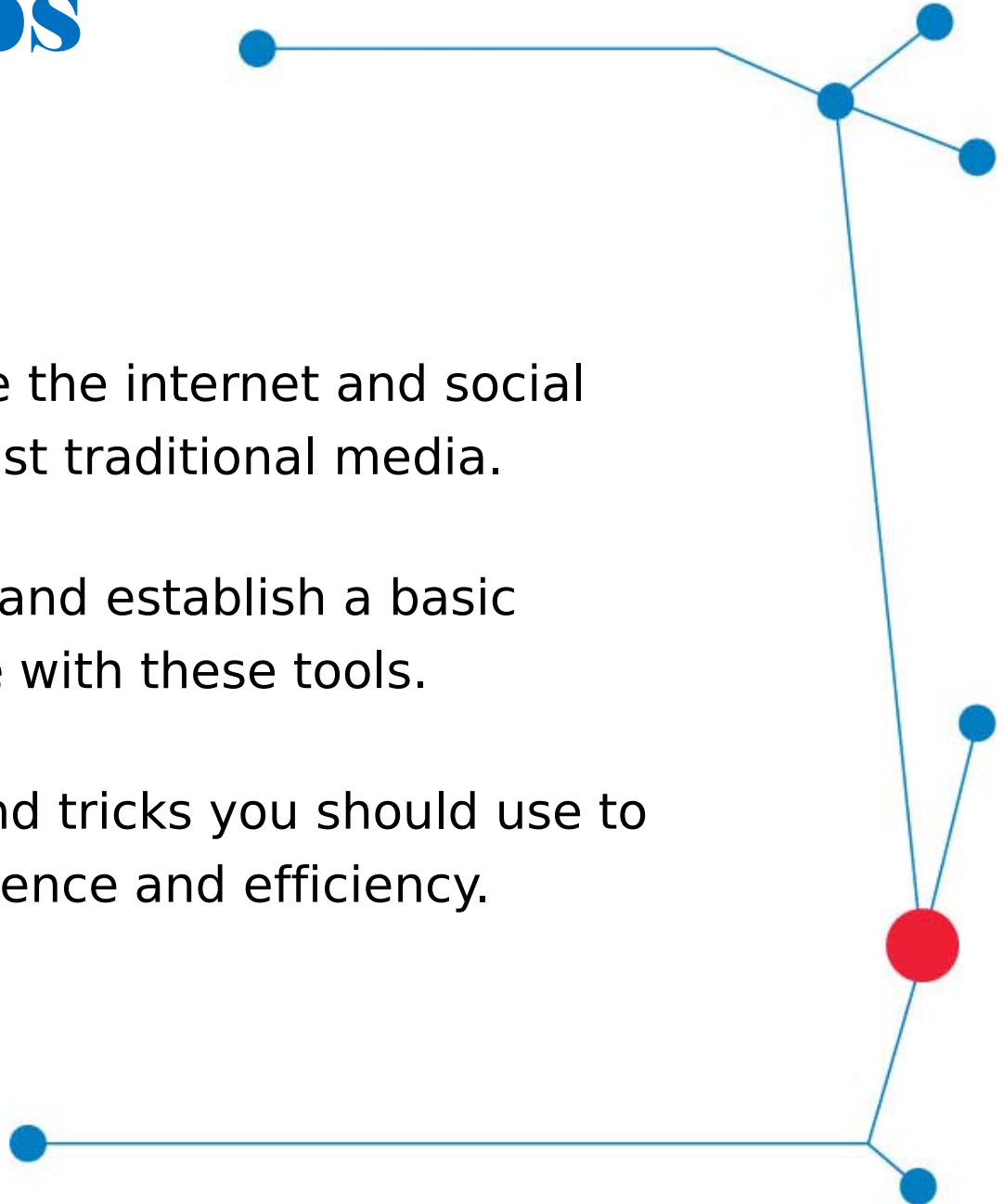


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Introduction

- **Why** you should use the internet and social networks and not just traditional media.
- **How** to get started and establish a basic marketing presence with these tools.
- **What** techniques and tricks you should use to maximize your presence and efficiency.

