

How can I Promote My Band Online?

How can I Promote My Band Online?

Being successful in the music industry takes more than just talent; it takes a music education from <http://www.mcnallysmith.edu> or other music college and a solid understanding of marketing. After all, your band will never be discovered if people don't know who you are! Guerrilla marketing is perfect for new band promotion as guerrilla marketers use their creativity instead of cash.

Below are 5 "Guerrilla" ways to promote your band online:

1. Set-up a MySpace Music Page

MySpace isn't just for kids, in fact most MySpace users are in their late teens to early 40's – likely the demographic your band is looking to market to. MySpace music pages allow musicians the ability to post information about upcoming events and even upload their songs. The Black Eyed Peas, U2 and Don Henley are just some big name bands who have leveraged MySpace for promoting their band.

2. Start a Blog

Blogs are simple and free to start. They allow you to connect with your audience on a more personal level. Blogging is a great way to build word of mouth advertising and support for upcoming shows.

3. Create a Profile on Last.fm

Last.fm is a website perfect for band promotion, it logs every song you play and like MySpace, you can upload songs to your band profile for people to listen to and comment on. Last.fm allows you to build communities and connect with fans from all over the world.

4. Flickr

Band promotion is made easy with Flickr. A one step upload process allows you to share photos of your band with friends, family and fans.

5. Post on YouTube

Do you have any video of your band playing live? Throw them up on YouTube, it's free and people are bound to watch it.

The internet offers countless ways to assist you with your band promotion efforts.

Unleash your creativity today and explore the guerrilla in you!

About the Author

[McNally Smith College of Music](#) offers Music Business, Music Production and [Performance degrees](#) in our music schools various music college instruction programs. Receive new music instruction from a top guitar school, bass guitar school, and vocal school that also offers music business management degrees. Do what you love and you can get a job in the music business! Formerly Music Tech, located in St. Paul, Minneapolis, Minnesota

Source: <http://www.articletrader.com>