

Michael has managed the marketing efforts for bands, musicians, record labels, restaurants, bars, construction companies, lawyers, best-selling authors, magazines, animal conservation, leather repair, non-profit foundations, photographers to name just a few industries. While email campaigns, word of mouth, and good ol' fashioned flyers can do the trick, many music school owners tend to overlook the power and potential of social media. Save time by integrating your posts to deliver to your fans on both Facebook and Instagram.

However, while it seems convincing that using email marketing to connect with your fans can be successful, it's perhaps less convincing that it could replace social media. In general, Facebook excels because of the tools and integrations they've made available for people (and musicians) to use.

For instance, if you write a lot of guitar [music marketing](#) music, you could have a playlist called "Great Guitar Music" that features all your favorite artists. But if I was just getting my start in music today, I would put more energy into Facebook, Twitter and YouTube than Instagram.

At its best, social media marketing is a way to take control of your music online, and determine your own success. For starters, consider that your audience is likely glued to social media regardless of your genre. Bobby shares strategies for marketing with your website, blog, and mailing list, and explains how to optimize your presence on key social media platforms—Facebook, YouTube, Twitter, LinkedIn, and Instagram—to promote your work.

You can share your tracks with fans, potential fans, and music reviewers anywhere on the web. To make the most out of that post, you could Live Stream on Instagram as you record it, giving them a sneak peak into your next video. There are a lot of things on social media that can distract your audience, making it difficult to engage them.

Blogs can include stories, real life experiences, first hand accounts, photos, videos, music - everything and anything under the sun. Looking for someone who is social media savvy, to keep up socials and research social media influencers, music trends, etc. When you create a Facebook Event for your upcoming show in Seattle, let your fans know how it works.

Even if they're not as obsessively active on Instagram as some—posting everything from previews of new songs and boredom-killing moments from the tour van to funny memes—musicians often benefit from the organic, FOMO-inspiring buzz created when fans post clips from their shows.