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UNITS



01 INTRODUCTION TO
DIGITAL MARKETING

02 ARTIST BRANDING

03 DIGITAL MARKETING
TOOLS

04 MEASURING THE
EFFECTIVENESS OF YOUR
STRATEGY

05 APPLYING YOUR DIGITAL
MARKETING STRATEGY

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Digital Marketing, Communication & Social Media



WHAT ARE YOU
GOING TO LEARN?



- Why creating a digital marketing strategy is important for a successful career.
- How to create your personal brand as an artist.
- How to manage the different digital marketing tools: social media, website and e-mail marketing.
- How to measure the effectiveness of your online strategy.

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01

INTRODUCTION TO DIGITAL MARKETING



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UNIT 1

INTRODUCTION TO DIGITAL MARKETING

OVERVIEW

- Definition and usefulness of digital marketing.
- What are the main goals of digital marketing.
- Balance between the artistic skills and the online strategy.
- The importance of the digital era in the music industry.
- 3 practical exercises.



1.1 WHAT IS DIGITAL MARKETING?



1.2 MAIN GOALS OF DIGITAL MARKETING?

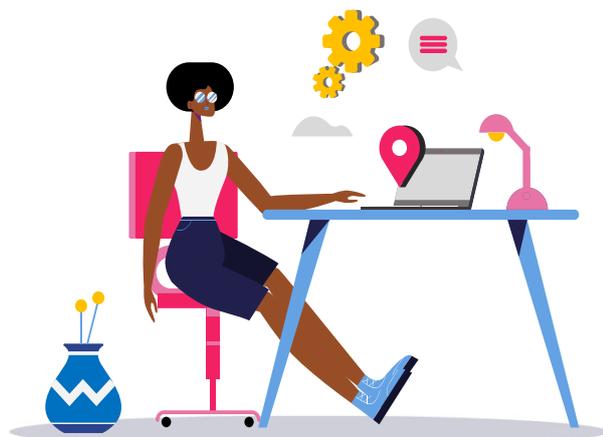


1.3 APPLICATION TO THE ARTISTIC FIELD

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1.1 WHAT IS DIGITAL MARKETING?

- Introduction
- Why digital marketing is important?



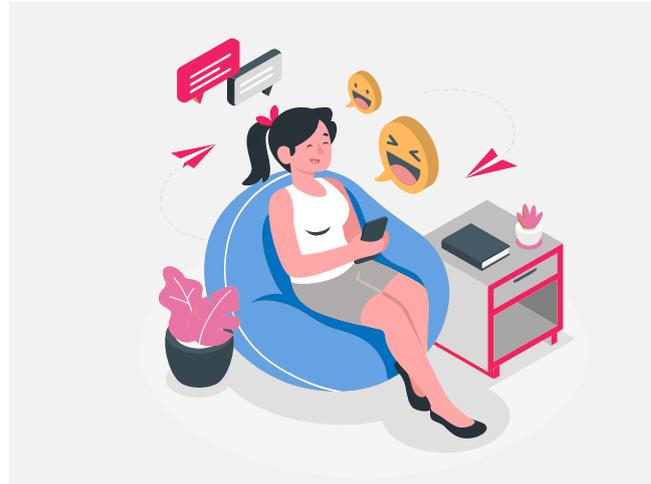
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INTRODUCTION



DEFINITION OF DIGITAL MARKETING

- Digital marketing refers to all the strategies of advertising, delivered through a diversity of digital channels.
- Channels: search engines, websites, social media, email, and mobile apps.
- If you want to live as an artist, not only artistic skills are important, but also the marketing strategy that you establish.



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WHY DIGITAL MARKETING IS IMPORTANT?



REACH



ENGAGEMENT



PROFITABILITY



INCOMES



INTERACTION



10

PRACTICAL EXERCISE

OLD VS NEW

Highlight the benefits found in digital marketing as opposed to traditional marketing.

 You have 10 minutes to complete the task during the presentation.

OBJECTIVES

- 01** To learn why digital marketing is important.
- 02** To differentiate between traditional and digital marketing.
- 03** To identify the benefits of digital marketing.



1.2 MAIN GOALS OF DIGITAL MARKETING?

- Create a value proposal
- The audience
- Knowing how to sell these proposals



CREATE A VALUE PROPOSAL



WHAT IS A VALUE PROPOSAL?

A value proposal specifies:

- What makes the company's product or service attractive.
- Why a customer should purchase it.
- How the value of the product or service is differentiated from similar offerings.

HOW TO CREATE A VALUE PROPOSAL?

01 WHAT DO YOU OFFER?

- What kind of product do you want to sell.

02 WHAT FOR?

- What benefits do you generate to your audience.

03 FOR HOW MUCH?

- How much will it cost to your audience.



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ARA MALIKIAN

Ara Malikian is one of the most brilliant and expressive violinists of his generation.

VALUE PROPOSAL

- ✓ Offers a unique style, forged from his origins with other music cultures from the Middle East to Spain.
- ✓ He has built a very personal language in which the rhythmic and emotional strength of these styles are combined with the great European classical tradition.
- ✓ His physical appearance is also not very common within classical musicians. It stands out.



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THE AUDIENCE



WHAT IS SEGMENTATION?

- Segmentation is the process of dividing and organizing the population into meaningful and manageable groups or segments.
- By this way, you can tailor your cultural offer and communications to the preferences of each group.

SEGMENTATION VARIABLES

- 01 Geographic - Where they live? (country, city...)
- 02 Demographic - Who they are? (gender, age...)
- 03 Psychographic - What they are like? (urban, country...)
- 04 Attitudinal - How they see the world? (opinions, reactions...)



HOW TO SELL YOUR PROPOSAL



POWER SELLING

- You must know how to sell in an attractive way to draw your audience attention.
- It doesn't matter if it is a product, a service or a personal brand.
- Roberto Cialdini nicknamed "the father of persuasion", points out 7 tips to understand and attract your audience.

TIPS

- 01 Principle of reciprocity
- 02 Principle of commitment and constancy
- 03 Principle of sympathy and empathy
- 04 Social Proof
- 05 Principle of authority
- 06 Principle of scarcity
- 07 Principle of belonging



PRACTICAL EXERCISE

TRY TO SEGMENT

Try to find out the target audience of one of the artists that will be shown next. Apply the segmentation variables that we've learned. Choose the one you prefer.

 You have 10 minutes to complete the task in the breakout groups.

OBJECTIVES

- 01 To identify the different ways of segmenting to clarify your target audience.
- 02 To understand the different ways of segmenting so you can apply it in your brands.



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HILARY HAHN

- ✓ American violinist that has performed throughout the world, both as a soloist with leading orchestras and conductors, and as a recitalist.
- ✓ Her work alternates between classical and modern music.
- ✓ She has performed works by composers such as Bach, Mozart, and Beethoven.
- ✓ She also has played on several film soundtracks.

DAFT PUNK

- ✓ Duo formed by the French musicians Guy-Manuel de Homem-Christo and Thomas Bangalter.
- ✓ They emerged out of the French house music scene to become worldwide stars. Famous song: Get Lucky.
- ✓ They always wear robot outfits when appearing in public. They blend futuristic elements with classic disco and pop sounds in their music.



