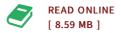


## Whether or Not Social Media Have Become the Most Important Element of the Marketing Strategy for Music Artists to Become Famous

By Sarah Gottschling

GRIN Verlag. Paperback. Book Condition: New. Paperback. 36 pages. Dimensions: 8.1in. x 5.7in. x 0.2in.Seminar paper from the year 2013 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2, 0, University of Applied Sciences Kln RFH, language: English, abstract: The classical way music artists have to go to become successful is to convince the guard of a music label to get a chance to convince millions of people with their music afterwards. The labels then contrive a marketing-strategy for the new artists and arrange live-concerts in front of small audiences, which are a good medium to give the world a first impression of the artists talent and style of music. In the era of web 2. 01, the way goes the other way around: Through social media they can create their music career vast on their own and can profile themselves. Uploading a music video, e. g. on YouTube, and convincing millions of people can be the key to call the labels attention to the unknown artists. The music labels work has also changed: Scouts search for talents on social media platforms. On the basis of users feedback, they can analyse, whose music runs and so...



## Reviews

This created ebook is wonderful. I am quite late in start reading this one, but better then never. You may like the way the author compose this pdf. -- Frederic Lang

Absolutely essential go through ebook. It is actually rally intriguing throgh looking at time. I realized this ebook from my i and dad advised this publication to understand.

-- Prof. Demetris Rau III