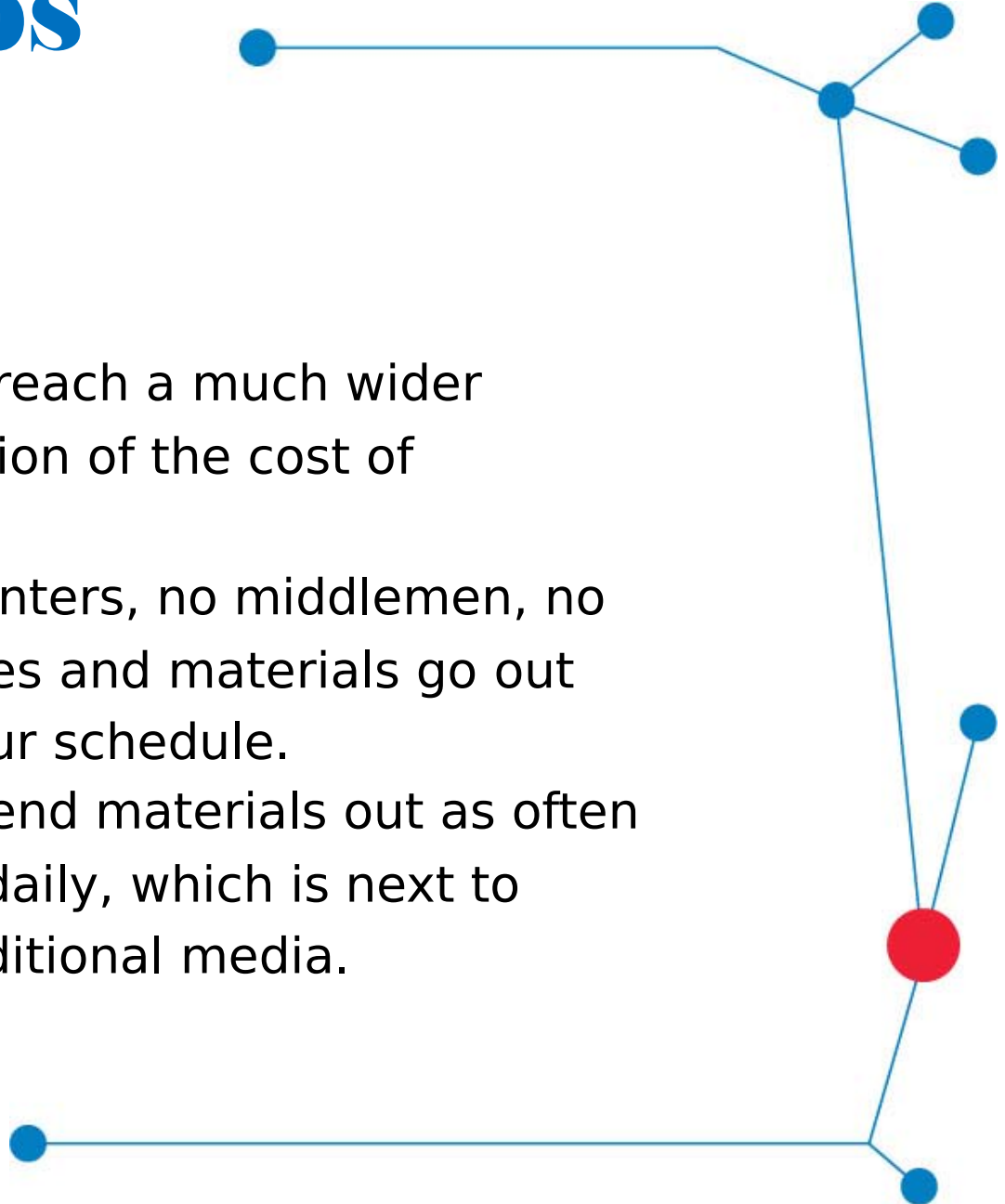


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The Why

- **Efficiency;** You can reach a much wider audience for a fraction of the cost of traditional media.
- **Convenience;** No printers, no middlemen, no waiting. Your updates and materials go out instantly and on your schedule.
- **Quantity;** You can send materials out as often as you need, even daily, which is next to impossible with traditional media.

