applicable) all completed.

This is letting Facebook know that the account is worth verifying. The more detail, the better.

After you have some good content posted to your page (videos, articles, song links, plain text, photos, memes, etc) it's time to get some ads running.

For one reason or another, Facebook is a little more kind with the verification after you've run a couple ads. You shouldn't have to spend any significant amount of money, but spend enough so Facebook knows it's not just a spam account.

Try setting up a couple ads to run for $5/day for a few days. That will be on the smaller side of a budget when we talk about paid advertising more in a second.

The link to submit your final application is here: **https://www.facebook.com/help/contact/342509036134712**

Facebook will change that link sometimes, so if that doesn't work then a simple Google search for 'Facebook verification application' should lead you in the right direction.

You'll simply attach a valid ID and select the page you want verified. Then within about 24-48 hours you'll get a yes or no on the verification.

If you don't get it the first time you can wait another 30 days and try again. Sometimes you may need to get a few more fans or promote your page more effectively. It does not take a vast amount of fans to be verified on Facebook. Don't let it deter you if you only have a few hundred. However, it usually does take a personal website (you own the domain), good content posted on Facebook, a valid ID, and minimal ad spend.
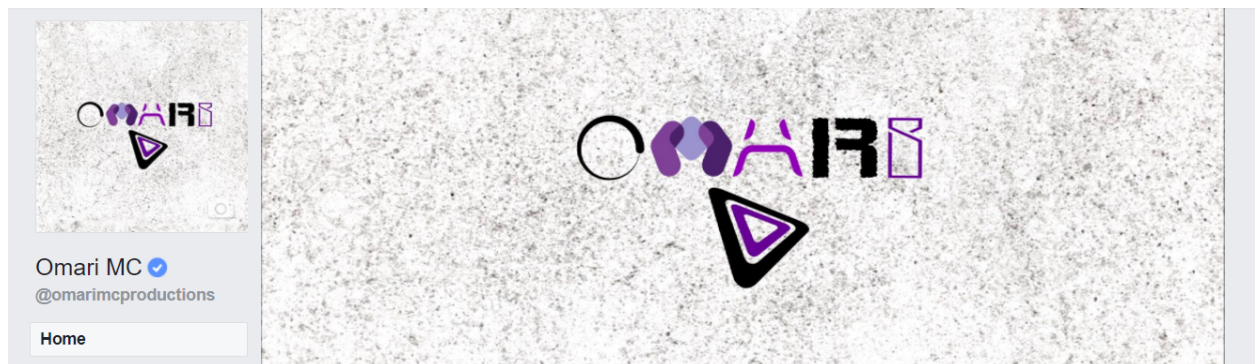
SETTING UP PAID ADVERTISING

After my fan page was good to go it was time to run some paid ads! I found out which posts were doing well by looking at the engagement levels in my notifications. If a post was doing well and I could see if being profitable in some way, I'd set up an ad campaign. Before spending the money, I'd make sure the page had a desired end result. One of my most successful paid ads was with http://www.omarimc.com/record-labels-accepting-demos/. We'll look at how the page itself is structured particularly for Facebook ads.

There are many different types of ads you can run. Some ads are for videos, some ads are for fans, and some ads are for website traffic. Personally, I'd say there's a way to combine the fans and website traffic ad campaigns, and I'll show you what I mean. Running video ads is also useful with Facebook. I won't go over a complete video ad because I spent most

of my advertising money sending people straight to my website, but some of these concepts can be used for video advertisements as well.

Actually, one of the first things I place on some blog articles now is a video presentation of the article. By that, I mean we put the key information of the article into a slide presentation and do a voice over. Why? Because some people are lazy and don't want to read the article. I want to be able to control as much of the inflections and context of what my readers perceive. If I can feed them the information rather than them only browsing the article for 60 seconds, I'll have a higher chance of them doing the actions I want them to. At certain parts in the video there is usually a call to action. That means there's a specific action I want the user to take on the page. That could be checking out my promotion services, joining an email list, or liking my Facebook page. Most of the time you only want one main call to action. This is *one* thing you want people to do, and if they do anything else it's an added bonus.

For this article, we have links to a few services listed within the article since it gets so much traffic. However, the main objective of this page is to get Facebook likes.

Video Presentation At The Top Of The Article

The article is about submitting music to record labels. There is a list of labels we included in the article, but it's set up to be interactive. A reader must like our Facebook page in order to unlock the list. We don't do this with every article, but it's useful here. Some people will complain that they have to take 2 seconds to like a page in order to see the content, but people will complain about anything, so I don't sweat it too much. You can't please everyone, and quite frankly, some people just want to find stuff to whine about. Most people will like the page on Facebook to get the content they want and go on about their day, but this means that they will see future content on the Facebook page later! This strategy works well with email signups, YouTube Subscribers, and Twitter followers too. You can set up different pages for each one to maximize this strategy.

The plugin used on my site is called Social Locker. It's a free download in Wordpress, but if you want all the functionality for all the lockers it's a $20 upgrade, I believe. I like to make the the text behind the locker blurry so that people know there is content hidden behind it. If they can visualize the end results, then they will be more likely to unlock.

Now that the page is ready to go for the ad, it's time to set up the specifics.

ADS MANAGER

You can find your Ads Manager by clicking the drop down menu on Facebook and going to Manage Ads.
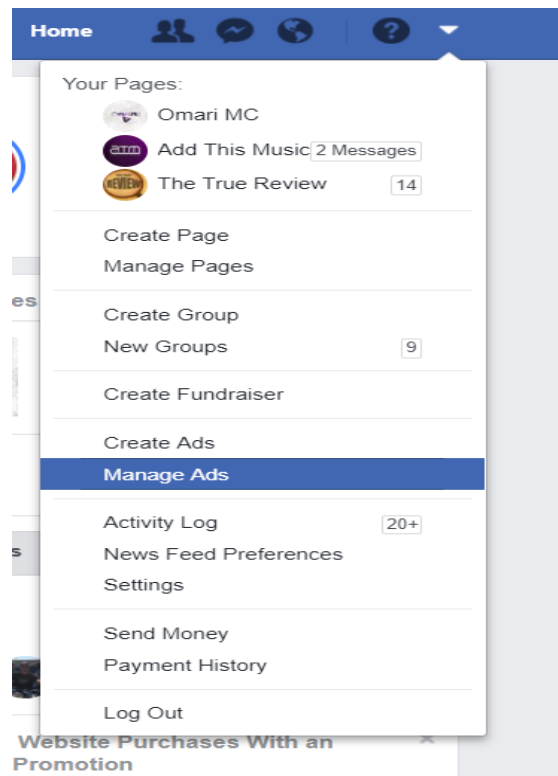
Here is where you'll see all the activity going on for every ad campaign you set up. You can set up new ads my clicking the green '*Create Ad'* button or the '*Create Campaign*' button.

You'll be brought to a screen where you can select the type of campaign you want to run. For this page, I just wanted to get traffic to my website. I set up my page with the intended purposes of conversions and engagement already (people liking my Facebook page). Once the right people see it, they'll engage with it.

