



BOOTSTRAP
MARKETING
(for musicians)

Start selling music online
with minimal startup money

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This is a no-fluff report that only exists for one reason - to arm you with the basic information and tools you need to have a go of making money with your music in 2015 and beyond..

If you're not interested in making money with your music - close this document now and request your money back; I'm not going to dedicate the space here to attempt to change your mind if you'd rather go through life as a "starving artist".

Also - you PAID for this report, so that means there are no affiliate links of any kind in here. If I recommend something it's because I feel it will solve a problem for you - just wanted to put that out there.

So let's get to it.

This report will address the following questions:

- What kind of website do I need?
- How do I sell music online?
- How do I sell MORE music online?
- How do I setup a shopping cart?
- How do I setup a landing page?
- How do I setup an affiliate program?
- Where do I find fans?
- Which is the best place to find fans? Twitter, Facebook, Google+, Myspace, Youtube, forums, blogs?
- What keywords are the best ones to use to find fans?
- How do I know what to focus on?

WHAT KIND OF WEBSITE DO I NEED?

You need a website that is easy for the search engines to crawl, and allows you to create an unlimited amount of pages. It should also integrate with services like Google Analytics (we'll get into that in a minute), popular auto responders and social networks.

For this - Wordpress wins hands down.

It's easy to use, quick to install and has about a billion different plugins and themes to get it working the way that you need it to - and it doesn't cost you a dime.

We're talking about the self-hosted version of Wordpress that you'll find at Wordpress.org; but don't download it yet as you'll be able to install it with one or two clicks if you get web hosting from one of the sites I mention below.

WEBHOSTING

Until recently, I used Hostgator's baby plan for \$9.95/month for my webhosting and Namecheap (approx. \$10 for a .com domain) to purchase my domains.

I'm no longer with Hostgator as my sites were attacked with spam and malware and the customer service was extremely poor; they were slow to do anything and my sites were offline for days at a time.

It's a good idea to use separate companies for each hosting and domain name registration. It gives you more flexibility if you need to leave one or the other down the road as your business takes off.

If you need hosting for less than \$10 - you can check out their Wordpress hosting here:

<http://www.ihostmusicians.com/hosting/wordpress.aspx>

FYI - I haven't used this hosting service, but I know Scott James and he seems like a pretty stand-up guy.

I'm currently hosting my websites with a company based out of Canada and the jury's still out on whether I'm going to stick around for the long haul. Drop me a line at help@indiebandalliance.com with "web hosting" as the subject if you'd like an update and to

find out more details.

Wordpress Setup

I'm not going to go into any great detail on how to pick a theme and set up your wordpress website to be search engine friendly - that's beyond the scope of this particular report.

If you need help with this you can check out my Kindle book called [Real World Websites for Musicians](#) for less than \$3 right now on Amazon.

I recommend that you build a responsive website so that people can easily view it no matter what type of device they're using to surf the web. A responsive theme automatically adjusts to the right size for a phone, tablet or desktop-based web browser.

There are tons of free Wordpress themes that are responsive like Montezuma and Iconic (two that I've personally worked with).

WHERE DO I FIND FANS FOR MY MUSIC?

Okay you have a website, so now what? Well, you need to find your audience and you need to send them to your website so they can buy your music, sign up for your newsletter etc.

I know - we haven't set up your music to sell just yet - we're getting to that believe me!

First, you need to identify the music you make and who it appeals to. You may need to get some outside help on this.

Just know this - there are no wrong answers, there are only outcomes that you desire and outcomes you don't.

You want to sell music, so you need to *create music that other people are going to buy*. They are going to want to buy the music that *they like* - not necessarily the music that you like.

In the best case scenario, your potential audience loves the music that you happen to make; then everyone wins!

Before you can get to that point, you need to figure out where your music is categorized and then get your music in front of that audience to see how well it does.

Here's where to start.

- Is your music happy? Sad? Angry?
- What style of music is it? Country? Rock? Metal? Rap? Dance? Folk?
- What people have you noticed enjoy your music? (These are the people who have actually paid their money and aren't related to you or close friends. These may also be the people you've noticed getting up and moving to your music when you perform live.)
- What do you do? What kind of music do you like and/or are influenced by?
- What are your beliefs, do you belong to a particular religion?
- Do you have kids?
- What do you do for a day job (if you have one)? What did you study in school?

