

# MySpace™ for Musicians: The Comprehensive Guide to Marketing Your Music Online

Second Edition

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Fran Vincent

**Course Technology PTR**

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**MySpace™ for Musicians,  
Second Edition: The  
Comprehensive Guide to  
Marketing Your Music Online**

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*To my parents, John and Priscilla, and my  
brother, John, for their support and  
encouragement.*

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## About the Author

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**Fran Vincent** is the founder and president of Retro Island Productions, Inc., a social media, Web PR, and music-industry consulting firm. Before starting her own company, Fran spent six years as the marketing and public relations specialist for Warner Bros. Publications, a division of Warner Music Group. She has also authored articles for *Electronic Musician* and *InTune* magazines.

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Fran now resides in the Detroit area and continues to work with music, marketing, and social media clients around the world.

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## Introduction

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Social media and its applications are ubiquitous and ever-changing. Just a few short years ago, MySpace was the main player in social networking. Stories of the website's marketing possibilities, the millions it fetched when sold, and the unfortunate tales of predators' exploits dotted the print and broadcast media landscape almost constantly. It seemed that MySpace was firmly entrenched in today's popular culture as an icon of Web 2.0, the next generation of the Internet.

Flash forward a few years. MySpace is still a major player, but it's not the only game in town. Facebook, Twitter, and other up-and-comers have stolen a lot of the spotlight. Now MySpace must share. While other social media tools boast different strengths and offerings, MySpace still retains a place in the hearts of music lovers and artists everywhere.

It's no wonder, then, that so many people, especially those aged 13 to 34, can attest to the "magic" of MySpace. It's still the only social network that was really founded around music and nightlife events. Facebook and Twitter have their benefits, but they're not music portals. The beauty of MySpace is that it combines the ability to discover new music and keep up on favorite artists with other fun and useful tools. And while its market share may fluctuate depending on the tastes of the public and the needs of social media users, MySpace has something the others do not: the ears of music lovers.

But MySpace is not just a giant music-marketing machine. For some, it is an essential part of their social lives, the primary way they keep in touch with friends and customers, and their main method of meeting new people in their real lives.

And then there are those who see it as a way to reach out to others, to communicate beyond their homes, town, or even country. To say to both friends and strangers, "I am here. I am looking, and I want to be found."

## What You'll Find in This Book

The flurry of activity on MySpace, with its millions of pages of user-generated content, is ever-growing and changing. The scope of it is overwhelming. There are almost 200 million profiles as of this day. Features and site offerings change regularly...one never knows what new trinket will pop up. It excels at reaching music consumers and industry types. That makes it a powerful marketing force for bands, and one worth learning about.

*MySpace for Musicians, Second Edition* will introduce you to MySpace and what you will find on the site, how you can manipulate it, and how to use the service to your promotional advantage as an artist and entertainer.

While the book attempts to be comprehensive, it cannot cover every possible aspect of the MySpace experience. The technology, the site, and its offerings are changing almost daily. Even when programmers the world over quickly catch up and develop more tweaks and new

ways of manipulating the site, it changes yet again. The code recommendations and site links offered here worked at the time the book was written, but there's no guarantee they will work forever. MySpace develops code blocks and filters all the time, and third-party tweak and layout sites come and go. Therefore, this book is only a snapshot in time. The best way to use this book, since some information or the layout of MySpace's features may have changed since its printing, is to take the concepts and adjust them to what the site is right now, at the moment you are using it. If a link to a feature doesn't appear where it says in the book, it's likely still around, just moved in one of MySpace's reorganizations.

Despite the unpredictable nature of the site and its usage, this book will introduce you to what's possible, with the hope that you will continue to keep abreast of new developments on your own.

*MySpace for Musicians* will walk you through the maze of grassroots marketing using the MySpace site. You'll become a proficient MySpacer and hopefully an adept marketer.

One other note... This book is an independent commentary on MySpace and its usage. Requests to interview MySpace staff and even obtain comments, clarifications, and tips that would help you, the music marketer, were declined by MySpace.

## Who This Book Is For

*MySpace for Musicians, Second Edition* is for every band, soloist, side musician, record label, publisher, music manager, and entertainment industry-affiliated company who wants to use MySpace to its fullest potential. It's for all those who are not sure what they should be doing with MySpace. Maybe you've thought of it, but you think it's only for teenagers, or you are too intimidated to get started. Perhaps all of your friends and colleagues are on it, and they're always asking you, "Are you on MySpace?" but you haven't made that first step. Anyone who is starting out on MySpace and is overwhelmed by the task at hand now has a guide to walk them through the process. You don't have to spend countless hours figuring it out on your own.

This book is also for those who have signed up but don't really know what to do with their profile now. You may be new to marketing or unsure of how to maximize your experience on MySpace.

For every artist who wants to hop on the MySpace bandwagon but doesn't think he or she is Web-savvy enough to do it, this book is for you.

## How This Book Is Organized

*MySpace for Musicians, Second Edition* is organized logically from an introduction to MySpace and social media, to determining what kind of account to open, all the way through to customizing your profile, adding friends, leaving comments, crafting bulletins and blogs, and then onto the basics of email marketing, protecting your security, and even managing

your experience. This book takes you on a step-by-step journey through the service in a way that makes sense for most people who have thought of joining the community but haven't yet jumped in.

Each chapter will first introduce the content, giving you the basics of the topic, then further break down the information so you learn how to accomplish each task yourself. The best way to learn is by doing, so you can follow along and try the pointers in the book right in your own MySpace account.

Throughout the book, you'll find references to other resources outside of MySpace, such as image hosting sites, code generators, and more. The appendixes at the end of this book offer even more resources, organized by category, such as music industry, music downloading, mobile marketing, and more. You won't have to spend an exorbitant amount of time web-searching to find the best sites. Most of what you'll need has been sourced and listed in the appendixes for you. However, that shouldn't stop you from researching on your own should you not find what you need here.

Are you ready? Fire up the computer. Make sure you're connected to the Internet, and let's get you turned on to MySpace!