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1.3 APPLICATION TO THE ARTISTIC FIELD

- The importance of the digital era in the music industry
- Main topics of the module



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THE IMPORTANCE OF THE DIGITAL ERA IN THE MUSIC INDUSTRY

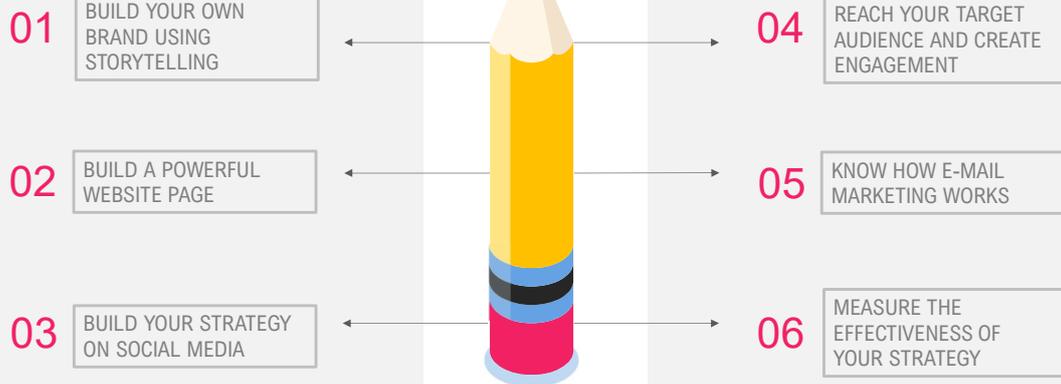


BENEFITS OF AN ONLINE STRATEGY

- 01 Launch your career as an independent musician.
- 02 Allows you to reach more people.
- 03 Creates a closer relationship with your audience.
- 04 Facilitates the promotion of your music.
- 05 Opportunity to get into new ways of monetization.

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MAIN TOPICS OF THE MODULE



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PRACTICAL EXERCISE

WHAT DO I NEED?

Identify in which processes of the application of a digital marketing strategy you have more shortcomings, and which you know best. Make a list of them.

 You can complete this task at home.

OBJECTIVES

- 01** To identify in which process of a digital marketing strategy do you need more help.
- 02** To identify why you have problems with it and solve it.



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02

ARTIST BRANDING



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UNIT 2

ARTIST BRANDING

OVERVIEW

- Definition of branding and its main goals.
- Define your goals, values, purpose and style.
- Identify your target audience and innovate in your projects.
- Use storytelling for generating engagement.
- 5 practical exercises.



2.1 WHAT IS BRANDING?



2.2 HOW TO CREATE MY PERSONAL BRAND?



2.3 HOW TO IDENTIFY MY AUDIENCE?



2.4 APPLYING MY PERSONAL BRAND



2.5 THE IMPORTANCE OF STORYTELLING

2.1 WHAT IS BRANDING?

- Introduction to the concept of branding
- Branding goals

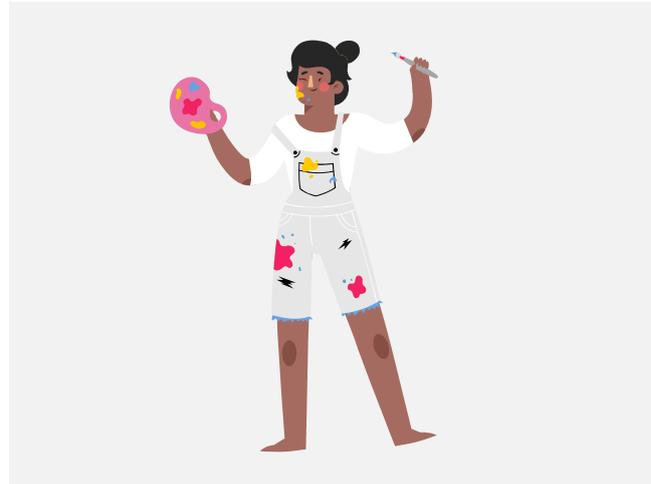


INTRODUCTION TO THE CONCEPT OF BRANDING



DEFINITION

- Consists of the process of building and developing a brand through different strategies linked to the management of communication, graphic and positioning strategies.
- Its purpose is to create a unique message about the company, product or service to be sold in order to attract the attention of the audience.



BRANDING GOALS



AWARENESS



POSITIONING



OUTSTAND



EMOTIONAL



HUMANIZING

PRACTICAL EXERCISE

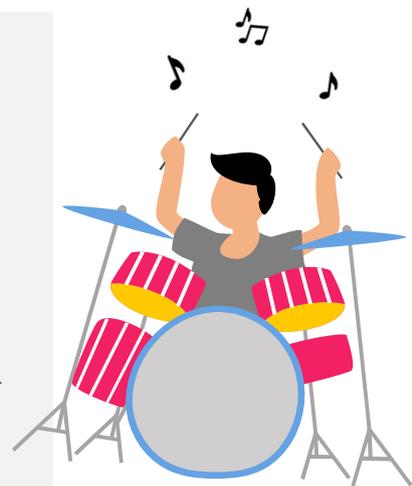
GUESS THE ARTIST

Try to match the different artists we will show you next, with their corresponding style of music. Appearances can be deceiving.

 You have 10 minutes to complete the task during the presentation.

OBJECTIVES

- 01 To break down the barrier of prejudices.
- 02 To be inspired by other artists.
- 03 To focus on the message itself.



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ARTISTS



Nº1



Nº2



Nº3

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ARTISTS



N°4



N°5



N°6

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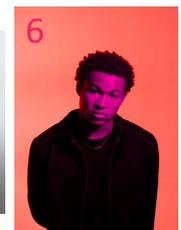
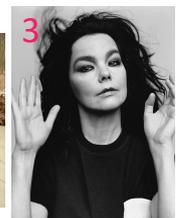
MATCH THEM!

CLASSICAL MUSIC

ELECTRONIC MUSIC

INDIE & POP MUSIC

EXPERIMENTAL MUSIC



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YUJA WANG



CLASSICAL MUSIC



BJÖRK



EXPERIMENTAL MUSIC



FLORENCE AND THE MACHINE



INDIE & POP MUSIC

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METRONOMY



ELECTRONIC MUSIC



SHEKU KANNEH -MASON



CLASSICAL MUSIC



ABOVE & BEYOND



ELECTRONIC MUSIC

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2.2 HOW TO CREATE MY PERSONAL BRAND?

- Define your goals and values
- Define your purpose and style



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DEFINE YOUR GOALS AND VALUES



WHO ARE YOU?

You should identify:

- What are your strengths?
- What are the strengths that other people see in you?
- What is your strongest personality trait?
- How do people describe you?
- How do you overcome obstacles that hold others back?



WHAT ARE YOUR VALUES?

- Which values stand out for you above the rest? You should choose 3-5 values.
- What do each of the values mean to you personally? Why the values you have chosen are important to you and not others.

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DEFINE YOUR GOALS AND VALUES



WHAT IS YOUR OBJECTIVE?

- Where would you like to be in the future?
- What are your passions?
- What would you do if you didn't have to worry about money?
- Visualize the end of your career and identify the steps you need to take to get there.
- Are your goals aligned with your values?



LEARN FROM YOUR ROLE MODELS

- Make a list of the artists you admire.
- Study their lives and select those whose trajectory aligns with your aspirations.
- Identify the steps they took to get there.
- Make the necessary adjustments to incorporate them into your action plan.

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DEFINE YOUR PURPOSE AND STYLE



WHAT IS YOUR PURPOSE?

- What is your ability?
- What is your approach?
- For whom do you use those skills?
- What is the outcome for your audience?



WHAT STYLE DO YOU LIKE?

Our opinions, personality and style are what makes us unique:

- Why do you need to have a unique style?
 - ✓ You become one-of-one in the marketplace instead of one-of-many.
 - ✓ People are attracted to honesty, vulnerability and uniqueness.
 - ✓ Your personal brand is memorable.

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PRACTICAL EXERCISE

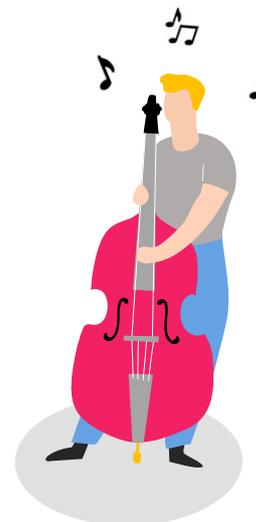
SURVIVE SURVIO

Create a survey in the Survio app so that the people who know you, will answer some questions about you to shape your personal brand.

 You can complete this task at home.