The answers to these questions should give you a lot to work with, I'll use myself as an example:

- Male
- Single father
- 40+
- Preference for hard rock/metal music
- Influenced by bands like Metallica, Black Sabbath, Pantera, Led Zeppelin
- Bassist
- Writer
- Journalism graduate
- Works in the online marketing space

Working with details like these as a starting point, we can make choices on who to target with the music we create.

The easiest place to start is with the bands you're influenced by...as long as the music you create is also in the same ballpark.

I can target potential fans by using the "Similar Sounding Band" approach of finding the forums, blogs and discussion groups for the bands that I'm interested in and becoming a valuable part of those communities.

Just go to Google.com and type in “Black Sabbath forum” for example (without the quotes) and you will find places online that discuss that band. Make sure you review several and only focus on the ones that have lots of members and active discussions.

Bonus points if the forum also allows you to insert your own signature with a link you can use to promote your band.

I’d eventually introduce a link to a song, my website or a Youtube video and see how the people in these communities react. Are they interested?

Share a cover version of a song related to the forum that you’re hanging out in (i.e. Metallica covers if you’re trying to lure Metallica fans over to your band).

This can be really effective because you’re playing a song that the forum already knows and likes from a band they recognize.

If they like my version of the song, the music fans of a particular band will be more willing to see what my original music sounds like.

In my case, I could also target bass player forums - some bass players will also like metal and hard rock and may be interested in the music I make.

I could also target musicians with kids or hard rock/metal fans with kids due to having the common interest of music style and the fact we’re parents.

If I joined a community of parents and talked (appropriately of course) about being a musician and the type of music I make, I’d likely stand out a lot more and inspire a lot of curiosity than in a typical musician or band forum...

I could niche things down and write songs about online marketing and cater to other online marketers. I could do a bass solo album and aim at bass players.

I could write songs about being a single father in my early 40’s. I could write music specifically about fatherhood...

When you start thinking like this, you’ll find a lot of different dimensions to the music you can potentially create and who might be interested in hearing about it.

Don’t limit yourself - see what you can come up with. Try to come up with as many

different audiences and angles as possible. Some might be way out in left field, but go through the process and see what you end up with.

Now narrow it down to the top 2 or 3 that really interest you enough, that get you excited.

Good - now choose one audience for starters. The reason being if you spread yourself too thin, you'll end up not making the kind of impact you want.

Target one audience and focus on them for 30 to 60 days if possible. This will give you time to build up trust, become known to your target audience and have your music circulate without being pushy about it.

Did you hit the jackpot? Are these people visiting your website? Signing up to your mailing list? Buying music?

Or are they not interested?

If the latter is true, move onto your next audience and start over. Remember - there is no failure, only feedback.

If you're not getting the results that you're after, then just move on. There's no sense browbeating or feeling sorry for yourself - just move on and try again.

I bet a lot of you are saying:

"Mike - I already have my own style of music and that's all I care about doing...these ideas are for people who are just starting and aren't sure of what direction they want to go."

Guys, I hear you and I'm sure I would have felt the same about 10 years ago.

This report is about selling your music, so we have to be honest about the goal of making money and the reality is that money comes from other people.

Other people spend their money on what they want.

If you go out for a pepperoni pizza and the store only sells spinach pizza and tries to push it on you...what happens?

You go somewhere else and spend the money on what you want.

No amount of goading, sales tactics or intimidation is going to change your mind - you want what you want.

If this were a real-life business, that pizza place wouldn't last a week because they wouldn't make any money (if they try to force their preferred pizza on people who don't want it)..

Unfortunately, many musicians take this type of approach.

They want to make "their" music and don't want to compromise (because that would be 'selling out'). However, they get annoyed when they can't sell any music and when nobody wants to come out to their shows.

Again - I'm not here to convince you of the route that you need to take.

The bottomline is that unless you're already independently wealthy, you need to generate an income with your music or you'll eventually quit because you'll run out of money.

Begin with the end in mind - to make money with your music.

You need to have something to sell that others will buy. At the same time, you shouldn't have to make music you hate just to get by, if that's the case you might as well just get a day job and make the music you want on the weekends and not bother with trying to sell any of it.

It doesn't have to be 100% sell out or 100% poverty - there is a middle ground and I'm urging you to find it for yourself.

The example above is a way to get you thinking about how you can have the best of both worlds and where to find potential audiences who will want to buy the music you create.

However, if you insist on doing your music, your way and being able to quit your day job then I urge you to track your results.

Is anyone buying your music and coming to your shows besides close friends and family? Is anyone coming to your website and social profiles (not bots either).

If not - then you'll have your answer. You need to change your actions before you change your results.