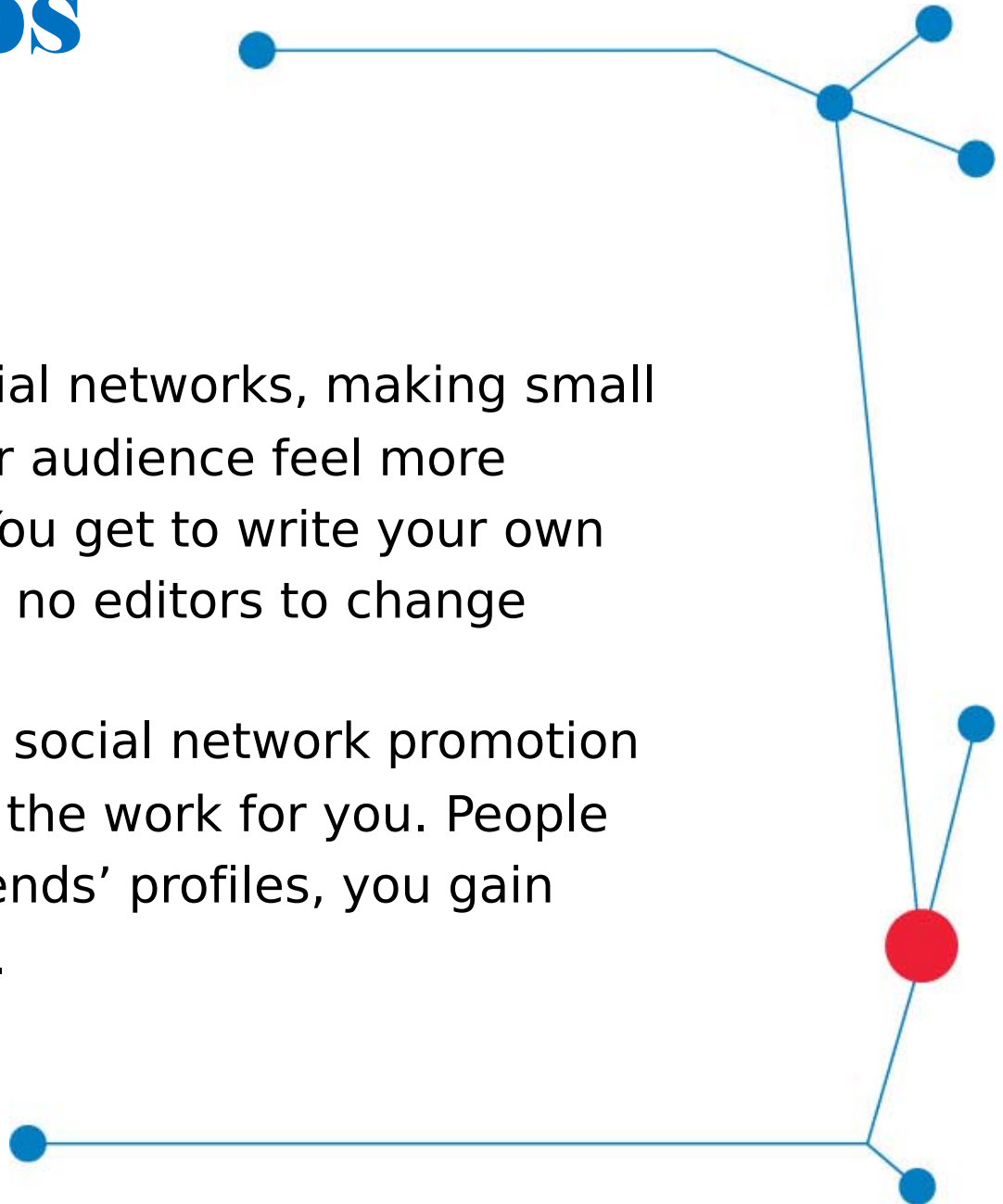


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The Why

- **Personal;** Using social networks, making small updates makes your audience feel more connected to you. You get to write your own press releases, with no editors to change your words.
- **Spread;** The trick to social network promotion is that your fans do the work for you. People see you on their friends' profiles, you gain without extra effort.



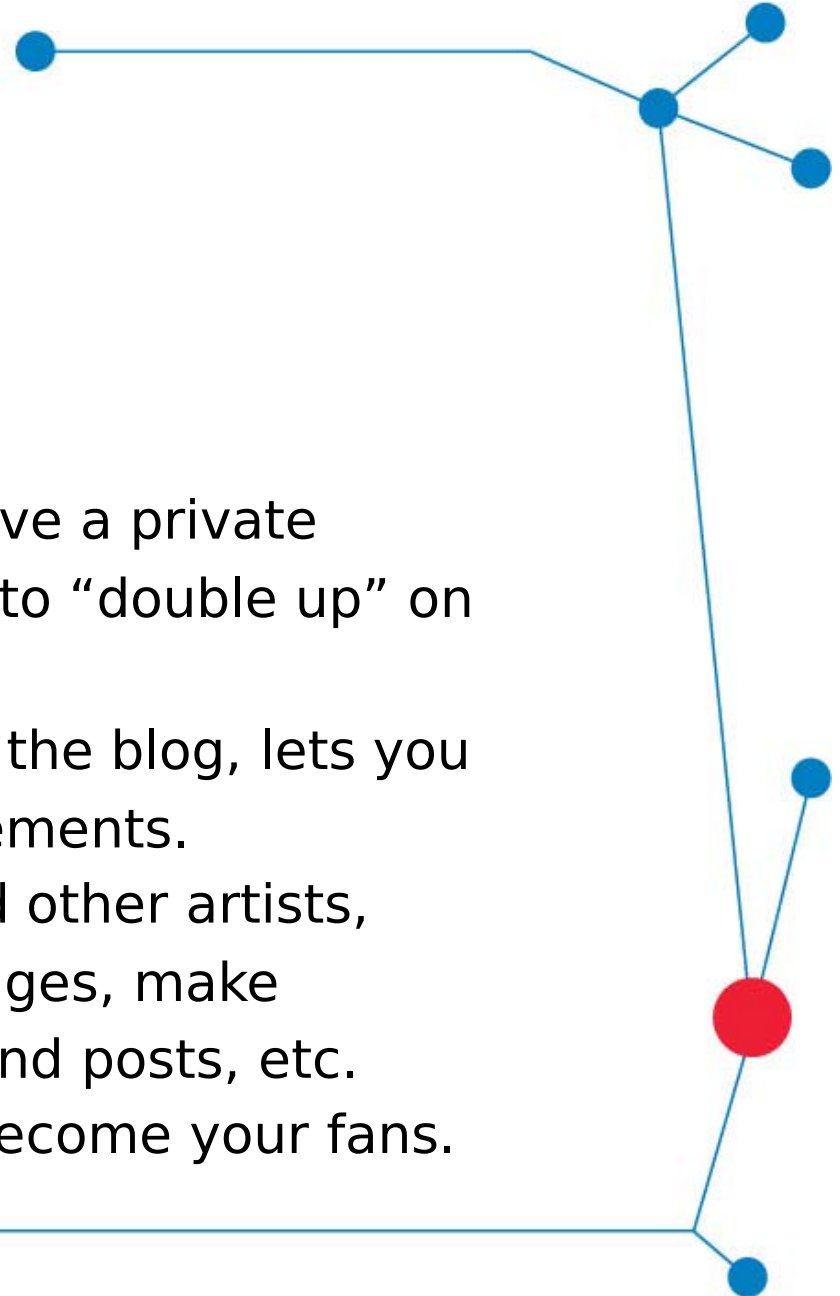
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Facebook