The next thing I want to do is name the campaign and choose whether I want to test multiple images, videos, or texts. Let's say I have two images

ready for an ad, and I'm not sure which one will perform best. I can do what's called a split test and run two at the same time. Then once I see one is doing better than the other, I choose the better one.
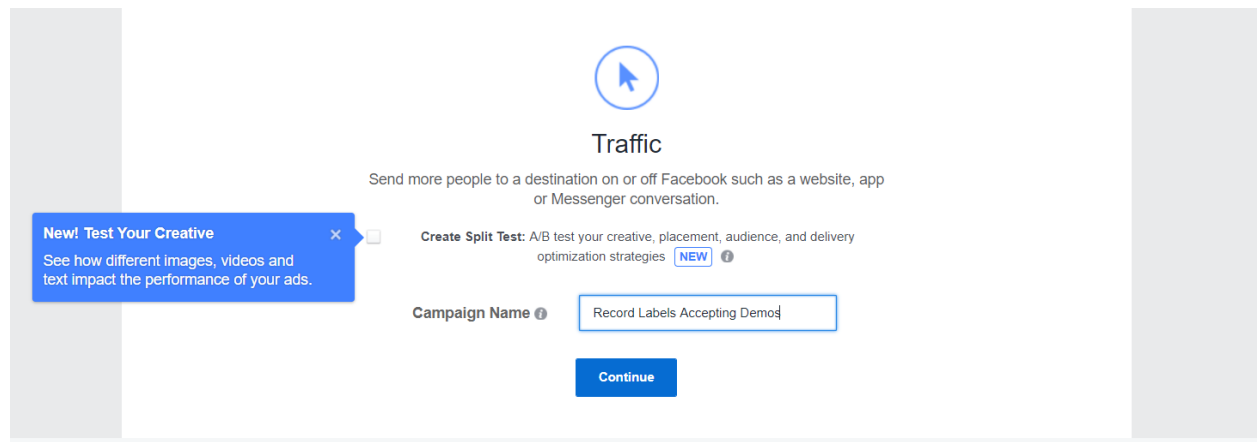
This next part is probably the trickiest of them all. You have to create the audience you want to advertise to. This is different for every ad and every page. I can't tell you exactly which audience will work best for what ad you want to set up. I can only tell you what I've seen work for me, and you can adjust for your music business.

For example, 10,000 might be an alright audience size if you have a tiny budget and are just dipping your toe into Facebook ad waters. But if you've got a healthy budget, you can go up to between 500,000 and a million.[3]

It really all depends on how relevant the ad will be to your specified audience. For this one, my audience was fairly broad as it had a few million people. I will say I don't see how an ad would be relevant to more than 5 million people… ever. I did the most extensive detailed targeting I could, and I came up with 3.2 million.

For my relevant countries I had: Australia, Canada, Denmark, Finland, United Kingdom, Ireland, Malta, Netherlands, New Zealand, Sweden, and

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[3] https://neilpatel.com/what-is-facebook-advertising/

the United States. You want to make sure the people in whatever countries you're targeting are interested in what you're selling and speak your language. You can see which people are interested in your page and what age range by looking at the insights for your fan page. My targeted age range is 18-44 and English speaking (UK and US).

I'd say to start your audience size small. You can always expand later. You don't have to pick as many countries as I did if you're just trying to reach a local market. I was trying to go big with my ad, so I chose a larger audience size.

For example, pick a few specific cities in the countries that you want to target (even better to focus on one country).

If I only want to get young rappers to see my ad, I can narrow down the age group to 18-24 since that range is still pretty popular with my page. Once I see that's doing well, I can add more later.

I chose people with music related job titles: Rapper, Producer, Artist, Songwriter, etc. Then I added people who were fans of different record labels like Virgin Records, Universal Music Group, and Capitol Records. If

someone has something related to music as their job title and they like a record label page on Facebook, then my article would likely be relevant to them. I also included people who liked pages of different indie music producers and music schools. This was intuitive because I knew that artists were interested in record labels from my email list and I'm an indie music producer, so that would mean that people who like other producers would be interested in the information as well. I'd see what other producers were popular online through sites like BeatStars and include their info in my ad targeting.

(Note: every single fan page doesn't show up when you do this, but if a page is popular and verified, it will usually be available for ad targeting)

DEVICES AND BUDGET

Obviously, it's wise to have my ad in mobile and desktop devices. For this ad, I would choose the feed and instant articles placement. I don't suggest doing right column, but you can test that out for yourself. At first, I run my ads on both Instagram and Facebook, but if I see the Instagram ads are costing too much, then I cut them and just do Facebook. This ad doesn't need to check any boxes for audience network or messenger. Only when you're trying to get more direct sales would I say to do a messenger ad. That's when you want to be able to interact with your audience on demand and answer any questions they'd have before purchasing in the moment.

Next, I needed to set a budget. I started small with around $10/day for at least a few days so I could measure conversions. You can gradually increase this amount depending on the success of the ad. Don't jump from $10, to $50, to $100. Rather, go from $10, to $15, to $25, to $45, to $75, to $100. If you increase spending too quickly, then it can throw off the targeting of the ad.

Set your daily budget for around $5 when you're first starting out for 3-7 days. **Don't touch it for that duration of time!** You'll be tempted to freak out and edit your spending during the first couple days. Don't do this! You want to give it time for accurate metrics. Now it's time to set up the ad itself!


Facebook Feeds

View Media Requirement

<u>CREATING THE AD</u>

Facebook use to be a little more lenient when it came to having text overlays on ad photos. Nowadays, they don't really want you to have any. The image I had for my original post included a text overlay of 'Record

Labels' on the image. Honestly, this image performed greatly, but I could still get similar results with another photo. Use only free images for ads. You can create the image yourself if you'd like, but chose one that fits with your audience and your ad. You can download some at www.pixabay.com or Facebook will provide you one. For this ad, the single image format is going to work fine. You can play around with the other options if you'd like. I've seen the single image ad work well for what I'm trying to do though.
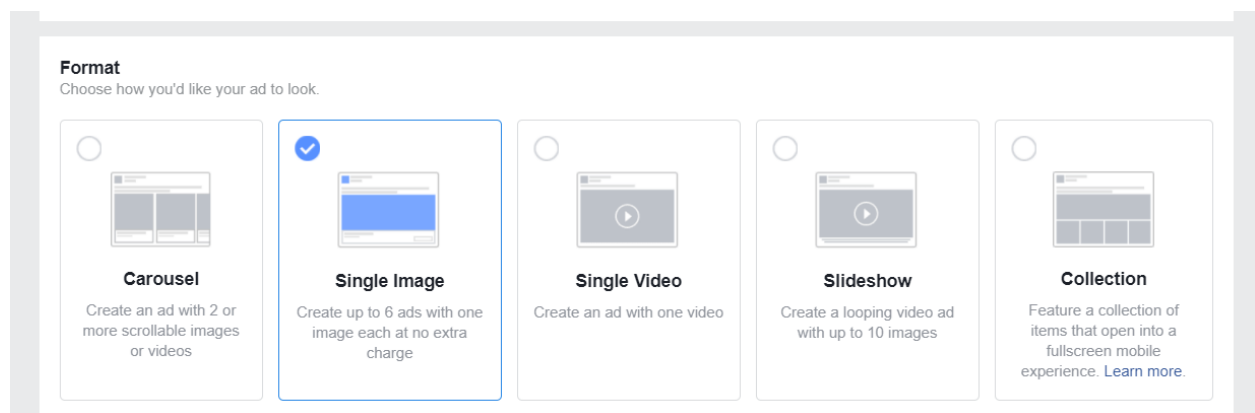
After you choose an image it's time to come up with a headline. The original title for the article is fine for this one, but sometimes it could need adjustment. Try to get inside your target audiences head when coming up with the headline. Ask yourself if you'd potentially click on the link with the headline you're coming up with. You could also try and remember the last link you clicked on from Facebook and why you did it.