Sticking your head in the sand and ignoring the signs that your music isn't catching on will just keep you in limbo, without making any real progress.

You'll eventually quit without knowing whether you could have made it or not - and that's a pretty shitty feeling.

</end rant>.

WHAT IS THE BEST PLACE TO GET FANS?

WHAT KEYWORDS SHOULD I USE FOR SEO/ONLINE MARKETING?

HOW DO I KNOW THIS IS WORKING?

Here's the answer that nobody wants to tell you. They want you to buy their special keyword software or buy their special keyword training.

The truth is that the keywords you want to target are going to vary depending on the type of music you do and the audience.

You can follow some best practices and zero in on a single audience like I recommended earlier, but at the end of the day you're not going to be able to just look at a keyword and tell for sure that it's a winner....if only that were the case.

You need to measure who's coming to your site and what they do when they get there. The free way to do this is with Google Analytics.

Having Google Analytics will tell you exactly how many people came to your website, how long they stayed, how many pages they viewed and much more. The other cool thing is *it will tell you exactly where your visitors are coming from.*

Pay attention to that last point - because people want to know the answers to questions

like “Is Facebook better than Twitter for a metal band?”

The answer to that is - I don’t know, but your Google Analytics will tell you whether Twitter or Facebook is sending you more traffic. From there you can make up your own mind.

If you install Google Analytics on your site (which is 100% free to use), you’ll already be light years ahead of other bands because you’ll have meaningful data that you can use to focus your time where it’s most effective.

For example, you can test Facebook vs. Twitter for your band like this:

Spend 15 minutes a day marketing on each platform and after a month review your data:

- Which site sent you more visitors?
- Was there a winner?

If so - spend less time on the “loser” and more time on the “winner” and increase the speed of your success.

However, knowing where your traffic is coming from, how long their on your site and all that is just the tip of the iceberg.

Where this gets really powerful is when you start to measure the actual results that you want to achieve when someone comes to your website.

If you want to make money with your website, your website needs to be able to do two things for you:

1. Get subscribers on your list
2. Sell your music.

The easiest way to do this in Google Analytics is to setup up a thank you page as a destination-based goal for each item you want to track.

If you were selling one album download and had an email list that you gave away 3 free song downloads for, you’d want to have:

- One thank you page for the email sign up/squeeze page
- One thank you page for the album purchase

Then you'd set up a goal in Google Analytics that is triggered when someone arrives on your thank you page. This becomes a "goal conversion" in your analytics reports.

This means you now have an added layer of data to all of your reporting that shows not only where people are coming from and how long they stay on your site, but which traffic sources actually convert.

Google Analytics shows you how many conversions you're getting and you can drill down to see the source they came from in broad categories (i.e. social media, organic or paid traffic) as well as actual websites (i.e. Twitter, a specific referring website etc.).

Conversions trump traffic.

If you have 100 visitors from Facebook and 50 visitors from Twitter - you might think it's better for you to spend your time marketing on Facebook right?.

However, if your conversions show that you're getting 2 or 3 conversions (either a sale or a newsletter sign up) from Twitter and zero from Facebook - then Twitter is clearly the better place to spend your time.

In this particular case, the data tells you that your Twitter audience is more engaged in what you're doing, because they are converting (either buying or subscribing to what you do).

So even if everyone else is saying that "Facebook traffic is the best for music", you know from *your own impartial data* that Twitter works better for you.

Remember - knowing your numbers is more important than knowing the numbers.

So I can easily answer any and all questions I get from people about where the best traffic is, what are the best keywords, which social network is best for metal bands etc...

I used to say..."it depends on any number of different things relating to your music and your audience".

Now I just say, "Google Analytics".

Take the guesswork out of your marketing efforts. Work smarter - not harder.

HOW DO I GET MORE OPTINS? HOW DO I SELL MORE MUSIC?

SELLING YOUR MUSIC

You have your own website for one reason - ownership.

Ownership = options, never forget that.

When you're on Facebook - you have to play by their rules. When you're on iTunes - you play by their rules.

This is why you have your own website and this is why you want to sell your own music on your own terms.

On iTunes - you're forced to sell music for 99 cents.

On your site you can put whatever price you want and provided you have the right incentives in place and you have an audience that wants your music - you can name your price.

So I'm not saying to not sell music on iTunes, or Bandcamp - but you should also sell music on your website so you can make the most amount of money possible.