- **Pages:** Allow you to either have a private profile and a public page, or to “double up” on your important updates.
- **Notes:** Facebook’s version of the blog, lets you put up your longer announcements.
- **Be a Fan:** Make sure to friend other artists, and become a fan of their pages, make comments on their albums and posts, etc. Their fans will see you and become your fans.



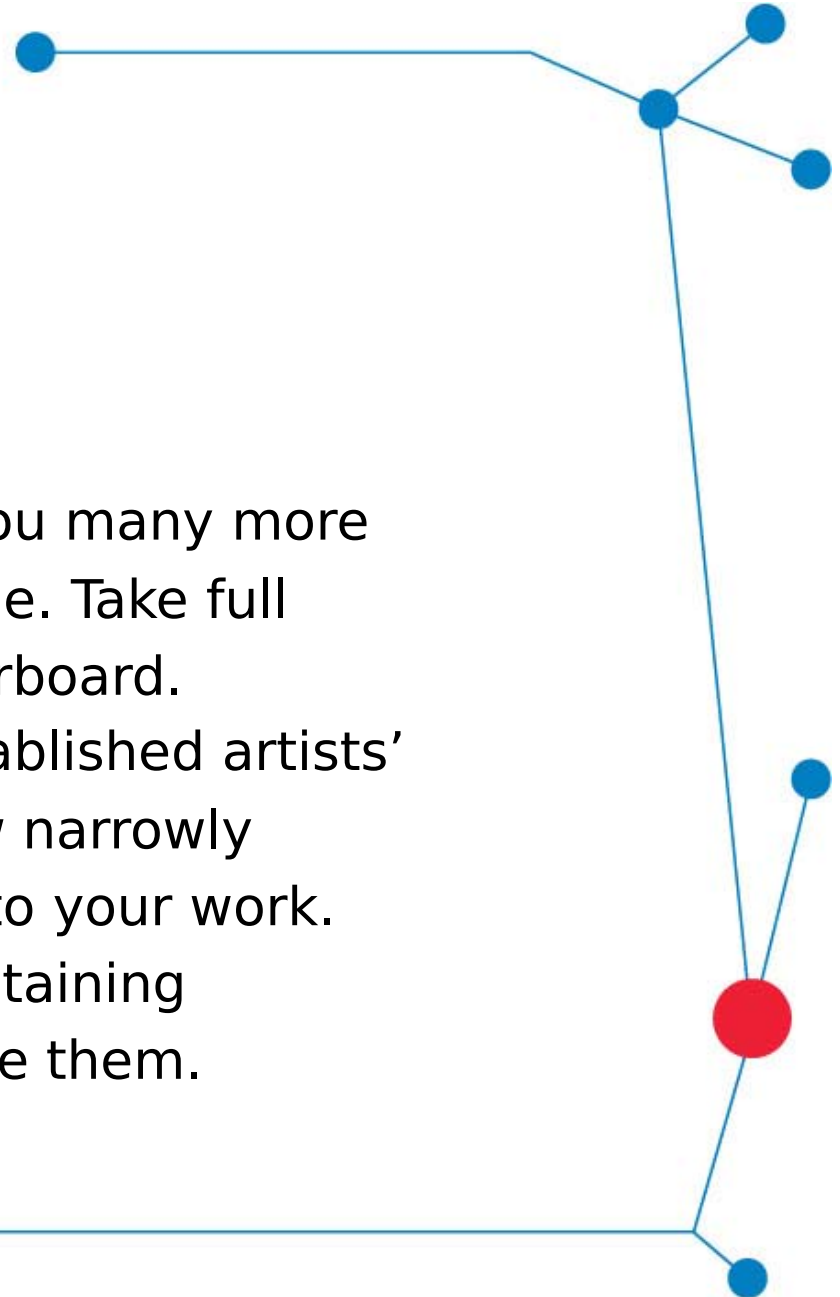
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Myspace

- **Customize:** Myspace gives you many more tools for the look of your page. Take full advantage, but don't go overboard.
- **Groups:** There are many established artists' groups. It's best to join a few narrowly targeted groups, that apply to your work. Don't join too many, as maintaining activity is the best way to use them.

