



## **Money Doesn't Buy Playlists**

*What you should expect when hiring a publicity team for your music.*

Independent artists have access to services all around the globe that are designed to ultimately help / guide you in doing what you love. The topic of this article is to discuss publicity; its actual role in the industry, the sometimes misguided mindset attached to it, and how it can actually be useful to an independent artist on the rise.

First thing's first, hiring PR (publicity) does cost money, and although price can vary from service to service or from company to company due to experience / results / specialization etc. the overarching factor is that it is a service, just like getting a haircut or servicing your car. When hiring a PR for your music, you must do your research into what areas that particular company specialises in; whether that is digital store pitching, online media serving, radio (digital + community), and even print media. Another thing to look into is what results have they gathered for artists similar to yourself in the specific area you wish to grow.

From an artist perspective, PR can often be seen as a waste of money when goals are not met, as realistically, results on any campaign can never be guaranteed. As well as doing your research on companies, it is also very important to set realistic goals for your music and build upon those goals over time. Communicating and fostering those goals with your chosen PR team is important because they can then help you develop steps to reach those specific goals.

***Do not allow your ego to fuel your decision-making around a release. You do not deserve media attention, just because you think you are 'good enough.'***

***Music is subjective and always will be.***

Completing a campaign with a publicity service and not receiving the results you aimed for can be a crushing feeling for an artist who has put so much energy into creating their artform. We want to urge all independent artists that doing a lone campaign with a publicist will never accurately reflect what their service is capable of. Instead, try to adopt a long term mindset around PR and assess how your current release affects the next release and so on and so forth. This allows you to get out of the framework that any one song is going to be the "breakout" piece of music for your brand. The long term mindset also allows you to shift focus to the next release quickly, allowing you to gain a healthier perspective when you do not hit your specific, targeted goals. This, in turn, will allow you to have a clearer vision of your journey as an artist and a broadened, adaptable horizon for opportunities that come your way.

Getting your money's worth out of a PR service is best done over time with proper communication. Do not allow your ego to fuel your decision making and think that you 'deserve' playlists, radio play and online premieres purely because you think your music is good enough.

Music will always be subjective and landing specific publications is often determined on whether or not your music is marketable / relatable for the audience of the publication.

For further information about the role of PR - please see our previous article *Public Relations In The Music Industry* [here](#).