The rule is that it's okay to charge more, but always add more value:

- Add handwritten lyrics.
- Add behind the scenes videos.
- Add different audio formats besides just MP3
- Add exclusivity by debuting all your music on your site first so you can get more money from those that want to be first in line.

The others can wait until it's on iTunes for 99 cents three months down the road!

But isn't selling music from your website complicated and expensive?

It doesn't have to be.

In fact - since you were smart enough to buy this report - I'm going to tell you about a shopping cart that not only costs nothing to use upfront, but gives you the ability to:

1. Limit the quantities that you sell
2. Allow your prices to increase on either a /sale or /hour basis
3. Allow you to have affiliates* and partners**.

**An affiliate is someone who gets a commission for referring your music to someone else who buys your music.*

***A partner would be like a co-writer on the song where they make 50% of the earnings after the costs.*

This shopping cart will allow you to sell a special bundle for \$19.99 - offer a \$5.00 commission to an affiliate and allow the partners to split the remainder equally on 100% autopilot!

It's called [Zaxaa](#). The site is fairly new and is primarily aimed at internet marketers - so I wouldn't be surprised if you never heard about it before now.

Zaxaa works with Paypal to handle the transaction. Paypal takes something like 3.5% cut or something like that - and Zaxaa currently charges 3% (with a 25 cent minimum) at the time that I write this.

This means that you're keeping 93% of the money from anything that you sell and you don't have to mess with purchasing or installing any shopping cart or affiliate software onto your website - pretty good deal if you ask me!

The other thing that's cool is that you can create your own sales letters and thank you pages on Zaxaa and you can integrate your Google Analytics code so that you can track those conversions!

In fact - chances are you purchased this report through my Zaxaa shopping cart!

I recommend you [sign up for an account right away](#) and set up a product to test it out for yourself. You pay nothing until you make a sale, so there's no risk to you at all.

If you're a little cautious about diving into something that could be completely new to you - don't sweat it. I'll be adding Zaxaa walk-through training in the big brother to this training called the Dialed-In Musician soon.

TRAFFIC

This is the big question that everyone asks online - how do I get more traffic to my website?

The right question to ask is how do I get lots of relevant, targeted traffic to my site. Relevance means that people are looking for specifically what you have to offer, and this type of traffic is much more likely to end in a conversion.

The two main types of traffic are free traffic and paid traffic and both have their advantages.

Free traffic is free - who doesn't like that? However, free traffic is often either less targeted or takes a lot more time to build up.

Free traffic sources include things like search engine traffic, social network traffic and traffic that you can send from your email list, blog comments, article marketing, guest posting and Youtube videos.

Paid traffic on the other hand (if used correctly) can result in more traffic in a shorter amount of time with higher relevance; it all depends on how skilled you are using the particular channel - but it will cost you, especially in the beginning when you're learning how everything works.

Paid traffic sources include pay per click (those paid ads on Google or Bing), retargeting, sponsored posts on Facebook, solo ads, ad swaps, and pay per view traffic.

Most of us in the beginning gravitate towards the free traffic for the obvious reason (don't have to spend \$ up front). However, the goal should be to be able to use both. You want to get moving faster, and having the resources to be able to purchase traffic can be like throwing gas on a smouldering fire to really accelerate your results.

It's been said that "...you don't have a true business until you're able to pay for acquiring new customers."

Once you have a system in place where you can input \$1 and get back \$1.25 or more (the more the better), you can instantly ramp things up because you're profitable.

You can keep reinvesting that that dollar and get back an extra .25 cents every single time. Start small and it will add up over time.

Focus on getting better traffic and improving conversions and you could get up to \$2 for every dollar you spend and beyond. The sky's the limit really, as long as you're focused and work on only the stuff that's going to grow your business.

Having said that, I'm not going to pretend it's easy. Getting profitable at buying traffic to sell music is probably among the hardest things to do, because it's damn near impossible to pay for advertising and break even, much less make a profit on something (music downloads) that tend to retail for 99 cents.

You're going to need to offer more expensive options and (ideally) offer some upsell packages where people can volunteer to pay you more for you to get paid advertising to work on a consistent basis.

Google Analytics will help you determine and refine your approach so that you get the best ROI and generate a profit that you can invest back into your advertising and get some good momentum going.

However, for now lets stick with free traffic.

You're probably wondering - what's the best free traffic source for my music? By now you should already know my answer - "Google Analytics".

Of course Google Analytics doesn't actually send you traffic to your website, but stay with me here for a minute...

Your job, once you have Google Analytics installed is:

1. Start using as many different traffic sources as you can
2. Review your data monthly to see what to ditch and what to do more of.

