

MARKETING, PROMOTION AND DISTRIBUTION

WORKBOOK 6

CHAPTER 1 WHY MARKETING, PROMOTION AND DISTRIBUTION ☑

P6 Why marketing, promotion and distribution?

CHAPTER 2 DEFINE YOUR AUDIENCE ☑

P10 What is it?

P10 Why do I need to know about this?

P11 Project

Notes and guidance

P15 Who is your target audience?

Who are you trying to sell your product or service to?

P21 Finding your target

Want to know more?

P26 More information

P29 More tasks

CHAPTER 3 CREATING AND MARKETING YOUR PACKAGE ☒

P32 What is it?
P32 Why do I need to know about this?

P33 Project

Notes and guidance

P37 Putting a package together
P46 Sending out the package
P47 Marketing yourself

CHAPTER 4 PROMOTIONS ☒

P54 What is it?
P54 Why do I need to know about this?

P55 Project

Notes and guidance

P59 Promotional activities
P62 The media
P64 Case study
P70 Example press release

Want to know more?

P72 More tasks

CHAPTER 5 DISTRIBUTION ☒

P76 What is it?
P76 Why do I need to know about this?

P77 Project

Notes and guidance

P81 Distributors
P85 Glossary of terms used in distribution
P86 Case study

Want to know more?

P88 More tasks

- ☒ Chapters that are essential to this workbook.
- ☒ Chapters that are optional to this workbook.

Please note

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CHAPTER 6 RETAIL ☒

P92 What is it?
P92 Why do I need to know about this?

Project
Go to chapter 5

Notes and guidance
P93 Glossary of retail terms

WHY MARKETING, PROMOTION, AND DISTRIBUTION?

WHY MARKETING, PROMOTION AND DISTRIBUTION?

Before you get started on this workbook, we thought it would be useful to provide a brief introduction to what is meant by **MARKETING**, **PROMOTION**, **DISTRIBUTION** and **RETAIL**.

If you are going to try and release a record, you will need to have some sort of **MARKETING**, **PROMOTION** and **DISTRIBUTION** plan. You do all of this to let your audience know that you have a product, when and where it will be available, what format/s will be available and how much it will cost.

Similarly, if you are going to try and put on an event like a club night, you will need to have a **MARKETING** and **PROMOTION** plan to ensure that people turn up to your event and you make some money!

It doesn't matter if you are

- making a record, promoting a gig, promoting a club night, teaching music, offering rehearsal room space, hiring out equipment or transport

- offering your professional services as a roadie, engineer, programmer, producer, session musician, technician, web designer, manager, agent, promoter, journalist, pluggger or graphic designer

... no one will know that you exist unless you **market** and **promote** your service or product!

You need to create a demand. Do not be fooled by thinking that your music product or service will just sell by itself!

Unless a **MARKETING** and **PROMOTION** campaign exists, then no one will actually know about you or your product.

The music business has always adapted to change, but has used a standard framework for marketing and promoting its products and its artists over many decades. Recently, however, new technology such as mobile telecoms, the internet and interactive TV has been utilised in the marketing of music product.

In this workbook, we will look at all the key aspects of **MARKETING**, **PROMOTIONS**, **DISTRIBUTION** and **RETAIL**.

