

CRAS - PRODUCER MARKETING SECRETS

5 WAYS TO GENERATE MORE BUZZ FOR YOUR BEATS

Get more artists to take notice of you instantly.....

by Cras

MANY PRODUCERS STRUGGLE WITH
KNOWING HOW TO MARKET
THEMSELVES....

ALL PRODUCERS THESE DAYS SAY THEY
HAVE "HOT BEATS"

IT'S BECOME A CLICHE....

SAYING YOU HAVE HOT BEATS IS ALMOST A
WAY TO GET IGNORED....

UNLESS YOU KNOW "OTHER" WORDS TO
USE....AND HOW TO COMMUNICATE IN A
WAY THAT'S SERVING TO THE ARTIST -
FIRST

THAT'S THE KEY!
TO "GET" YOU MUST GIVE FIRST.

HERE ARE 5 WAYS TO GENERATE NEW
ATTENTION FROM ARTISTS!

AFTER I LIST THEM - I GO IN MORE DEPTH
AFTER

Journey beyond your limitations to meet your dreams on the
otherside.

by Cras

WAYS TO GENERATE NEW
ATTENTION FROM ARTISTS!

1. HOLD A FREESTYLE CONTEST
2. REMIX A SONG FOR ONE
LUCKY ARTIST
3. SONG CONTEST: WINNER
RECEIVES A 5 PACK OF BEATS!
4. USE YOUTUBE!!!
5. USE FACEBOOK ADS

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1. Hold a freestyle contest

Most serious artists are looking for places, ways, avenues to showcase their talent...

as a producer you want to be involved in that in order to have more value to the artist...

holding a freestyle contest will accomplish this and also position you to be a producer of authority, straight out the gate...

that's great positioning....

you may be thinking "how do i hold a freestyle contest, because i've never done one..."

simple, you provide them with instructions....

Here's a sample:

You post a comment in popular instagram posts and you say:

"Attention Artists: Freestyle contest starts this Friday at 1pm - Hurry and enter by clicking here: www.yoursite.com"

or if you don't have a website, you can tell them to email you....

2. REMIX A SONG FOR ONE LUCKY ARTIST

Another way to generate more buzz for your beats is to reach out to artists and let them know you want to remix their best song.

This is a great strategy because many artists know the power of having a remix!

It means another song for the artist, without them having to do much and it also means more buzz for "their" song.

If you haven't heard me say it before...
the best way to "Get" is to "give first"....

What's also super cool is that you don't have to do much either....

all you have to do is get the BPM of the song from the artist and have them send you over their acapellas...

What's REALLY cool about this technique is that it allows the artist to take a look at you in a way they haven't looked at other producers...

most other producers are busy trying to "give" them beats or getting Artists to "buy" their beats...

so it'll be refreshing for an artist to know you simply want to REMIX an existing song they have or are currently pushing...

this is going to give you great facetime with the artist, and they are going to take interest in you, since you are taking interest in them....

Once they send you all of the acapellas, make sure you get it done fast!

that's how you'll build a strong relationship with them.

If you have been on your job and you have a lot of beats in the stash...

it'll be nothin' to adjust the BPM on one of your beats and have it match the acapella they give you...

you may even want them to connect you with their engineer who handled the session...

2. REMIX A SONG FOR ONE LUCKY ARTIST

if you do this with the right artist, they're going to be connecting you with their engineer...

now this engineer, if they are good enough, will know plenty of other rappers... and if you build a relationship with the engineer, you can quickly start sending them beats...

this way, you'll be in contact with other top artists that the engineer works with...

Another secret bonus about this approach is that the artist themselves are MUCH more likely to promote your new REMIX on their own page and tag you...

now imagine if you are talking with an artist that has 500k followers on their INSTAGRAM...

you do a remix to their song over one of your BEST beats...

and then guess what?

the whole world is going to hear your beats and know who you are...

it's pretty genius right?

this doesn't have anything to do with how many followers YOU have or anything like that...

you can be as unknown as they come and as long as you approach it the right way, you'll be off and running, with MASSIVE buzz!

What are you waiting on!

Get started with that one!

3. BEST SONG CONTEST: WINNER RECEIVES A 5 PACK OF BEATS!

This one here is really cool!