The text portion is what appears above the ad. Some people like to have very long ad copy and others want it short. I'd say to test both and gauge results. I usually choose to have one or two sentences for my text in ads, but I've seen people do well with having 4 or 5 paragraphs too. It really depends on the ad. I will say that this is an article link I'm sending people to anyway, so the ad copy doesn't need to be that long.

The next section is the call to action button. This aspect is about spoon-feeding your reader. It should be common sense that you would have to click on the link to read the article, but having a button there can increase the CTR (click through rate). Hold your readers hand as much as possible through the process. Better click through rates also equal more bang for your buck.

One study done by AdRoll shows that the '*learn more*' click through rate performs the best on ads.[4] If one of the other buttons suits your ad best, then try that out. I did use the learn more button on this ad and a few others and it performed nicely.

Lastly, you want to set up your newsfeed link description and your pixel tracking. The newsfeed link description should be very similar to the meta description for Google we went over earlier. In many cases, you can just copy and paste it from there.

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[4] https://blog.adroll.com/best-practices/newsflash-facebook-cta-buttons-really-work

Setting up a pixel is going to be different for everyone depending on the theme you own. You should set one up to track sales, conversions, and other things on your site. I don't want to waste your time here by telling any outdated information if they decide to change how to install pixels, so I'll direct to the link to create a pixel yourself: https://www.facebook.com/business/help/314143995668266.

If that link isn't working, simply type in '*how to set up a Facebook pixel*' on Google.

Make sure your ad looks good on both desktop and mobile previews one last time, and then you're ready to start the ad! Facebook will review the ad to make sure it complies with their platform, but this usually only takes about 15-30 minutes.

After you've let that 3-7 days go by you can check all the specifics on how your ad is performing in Ads Manager. Click on the ad you want to check, then click on '*performance and clicks*' to get the most information from the ad. Here you will see everything from CPC, to CTR, to website sales (if you've set up your pixel correctly). This way you know exactly how much your ad is spending and exactly how much it's making.

That is pretty much my rinse and repeat formula for Facebook ads. I did all of this without even doing the more advanced Facebook techniques like creating lookalike audiences or importing my Mailchimp list into Facebook. I've since done those things after successfully running some ads, and they are a nice compliment to an already targeted advertisement.

I saw a good amount of success with the above method. You should absolutely start there before trying anything more advanced. However, I'll lay some of the advanced strategies below. These have the potential to get an even more targeted audience, but should only be used once you master setting up ads and running them. To give you a hint, I've spent over $24,000 in Facebook ads and haven't implemented much of the more advanced strategies I'll lay out. I plan on implementing them more once the Google keyword research slows down.

## ADVANCED FACEBOOK AD STRATEGIES

Custom and lookalike audiences are another way to boost the detail of your ad targeting (custom audience) and grow your target audience reach (lookalike audience) to maximize your ad campaign results.

Ad campaigns which target custom audiences get rewarded by Facebook's own Relevance Score. This is a measurement they use to determine how well your ad is going to fit your target audience.

The higher the Relevance Score, the better click-through rates you can expect. Which in turn means lower cost per clicks.

Once you start getting decent website traffic or engagement from the ads we spoke of above, you can switch over to start a new custom audience.

Start by going back into the Facebook Ads Manager and looking for the *Audiences* section.
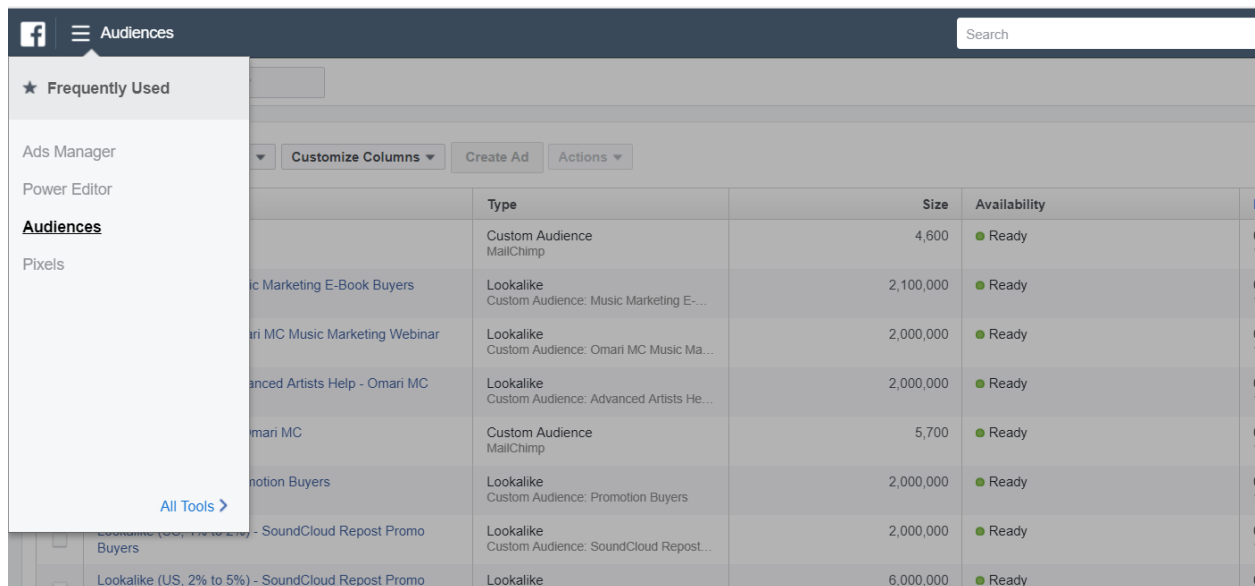
Next, you'll want to hit the create audience button and choose custom audience.
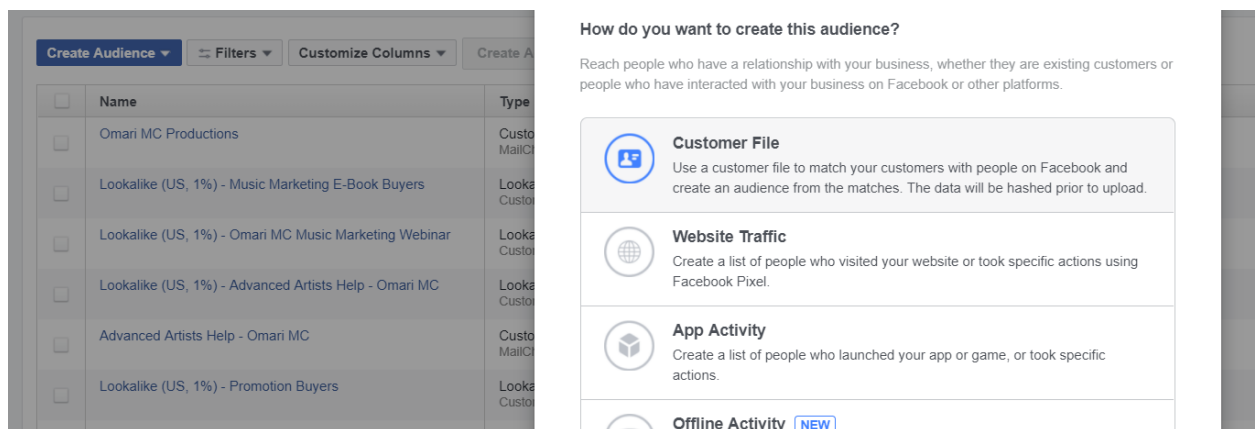
Choose the customer file. This means that you'll be uploading an email list that you already own into Facebook. If you don't have a good size email list yet, then you may have to wait on this one (I'd say at least 1,000 people on

