




A SIMPLE MARKETING PLAN FOR MUSICIANS/ARTISTS

Ourmusic2u has created this simple marketing plan to compliment your artist player. If you have not joined the Ourmusic2u community please start our 10 day free trial at the link below. We strongly advise you to take advantage of this plan as it will enhance your sales and assist you to build a more engaging relationship with fans both old and new.

The Ourmusic2u player has been developed by musicians who have been hit hard by the current COVID crisis. Fans are more sympathetic to the plight of musicians/artists during this time and many are happy to support you by buying direct. On other download platforms we believe that there are many barriers that fans come up against in the buying process. For example complicated sign ups and having to download proprietary software to access your music. The Ourmusic2u player eliminates such barriers with a simple ethos of play, select and buy.

A Typical 4 Piece Band Scenario

Let's say that each band member has personal social networks such as Facebook, Twitter, Youtube and Instagram. Let's also say that each has access to 200 friends/fans etc on each network. That would make a reach of 800 people per band member, the total for the whole band would be 3200 potential customers. The initial annual cost of a player is £69.00 which equates to £17.25 per member. Each member sends the player to his/her networks of 800. The cost of each track is £1.00 and if that member returned 10% sales from the 800, that would equate to £80 (minus Paypal charges). If the player was sent to 3,200 people just 10% sales would yield the band a return of £320.00 (minus Paypal charges) which more than covers your initial player cost outlay. Remember Ourmusic2u takes no fees on your purchases.

Many bands will have a website and social networks which, when added to the above mix, the potential customer reach will be even greater. You may also consider that you have already built a relationship with fans and people you have worked with and have access to email lists. These can also be added to the reach with greater results. Please check resources at [Ourmusic2u.com](https://www.ourmusic2u.com)  for details from there you can download this and other tips.

"Don't be a casualty of the forgotten" Join us for a 10 day free trial here: [Free Trial](#) 