

## WHAT IS IT?

Promotions is the activity which has been planned as part of your overall marketing strategy. For example, promoting a record release involves a wide range of activity in order to bring the artist to the attention of the public and of course in order to sell recordings!

## WHY DO I NEED TO KNOW ABOUT THIS?

If you are a musician, writer, DJ, or in a band, without even realising, you will at some point be promoting your act. If you intend to play gigs or approach professionals in the music industry you will also have to promote yourself in some way. In this chapter we will look at a few examples of how the industry promotes an artist and its product.