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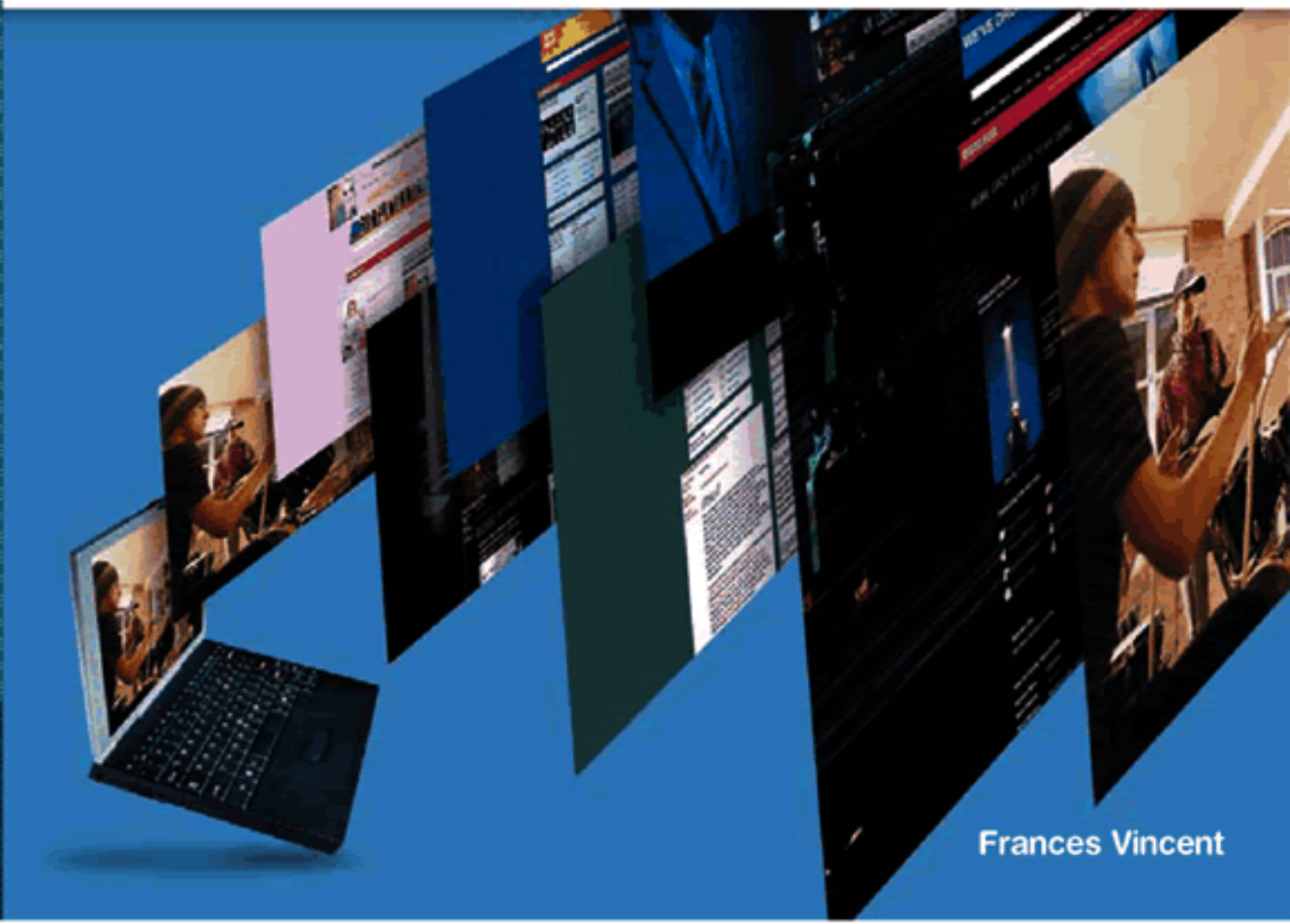
MySpace for Musicians

The Comprehensive Guide to Marketing Your Music Online



Frances Vincent

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Introduction

There's hardly a person who hasn't heard of MySpace. Stories of the website's marketing possibilities, the millions it fetched when sold, and the unfortunate tales of predators' exploits flow through print and broadcast media almost constantly. It seems MySpace is firmly entrenched in today's popular culture as an icon of Web 2.0, the next generation of the Internet.

It's no wonder that so many people, especially those ages 16 to 34, can attest to the "magic" of MySpace. Everyone seems to know someone from MySpace. Maybe a local cutie they met on the service or a business associate who found their profile through another MySpacer. And in a world where people say they are feeling increasingly socially isolated, they somehow manage to build lists of cyber friends numbering in the hundreds or thousands, some of which they are able to parlay into real-life friendships.

But MySpace is not just a giant marketing machine. For some it is an essential part of their social lives, the primary way they keep in touch with friends and customers, and their main method of meeting new people in their real lives.

And then there are those who see it as a way to reach out to others, to communicate beyond their home, town, or even country—to say to both friends and strangers, "I am here. I am looking, and I want to be found."

