



# Music Marketing

# Attention needs somewhere useful to go.

Fictional artist Kai has a compelling live clip and a small hometown show. The team's first idea is to boost the clip and hope ticket sales follow. But the profile link opens an old release, the event page omits the start time and nobody can explain who is most likely to attend.

The manager fixes the route before buying attention: a clear event page, a working ticket link and one message for local listeners who already respond to live performances. The campaign now asks for a specific action from a plausible audience.

## The working principle

Marketing connects an audience, a useful offer, a message and a route to action. A large view count can be encouraging, but it does not tell you whether the intended listener understood the offer or completed it.

## What you will produce

A campaign brief, a channel plan, a controlled experiment and a results review. This guide focuses on campaign decisions. It is separate from a release checklist or a daily content calendar.

Examples are fictional, not performance forecasts. Licensed for your study, business and permitted client work; no resale or redistribution of the original files. Advertising spend, software, course enrollment and personal campaign management are not included.

# Give each function its proper job.

## **Branding: the meaning**

Branding defines what the artist stands for, how the work is recognized and what listeners should expect. A color palette is one expression of that identity; it is not the whole strategy.

## **Marketing: the plan**

Marketing chooses the audience, offer, channels, resources and measurement. It asks who the project is for, what they should do and how the team will know whether the effort helped.

## **Promotion: the activity**

Promotion creates awareness and encourages action through announcements, outreach, appearances and other planned activity. An interview, an email or a live invitation can support the campaign.

## **Advertising: paid distribution**

Advertising purchases placements or exposure under agreed terms. It is one tool within marketing, not proof of demand. Paid traffic still needs relevant creative, a working destination and a reason to act.

For Kai: the brand expresses the live experience; marketing targets likely local attendees; promotion includes venue outreach and artist announcements; advertising is an optional, capped test. Each task serves the same ticket objective rather than a disconnected metric.