your list). This is another reason why growing your email list is primarily important.
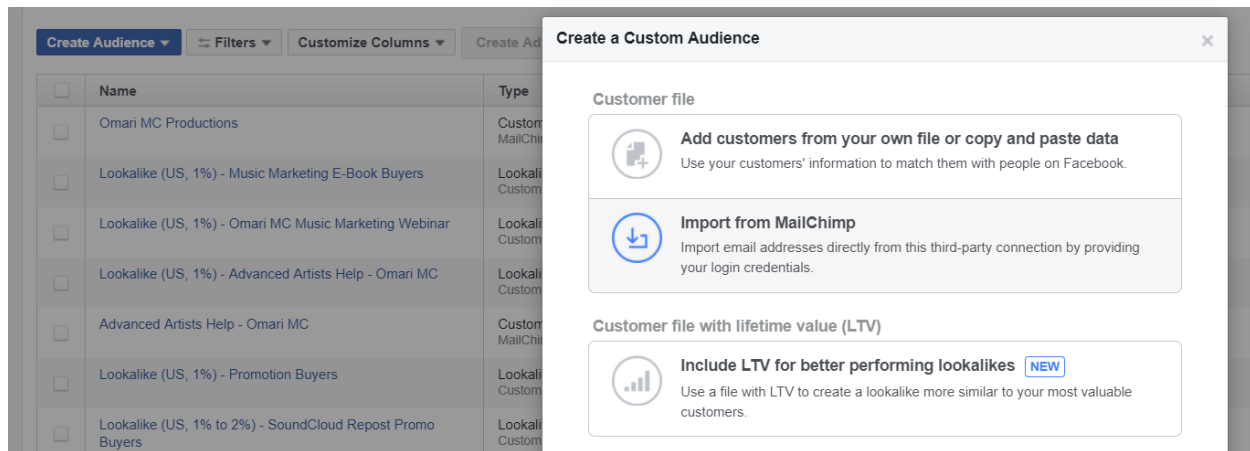

If you don't use Mailchimp, then you'll have to download your contacts from whatever email provider you're using and import them here. Luckily, with Mailchimp there's a built in option where we can simply login and sync it up! Connect your Mailchimp account and import your lists. Don't be surprised if the audience size is cut in half or more by Facebook when you do this. Facebook will do its best to grab all the emails and sync them up, but it can't do it with all of them.

You can use this custom audience to retarget different products or give a boost to an audience you know is familiar with you. If I had a new product launch, I could send it out to both my email lists *and* Facebook audience with specified email list to maximize results. Retargeting is finding people who may have seen a product on your site but didn't purchase it yet.

Another thing you can do is create a lookalike audience from your email lists. Lookalike audiences are people Facebook thinks have similar interests and characteristics of your custom audience. It's wise to choose your best customers or most popular lists to make a lookalike audience

from. This is found in the same section of the audience tab in the Ads Manager.
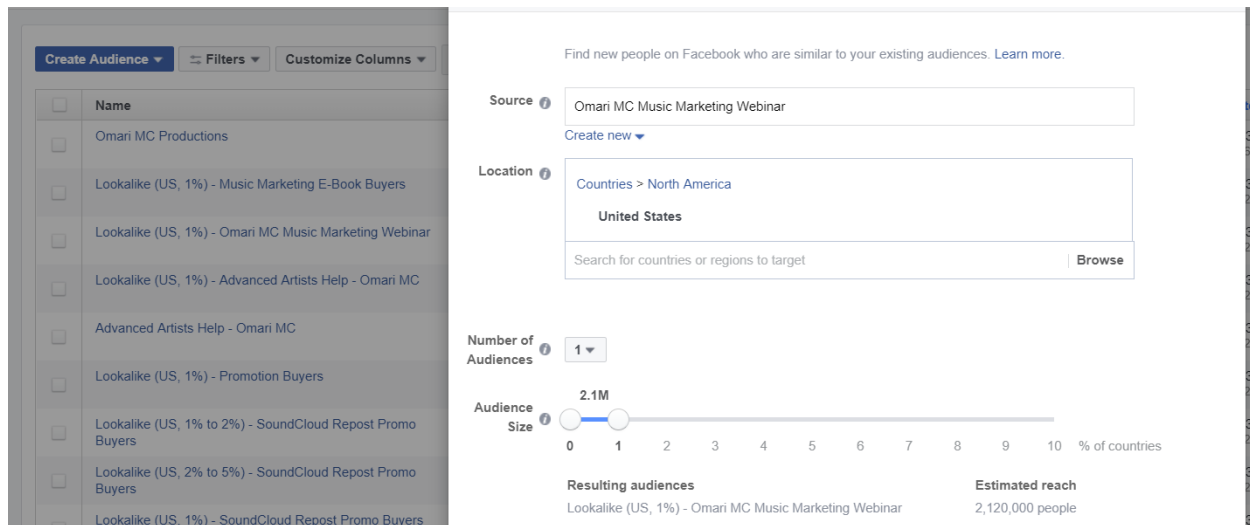
You would pick a source (your best email lists), choose the location of the audience, and choose the 1% audience size to get it as targeted as possible. The reach will be on the larger size, but these audiences should be good to go for testing after that!

Why I Did It: Facebook is a massive platform with huge potential. In combination with maximizing my Google efforts, it may very well be the platform to help propel my business from 6 to 7 figures over the coming years, by God's grace. I'm going to continue to grow this advertising strategy and see where it can take the business. This could open ways for more jobs and opportunities for others as well. Much of the '*why*' behind this strategy was covered in the '*what*', so we'll get straight to the results!

What Were The Results: I've spent $24,054.16 on Facebook ads and gotten over 283,035 visits so far. About 75% of the visits have been from paid traffic. Here are my 5 most popular links from Facebook:

- http://www.omarimc.com/record-labels-accepting-demos/

- http://www.omarimc.com/advice-to-artists-from-famous-music-managers/

- http://www.omarimc.com/7-tips-on-how-to-get-your-first-5000-soundcloud-followers-2/

- http://www.omarimc.com/how-to-actually-get-your-music-in-a-spotify-or-apple-music-playlist/

- http://www.omarimc.com/why-your-music-will-go-nowhere-on-soundcloud/

The ad copy and titles more or less stayed the same as the original article when ran for paid ads. My average cost per click is around $.08 and my Facebook fans now total almost 35,000. The ads all helped grow Facebook likes, SoundCloud followers, promotion sales, affiliate sales, and email signups. Here are the stats from the ad we went over in the previous section:

Record Labels (Actually) Accepting Demos

Here are some helpful guidelines for major and independent record and music labels accepting demos. A list of labels is also included!

