



# **RECORD LABEL MARKETING STRATEGIES**

**BUILDING YOUR RECORD LABEL BRAND AND  
EFFECTIVELY PROMOTING YOUR NEW RELEASES**

**25 PRACTICAL CONCEPTS**

**SCOTT ORR**

AUTHOR OF *HOW TO START A RECORD LABEL* +  
HOST OF THE PODCAST, *OTHER RECORD LABELS*

# Record Label Marketing

**Daylle Deanna Schwartz**



## **Record Label Marketing:**

*Record Label Marketing* Thomas William Hutchison, Amy Macy, Paul Allen, 2010 Provides in depth information on corporate marketing processes combining marketing theory with the how to practised in marketing war rooms This book is illustrated with figures tables graphs and glossaries It is for professionals and students and also offers a useful overview of the music industry

**Record Label Marketing** Clyde Philip Rolston, Amy Macy, Tom Hutchison, Paul Allen, 2015-11-19 Record Label Marketing Third Edition is the essential resource to help you understand how recorded music is professionally marketed Fully updated to reflect current trends in the industry this edition is designed to benefit marketing professionals music business students and independent artists alike As with previous editions the third edition is accessible for readers new to marketing or to the music business The book addresses classic marketing concepts while providing examples that are grounded in industry practice Armed with this book you ll master the jargon concepts and language to understand how music companies brand and market artists in the digital era Features new to this edition include Social media strategies including step by step tactics used by major and independent labels are presented in a new section contributed by Ariel Hyatt owner of CYBER PR An in depth look at SoundScan and other big data matrices used as tools by all entities in the music business An exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham former Vice President of the Country Music Association The robust companion website focalpress com cw macy features weblinks exercises and suggestions for further reading Instructor resources include PowerPoint lecture outlines a test bank and suggested lesson plans

**Record Label Marketing** Tom Hutchison, Amy Macy, Paul Allen, 2005-12-14 Record Label Marketing provides clear in depth information on corporate marketing processes combining marketing theory with the real world how to practiced in marketing war rooms This industry defining book is clearly illustrated throughout with figures tables graphs and glossaries Record Label Marketing is essential reading for current and aspiring professionals and students and also offers a valuable overview of the music industry Record Label Marketing Builds your knowledge base by introducing the basics of the marketing mix market segmentation and consumer behavior Gives you the tools necessary to understand and use SoundScan data and to successfully manage the budget of a recorded music project Presents vital information on label publicity advertising retail distribution and marketing research Introduces you to industry resources like NARM RIAA and the IFPI Offers essential marketing strategies including grassroots promotion and Internet new media as well as highlighting international marketing opportunities Reveals how successful labels use video production promotional touring and special products to build revenue Looks to the future of the music business how online developments technological diffusion and convergence and new markets are continually reshaping the industry This guide is accompanied by a website [www.recordlabelmarketing.com](http://www.recordlabelmarketing.com) which offers interactive assignments to strengthen your knowledge as well as updates on the latest news industry figures and developments

**Record Label**

**Marketing Strategies** Scott Orr, 2022-09-13 Record Label Marketing Strategies 25 Practical and Easy Marketing Strategies For Record Labels What People Are Saying As someone that's run a successful artist owned independent label for nearly a decade now I can confirm that everything in this book is spot on Scott makes the processes of releasing music easy to understand and puts them all in one place John Beeler Asthmatic Kitty Records Sufjan Stevens Angelo De Augustine Scott is acutely aware of how the independent music industry operates He's a staunch supporter of the label community and understands the importance of accessible resources and industry education for those who are venturing into this world for the very first time If you're serious about starting a record label business you've certainly picked up the right book Alyssa Mark A2IM American Association of Independent Music When it comes to advice for running a record label and marketing yourself as an artist if Scott Orr doesn't know it then it's probably not worth knowing Simon Peter Daley Precision Record Pressing Here's what this book will help you do Identify your record label's uniqueness in a sea of other labels Deliver impressive results to your artists Increase your chances of getting your music on Spotify playlists Create a record label that truly helps artists Build a successful release plan from scratch Understand the truth about pitching to music blogs Create a simple yet effective record label website Build a great reputation for your record label Manage your social media when you have no time Overcome the imposter syndrome Bonus Resources including checklists FAQs Outside the Box Marketing Ideas and more