Getting traffic takes work. Anyone who tells you otherwise is selling you something (a push button traffic or keyword tool perhaps?).

You simply need to be making content and promoting it regularly in order to feed the

various sources of free traffic on the internet - the usual suspects of Google, Facebook, Twitter and Youtube (for starters).

What kind of content should you create?

Creating the right kind of content means that you have a solid understanding of who your audience is and give them what they want when you create emails, blog posts and videos etc.

Obviously, when you have new music coming out, a new show or something noteworthy - like a charity gig - you should be talking about it. However, you should also be talking about the things that matter to your audience.

If you write politically-charged lyrics for instance, your audience is also likely interested in politics and you can share your opinion about what's going on currently in politics.

The great thing about this is you can share other people's content about what's going on - you don't have to sit around and plan something 100% original. You can add your two cents to the opinions, blog posts, videos etc. that you find online (called content curation).

This is simple stuff - but doing it takes discipline. It's much easier to put this off for later or think that it has nothing to do with your music career - but it does.

CORE TRAFFIC CONCEPT #1

Getting traffic from the web boils down to this core concept; you go to someone else's "party", connect with like-minded people and invite them back to "your place" to hang out.

A "party" could be another blog, forum, Twitter stream or Facebook Group - one that belongs to someone else.

"Your place" is your social network profiles on Twitter, Facebook, Google+, your website and ultimately, your mailing list.

CORE TRAFFIC CONCEPT #2

Think of your content in terms of rich content.

You don't want to create strictly text-based updates....that's so "2005".

You need to create:

1. text
2. unique images
3. video
4. audio

I know - this sounds like a lot of work, but there's a smart way to do it and if you already own a smartphone, you have all that you need to make it work. You can still do it without a smartphone - it'll just be a little trickier.

You want to start with video whenever possible - as you're creating both audio and video in one fell swoop. This means you save time and are being more efficient in your content creation.

However, if you don't have the video stuff in place...you can still get by with audio.

You can attach your audio to an image and combine them into a video. The latest edition of Powerpoint works for this and there are other tools like [Camtasia Studio](#) that can help you do this as well.

Youtube is the second largest search engine and is a 100% free place to host your videos, so you definitely want to make use of it as much as you can.

If you start with video:

1. You can take a screen capture of one of the most interesting parts of the video and create an image.
2. You can strip out the audio.
3. You can transcribe the video into text.

So now you have:

1. A video
2. A unique image
3. Audio content
4. Text content

What do you do with it? First of all - you use this content to create a kick-ass multimedia blog post: You embed the youtube video on your blog, along with the transcription, the audio and the image.

But you don't stop there. You can leverage all the individual pieces of content by sharing them on various sites online to get free traffic.

1. You upload the video to Youtube
2. You embed the video on relevant blogs and forums
3. You distribute the audio to iTunes (a.k.a start a podcast)
4. You share the image on Facebook, Pinterest & Tumblr
5. You write about your post and share on Google+, Twitter, Facebook, Youtube.

In industry speak, what you're actually doing is called Content Marketing; you're creating unique original content and you're developing it into multiple formats and then you're distributing it across the web to get maximum exposure for free.

Now I just threw a lot of stuff at you.

You don't have to get good at all of it, just the stuff that actually works for you and converts traffic to your site into email list members and buyers.

SEO 2.0

So how does SEO fit into this?

When you post content on Facebook, Youtube and other sites, you'll include a link back to your original blog post - not to your home page.

This means you're building links for each piece of supplemental content you create, every single social share.

Not to mention, you should be emailing your list whenever you share something new on your site - which will send you traffic from yet another medium - email.

You're giving Google what it wants, original, unique and diverse content. You're getting natural links from the different sources you share the content as well as from the people who like your work.

Are you going to get throngs of traffic overnight?

Not likely - unless your content is controversial or linked to a timely news event and gets picked up by Google News or gets mentioned by someone with a social following (this could happen at any time, but will happen far less often than most of us would like).

Putting content out like this once every six months won't do much for you. But doing it consistently, even if it's only once a week is going to reward you over time.

To truly kick your results into overdrive, you need to promote your content on other sites, as it's impossible for people to ever find out about you when they don't know that you exist. So promote your stuff on forums, other bands websites, blogs related to your style of music etc. to get more people to find out about you.

How will you know if you're wasting your time with all this extra work?

Google Analytics will tell you. (Do you detect a theme here?)