WWW.OMARIMC.COM

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Question: *How did I master SoundCloud and Spotify networking?*

Challenge: Growing my SoundCloud and Spotify network was instrumental in the growth of my business. I not only had to grow my own channel, but make sure my blog network and connections were growing too. SoundCloud and Spotify are overcrowded with every new artist trying to be heard. This can be both a good and a bad thing. It's only bad when you don't know how to use this new boom in artistry to your advantage.

Instead of wallowing around saying how much I was frustrated with the saturated market, I thought of the needs of both artists and bloggers. Artists need to get their songs heard, and blogs need to get their artists heard. Blogs have largely taken over the role of the traditional A&R for record labels. Instead, now listeners can simply subscribe to a YouTube, SoundCloud, or Spotify channel to discover the latest talent.

The A&R would normally vet artists and tell them if they were good enough to get signed. Nowadays, bloggers vet hundreds and thousands of music submissions to see who has talent and could help grow their blog with a feature. You scratch the blogs back by having good music they know their listeners will like, and they scratch yours by growing their audience, marketing, and featuring your music to fresh ears.

In order to network effectively, I had to understand a few key concepts: the first being reciprocity. The value I can give to an artist or blog needs to be equal to what they can give to me. I know some artists don't like to hear that, but again, this book is about growing a *music business*. You can't approach business like a charity case. Many artists believe networking means asking people in power what they can do for them. Others believe

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it's simply posting their song links every chance they get. You can continue down that road if you want, but you'll go much further using reciprocity.

That means you have to have something to offer other business owners. I believe that's why you picked up this book! Once you have a legitimate business model in place, you can swap your resources with others and truly grow together. You won't just be another one of these artists who approach someone who already has a following and say, "Let's make both of us some money," while knowing full well they can't make money themselves in their music business. Don't do business with people who aren't about their business. We'll look at how I grew my channel first, then how I used that as collateral for growing my network.

What I Did: To grow my SoundCloud, I used all the strategies listed above with Facebook, Twitter, and email lists. I won't reiterate those here just to make the book longer, but just know everything I listed in the previous chapters aided greatly in growing my channel. Aside from that, this may sound redundant, but putting out quality music is not to be overshadowed. That doesn't mean you make music in the most popular genres, but it does mean your music is professional, engineered well, you've learned as much chord structure and melodic arrangement as you can, and you practice until you're sick of making new music (if that were possible). Don't overlook the value of putting out a professional, creative, and well done music project.

SETTING UP MY SOUNDCLOUD PROFILE

There are a few benefits of having the pro account for SoundCloud.

- I can customize the text for download links. If you only have the free account, the only text for downloads it will show is 'Buy'. I can make the text say whatever I want with a paid account. I usually just put 'FREE DOWNLOAD' in all caps if I'm giving away something for free in order to grow my channel.

- The spotlight feature is good to highlight songs that are popular. It's especially useful for when I started doing more repost trading and wanted to keep certain songs at the top of my profile instead of the newest repost.

- It shows you take your music seriously enough to invest in it and you get in-depth statistics to review.
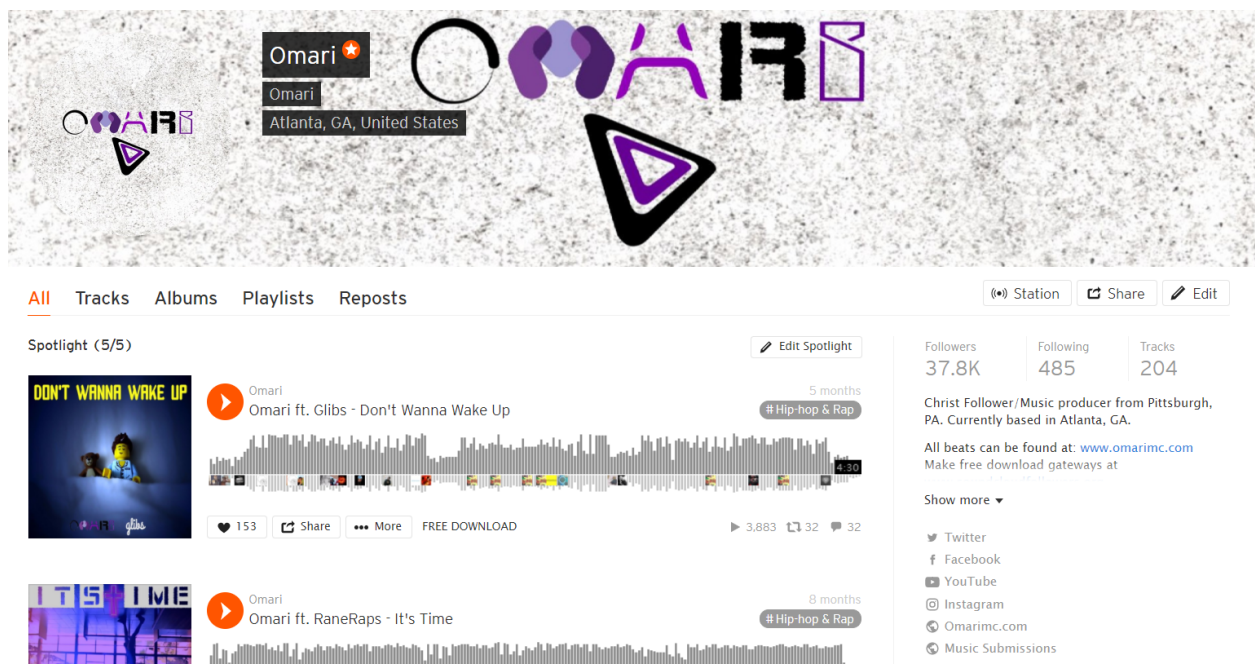
Pro Accounts Have The Orange Star Near The Name

I have a short bio and links to all pertinent social media and my website (of course).

GATEWAYS

There are two types of gateways to gain more followers on SoundCloud and Spotify. One is similar to the Social Locker method we talked about before. I set up my music submissions page in a way where people can exchange one follow for a music submission. Getting hundreds of

submissions every week takes time to go through! The least a submitter can do is follow my channel in respect of time if they want to get featured. I put this information on my submissions page to grow my audience on a daily basis. If someone doesn't want to oblige, I simply don't listen to the submission (it's free, after all). I could've picked any social network for this method, but I specifically chose SoundCloud.
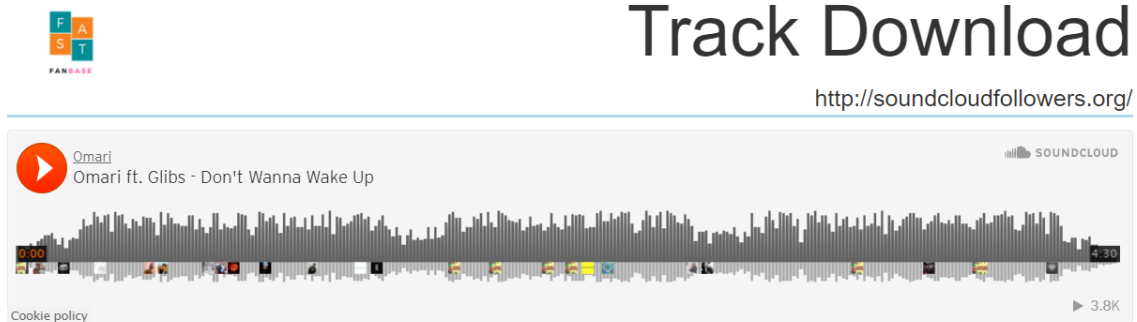
The second type of gateway can be found at www.soundcloudfollowers.org. It's a free site that lets users create follow-to-download gateways. Instead of giving away your music completely free, you set up your songs through the site and can have users agree to repost, like, and follow your songs/account in exchange for a download. It's super easy to set up and there isn't a single artist who should not be using it! (It's free)

I know with unlimited data plans it may not seem like people download songs anymore, but if a song is good enough, there is still a nice percentage of people who will download it. This is especially true for

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instrumentals, cover songs, drum kits, acapellas, and remixes. The download gateway strategy also works for Spotify and YouTube with the site.

