

An Indie Musician's Introduction to Social Media

Worksheet: 5-Step Marketing Plan (from Slide #7)

Step 1: Strategize

What are your goals? How will you measure them? How will you celebrate when you get there? Write them here.

Step 2: Build a website and begin blogging on it

Learn WordPress.

Look for ideas for blogging in Column #2 of the Strategic Attraction Plan. Write about what makes your fans tick.

You are going to write a post, and send it out in multiple ways.

Write 3-5 blog topics based on your Strategic Attraction Plan.

Step 3: Email marketing and newsletters

Investigate MailChimp and other email platforms. Pick one, and commit some time to learning it. 1-2 hours. Especially look for email platforms that will integrate with your social media.

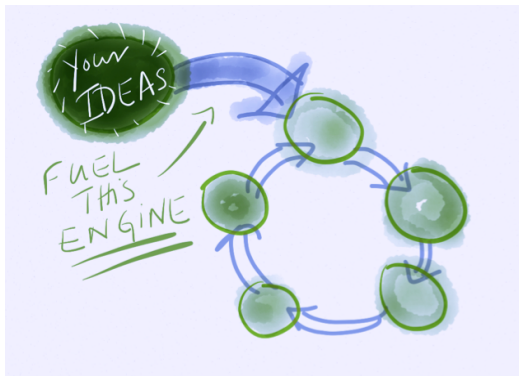
Step 4: Social Media (includes press releases)

Pick 1 or 2 social media networks to start with and begin. Send things to Cymber Lily Quinn and Joshua Smotherman, and we will reply and help you get a toe in the water.

Step 5: Stats & Analysis

Remember in Step 1 that you created goals? This is where to stop, circle back, and see how you did.

Lather, rinse, repeat.



Your ideas fuel this engine. When you run dry, return to your Strategic Attraction Plan.