OBJECTIVES

- 01 To be able to shape their personal brands.
- 02 To find out what closest people think about you and apply it to your brand.



2.3 HOW TO IDENTIFY MY AUDIENCE?

- Understanding your audience
- Project innovation



UNDERSTANDING YOUR AUDIENCE



TARGET AUDIENCE

- Your main goal is to find a personalized audience.
- Once it is clear, it will be much easier to:
 - ✓ Understand your audience attitude.
 - ✓ Know which paths to take in terms of strategy.
 - ✓ In which social networks should you be present.
 - ✓ What type of content they are looking for.

TURN IDEAS INTO REALITY

Once you are clear about your target audience, it is essential to carve out a niche in the market, launch your project and look for a niche that will generate more engagement with your brand.



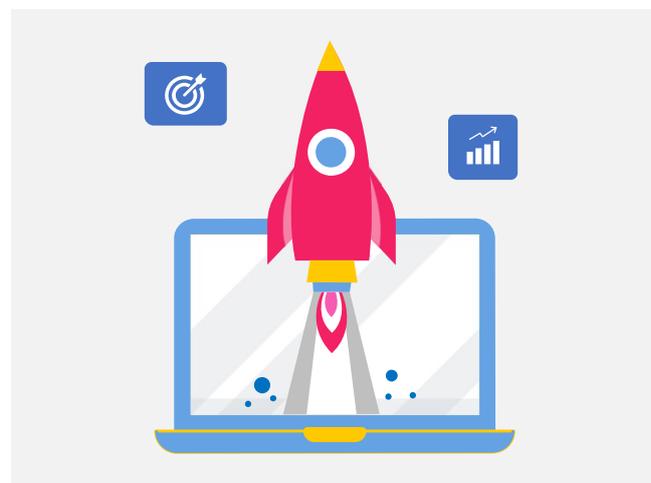
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PROJECT INNOVATION



FIND YOUR NICHE

- Find your niche market.
- Create something new for a market that doesn't exist, or for a market that does exist, but with a totally different proposition.
- Apply the Blue Ocean Strategy:
 - ✓ A blue ocean is a new market space, where you have no direct competition, which allows you to grow quickly and earn much higher returns than is usual in a red ocean.



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TAYLOR DAVIS



Taylor Davis is an American violinist, arranger, composer and a YouTube personality.

MARKET NICHE

- ✓ She focuses on violin covers of video games, movies and anime.
- ✓ In middle-high school education she started playing the *Final Fantasy* music and introduce it in her school.
- ✓ She has released several albums, including *Gaming Fantasy* and *Melodies of Hyrule*.
- ✓ She has more than 2.8 million subscribers on YouTube.



PRACTICAL EXERCISE



CHOOSE THE NICHE

Brainstorm the different niches you could focus on according to your music style or project idea. It is a way of analysing the music industry market, trying to stand out from your competitors.

 You can complete this task at home.

OBJECTIVES

- 01 To be able to find different types of niches within the music industry.
- 02 To think about the niche, they would like to focus on.



2.4 APPLYING MY PERSONAL BRAND

- Keller's Brand Equity Model



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KELLER'S BRAND EQUITY MODEL



INTRODUCTION

- Brand equity describes a brand's value.
- To build a strong brand, you need to shape the way customers think and feel about a product.
- Your audience must have positive feelings, thoughts and opinions about your product.
- In this way, they will recommend you to others, be more loyal, and you are less likely to lose them to competitors.

STEPS TO FOLLOW

- 01 Brand identity - Who are you?
- 02 Meaning of the brand - What are you?
- 03 Brand response - What does the audience feel or think about you?
- 04 Brand resonance - How much connection they would like to have with you?



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PRACTICAL EXERCISE



STEP BY STEP

Try to figure out how would you apply these four steps to your own strategy. What kind of things would you do for achieving step number four?

 You have 15 minutes to complete the task in the breakout groups.

OBJECTIVES

- 01 To be able to identify the different steps a brand has to apply to be successful.
- 02 To learn how to apply 'Keller's Brand Equity Model' to a strategy.



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2.5 THE IMPORTANCE OF STORYTELLING



- What is storytelling?
- How to attract attention through storytelling?
- The SB-7 Formula



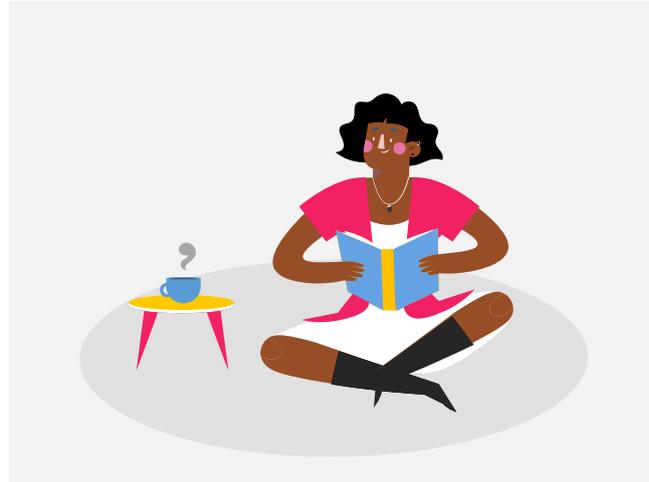
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WHAT IS STORYTELLING?



DEFINITION

- Storytelling refers to the art and ability to tell a story to capture the audience's attention.
- In marketing, it is a technique used to connect your audience with the message you are communicating when selling a product or service.
- Its purpose is to try to connect emotionally with the audience through a story.
- The thing that matters most to customers is how a brand can solve their problems.



HOW TO ATTRACT ATTENTION THROUGH STORYTELLING



AUTHENTICITY



SIMPLICITY



CLARITY



EMOTIONAL



NATURALITY



THE SB-7 FORMULA



DEFINITION

- Formula created by Donald Miller.
- Process made up by seven elements for creating a BrandScript.
- It is a document like the grids or storyboards that storytellers use to create films or books.

The customer should learn the following three things in five seconds after seeing your material:

1. What the product or service is.
2. Why the product will improve their lives.
3. How they can get the product.



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THE SB-7 FORMULA



THE 7 ELEMENTS

- 01 Element 1: The client (Hero)
- 02 Element 2: The Problem (Villain)
- 03 Element 3: Your Brand (Guide)
- 04 Element 4: The Plan (Instructions)
- 05 Element 5: Call to Action (Act)
- 06 Element 6: Negative Stakes (Lose)
- 07 Element 7: Positive Stakes (Win)

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PRACTICAL EXERCISE



FIND THE 7 ELEMENTS

Identify the 7 elements of the StoryBrand Formula in the website of the company that we will show you next.

 You have 20 minutes to complete the task in the breakout groups.

OBJECTIVES

- 01** To be able to identify the 7 elements of the SB7 formula so they can apply it in their own storytelling.
- 02** To learn the importance of building a brand script for a Better Communication with your audience.



FIND THE 7 ELEMENTS



COMPANY: Deezer.

VALUE PROPOSAL: online music streaming service.

<https://www.deezer.com/en/>



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03

DIGITAL MARKETING
TOOLS



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UNIT 3

DIGITAL MARKETING TOOLS

OVERVIEW

- What are the three main digital marketing tools.
- Understand how to set up a website page.
- Learn how to manage the most potential social networks.
- Be able to build a mailing strategy.
- 3 practical exercises.



