



## MARKETING TIPS TO REMEMBER

Ourmusic2u hopes that you have enjoyed reading our resources and that you have been taking advantage of the ideas. Remember it's all about how you keep the connections with old and new fans. These are challenging times for our industry and we all have to look at ways of keeping current and not becoming the "yes I recall them" where are they now? Remember these points when you next upload to your player.

The success of your bespoke Ourmusic2u player will ultimately depend on how you market your music. Remember your products and your music, is the start of the sale not the end.

Example:- you've made the shoes now find a pair of feet to put them on.

**Ask yourself:-** . What is your opportunity cost? An opportunity cost is the cost of doing business. We all incur those costs, for example: Spending on advertising in music and trade mags. Running up phone bills when you are negotiating a gig contract. **Giving away a few CDs at that gig you just negotiated.** Sending the promoter a CD or two so that they can promote your music on their local radio. Each costs time, money, or both. It's the cost of the opportunity to perform live or sell your product at the merch table after the gig.

Opportunity costs are a fact of life, whether you are selling music, or anything else. Check out the small adverts in the local paper, plumbers, electricians and carpenters advertise and their costs generate jobs for them. Musicians are no different, if you want to be paid for your live performances or recoup the costs of your recorded music, you will incur opportunity costs.

Ourmusic2u is a simple, affordable and once a year opportunity cost. **For the price of 7 CDs you can have three ten track albums on line working for you.** The baseline cost is what you'd sell 7 CDs for at the merch table after a gig. You'd probably give that many away at the venue, a couple to the organiser, one to the MC, one to the guy on the sound desk and some for the raffle. You'd think nothing of it, it would help you get a rebooking, it might get you some festival work, it might open up the corporate market for you. It would be a mark of good will, it would be an opportunity cost well spent. We believe the cost of a year's presence on your own bespoke Ourmusic2u player is an **affordable and profitable opportunity cost** for you.

**"Don't be a casualty of the forgotten"** Join us for a 10 day free trial here: **Free Trial** 