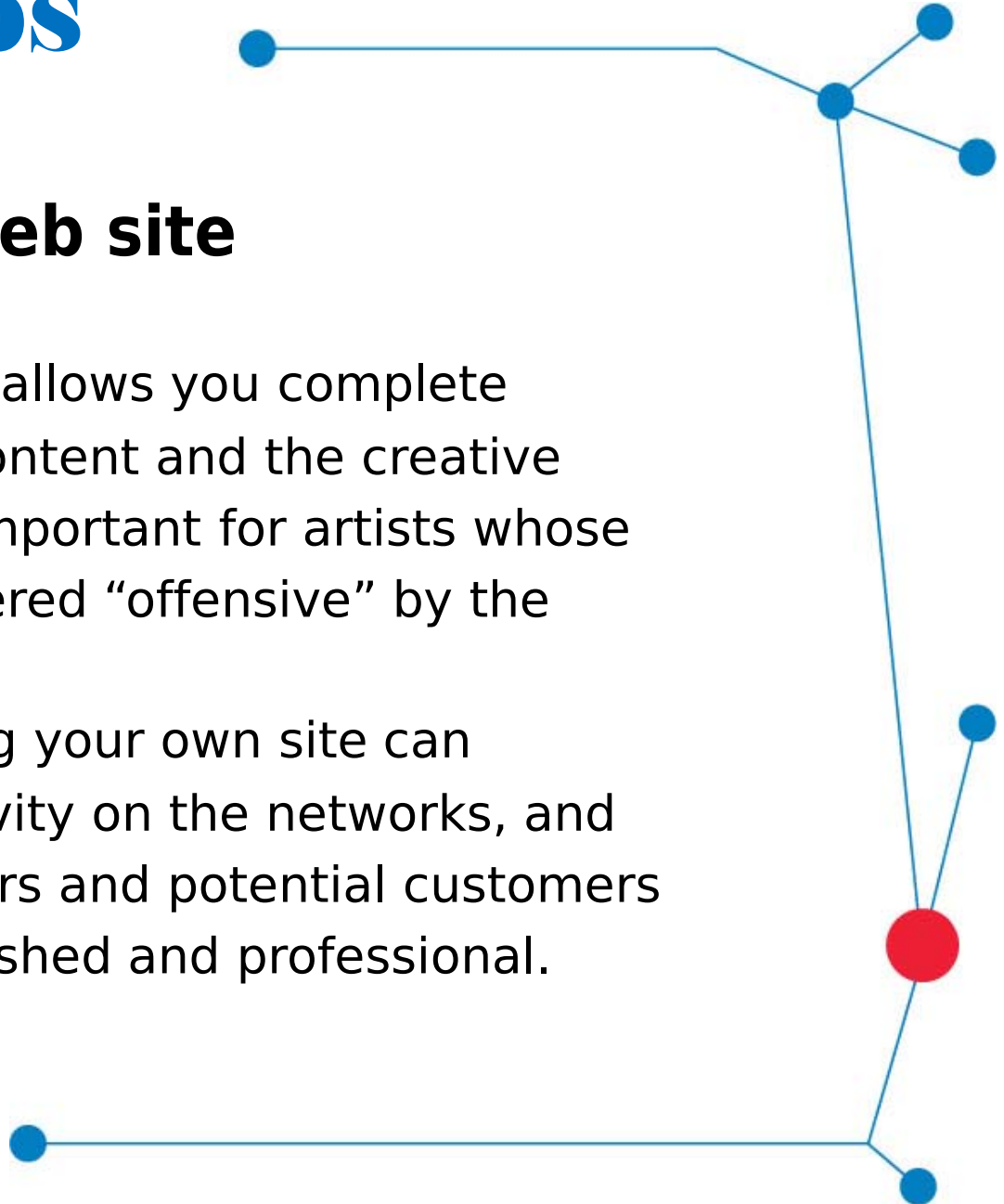


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The personal web site

- **Control:** A web site allows you complete control over your content and the creative layout. Especially important for artists whose work may be considered “offensive” by the social networks.
- **Professional:** Having your own site can legitimize your activity on the networks, and shows gallery owners and potential customers that you are established and professional.