3.1 WEBSITE



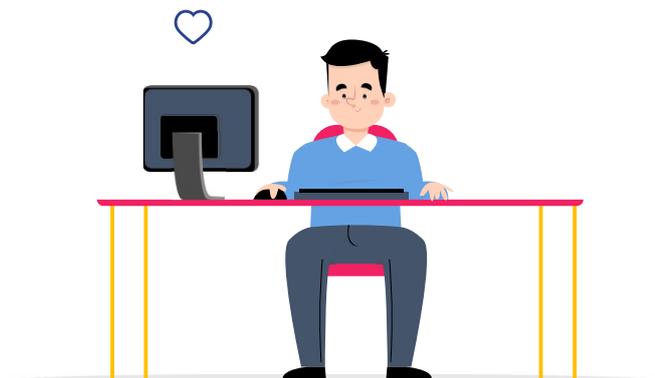
3.2 SOCIAL MEDIA



3.3 E-MAIL MARKETING

3.1 WEBSITE

- Create and maintain a website
- SEO vs SEM

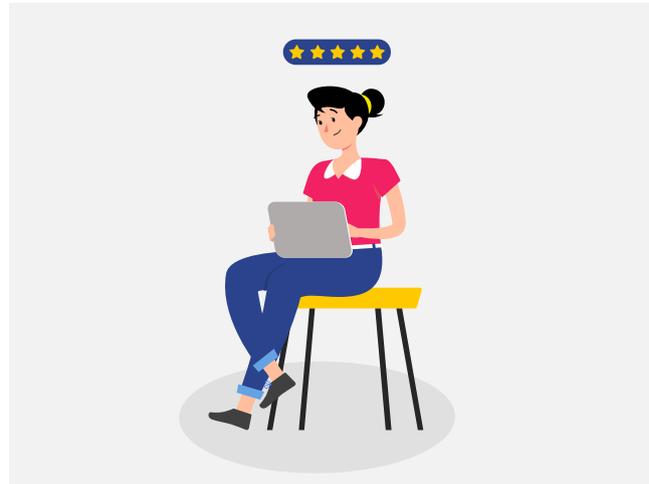


CREATE AND MANTAIN A WEBSITE



THE IMPORTANCE OF A WEBSITE

- Accessible platform to everyone.
- Offers the opportunity to gather all the work in a single space in a clear and structured way.
- Appears organically in search engines if you learn how to position yourself.
- You don't have to be constantly aware of the algorithm to reach the public.
- Agents and promoters look at artists' websites for future bookings.



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CREATE AND MANTAIN A WEBSITE



WEBSITE STRUCTURE

- Think about the user to make the navigation easier for the them.
- Create a clear and visible structure.
- Choose the style and aesthetics that best defines you.
- Think about the type of content to be uploaded.
- Choose the type of domain (.com / .es)
- Use your own images. Do not use photographs taken from interest.

- Images are usually accompanied by title, description and caption.
- Include additional data in the footer: links, social networks, contact, etc.
- Include visible CTA's (Call To Action).
- Choose the tool to create your website; Squarespace, WordPress, etc.



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SEO vs SEM

SEO: Search Engine Optimization

- ✓ Cost - unpaid.
- ✓ Cost control - investment, time and resources.
- ✓ Speed to rank - slow.
- ✓ Algorithm dependency - the algorithm totally affects.
- ✓ Measurement - no exact precision is possible.

SEM: Search Engine Marketing

- ✓ Cost – paid.
- ✓ Cost control - controlled daily investment.
- ✓ Speed to rank – fast (same day of launch).
- ✓ Algorithm dependency - the algorithm does not affect.
- ✓ Measurement - traffic measurement is easier.



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SEO vs SEM



KEYS FOR A GOOD POSITIONING

- 01 Use keywords for a good organic positioning.
- 02 Check that the links work correctly to avoid errors.
- 03 Make navigation easier for the user.
- 04 Update the website so that the Google search engine knows that you are active.

05 Prioritize viewing the website from a smartphone.

06 Add the link of your website in the bios of your different social networks.

07 Add a blog to your website.

08 Use guest posts.



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PRACTICAL EXERCISE

STRUCTURE IT

We will show you the key elements that should appear on the main page of a website. Try to figure out where should each element be placed.

 You have 10 minutes to complete the task during the presentation.

OBJECTIVES

- 01** To figure out how to structure a website.
- 02** To identify what are the key elements for a successful website page.

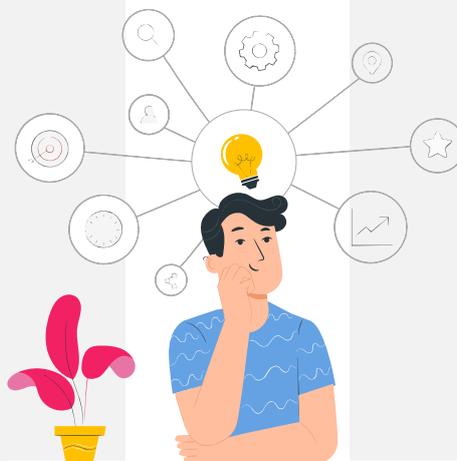


STRUCTURE IT

01 IMAGE/ VIDEO

02 BODY / CONTENT

03 HEADER/TITLE



04 FOOTER

05 MENU NAVIGATION

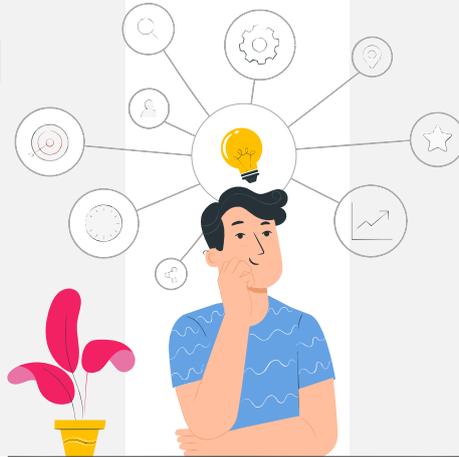
06 CALL TO ACTION

STRUCTURE IT

01 MENU NAVIGATION

02 HEADER/TITLE

03 IMAGE/ VIDEO



04 BODY / CONTENT

05 CALL TO ACTION

06 FOOTER

3.2 SOCIAL MEDIA

4 November

- Introduction
- Engagement
- Editorial calendar
- Design tools

10 November

- Instagram and Facebook
- Privacy
- Dealing with negativity

18 November

- YouTube and Twitter
- Importance of the algorithm
- Potential social networks
- Metrics



INTRODUCTION



WHAT ARE SOCIAL NETWORKS?

- A social network is a platform that serves as a communication tool between the users who use it.
- Information is mainly shared in the form of text, images and videos.
- These users can be individuals or corporate brands.

WHY USE NETWORKS IN A PROFESSIONAL WAY?

MAIN GOALS

- 01 Create engagement and offer greater reach.
- 02 Drive traffic to the website.
- 03 Interact and establish links with the audience.
- 04 Good means of promotion.
- 05 Possibility of monetisation.
- 06 Possibility of making collaborations.



GENERATE ENGAGEMENT



CONTENT



REWARDS



POSTS



INTERACTION



VALUES



HASHTAGS



STYLE



RELIABILITY



WHAT ABOUT PRIVACY PRIVACY AND DIGITAL REPUTATION

- Personal decision
- A complex question with nuances and without definitive answers
- Good and bad practices regarding the public exposure
- Taking care also of Whatsapp and Telegram
- Narcissism and superficiality vs tell something different

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WHAT ABOUT PRIVACY

PABLO HERAS-CASADO

Music profile and social causes



herascasado

1.424 19,8... 4.240
Publicac... Seguidor... Seguidos

Pablo Heras-Casado
Músico
Spanish conductor. 🎵
Recording Artist @harmoniamundi_inter.
Global Ambassador of @ayudaenaccion
Ver traducción
linktr.ee/PabloHerasCasado
jocsmab, nwsymphony y 262 personas más
siguen esta cuenta

Sigue... Enviar ... Correo ...

Wien VII Acordes Melk Paris Stra

Political opinion



Pablo Heras-Casado
@herascasado

¿Por qué hacéis esto @vox_es? Da vergüenza ajena leer tanta violencia gratuita en estos tiempos. Los "titiriteros" estamos estos días llenando las casas de música, poesía y cine. Acompañando en la soledad. Aquí otro "titiritero", hijo de campesinos y policías. Salud a todos. [twitter.com/vox_es/status/...](https://twitter.com/vox_es/status/1205411111111111111)

1:05 a. m. · 24 mar. 2020

Private life



herascasado
Wien, Österreich

Le gusta a claramarimond y 811 personas más
herascasado Birthday boy is back home from home. ¡Feliz 5 cumpleaños mi amor!