Download Gateway From Soundcloudfollowers.org

Since I started the site, I also included my account in every gateway created by anyone. It's not a hidden account in that I list that my accounts will be followed automatically. Building a site like this isn't cheap, so if I'm offering it for free, it should help me gain some followers on the backend. Many sites like Artists Unlimited and Supportify also take advantage of this method. If someone does not want my accounts in their gateway, they are free to use another paid gateway service out there, but this is why I'm giving mine away for free.

With Soundcloudfollowers.org you can also put up to 7 SoundCloud accounts in a single follow-to-download gateway. I would often collaborate with other bloggers or musicians who put out similar music as me. We would include each other in our follow-to-download gateways and grow twice as fast! The more popular an account is, the better chance of it getting more followers during a release.

PROMOTION

Before I had enough resources to start my own promotion service, I would find large channels on SoundCloud and submit for reposts to their channel. I didn't have many followers on SoundCloud a few years ago, but I did make some good music that could be featured on larger blogs. If there was a submission or promotion fee, I would invest in myself to get the exposure and use the follow to download gateways to grow with the promotion.

REPOST TRADING

This is where my SoundCloud networking grew the most! Once I had grown my channel using all the methods previously described, I could then trade reposts with other blogs so we could both grow. Say I have 10,000 followers and another producer has the same. If I have a new release, I can hit them up and ask for a repost and they can do the same with me. Instead of my release only going to 10,000 followers, it now goes to 20,000! I would do this with as many channels as I could find.

I'd find one blog who posted similar material as me, then I'd see who else they were following. They usually followed other people with similar stature and posting habits. I would follow everybody I traded with so I could keep track of my network. We messaged each other on SoundCloud messenger or Facebook and use a scheduler to keep track of the reposts.

REPOST SCHEDULING

You can find a scheduler at www.scplanner.net. It's a beautifully put together SoundCloud repost planner that integrates everything you need to get the most out of your reposts and really master your game. I would grab the URL of whatever track the other blog needs reposted, select the amount time for the repost (24-48 hours is standard), put in a comment or like (optional), and hit the autoschedule. The autoschedule will find the next available repost spot, according to your preference, and automatically put it in so you don't have to manually keep a schedule. It's super quick and easy!

The other cool thing you can do on the site is form a permanent network. Let's say I trade with a particular blog on a very regular basis. Eventually, we could just give each other permission to repost on each others channels without having to ask all the time. I would add them as a subordinate to my channel and they would add mine to theirs. A primary channel can schedule on behalf of its subordinates. A subordinate does not have power over the primary. That's why we both would have to swap. I usually agree with my network to repost a limited amount of reposts per day to keep the

channels from getting cluttered. The bigger my channel is, the more powerful it can be as a primary.
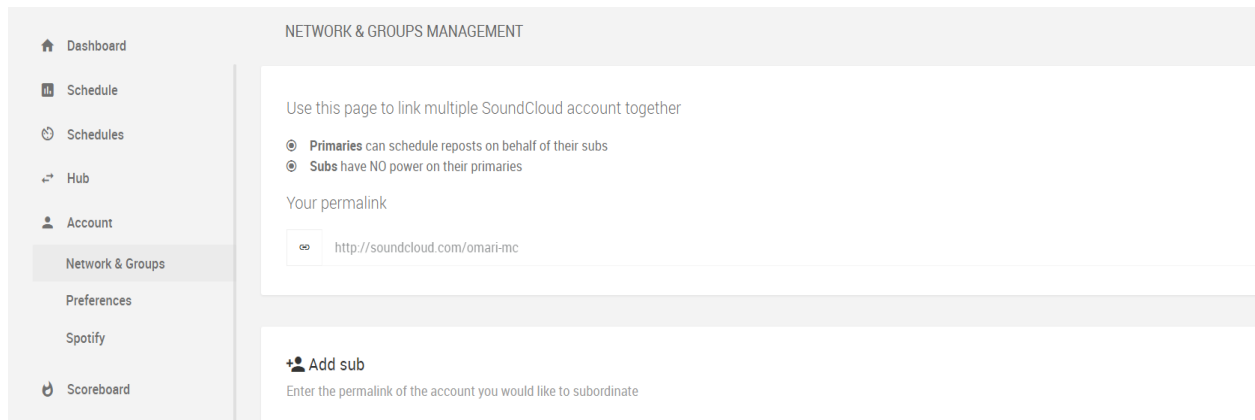
The last great thing about the site is the trade hub. Here you can create new trades or offer on existing ones. They let you know the genre of the song and what accounts you'll be trading with.
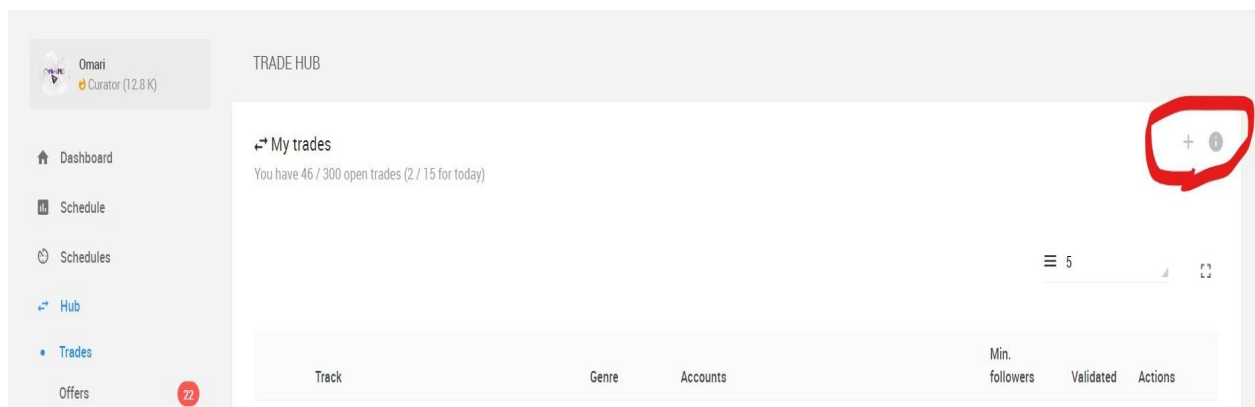
Go to trades in the menu and hit the + button to create your own.

