

# MySpace Music Marketing Tips - How To Attract Record Labels

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HOW TO START YOUR OWN RECORD LABEL IN 30 DAYS OR LESS! GUARANTEED!

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# **MySpace Music Marketing Tips - How To Attract Record Labels**

The ultimate goal of most musicians who use MySpace is to attract a record label. Earning a contract to record an album can be a musician way into the music business. But what can you do to attract record labels? Creating a profile page and uploading music is a good start, but by no means is it the end of your marketing efforts. Below you will find a few tips on attracting a record label and getting them to take notice of your talent.

## **Tip#1: Upload a Variety of Songs**

Just because you have to list the genre of music you perform does not mean you have to upload songs that only reflect that genre! Show record labels and fans that you have other musical interests by uploading songs that are different from one another. This will show your range, ability to attract fans from other genres, which increases your marketability, and prove to record labels you are worth investing in.

## **Tip#2: Fuel the Fan Fires**

Record labels conduct searches on MySpace everyday looking for talented musicians. One way to get them to stop on your profile page is by showing them you have a strong fan base. The more people who visit your site, the more popular your page becomes there. Use the marketing tools available in order to gain fan interest.

Record labels want to sign those who are already experienced in working crowds during shows and who have a strong online presence because it makes promoting the music much easier. Having a strong fan base will make selling records and make promoting concert tours and other public appearances much easier.

Create a buzz on MySpace by attracting more fans to your page. Join MySpace forums, list upcoming events, and advertise your page on fliers, business cards, and other marketing materials as this will prompt fans who have seen your live shows to visit and download your songs.

## **Tip#3: Contacting Record Labels**

Finding information about record labels is easy because of the internet. Instead of sending a copy of your latest CD or a few of your tunes, you can send record labels the link to your MySpace profile page. Music executives will appreciate this much more than strange pieces of mail showing up at their offices. Sending a quick email with your

contact information may be enough to get you noticed. Research record companies to see which ones cater to your genre, and which ones accept email from musicians.

#### Tip#4: Selling Your Album on MySpace

If you release an album on your own, sell it in order to generate buzz and also catch the attention of record labels. Being able to show record labels that you are a professional musician who is passionate about music will set you apart from the rest.

Attracting record labels will require you to remain diligent about marketing your music on MySpace. Uploading songs, using marketing tools such as blogs, video, and photos will help record labels get a better idea of what your sound. Use these marketing tools and others offered and go showcase your musical talents.

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