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## **Bands Marketing Strategy Guide**

*Marketing techniques require consistency and at least 3-6 months to show return. Schedule EVERYTHING so items are accomplished according to a timeline. This proposal is a YEAR ONE proposal assuming the band is gig-ready. Marketing requires work. Bands have to decide to invest real time and effort to put marketing strategies into practice. Hot Dog Marketing can provide 100% of these services.*

### **Branding:**

*Hold a Branding Brainstorm Meeting:*

Establish what you want to say about the music, what you want to say about your shows, what do you want to say about your personalities. Discuss logo ideas: what do you want the impression of your logo to make, what do you want to look to be

*Create a Logo and Develop Your Messaging:*

Take ideas from the meeting to develop a logo along with short/concise messages about who you are, what your shows are like, and what your music is like. This messaging is how you describe yourselves when asked and it is the same messaging used on your marketing materials/sites: website, myspace.com site, press kits, etc . . .

*Develop Band Member Bios:*

For use online and with publicity efforts – people love feeling connected to characters in bands. Ask each band member for unique personal qualities: favorite bands, musical influence, favorite ice cream, last book read, weirdest dream they've had, etc.

## **Communications:**

*Web Presence: Simple Site for one year \$50*

Match messaging to existing myspace.com page and upload logo and band bios. Develop band website with same information and look.

*Networking:*

Schedule weekly or bi-weekly nights to go hang out at clubs where you want to play. Get to know different bands and club owners. Connecting with the scene will guarantee you more shows and more notoriety.

*Contacts:*

You need to pick one email and one phone number to use for communications, plus one person in-charge of managing communications. Outgoing voicemail should mention the band name and communication is reliably returned if message is left.

*Grow a Free Street Team:*

Find two people to help market your shows and band for free. Give them "guest list" privileges to your shows as payment.

*Develop and Maintain Email Communications: Depends on list length*

Email communication should not exceed once a week, but should be no less than once a month. Develop your email list by collecting information at shows with the help of your street team. Sign-up options for your list should be on your myspace and regular site. Once a month release some band news to your list including shows. Send out show reminders once a week.

Manage your list and play it safe. Emails sent from a personal or service provider's server in bulk can be blocked, reported as SPAM and can be shut down or accounts cancelled. Use a cheap email marketing service. All emails should give recipients the option to 'opt-out' and make sure they are removed from the list.

*Get Business Cards: \$25*

Useful to hand to club owners, booking managers, other bands and musicians, strangers who want to check your band out, etc . . .

*Full-Color Flyers: \$75 - \$150 plus mileage + \$100 to distribute flyers all-over*

Times to pass out flyers for upcoming shows would be to audience members leaving a show at your club the same night the week previous. After spending more time on the music scene, you'll be able to find out which bands share a similar audience and you can target those customers. Flyers should list WHY your show is different than the other 100 booked that night downtown. Consider titling your show something special: e.g. back-to-school blowout. Use your free street team for distribution. Hang flyers at record stores, instrument shops. \$100 will buy you two-weeks of distribution at 185 locations across town w/flyer

postering service. USE HUGE LETTERING and eye-catching graphics (something weird or crazy works). Flyers can be half-page for passing out, should be at least letter size for postering.

Don't go to Kinko's. Quick-printers charge .59/color page. At-home inkjet printers can only print up to 200 pages an ink cartridge at 85% coverage at about .35/page at poor quality. **Professional printers average only .15/page or less and only require advance planning and sometimes shipping of about \$10.**

**Gig Strategy:**

*Email list build at every event. Plug your next show at every event. Plug your website.*

***Book Charity Events***

These aren't large charity events. These are shows downtown that raise money for smaller causes and are often booked by friends. That's why networking is so important. Make more friends.

***Apply for Festival Gigs***

Contact [www.roadwayevents.com](http://www.roadwayevents.com) and find out how they book the opening bands for all the Austin festivals. Do they need a demo? Follow-up, follow-up, follow-up  
...

***Piggyback on Bands Whose Audience You Want***

Bands that like your sound might ask you to open for them or play a showcase with them. Networking, inviting musicians to your show, and going to more shows will help you do this.

***Consistently/Relentlessly Invite the Right People***

Email or snail mail guest pass opportunities to music critics, music editors, local record storeowners, agents, Djs, radio station managers and A&R reps.

## **Publicity**

### *Get Organized and Consistent*

Start developing your contact list and you track down phone numbers, emails and names of the people you need to talk to. Being organized will make executing publicity plans easier. Develop a press release template that can be emailed easily with logo and contact information.

### *Radio*

Distribute gig announcements to KROX, KGSR, KLBJ and Majic. Try to get your gig listed on radio's websites.

### *Television*

Book ME and Fox 7 in the Morning gigs. Try to book the gig the day of or day before an upcoming gig.

### *Print*

Do press releases when you participate in larger events. Publications don't care if you're playing a regular show, but if you're playing in a unique line-up, if your gig is for charity, or you book a festival, do a press release. Must be sent with a photo of the band.

### *Web*

Charity gigs should be list on every community calendar available online plus TV community calendars. List your regular gigs on myspace.com, The Outlaw List, Do512, AustinChronicle.com, AustinMusic.com will post press releases, become friends with AustinPixie on myspace.com and comment on gigs, post on austinmusiccalendar.com and Austin360.com.

## **Future Marketing and Development Investment Planning**

Determine how much money from each gig, sale, etc you want to invest in future projects including professional CD recording and duplication, advertising, promotional items (stickers and t-shirts), CD cover design and printing, etc. Costs listed below:

- \$1,000 - \$1,500 for 1,000 cds and a day in a recording studio includes CD printing and cover design printing plus an additional \$500 for mastering
- \$1,000 - \$1,100 for 400 shirts in varying sizes (100 small, 100 medium, etc)
- \$350 - \$500 for stickers
- Austin Chronicle ads start at \$600

Investing a small amount now along with time and a lot of energy will afford you the next step in the game.