*Record Label Marketing, 2nd Edition* Tom Hutchison, Paul Allen, Amy Macy, 2012 Record Label Marketing offers a comprehensive look at the inner workings of record labels showing how the record labels connect commercial music with consumers In the current climate of selling music through both traditional channels and new media authors Tom Hutchison Paul Allen and Amy Macy carefully explain the components of the contemporary record label's marketing plan and how it is executed This new edition is clearly illustrated throughout with figures tables graphs and glossaries and includes a valuable overview of the music industry Record Label Marketing has become essential reading for current and aspiring professionals and for music business students everywhere The book also has a companion website located at [www.recordlabelmarketing.com](http://www.recordlabelmarketing.com) Record Label Marketing Gives you an exclusive and complete look at SoundScan and how it is used as a marketing tool Presents essential information on uses of new media label publicity advertising retail distribution and marketing research by record labels Offers insight into how successful labels use videos promotional touring and special products to build revenue Includes important specialized marketing strategies using the tools of grassroots promotion and international opportunities Reveals how labels are managing within their transitional digital industry Looks to the future of the music business how online developments technological diffusion and convergence and new markets continue to reshape the industry

**Record Label Marketing** Thomas William Hutchison, Amy Macy, Paul Allen, 2006 Record Label Marketing provides clear in depth information on corporate marketing processes combining marketing theory with the real world how to practiced in marketing war rooms This industry defining book is clearly illustrated throughout with figures tables graphs and glossaries Record

Label Marketing is essential reading for current and aspiring professionals and students and also offers a valuable overview of the music industry Record Label Marketing Builds your knowledge base by introducing the basics of the marketing mix market segmentation and consumer behavior Gives you the tools necessary to understand and use SoundScan data and to successfully manage the budget of a recorded music project Presents vital information on label publicity advertising retail distribution and marketing research Introduces you to industry resources like NARM RIAA and the IFPI Offers essential marketing strategies including grassroots promotion and Internet new media as well as highlighting international marketing opportunities Reveals how successful labels use video production promotional touring and special products to build revenue Looks to the future of the music business how online developments technological diffusion and convergence and new markets are continually reshaping the industry This guide is accompanied by a website [www.recordlabelmarketing.com](http://www.recordlabelmarketing.com) which offers interactive assignments to strengthen your knowledge as well as updates on the latest news industry figures and developments

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Record Label Marketing Tom Hutchison, Paul Allen, Amy Macy, 2012-07-26 Record Label Marketing offers a comprehensive look at the inner workings of record labels showing how the record labels connect commercial music with consumers In the current climate of selling music through both traditional channels and new media authors Tom Hutchison Paul Allen and Amy Macy carefully explain the components of the contemporary record label s marketing plan and how it is executed This new edition is clearly illustrated throughout with figures tables graphs and glossaries and includes a valuable overview of the music industry Record Label Marketing has become essential reading for current and aspiring professionals and for music business students everywhere The book also has a companion website located at [www.recordlabelmarketing.com](http://www.recordlabelmarketing.com) Record Label Marketing

Gives you an exclusive and complete look at SoundScan and how it is used as a marketing tool Presents essential information on uses of new media label publicity advertising retail distribution and marketing research by record labels Offers insight into how successful labels use videos promotional touring and special products to build revenue Includes important specialized marketing strategies using the tools of grassroots promotion and international opportunities Reveals how labels are managing within their transitional digital industry Looks to the future of the music business how online developments technological diffusion and convergence and new markets continue to reshape the industry     Start and Run Your Own Record Label Daylle Deanna Schwartz, 2003 An updated guide to becoming a music mogul explores alternative markets for all musical genres utilizing the power of the Internet and offering suggestions for marketing overseas     How To Start A Record Label Online: Music Business Thomas Ferriere, 2014-10-20 NEW Edition April 2023 How to Start a Record Label Online For indie musical artists of every kind there s nothing quite the same as the allure of artistic control Music labels are notoriously tight fisted and controlling They can keep you from enjoying creative freedom to say nothing of how they can impinge upon your ability to claim royalties and make money off your music Indie labels allow artists the artistic control freedom and dignity they deserve Thankfully creating and releasing your music label online has never been easier and with this guide to how to start a record label you can Develop Your Label s Concept and Identity Even before you post material for your record label online you must have a record label That means developing a clear concept for your label s identity the type of music you wish to produce and your target audience In this book you ll learn how to nail the basics of indie record label development and branding and score hits when you post things online Vital online music business branding tips include Think about what makes your label unique Why should someone choose to support your label What type of art do you make or what stances do you take that music fans cannot get with other labels indie or otherwise What type of musical genres are you targeting Taylor Swift s audience is very different from Kanye West s Buzz is key Whatever you think about either in their long standing feud its very existence has fueled their popularity with fans and their status within their genres even further While you may not want to strike such a feuding tone most attention is good attention and audiences love a bit of juicy drama What they love even more though is relatability What truly makes an artist or label last is not getting first time buyers but loyal regular followers who come back buy and support them time after time This is a massive aspect of the music industry and this book can teach you how to craft an image and concept with broad appeal while still feeling authentic and relatable Develop an Online Presence The revolution may be televised and it will be Tweeted An effective online presence is essential for music labels especially indie online labels Among music industry books this is one of the best when it comes to analyzing strategies for developing and increasing your online presence such as SEO strategies for indie music labels to attract views and clicks How to convert those clicks into sales The ins and outs of online distribution Effective social media music label marketing strategies How to build a loyal social media following The metrics to pay attention to measure and