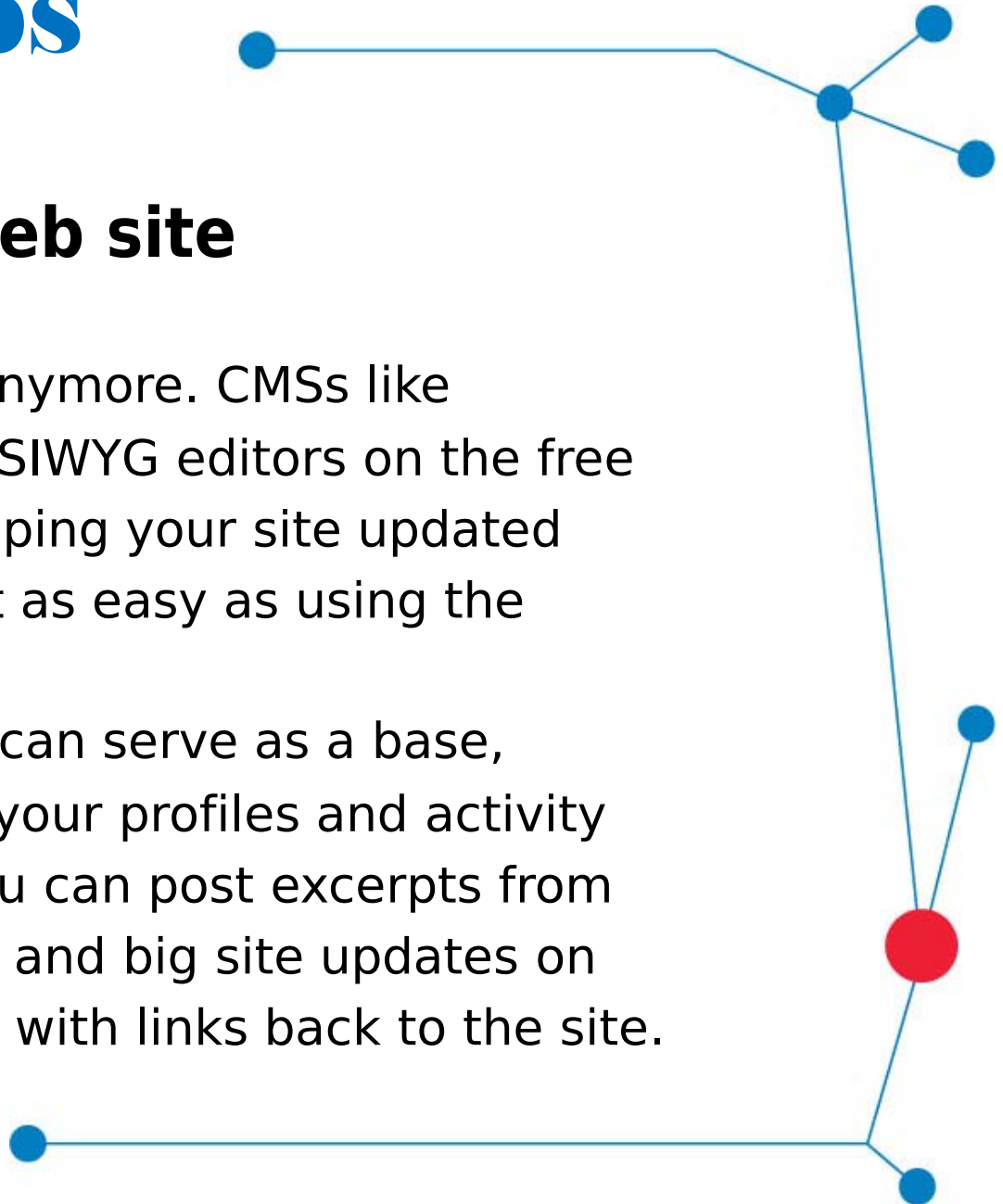


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The personal web site

- **Complicated?** Not anymore. CMSs like Joomla! and the WYSIWYG editors on the free site hosts make keeping your site updated and maintained just as easy as using the social networks.
- **Connections:** A site can serve as a base, linking together all your profiles and activity on the networks. You can post excerpts from long pieces of news and big site updates on your public profiles, with links back to the site.