Track

| 🔗 | Track link (https://soundcloud.com/...) |

☑ Unrepost after

| ⏱ | 24 | hours |

Accounts   + −

| VARIANT #1 | VARIANT #2 | VARIANT #3 |

Accounts to use 37.9k followers

| 👥 | × Omari (37.9 K) | ✓✓ |

| 🔵 | Group |

Minimum followers to repost

| ◑ | 0 | followers |

Put in your track link, repost time, and select the number of variants. A variant is useful when you have different levels of trades you want to offer. If I have 10,000 followers, but it's spread out over 5 different channels, I can make 3 variants to offer trades at say 3,000, 7,000, and 10,000 followers. This will allow people of smaller networks the benefit of still trading on the song. You can see everyone who answers to your trades in the '*Offers*' tab under trades.

Whenever I offer on other trades, I put a specific range to make it easier for searching.

A quick tip: whenever you're offering on trades, be sure that the followers of the offerer actually match what they're offering. Sometimes people will only have 13,000 followers but make illegitimate offers on bigger trades. Make sure their number of followers is close to the trade before accepting.

Not A Good Trade

FACEBOOK GROUPS

There are also Facebook groups that are essentially trade hubs as well. I first got invited to these through another blogger I traded with. These can be found on Facebook by searching for SoundCloud or Spotify repost groups (or some variation of those words). Likely, you'll have to be accepted before you can join the groups. If you don't have anything to offer,

no one wants to make an unfair trade. These groups are not for spamming links and asking people to support your music when you have nothing to offer. Grow your channel first, then head to the groups.

SPOTIFY

Spotify networking came by way of SoundCloud networking for me. Most of the methods we've gone over in this chapter can be used to grow your Spotify network as well. There is no central trade hub yet like with SoundCloud, but I believe this will be coming soon. Instead of repost trading, we do playlist placements. If two people have playlists with 5,000 followers, they can both agree to swap links for certain positions in their respective playlists.

I'm currently growing my Spotify playlists, but in the meantime I've collaborated with another blogger who has bigger Spotify channels. I offer my marketing skills and expertise to bring in people who need more exposure on SoundCloud, and he focuses on growing the Spotify playlists for us. As I grow my own, we'll add it to the network and keep going! If you can add significant value to any music business, they'll usually be all ears to your ideas.

Why I Did It: Many in the music business are scared of what streaming may mean for the future. Instead of spending time worrying, I figured out strategies that would work for my business. This is all combined with the tips from earlier chapters about listening to the needs and wants of your target audience. I knew that I wanted to have more plays and exposure on these platforms myself, so when I found out how to do it proficiently, I created a promotion service for people who didn't have as much research time as I did.

Make no mistake, these results did not come overnight. It took me years to get this going to where I have it now, and I still have room for growth. But I

know these strategies work! I continue to build my SoundCloud everyday with them, and I'll be applying more and more of that knowledge to Spotify and Youtube as the business grows!

What Were The Results: There are over 37,857 followers on my personal SoundCloud channel and hundreds of thousands in my personal network. The trade hub makes it possible to repost to millions of followers on SoundCloud and deliver these same advantages to promotion clients. It also saves hours of time being able to schedule in one place with all the technology of www.scplanner.net. Results from updated Spotify campaigns can be found here also:

www.omarimc.com/spotify-artist-promotion-results-testimonials/.

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Question: *How did I build my website without learning how to code?*

Challenge: I would see other musicians have great looking websites and thought I had to spend hundreds of dollars to pay someone to do it for me. Truthfully, not hiring a designer was one of the best decisions I ever made! I had a couple kinks to work out along the way in terms of learning the subtleties of design and finding my voice through my site, but it all worked out in the end.

I can create whatever pages I need for my site on demand and never have to wait to call a web designer to fix my main site. It's much better this way, trust me. My other site, www.soundcloudfollowers.org, has some pretty complex coding, and I'm not able to make changes on demand for it. Not that the coder is bad, it's simply better when you can quickly do all the changes yourself.

What I Did: Learning how to build a great looking website that will help your music business succeed doesn't have to be hard. I'll walk you through it so you'll be up in no time.

BUY YOUR HOSTING AND DOMAIN NAME

All this essentially means is that your website needs to have an address and files to view. The easiest way to register your domain name and hosting is to use Hostgator. You can register a domain in almost any country through them.

Register the domain that you would like to use. I highly suggest a dot com (.com) with no slashes and underscores if possible. A dot org or dot net will

do if you can't do the dot com, but I would even suggest adding the word 'official' or something of the sort if the dot com is not available (e.g. www.omariofficial.com). Hostgator will guide you through this process, and if you have any questions their customer service is great.

Try to purchase a domain name that matches the URLs on your Facebook, Twitter, Instagram, and YouTube. This way, if someone Googles your band they'll easily find your website and all your social media channels.

You can sign up with Hostgator at this link for a discount: http://partners.hostgator.com/c/241792/177309/3094

That's my affiliate link and you'll get 20% off by signing up through it.

SET UP WORDPRESS

Now that we've got our website name and hosting set up, the next thing we need to do is add a content management system to our site. This is just a fancy way of saying we need to set something in place that's going to allow us to organize the items we want on our page. If you knew how to code, you wouldn't necessarily need this, but since you most likely don't this is going to make things a whole lot easier.

WordPress is by far the best content management system on the market. There are some others like Wix and Squarespace, but there aren't nearly as many tools and functionality available as there is with WordPress.

In order to install WordPress, you'll need to be logged in to your Hostgator cPanel. You should have gotten an email after you signed up with your hosting and domain name. Log in to the cPanel with the credentials they gave you.

Next, go to that WordPress button at the top of the cPanel. It's super easy to install and can be done in a couple minutes.

Select Domain For Installation

Select your domain: / directory NEXT

After you go through that process you'll be emailed a username and password from WordPress.

You'll be able to log in to your site at www.(insert your site name here).com/wp-admin.

This will bring you to your dashboard that looks like this. Yours won't have all the plugins on the left that mine has, but it will still look similar.
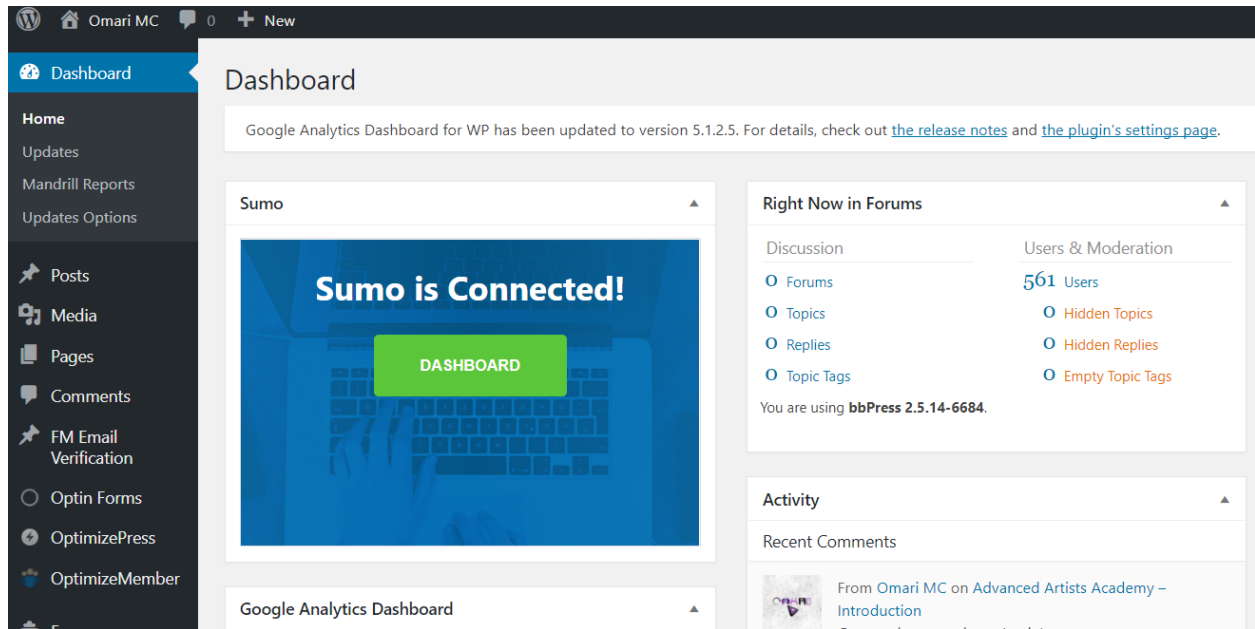
WordPress Dashboard