What You'll Find in This Book

The flurry of activity on MySpace, with its millions of pages of user-generated content, seems to be unprecedented. The scope of it is overwhelming. There are almost 200 million profiles as of this day. It has outpaced every other social networking site before or after. That's not to say it will always be on top, but for now it is. That makes it a powerful marketing force, and one worth learning about.

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MySpace for Musicians will introduce you to MySpace and what you will find on the site, how you can manipulate it, and how to use the service to your promotional advantage as an artist and entertainer.

While the book attempts to be comprehensive, it cannot cover every possible aspect of the MySpace experience. The technology, the site, and its offerings are changing almost daily. Even as programmers the world over quickly catch up and develop more tweaks and new ways of manipulating the site, it changes yet again. The code recommendations and site links offered here worked at the time the book was written, but there's no guarantee they will work forever. MySpace develops code blocks and filters all the time, and third-party "tweak" and "layout" sites come and go. Therefore, this book is only a snapshot in time.

Despite the unpredictable nature of the site and its usage, this book will introduce you to what's possible, with the hope that you will continue to keep abreast of new developments on your own.

MySpace for Musicians will walk you through the maze of grassroots marketing using the MySpace site. You'll become a proficient MySpacer and hopefully an adept marketer.

One other note... MySpace is heavily laden with advertisements, banners, and sponsored links, so you'll notice that parts of some of the artwork featured in this publication are blurred out to obscure the advertisements.

Who This Book Is For

MySpace for Musicians is for every band, soloist, side musician, record label, publisher, music manager, and entertainment industry–affiliated company who wants to use MySpace to its fullest potential. It's for all those who are not sure what they should be doing with MySpace. Maybe you've heard of it, but you think it's only for teenagers or you are too intimidated to get started. Perhaps all of your friends and colleagues are on it, and they're always asking you, "Are you on MySpace?" But you haven't made that first step. Anyone who

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is starting out on MySpace and is overwhelmed by the task at hand now has a guide to walk them through the process. You don't have to spend countless hours figuring it out on your own.

This book is also for those who have signed up, but don't really know what to do with their profile now. You may be new to marketing or unsure about how to maximize your experience on MySpace.

For every artist who wants to hop on the MySpace bandwagon, but doesn't think he or she is web-savvy enough to do it, this book is for you.

How This Book Is Organized

MySpace for Musicians is organized logically, from an introduction to MySpace and social marketing, to determining what kind of account to open, all the way through to customizing your profile, adding friends, leaving comments, crafting bulletins and blogs, and then on to learning the basics of email marketing, protecting your security, and even managing your experience. This book takes you on a step-by-step journey through the service in a way that makes sense for most people who have thought of joining the community, but haven't jumped in yet.

Each chapter will first introduce the content, giving you the basics of the topic, and then further break down the information so you learn how to accomplish each task yourself. The best way to learn is by doing, so you can follow along and try the pointers in the book right in your own MySpace account.

Throughout the book, you'll find references to other resources outside of MySpace, such as image hosting sites, code generators, and more. The appendixes at the end of this book offer even more resources, organized by category, such as music industry, music downloading, mobile marketing, and more. You won't have to hunt for this info by spending what would normally be an exorbitant amount of time web-searching to find the best sites. Most of what you'll need has been sourced and listed in the appendixes for you.

Are you ready? Fire up the computer. Make sure you're connected to the Internet, and let's get you turned on to MySpace!

MySpace for Musicians

The Comprehensive Guide to Marketing Your Music Online

MySpace is one of the most popular websites on the Internet today, with millions of pages of user-generated content. This makes MySpace an ideal tool for musicians interested in promoting their music to the widest possible audience. Many acts have gone from the garage to a recording contract by using MySpace as their launching pad.

MySpace for Musicians is for every band, soloist, side musician, record label, publisher, music manager, and entertainment-affiliated company who wants to use MySpace to its fullest potential. It teaches musicians how to design a MySpace page optimized for music promotion and distribution and how to best use MySpace to effectively market music. It includes expert advice on how to market oneself to the MySpace community and how to best position and advertise MySpace pages in the real world. The book caters to musicians who are unfamiliar with the network, as well as musicians who already have a MySpace page but who want to learn how to make better use of it. This is the most comprehensive book on how musicians can maximize the most popular and successful band promotion site!

Frances Vincent is the founder and president of Retro Island Productions, Inc., a public relations, marketing communications, and music services consulting company. Fran previously spent six years as the marketing and public relations specialist for Warner Bros. Publications, a division of Warner Music Group. She has previously worked at some of America's most prestigious companies, including AOL Time Warner, General Motors, Campbell-Ewald Advertising, and Independent Newspapers, and has also worked as a journalist and an editor. She holds a master's degree in music business from the University of Miami and a bachelor's degree in journalism from Oakland University. Fran is also an accomplished musician, performer, and college instructor, and she has taught music licensing, marketing, public relations, and management courses in the University of Miami's music business program.

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