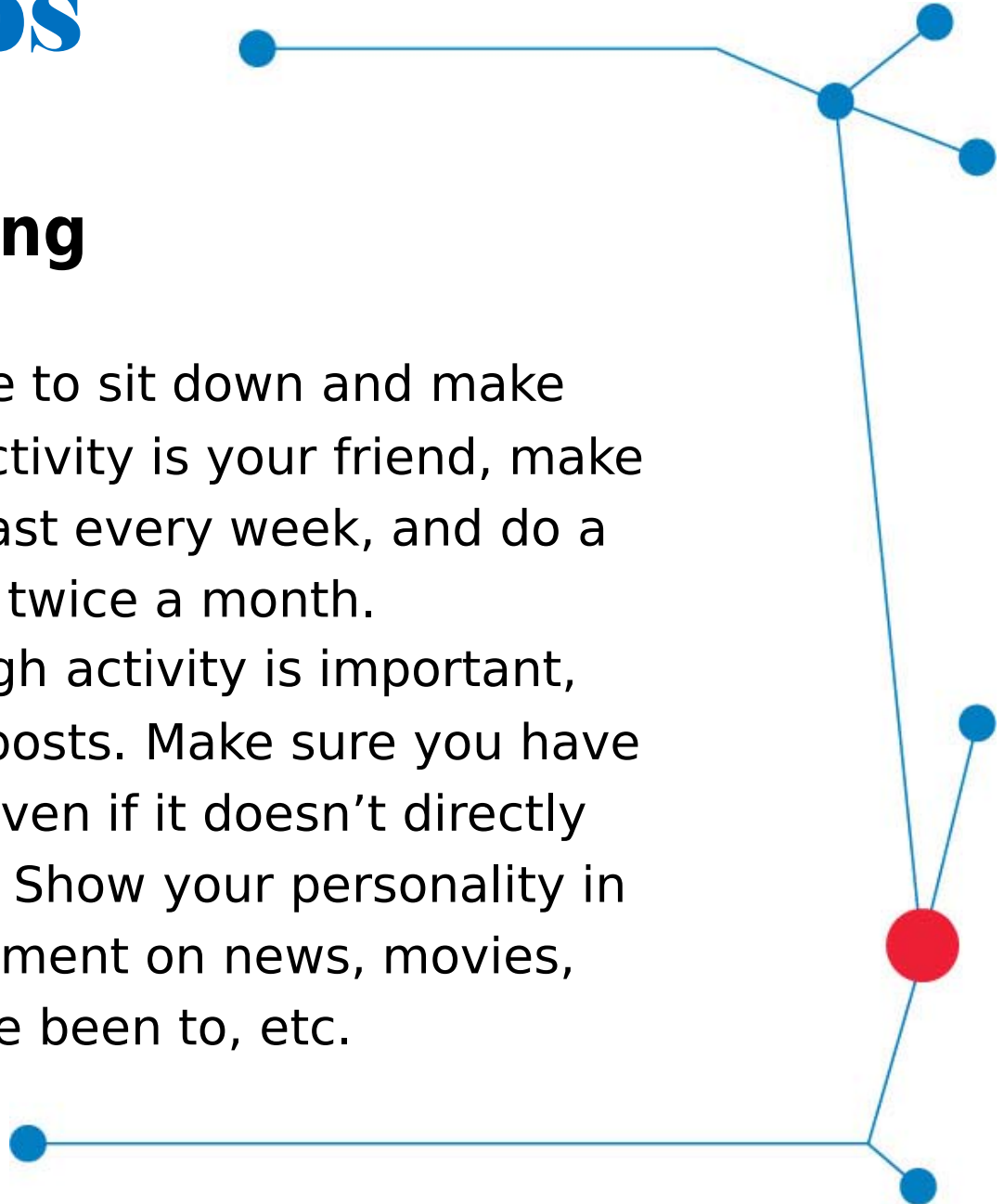


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Updates/Blogging

- **Schedule:** Set a time to sit down and make regular updates. Activity is your friend, make small updates at least every week, and do a longer post once or twice a month.
- **Content:** Even though activity is important, don't make empty posts. Make sure you have something to say, even if it doesn't directly relate to your work. Show your personality in these updates, comment on news, movies, music, shows you've been to, etc.