boost online exposure How to translate an online presence into real world success You're online right now And so is your future The dream of owning your indie music label is closer than ever With this guide to indie label creation you can create the next great music sensation online in a more innovative savvy way      **Making and Marketing Music** Jodi Summers,2004-10-01 This industry savvy guide will help musicians of all levels make the album that best complements their skills and meets their career objectives Revealed here are the who what where when and how of album making and the tools to sell and prosper in the business Included are interviews with P Diddy Ozzy Osbourne and members of Linkin Park and other top industry professionals Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don't aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers      **Career Opportunities in the Music Industry** Shelly Field,2010 Praise for the previous edition a practical and concise guide a valuable resource recommended American Reference Books Annual      Record Label Marketing, 3rd Edition Clyde Rolston,Amy Macy,Tom Hutchison,Paul Allen,2015 Record Label Marketing Third Edition is the essential resource to help you understand how recorded music is professionally marketed Fully updated to reflect current trends in the industry this edition is designed to benefit marketing professionals music business students and independent artists alike As with previous editions the third edition is accessible for readers new to marketing or to the music business The book addresses classic marketing concepts while providing examples that are grounded in industry practice Armed with this book you'll master the jargon concepts and language to understand how music companies brand and market artists in the digital era Features new to this edition include Social media strategies including step by step tactics used by major and independent labels are presented in a new section contributed by Ariel Hyatt owner of CYBER PR An in depth look at SoundScan and other big data matrices used as tools by all entities in the music business An exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham former Vice President of the Country Music Association The robust companion website focalpress.com/cw/macy features weblinks exercises and suggestions for further reading Instructor resources include PowerPoint lecture outlines a test bank and suggested lesson plans      *Start an Online Record Label* Music Rescue,2014-10-31 If you've been thinking about quitting your day job and getting into the music business then this book is for you This book outlines the basics of starting a label online and gives many hints on how to make it profitable If you want to give yourself the best chance of success going through a proper set up process is important This book will walk you through getting your label up and running Start your own independent record

label TODAYA Record Label Is All About Financing Manufacturing Marketing Distribution Artist DevelopmentA record label will seek out new talent fund for the recording and mixing of albums prepare touring and provide promotion and marketing services to their artists In the book Setting up the business Seeking for artists Make the record Distribution Music Marketing Merchandising Create a Star Ever wanted to start a record company Get Started Now It s Easy      *Marketing Recorded Music* Tammy Donham,Amy Sue Macy,Clyde Philip Rolston,2022-06-12 This fourth edition of Marketing Recorded Music is the essential resource to help you understand how recorded music is professionally marketed Updated to reflect the digital era with new chapters on emerging media streaming and branding this fourth edition also includes strategies for independent and unsigned artists Fully revised to reflect international marketing issues Marketing Recorded Music is accompanied by a companion website with additional online resources including PowerPoints quizzes and lesson plans making it the go to manual for students as well as aspiring and experienced professionals      *Music is Your Business* Christopher Knab,Bartley F. Day,2007 This book takes the mystery out of the music business Music Is Your Business tells you who does what in the music industry Music industry veteran Christopher Knab s honest no nonsense information will empower you to market and promote your music whether you re an experienced performer or just starting out Learn how to attract distributors get radio airplay negotiate offers and create a demand for your music with topics like Con Jobs Watch Out for the Flim Flam Man 10 Reasons Why Musicians Fail and How Not To What A R Reps Do and Online Music Retailing Straight to the point legal chapters by entertainment attorney Bartley F Day include Filing Copyright Applications Trademarking Band Names and Making Sense of Recording Industry Contracts A sample distributor one sheet band tour and work schedule band bio and more Newly revised updated and 100 pages longer the 3rd edition of Music Is Your Business is essential for independent musicians and record labels      Start and Run Your Own Record Label, Third Edition Daylle Deanna Schwartz,2009-02-03 For everyone interested in starting a record label to market new talent or to release and promote their own music there has never been a better time to do it Music can be released distributed and promoted for a fraction of traditional costs Veteran author and music business consultant Daylle Deanna Schwartz who started and ran her own label has rewritten and expanded her classic Start Run Your Own Record Label to reflect industry changes and new opportunities for marketing music in today s climate Start Run Your Own Record Label is a comprehensive guidebook to building a record label packed with how to information about market trends and revenue streams for music releases In addition to updated information on physical distribution generating publicity marketing and promotion it also has new information about key issues including Balancing on and offline promotion and marketing Making the most of online resources social networking sites blogs ringtones videos radio and more Using digital distribution profitably Licensing your recordings for use in the media Marketing music overseas Ms Schwartz has compiled new interviews with top industry professionals and independent labels including recording artist CJ Baran Push Play Jed Carlson founder ReverbNation Daniel