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DEALING WITH NEGATIVITY



01

Identify where the criticism comes from



TROLLS

- Ignore them
- Delete insults and harassment
- Report
- Restrict or block
- Oline harassment against women

NEGATIVE COMMENTS

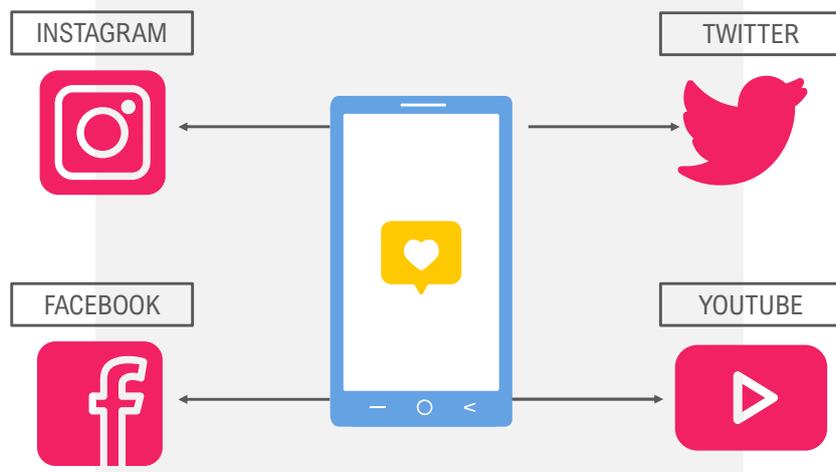
- Don't delete
- Sometimes it's better to let it go
- Respond with kindness
- Be able to admit faults

REPUTATIONAL CRISIS

- Take time to think
- Apologize
- Do not lie
- Address the people affected

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SOCIAL NETWORK MAP



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INSTAGRAM



INTRODUCTION

- Created in San Francisco in 2010 just for Apple.
- Visual platform that facilitates interaction with the user.
- Perfect social network for generating branding and engagement.
- The audience is mainly young (between 16-35 years old approximately).

STEP BY STEP

- 01 Profile name and username.
- 02 Profile picture.
- 03 BIO (Biography) and stories.
- 04 Register as company profile.
- 05 Content type – posts, stories, reels, IGTV, guides, lives...



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INSTAGRAM



ENGAGEMENT

- Most importantly, ask yourself: Why and how would a user come to your profile?
- Your account should be open to all users.
- Create an attention-grabbing feed.
- Post frequently and be active in your stories.
- Interact with other profiles
- Transmit closeness and communicate with your followers.
- Make use of the new tools that the application is releasing.

- Implement both giveaways and competitions.
- Use of hashtags.



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INSTAGRAM

ADVERTISING & PROMOTION

01 Promote a post

- For beginners
- The easiest way
- The cheapest way

02 Business Manager

- Complex tool
- Used from facebook
- It is necessary that your IG account is integrated into your FB fan page

03 Influencer marketing

- The most expensive
- Users with capacity of prescription



INSTAGRAM

ADVERTISING & PROMOTION

TIPS

- The image and the copy have to be very attractive and understandable
- Captioned videos
- Videos and storytelling with carousel
- Review the results



HOW TO PROMOTE A POST

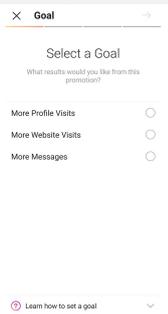


- ✓ Select post with organic engagement
- ✓ Button of "Promote"



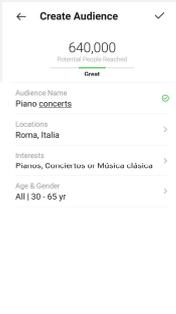
OBJECTIVE

- ✓ Visits to the profile to earn followers
- ✓ Visits to the website
- ✓ Messages



AUDIENCE

- ✓ Define your audience
- ✓ Saved audience
- ✓ Lookalike



BUDGET AND DAYS

- ✓ How many days
- ✓ Budget
- ✓ Confirmation that IG has approved your ad



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FACEBOOK



INTRODUCTION

- Created in 2004 by Mark Zuckerberg and opened to the rest of the world in 2006.
- Social network highly focused on content creation.
- The approximate audience is between 45 and 65 years old.

STEP BY STEP

- 01 Profile name
- 02 Profile picture
- 03 Horizontal cover photo
- 04 Biography



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FACEBOOK



ENGAGEMENT

- Create an attractive profile to build trust.
- Upload variety of attractive content.
- Take care of the aesthetics.
- Interact with other accounts
- Use the inbox of messages to interact with your followers.
- Be aware of the comments and reviews you receive.
- Optimize your pictures and videos. Select the correct format.

Benefits of a FAN PAGE

- ✓ Business manager
- ✓ Creator Studio
- ✓ Statistics
- ✓ Messages inbox
- ✓ Unlimited followers
- ✓ Managed by several persons
- ✓ Anyone can mention you
- ✓ Sell products
- ✓ SEO positioning



FACEBOOK



ADVERTISING & PROMOTION

BUSINESS MANAGER

01 TYPE OF CAMPAIGN

- Recognition, consideration or conversion

02 AUDIENCE

- Saved, custom or similar

03 LOCATION

- City, device, operating system and platforms

04 BUDGET AND CALENDAR

- Budget per day or total budget. During how much time

05 AD FORMAT

- Ad format, creative, texts, CTA and URLs we want to add.

FACEBOOK



FACEBOOK PIXEL

- Use it if you have a website
- A piece of code that measures the actions that users perform on our website.
- Without the pixel Facebook only has information about what happens within the platform.

- The pixel is used to
 - Create audiences
 - Measure conversions
 - Optimise campaigns



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YOUTUBE



INTRODUCTION

- It started in 2005 and Google bought it in 2006.
- YouTube is a pure content social network, very useful for branding and promotion.
- The approximate audience is between 20 and 50 years old.

STEP BY STEP

- 01 Profile name.
- 02 Profile picture (square format).
- 03 Horizontal cover photo.
- 04 Biography.
- 05 In the "customize channel" section, you can modify all your profile information.



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YOUTUBE



ENGAGEMENT

- Create an attractive profile with a great aesthetic line.
- Choose your type of content (variety).
- Create innovative content.
- Ideal video length: ~10 minutes
- Create customized and optimized thumbnails.
- Upload content regularly.
- Establish a community.
- Consider the playlists.
- End screens achieve higher viewing time for users.

- Content ID: YouTube's automated and scalable system that allows copyright holders to identify YouTube videos that include content they own.

- Metadata:
 - ✓ Video title
 - ✓ Video description
 - ✓ Hashtags
 - ✓ Keywords



YOUTUBE



ADVERTISING & PROMOTION

There are two different ways of promotion:

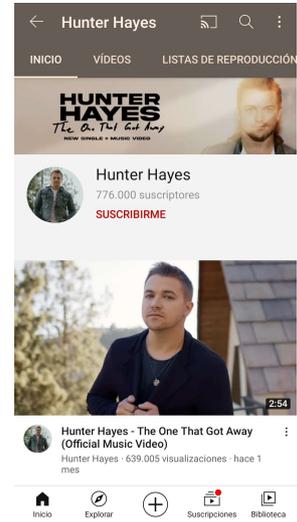
- 01 From the advertiser's point of view, advertising on YouTube works through Google Ads.
- 02 From the content creator's point of view, if you activate the monetization feature, different ads can appear next to your videos.