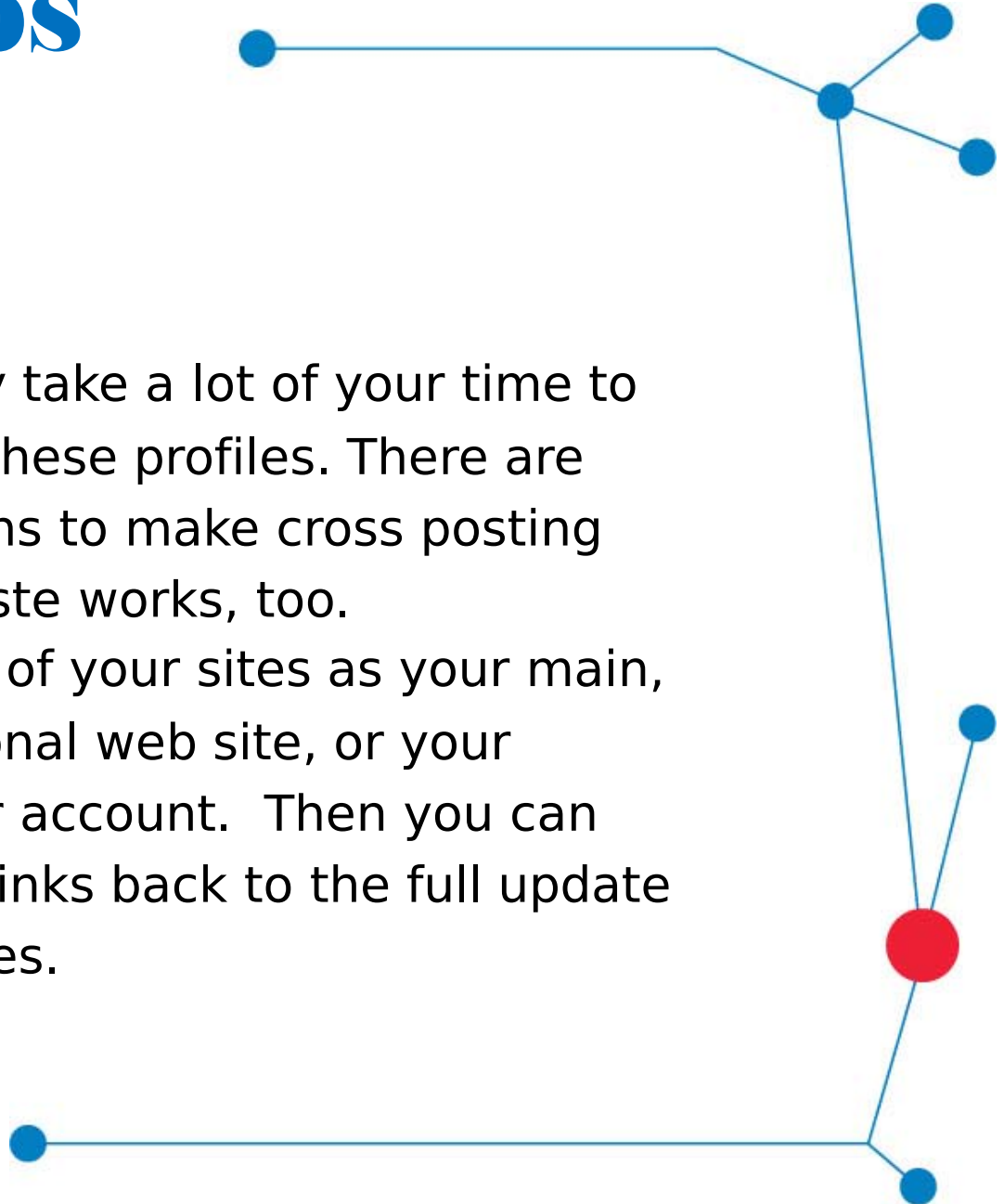


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Cross Posting

- **Time:** It could easily take a lot of your time to keep up with all of these profiles. There are plenty of applications to make cross posting easier, but copy/paste works, too.
- **Base:** Settle on one of your sites as your main, whether it's a personal web site, or your myspace or blogger account. Then you can post excerpts with links back to the full update on your other profiles.

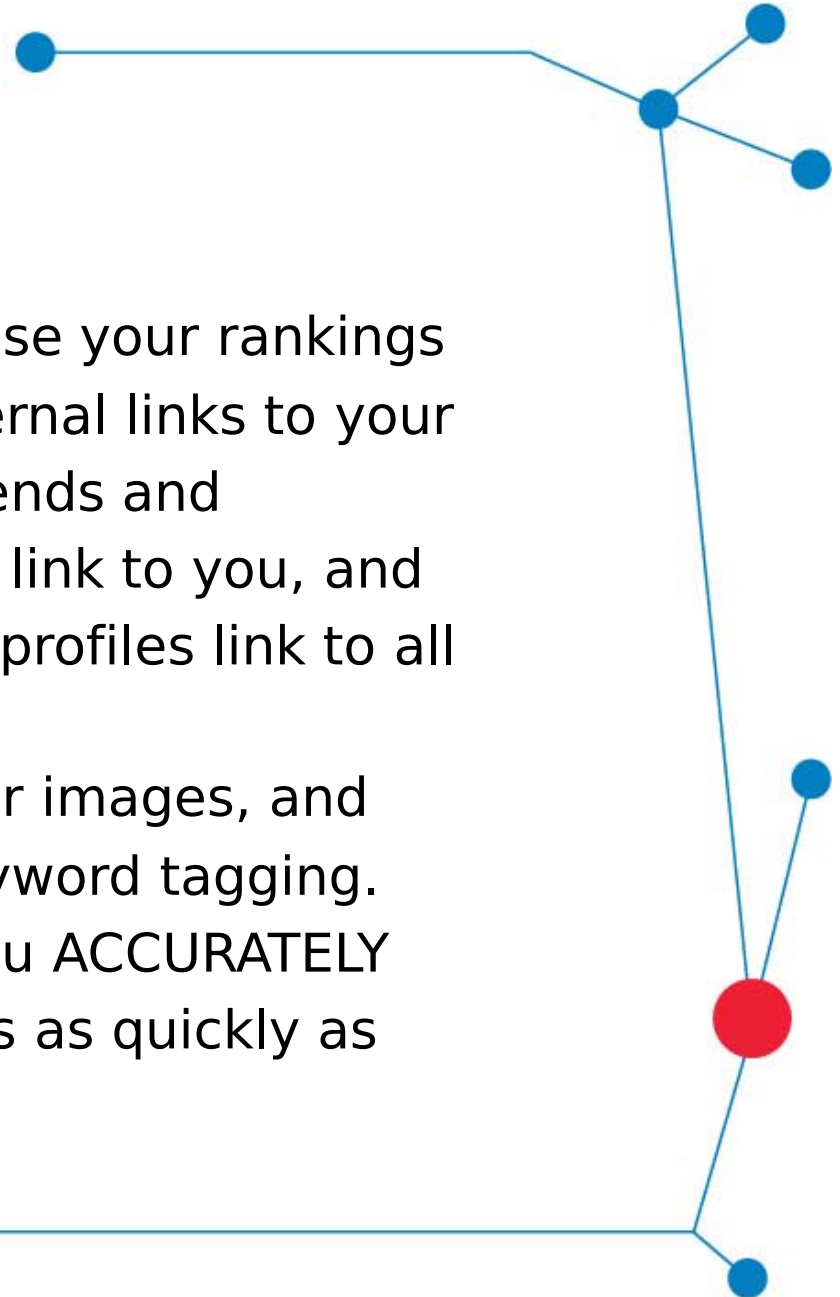


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Tips

- **Links:** Search engines increase your rankings based on the number of external links to your site. Get as many of your friends and acquaintances as you can to link to you, and make sure all your sites and profiles link to all your other sites and profiles.
- **Tag!** Make sure to tag all your images, and any blog posts that allow keyword tagging. Use as many keywords as you ACCURATELY can. Nothing loses you points as quickly as keyword spamming.



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Tips

- **Comments:** Always allow commenting when you have the option. Limiting to registered users is okay, but always give the audience an avenue for feedback.
- **Personality:** Be active in groups and forums, make posts about current events, let your audience feel like they are getting to know you, instead of seeing you as a marketing robot. Make sure when you comment on other people's posts, you only link to your work when it is relevant.