You get to reach out to artists or send this to your list of artists on your email list...

let them know you are holding a song contest where they submit their BEST song and you'll pick a winner in one week.

Spread this around everywhere.

Send this to artists that are struggling....

Send this to artistst that are big and are looking for more promotion...

you can send it out frequently from your own Instagram and tell your friends to "tag" a rapper that wants to submit their beats....

Let them know the winner will receive a 5 pack of beats valued at _____!

You insert the price of what 5 of your beats are worth....

Doing this technique will create a lot of buzz for you as a producer, and it will place your beats in a position of power because it is the
PRIZE!

This will allow everyone, both fans and rappers, see that you have value and your beats carry weight...

The good news is that you are going to build a list of more rappers that are interested in getting your beats and getting more recognition.

Remember, most artists in general want more recognition.

If you are strong enough to be able to help give that to them , they are going to want to buy beats from you and work with you based on the power of reciprocity and building relationships.

Remember, ANY business is about building relationships and your producer business is NO DIFFERENT!

Get started!

4. USE YOUTUBE!!!

Youtube is the #2 Search Engine in the entire world!

It will probably be #1 very soon.

This means the more you can build up your presence on YOUTUBE, the better.

But Cras, what type of videos will i make?

Well that's a great question.

And the first answer is....

"Well what does your CUSTOMER want to see?"

"What does the artist or rappers want to see?"

Do they want to see you actually making beats?

DO they want to see you talking about your approach to music?

DO they want to see how you act and how you speak?

Do they want to see what you're about?

Do they want you to talk about how passionate you are about music?

Do they want you to talk about what you know about music theory and maybe teach them something about music in general?

Do they want you to talk about how "THEY" can better promote themselves?

Do they want to see you simply be yourself?

The answer is an overwhelming YES to all of them....

The best way to build a real relationship is to be yourself...

The more you spread the youtube videos around and do them consistently...
and tag them the right way... which we'll get into later.....

the more your buzz will grow with your #1 customer.... RAPPERS!

This will help you multiply your beat sales and exposure!

Get to it!!!

5. USE FACEBOOK ADS

A Ninja Trick and a huge shortcut to getting your beats in front of artists that are interested in your music is to use Facebook Ads...

This is perfect for you if you don't have a lot of time to do manual work with promoting manually and doing outreach manually, but you have a budget to invest in your own marketing...

the idea is to create a promotion or a advertisement for your beats that is aimed to artists... that is engaging....

and guess what you can use to start?

You can use number 1, 2 and 3 of these strategies...

You can turn these into Facebook Posts or Instagram posts and then "boost" them.....

You can also TARGET the post so you specify a specific demographic... we can get into the details of how to do that in a little bit...

for now it's important for you to understand your options and understand the costs associated with it...

so if you promote on facebook, you can use as little as \$20 and get your ad in front of about 500 - 1000 people on social media...

if you do the targeting right and make sure you aim for the same INTERESTS the "rappers" have...

you'll be able to generate a lot of interest and views for your "ONE" ad...

the cool part about that is if your ad is really good and it performs really well, you can just keep running it...

so for instance, so it can make more sense for you...

let's pretend you invest \$20 into a promotion to remix a song for an artist...

let's say that 20 artists enter your contest....

that would mean it cost you \$1 to get each artist into the contest...

that's 20 artists that now know about you and that are interested in getting a remix from you...

5. USE FACEBOOK ADS

Now let's say you use some of the strategies that I show you in

"Ultimate Producer Beat Sales Secrets"

and you turn some of these 20 artists into "Clients" of yours...

Just to set your expectations correctly...

let's say you convert 4 of the 20 rappers into clients...

that's 20% "conversion"...

now let's say you sell those 4 artists you have attracted a beat for \$100 each...

we're just using simple numbers so it's easy to follow...

then you will have generated \$400 from \$20 of promotion....

do you think you can do that over and over again?

What if you put in \$40 next time and double your results?

Well that's how "MARKETING" works...

and it's the secret sauce that most producers lack.

You can learn more about this in my course called:

Ultimate Producer Marketing Secrets

which will take your understanding of Marketing your beats to
a whole other level!

Use the 5 Ways To Generate More Buzz to get kick started and on the path
to creating a super strong producer business that you can live off of for the rest of
your life.

Let's get it!!!!

Cras

www.CrasBangers.com