AD TYPES

- Inside the video:
 - ✓ TrueView ads
 - ✓ Non-skippable ads
 - ✓ Bumper ads
- Next to the video:
 - ✓ Promoted card ads
 - ✓ In-video overlay ads
 - ✓ Display ads

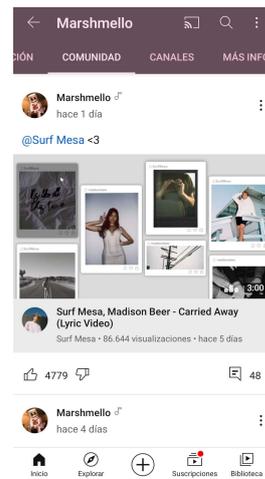
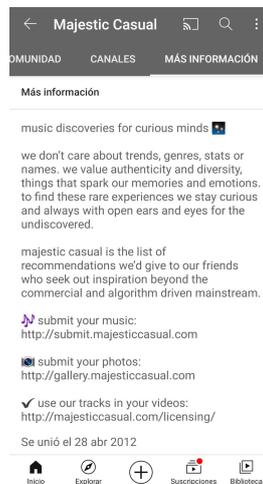


EXAMPLE PROFILES



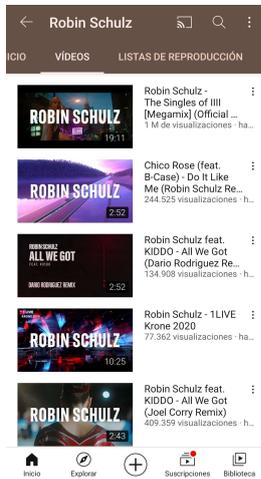
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DESCRIPTION & COMMUNITY



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THUMBNAILS & METADATA



#HigherGround #MartinGarrix #JohnMartin
Martin Garrix feat. John Martin - Higher Ground (Official Video)

6.847.755 visualizaciones · hace 9 meses

153.633 2292 Chat en dire... Compartir

 Martin Garrix
13,9 M de suscriptores

SUSCRIBIRME



#BASTILLE #GOOSEBUMPS #LAFAYETTE

Bastille - Goosebumps (Live At Lafayette)

146.327 visualizaciones · hace 1 mes

5876 44 Compartir Descargar Guardar

 BASTILLEVideos
2,28 M de suscriptores

SUSCRIBIRME

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TWITTER



INTRODUCTION

- More than 500 million users.
- A social network with a high impact whose interaction is key.
- Approximate audience between 25 and 44 years old.

STEP BY STEP

- 01 Profile name.
- 02 Profile picture (square format).
- 03 Horizontal cover photo.
- 04 Biography.
- 05 Twitter works through the publication of Tweets:
 - ✓ Limited to 280 characters.
 - ✓ Hashtags and mentions can be used.



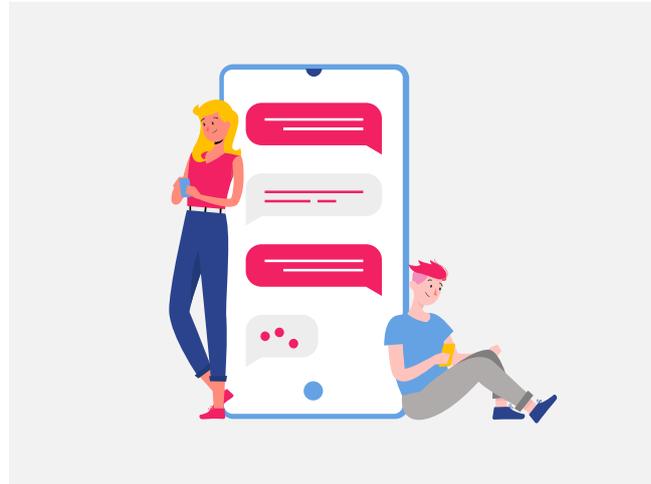
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TWITTER



ENGAGEMENT

- Reach your audience by generating conversation.
- Interact providing value.
- Highlight the first tweet you post to catch the attention.
- Post regularly
- RT relevant content and reply to tweets of reference profiles.
- Vary the types of tweet you upload normal tweets, gallery, thread, moments...
- Review and explore hashtags.



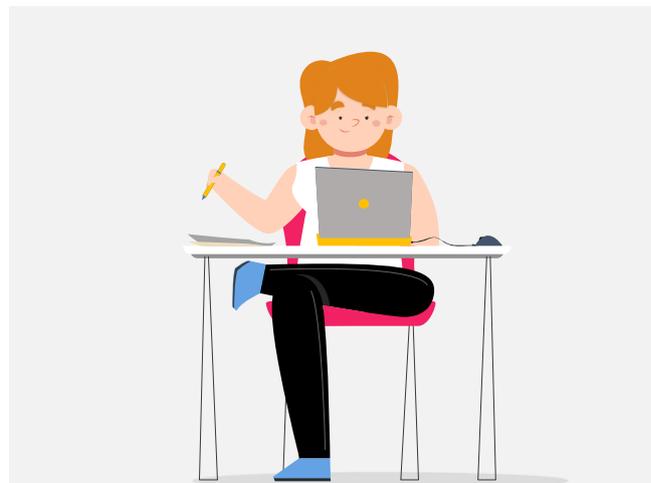
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TWITTER



ADVERTISING & PROMOTION

- Reach many users while paying very little.
- Types of targets for your personal brand:
 - ✓ Followers: promote your account.
 - ✓ Tweet interactions: promote your tweets.
 - ✓ Website clicks: promote your website through TwitterAds and get more traffic.
 - ✓ Video views and pre-roll: boost the views of these contents. These campaigns promote videos.



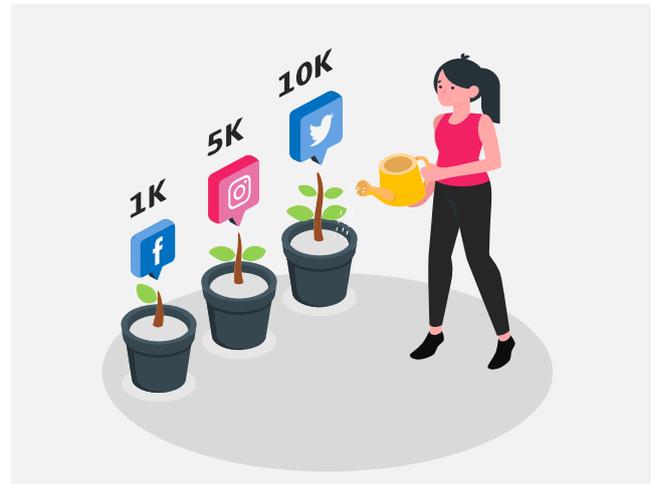
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IMPORTANCE OF THE ALGORITHM



DEFINITION

- Social networks base the content they show us on social algorithms.
- They are formulas that learn our behavior, our tastes and can even intuit other types of private information.
- In each social network they work in a different way, but the operation is based on the same premises.
- The algorithm shows the content that it thinks will be most relevant for each user.
- It is very changeable.
- The organic reach has dropped a lot.



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IMPORTANCE OF THE ALGORITHM



INSTAGRAM & FACEBOOK

- Factors affecting the algorithm:
- ✓ Most important interactions today are: Post saves and Messenger (Facebook) or DM (Instagram).
- ✓ Answering to your followers' comments.
- ✓ The time and day you post your content.
- ✓ Semantic aspects.
- ✓ Variety of content.



YOUTUBE

- Factors affecting the algorithm:
- ✓ Viewing time.
- ✓ Title and description: keywords.
- ✓ Likes, comments and sharing a video have hardly any influence on the ranking.
- ✓ The number of subscribers can have an influence.
- ✓ Viewing speed.

