

MySpace for Musicians: The Comprehensive Guide to Marketing Your Music



While other social media tools boast different strengths and offerings, MySpace retains its primacy for music lovers and artists everywhere. Artists may have a Facebook fan page or Twitter account, but without a MySpace page, they're missing the boat. Journalists and music reviewers, music industry execs, and fans alike count MySpace as the first stop in discovering new artists and keeping up to date on their favorites. It's still the only social network that was really founded around music and nightlife events, and it continues to be the mainstay of social music marketing and promotions. MySpace has something the others do not: the ears of music lovers. MySpace for Musicians, Second Edition 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 promote oneself to the MySpace community and beyond, and how to build a relationship with fans in the real world. The new edition has been completely updated to cover recent changes to the site and includes new chapters on applications, videos, widgets, advertising, and much more. The book caters to both musicians who are unfamiliar with the network and musicians who already have a MySpace page but 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!

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