



Content Matters.

Content on socials can enhance your audience's knowledge and experience of you.

Let's be honest, in the current climate of 2020 learning to create music is very accessible. Although not easy to learn in general, gathering the information to learn the processes are widely available. In this world of ease created by the internet one alarming factor for indie musicians remains, and that is that there are thousands if not millions of other people in the world competing to be artists.

For the artists wishing to take their music to the next level and have it connect with a wider audience and eventually create a career out of their passion, the strategy should ultimately come down to how they utilise their brand to differentiate themselves from their competitors.

A lot of you guys reading this have all released music before, and if you have you have posted at least once about your release on any given social media. Outside of the overly typical “*My new song <insert song title> comes out on <insert date>” with a cover image*, think to yourself what else have you done to put your release in a position to actually engage with your audience? The resounding answer to that question we hear on a daily basis is “I hate the social media thing” or “I just really struggle with it”, but the clear reality is that in this climate if you are not creating and distributing content at scale you are in a vulnerable position.

If you are someone who struggles knowing what content to post consistently on your social media accounts, the best way to think about it is to try and think about what your target audience would want to see from you and work your way back from that. If you struggle to know who your audience is click the link to revisit a previous article of ours ‘*Understanding Your Audience*’: <https://bit.ly/2RlxP0d>

Obviously you need to provide details on your release and share artwork etc, but how can you manipulate the free services offered to you by the likes of Facebook, Instagram, LinkedIn, Twitter, TikTok, Youtube etc?. Once you have a deep understanding of your audience you can then curate mountains of creative engaging content that will not only showcase your brand but actually engage the people you want to.

Curating high volumes of engaging content at scale does many things, it allows you to move higher in the algorithms of any given platform, it also gives you the opportunity to achieve more link clicks to your profile / music which at the end of the day is the main goal. It also gives your brand a personality that you care about your music reaching the masses, which the audience's unknowingly appreciate as a part of their nature. If they see their friend like your page, they will also as they don't want to be left out.

If you are an artist that truly cares about making a career out of music then you need to create content, you need to siphon attention from platforms. If that is you then content should matter as much as the music.