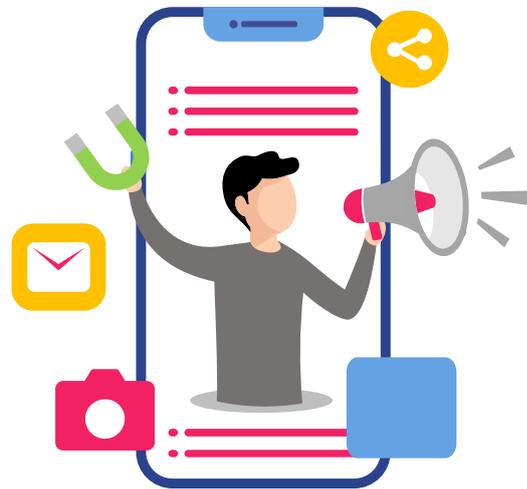
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IMPORTANCE OF THE ALGORITHM



TWITTER

- Factors affecting the algorithm:
- ✓ Time of publication.
- ✓ Variety of content.
- ✓ Activity of the account.
- ✓ The number of followers.
- ✓ Interaction with your followers.
- ✓ Engagement.



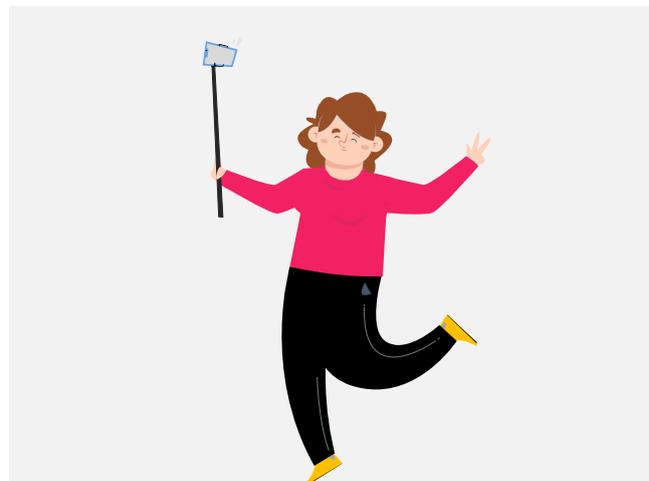
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POTENTIAL SOCIAL NETWORKS



TIKTOK

- Created in 2017 and has more than 500 million users.
- Sweeping among the younger audience
- Short videos, from 15 seconds to 1 minute.
- Mostly based on making music and humour videos.
- Creation of content is infinite (creative tool).
- It has several tools for editing videos, which allows you to improve your content.
- Its algorithm is simpler than other social networks.
- Informal and addictive social network.



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POTENTIAL SOCIAL NETWORKS



TWITCH

- Platform that offers a live video streaming service.
- Its main use is for video game streaming, but it is increasingly opening to the music industry market.
- It has a wide audience.
- Customize your channel according to your needs.
- Monetize through Twitch partners or donations:



PATREON

- Platform focused entirely on the artist.
- Crowdfunding platform to fund artists and content creators through patronage.
- Patronage is a form of selfless sponsorship.
- Funding is done in two ways:
 - ✓ Pay-per-work.
 - ✓ Monthly payment.



EDITORIAL CALENDAR



ORGANIZATION & PLANIFICATION

- It is the planning of the content you will upload to the different platforms.
- It serves to:
 - ✓ What type of content you will publish
 - ✓ Prepare in advance, if it is possible, text, photo or video
 - ✓ Do not forget important dates
 - ✓ Think about the communication of the most important events

- ✓ In which social networks you will publish
- ✓ When to do it
- ✓ How often
- ✓ Who will do it (if you have a team)



EDITORIAL CALENDAR



ORGANIZATION & PLANIFICATION

- What has worked best
- What days and times are the best to publish
- Work in progress

- Creator Studio
- Hootsuite
- Sked
- Buffer
- TweetDeck
- BuzzSumo



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DESIGN TOOLS



CANVA

- Free
- Online tool for which you do not need to have previous design knowledge
- Intuitive and easy-to-use interface, with hundreds of templates and multimedia elements.
- It also allows you to make your own designs from scratch
- Logos, posters, business card, flyers, covers, schedules, invitations, brochures, calendars, email headers and social media posts



A simple new way to design



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PRACTICAL EXERCISE

PROMOTE YOURSELF

Build up a promotion of one of your own pictures. Choose a photograph that fits with the aesthetic you would like to have in your profiles, create a design on Canva, write a small text description of the promotion and use metadata.

 You can do this task at home. .

OBJECTIVES

- 01** To figure out the best way to communicate with your followers.
- 02** To identify what kind of style and aesthetic you would like .
- 03** To know how to promote a post and what text they would put up to capture the attention of their audience



3.3 E-MAIL MARKETING

- What is e-mail marketing?
- Key elements

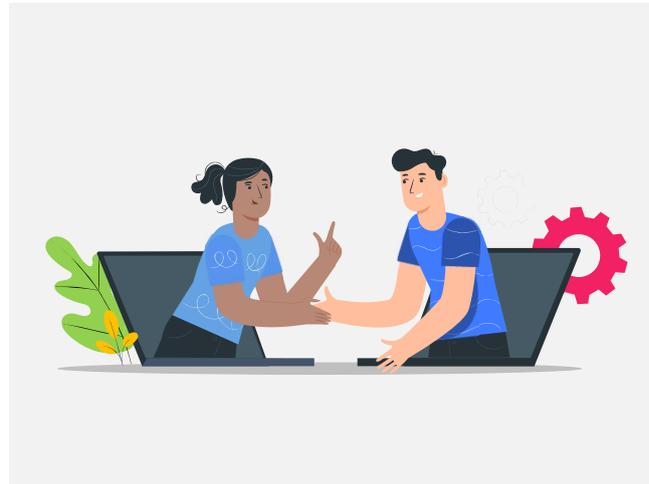


WHAT IS E-MAIL MARKETING?



DEFINITION

- Direct communication channel with our potential customers that is responsible for attracting and converting customers using emails.
- It is a very powerful tool if we have a well segmented and quality database.
- Digital marketing tool with the highest conversion rate.
- Mailings are many emails that are not sent in mass but individually.



KEY ELEMENTS



**CONTACT
DATABASE**



SEGMENTATION



DESIGN



TIMING



ANALYSIS



TOOLS



PRACTICAL EXERCISE

WRITING TIME!

Write an e-mail promoting one of your records to your corresponding contact database. It is a way to practice your writing skills.

 You can complete this task at home.

OBJECTIVES

- 01** To know how an e-mail should be written in an e-mail marketing strategy.
- 02** To understand how to communicate this type of messages.



UNITS

01 INTRODUCTION TO
DIGITAL MARKETING

02 ARTIST BRANDING

03 DIGITAL MARKETING
TOOLS

04 MEASURING THE
EFFECTIVENESS OF YOUR
STRATEGY

05 APPLYING YOUR DIGITAL
MARKETING STRATEGY

04

MEASURING THE EFFECTIVENESS OF OUR STRATEGY



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UNIT 4 MEASURING THE EFFECTIVENESS OF OUR STRATEGY

OVERVIEW

- Measure the effectiveness of your digital marketing strategy.
- Identify the different measurement tools.
- Understand the different metrics that exist.
- Learn how to establish KPIs.
- 1 practical exercise.



4.1 MEASURING TOOLS



4.2 HOW TO ESTABLISH
KPIs

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4.1 MEASURING TOOLS

- Definition and utility
- Types of metrics



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DEFINITION AND UTILITY



DEFINITION

- Measuring tools - different metrics that we use to check if our strategy is succeeding or if, on the contrary, we are making a mistake.
- KPIs ("Key Performance Indicators") - metrics that are used to quantify the results of a certain action or strategy based on predetermined objectives.