Glass founder Glassnote Entertainment blogger Perez Hilton Scott Lapatine founder Stereogum recording artist Ingrid Michaelson Jeff Price founder Tunecore MP3 bloggers music magazine editors publicists and others for the most up to date authoritative and practical compendium available [How to Start A Record Label: A Step by Step Guide](#) Jordan Johnson, 2014-05-21 Dear Soon to be Record Label Entrepreneur If you want to start your own record label but thinks it s confusing and difficult and looking for someone who can actually help you then you ve come to the right place Here you ll find out exactly how you can start an indie record label in any genres of music including country music reggae rock hip hop and rap music Introducing How To Start A Record Label I m a retired Record Executive turned Music Business consultant with 20 years of Entertainment lawyer experience from New York City I ve penned down everything there is about starting a record label into this over 100 pages e book It will take you by the hand and guides you step by step through what s involved in starting an independent record label of your own and will help you to become a BIG FISH of the record label business I ve written this e book in a simple and easy to understand language with vital advice helpful tips and proven techniques that show you exactly what you need to become the next Artista Records or even Universal Record Label and market yourself as a top notch record label executive Unlike other e books this e book is guaranteed to get you started and help you succeed in record label business This ultimate record label guide will provide information and advice on everything you should know to start your own record company and run it successfully It will show you how to start your own record label business retaining lawyers and accountants what to include in your business plan how to construct budgets what to look for in an artist and how to sign one the ins and outs of artist contracts what to seek in a distributor and how to develop a marketing plan that can market your music effectively Let s Have A Sneak Peak Into This Ultimate Record Label Guide This comprehensive record label guide is your road map to success and offers information on the following Everything there is to know about owning a record label such as what you know before starting and exactly where to start from Step by step instructions on legally establishing your record label Comprehensive discussion on the most important aspects of your record label and its type Estimation of required start up cost advice on where to find the investors and more Tips and advice on establishing your record label business Details on different aspects of releasing CDs including the technical aspect of making CDs Helpful tips and advice on making money and spreading word of mouth for your music Various proven ways of publicity that will push your artist and your label right into the center of attention Everything about radio stations from how they run to who works there A complete guide to forming a radio promotion plan Importance of promotional tours for grabbing media attention and expose your artist to new fans Complete list of the pros and cons of being small in a very big business Explanation of a distributor and the importance of distribution for your record label business Things to look for in order to finding the right distributor for your label Details of how it all works with the distributors Guidance on paying royalties and negotiating artists royalties Know what you need to consider when calculating royalties Guidance about various aspects of wheeling and dealing

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In some sort of used by monitors and the ceaseless chatter of immediate conversation, the melodic elegance and psychological symphony produced by the written word usually fade into the background, eclipsed by the persistent sound and disruptions that permeate our lives. But, situated within the pages of **Record Label Marketing** a marvelous literary prize overflowing with organic thoughts, lies an immersive symphony waiting to be embraced. Constructed by a wonderful composer of language, that interesting masterpiece conducts visitors on a mental trip, well unraveling the hidden melodies and profound impact resonating within each cautiously constructed phrase. Within the depths of the poignant analysis, we will investigate the book is central harmonies, analyze their enthralling writing model, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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