



## REACH & FREQUENCY (3)

Be scientific in your approach & log things down. Learn what works for your audience. Check your social media analytics pages. Where are your fans based? If they are from your home time zone, posting early on Tuesday and Wednesday should bring results.

If you are receiving responses from the US and Canada, add at least 6 hours to your posting schedule, post twice in the one day, with the later message geared for your North American fans. Remember too if you are selling to the USA, Sunday is now owned by the National Football League, (certainly from October to February). Don't post on a Sunday.

### **Don't Be Put Off By A Slow Take Up**

The web is full of lazy people. Fact. Professor Luke O'Neill of Trinity College Dublin, one of the world's leading experts in inflammatory diseases, put this in context in his 2020 book "Never Mind the B\*ll\*cks Here's The Science" In an online health study 3 million people were contacted, 10,000 replied and of those only 390 took any action. People are passive on social media, yes they may be quick to comment, but they aren't that quick to take any action, that's why frequency, ie those repeat messages are key.

Your odds are much better than Prof O'Neill's, you have fans, they know your work, they are interested in your new projects, they are a community who can share their good vibes about your music. Your Ourmusic2u player is geared for easy online sales and a great experience for the buyers, target your social media to drive buyers to your player page. **Remember:** Tell lots of people. Tell them lots of times. Tell them at the best time (for them not you).

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