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TYPES OF METRICS

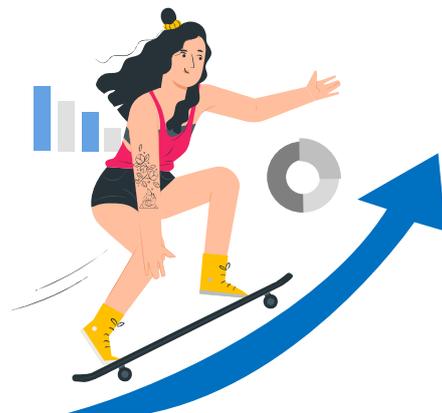
- 01 Internal KPIs - metrics that only you can see
- 02 External KPIs - metrics that are visible to everyone
- 03 Owned metrics - that come from your own pages
- 04 Paid metrics - those that you have paid for
- 05 Earned metrics – metrics that come externally



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4.2 HOW TO ESTABLISH KPIs

- Key metrics in our strategy
- Key metrics for advertising
- Tips for more effective strategies



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KEY METRICS IN OUR STRATEGY



IMPORTANT METRICS

01 AWARENESS

- ✓ **Objective:** increase the number of people that know my brand.
- ✓ **Tools:** Social media and a personal website
- ✓ **KPI:** measure the number of followers (SM) and the number of visits (website).

02 ENGAGEMENT

- ✓ **Objective:** increased interaction with the community.
- ✓ **KPI:** measure the number of comments and posts shared.

03 CONVERSION

- ✓ **Objective:** increase the number of students signing up for your masterclass, bringing potential paying students
- ✓ **KPI:** measure the number of completed entries to the form and/or measure the number of paying students

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KEY METRICS FOR ADVERTISING

01 Cost per click (CPC)

Formula: total cost / total number of clicks

02 Cost per mille (CPM)

Formula: total cost / (total impressions / 1000)

03 Click Through Rate (CTR)

Formula (%): (clicks / impressions) x 100



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KEY METRICS FOR ADVERTISING

04 Cost Per Like (CPL)

Formula: total cost / total number of likes

05 Engagement Rate (ER)

Formula: (total engagements / total impressions) x 100

06 Conversions



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TIPS FOR MORE EFFECTIVE STRATEGIES



HELPFUL TIPS

- KPIs should be tailored to each individual campaign.
- Choose which metrics are most important for each objective.
- Compare KPIs over the long term:
 - ✓ What content works best?
 - ✓ At what time?
 - ✓ Have I lost followers?
 - ✓ If so, when? → Why?

- Analyze other profiles:
 - ✓ What do they do best?
 - ✓ How can I apply it to my strategy?
- Try to use as many sources of data as you can.



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PRACTICAL EXERCISE

MEASURE IT!

Try to calculate the Cost Per Click (CPC), Cost Per Mille (CPM), Click Through Rate (CTR) and Engagement Rate (ER) of two Instagram posts from the School's profile. We will post the data, along with links to the posts and the formulae, in the breakout groups chat.



You have 20 minutes to complete the task in the breakout groups

OBJECTIVES

- 01 To learn how to calculate relevant KPIs
- 02 Draw conclusions by comparing the KPIs from both posts



UNITS

01 INTRODUCTION TO
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TOOLS

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EFFECTIVENESS OF YOUR
STRATEGY

05 APPLYING YOUR DIGITAL
MARKETING STRATEGY



NEW SKILLS
4 NEW ARTISTS

05

APPLYING YOUR DIGITAL STRATEGY



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UNIT 5 APPLYING YOUR DIGITAL STRATEGY



NEW SKILLS
4 NEW ARTISTS

OVERVIEW

- Non-teaching part of the module.
- Practical exercise.
- Create a digital marketing strategy around their brand.
- You can do it in a fictitious way (as a practical exercise).
- You can do it in a real way (start creating your own digital marketing strategy).



5.1 DIGITAL MARKETING
STRATEGY (PART I)



5.2 DIGITAL MARKETING
STRATEGY (PART II)

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5.1 DIGITAL MARKETING STRATEGY

PART I:

- Create your value proposition
- Segment
- Find your niche
- Research your competition
- Create your branding
- Content structure
- Define your website



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PART ONE : 7 STEPS

01 CREATE YOUR VALUE PROPOSITION

- Identify what your value proposition would be, thinking about its functionalities and components.
- Then analyze what benefits your audience would receive.

02 SEGMENT

- Identify your audience.
- Apply the segmentation variables and analyze your personalized audience.

03 FIND YOUR NICHE

- Think about the niche you would like to focus on if you have one.
- Otherwise, it would be the market in general, although it is preferable to reduce the competition.

04 RESEARCH YOUR COMPETITION

- Look at your direct competitors to see what kind of strategy they use and how they communicate with their audience. Inspiration always helps.

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PART ONE : 7 STEPS

05 CREATE YOUR BRANDING

- Define your personal brand.
- What do you want to transmit.

06 CONTENT STRUCTURE

- Choose the type of content you would like to upload to each platform.
- Covers, your own songs, musical pieces, video clips, types of photography, etc..

07 DEFINE YOUR WEBSITE

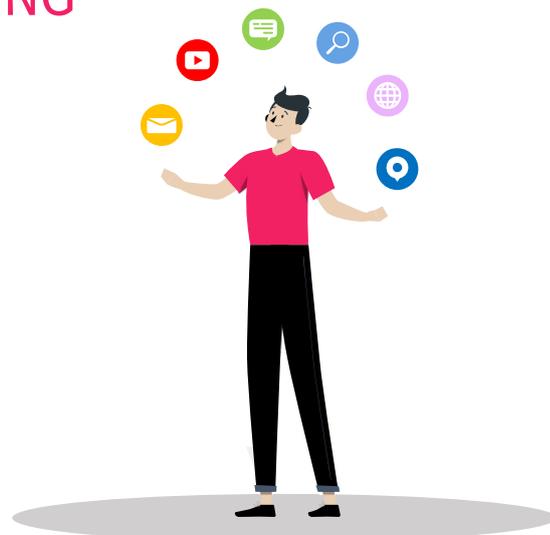
- Think about the way your website would look like.
- What content you would include.
- How you would do it.
- Try to make a small (fictitious) positioning strategy.



5.2 DIGITAL MARKETING STRATEGY

PART II:

- Social media profiles
- E-mail marketing
- Budget
- Contact list
- Public Relations
- Measuring results



PART TWO : 6 STEPS

08 SOCIAL MEDIA PROFILES

- On which social networks you would create a profile.
- What would that profile look like?
- What would you like to convey?
- How would you apply Storytelling?
- What information would you add?

09 E-MAIL MARKETING

- How would you create an E-mail marketing strategy?
- Think about your contact database.

10 BUDGET

- Work out an affordable budget.
- What would you spend it on?
- Think about sponsorships.
- Possible promotions and campaigns.
- Search for the most affordable options.

11 CONTACT LIST

- Make a list of agencies, directors, programmers, concerts, venues, festivals, etc., for future or possible performances.

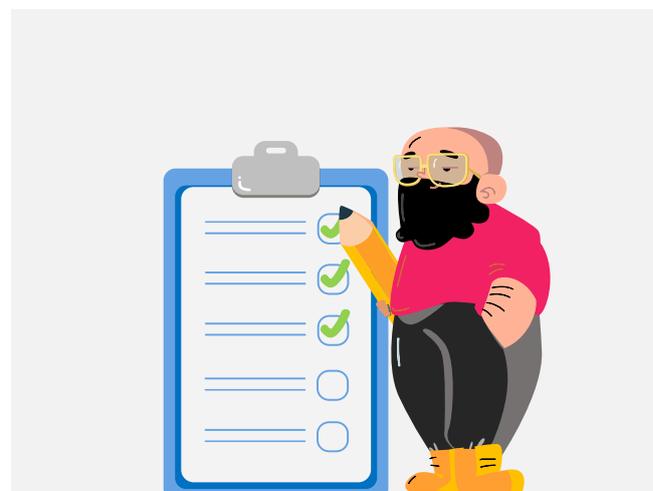
PART TWO : 6 STEPS

12 PUBLIC RELATIONS

- How would you contact the media for possible articles and interviews?
- Make a list.

13 MEASURING RESULTS

- Figure out how would your strategy be measured.
- Put it into practice with any publication.
- See what this could go wrong and what other could work.





THANK YOU
VERY MUCH!



Co-funded by the
Erasmus+ Programme
of the European Union

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