INSTALL A GREAT LOOKING THEME

You're almost done with the basic website setup!

All you have to do is add a theme. A theme is a pre-made design that will make it easy to build your site.

There are a couple options you can choose:

1. You can choose a free theme from the WordPress marketplace.
2. You can buy a premium theme (more functionality, features, and best for maximizing your control and revenue).

Personally, I use a premium theme called OptimizePress. Here's why:

● It looks way better. No one is going to take your career seriously if they come to your site and it doesn't look professional. Free themes just don't look as good, and you can't do as much with them. Your fans will know the difference.

- There usually isn't a single thing I can't customize. OptimizePress allows me to have complete control over my site and make it unique to my personality. Think of a premium theme as investing in yourself with the potential for greater return. This theme cost as little as $97, but if I would've went with a free theme from the beginning of my site, who knows how much money I would've **_lost_** from not looking professional.
- You get support. Some free themes don't work with WordPress whenever they update the platform. This isn't the same with OptimizePress. There's dedicated support staff who can answer all your questions and set you on the right path. In the end, you get what pay for!

You can click the link below you get started with OptimizePress. I watched all their tutorials on the site after purchasing to set up my music website professionally.

https://zf137.isrefer.com/go/op-pricing/OmariMC/

BUILD IMPORTANT PAGES

Some sites look great, but they're not designed for *selling*. My goal is to do both!

Your entire website should be easy to navigate with a navbar across the very top of each page so visitors can see it (not buried where they have to scroll down).

There will be tutorials in OptimizePress to set up your menu.

Remember – your site needs to support your brand! The colors you choose, your music logo, the pictures you use… these things are all incredibly important and help tell your story. Figure out what story you want

to tell to keep your brand consistent. Try to make your socials match your site colors and style as well.

Your homepage should feature your name and your pitch, or specifically what you sound like. I have my 'About Us' section written on my homepage. If you feel weird creating a "pitch", use one killer press quote or fan quote which sums up the way you sound.

Important pages for me are here:

- Home Page
- Blog Pages
- Sales Pages
- Squeeze Pages
- Submission Page

Everything else pretty much revolves around these.

<u>PLUGINS TO DOWNLOAD</u>

OptimizePress is a great theme with tons of built in functionality, but these website plugins help me run my site smoothly too:

<u>Social Locker:</u> Social Locker is a set of social buttons and a locker in one bottle. Give people a reason why they need to click your social buttons. Ask people to "pay" with a Like/Tweet/+1 to get access to your content, get a discount, download, to watch a video, to view a funny picture or so on. And it will help you to get more likes/tweets/+1s, traffic, and customers!

<u>Form Maker:</u> This plugin is a modern and advanced tool for easy and fast creating of a WordPress Form. The backend interface is intuitive and user friendly which allows users far from scripting and programming to create WordPress Forms. You can pay a little extra to integrate PayPal or Stripe into the form technology (like the one I have at www.omarimc.com/promotion).

Page Expiration Robot: The official #1 most powerful, scarcity free countdown plugin ever created for WordPress to create evergreen campaigns to expire posts AND pages on a visitor-by-visitor basis!

Access Press Social Counter: A plugin to display your social accounts fans, subscribers, and followers number on your website with a handful of backend settings and interface.

Master Slider: Master Slider is the most advanced responsive HTML5 WordPress slider plugin with layer and Touch Swipe Navigation that works smoothly on mobile devices too.

Sumo: Free tools to automate your site growth from Sumo.com.

Askimet: Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. Your site is fully configured and being protected, even while you sleep.

Mandrill: wpMandrill sends emails, generated by WordPress using Mandrill. Sometimes Wordpress emails will end up in the spam folder. Mandrill helps to make sure that doesn't happen.

Yoast SEO: Improve your WordPress SEO, write better content, and have a fully optimized WordPress site using the Yoast SEO plugin.

LiteSpeed Cache: Speed up your page load times. Get a faster site with high-performance page caching from LiteSpeed Cache. Easy to set up. Easy to use. (A number of different cache plugins will do just fine)

Why I Did It: Your website is absolutely an investment and should be treated as such. It's not just something to check off a list. This part was critical to my success in having an unconventional 6-figure music business

in so many ways. I see far too many artist nowadays who don't have a website and are trying to make all their money via social media channels. That's placing a completely unnecessary burden on yourself. Essentially, without my website, almost none of this is feasible.

What Were The Results: The site you've come to know and love at www.omarimc.com was created! Who knows, maybe one day soon you'll be reading the sequel, '*The Unconventional 7-Figure Music Business*'! Stay tuned! I hope and pray you've learned a lot and can apply this knowledge to your music endeavors. God bless!

What To Do Next

Take this content and apply it! Don't be one of those people who reads a book with a ton of great information and never applies any of it. The majority of people do that, then they'll say nothing they've read worked when in reality they never took any time to actually *try* it!

This book doesn't guarantee you're going to make 6 figures this month, this year, or ever. These are simply the tactics and strategies I used. If you work diligently, you may achieve these results one day too.

Feel free to email me any questions you may have at info@omarimc.com.

Also, if you already purchased 'The Unconventional 6-Figure Music Business' course, you have access to more in-depth video tutorials on exact steps I took to build my business. I tried to be as thorough as I could in this book, but there are just certain things I can't show in text that I can in video.

All you have to do is watch over my shoulder in the instructional videos. You'll likely get results much faster by signing up to the course if you haven't done so already.

Remember, your currency in your music business is either time or money. If you want to spend less money, it's likely going to take you more time to grow. If you want to invest more, you have a much better possibility to grow quicker. The choice is yours!

https://www.omarimc.com/the-unconventional-6-figure-music-business-course/

Notes

1. https://neilpatel.com/what-is-seo/
2. https://www.techwyse.com/blog/website-analytics/improving-website-bounce-rates/
3. https://neilpatel.com/what-is-facebook-advertising/
4. https://blog.adroll.com/best-practices/newsflash-facebook-cta-buttons-really-work

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