You'll be able to see:

- If your traffic is on the rise
- Where your traffic is coming from
- How long they're spending on your site
- If your page views are increasing
- If your conversions are increasing

If you don't see any forward movement in any of those areas after a solid 30 to 60 days of doing a quality weekly post, you have my permission to quit and try something else.

But I guarantee that you'll improve...there's pretty much no way you can't improve with a system like this!

- 1) Take action
- 2) Measure your results
- 3) Adjust accordingly.

Do you really want to make it and stand out from the rest of the music industry?

Commit to taking daily action to grow your web presence and you'll soon leave the rest of the pretenders (the "fake it till you make it" types who talk a good game but are generally too lazy to commit for the long haul) in the dust.

Let's be honest, you'll still need to be prolific with your music as well. You need to create and market your work constantly at first.

It's a habit that you need to create in your life.

Once you get some momentum, you might be able to take your foot off the gas a little....

But when you're starting out, you have to go all in.

It's like a rocket that's trying to break free of gravity to fly to the moon: 80% of the fuel is exhausted just to achieve exit velocity.

Just like a rocket in space, once you achieve success from good daily habits of creating and marketing - you won't have to work quite as hard to get where you want to go.

But first you have to pay your dues by putting in that 80% of effort that it takes just to get even a foot off the ground while you're resisting gravity the whole time.

Yeah it's hard, but be thankful that it is. That will keep the pretenders and failures away: only the truly committed have what it takes to pay the price in advance to succeed.

Sorry about the little rant - let's keep going!

CONVERSIONS

The classic definition of a conversion is when someone 'converts' from a potential customer to an actual customer when they make a purchase from you.

However, anytime someone takes an action that you want them to take is also called a conversion as well.

If your squeeze page has a 30% conversion rate, that means that 30 out of every 100 people sign up with their email and joined your list; that doesn't mean that they have bought anything yet.

If you create an ad in Facebook or in Google Adwords and someone clicks on it, this is often called a conversion as well - just keep in mind you haven't made any money yet, you only succeeded in having someone click on your ad so that they would be taken to a specific landing page where you hope to either sell them something or get them onto your list.

Conversions are powerful when set up as goals in Google Analytics, because you'll be able to know not only when a conversion happens, but you'll also be able to see some of the actions that the person took before they decided to sign up for your list or make a purchase.

For instance, you can set up a goal to track the conversions of people signing up for your email list. The best way to encourage someone to do this is by making a free offer of some songs in exchange for their email address.

For everyone who does this, you can have Google Analytics track them as a goal conversion for your email list.

Not only will you be able to see how many conversions you have and what day a person signed up for your list, you'll also be able to see:

- The website they were at prior to yours
- The keywords they used to find your website before converting*

[Important Note]

As of September 2013 Google has been withholding the keyword data that you used to be able to see inside of Google Analytics and elsewhere, this makes knowing the exact keywords that send people to your website or squeeze page much harder to determine.

It's more important than ever to ensure that any pages you create target a very narrow set of keywords so that you can tell by where the traffic is going (via the Google Analytics Content Drill Down report for instance) which keywords are likely generating the traffic for you.

[Important Note]

The longer you have analytics running and tracking this data, the more you'll be able to detect patterns over time. You'll start to see which keywords are sending you traffic that results in a sign up to your email list.

This means you can spend your time working only on the efforts that bring you the results you desire instead of trying to do everything and hoping that something will work.

- This means less time working on your computer.
- This means less "hoping & guessing" that something will work.
- This means less wasted time.
- This means more results.

- This means progress.
- This means success over the long haul.

HOW TO TRACK CONVERSIONS (Landing Pages and Basic Goal Setup)

First of all - sign up for a free Google Analytics account if you haven't already. If you already have either a Gmail or Youtube account you'll be able to sign in with the same information, just login to Gmail (or Youtube) first and then go to www.google.com/analytics and click sign up.

Create a new profile for your website and install the tracking code on every page of your website. If you use Wordpress (which I highly recommend), then you can install a free plugin (I'm currently using Google Analytics by Yoast) that will integrate analytics with your wordpress site.

Set it up once and you don't have to copy and paste the code onto every single page of your website.

Setting Up A Goal: Thank You & Download Pages

Once you have verified that your site is tracking in Google Analytics - you need to create a goal to track your conversions.

For tracking email sign ups and sales, I recommend using **URL based goals**.

To get this to work, you need to create a "success" page that people will only see after they've either given you their email address or their money.

These are often called "Thank You" or "Download" pages.

The easiest way to start out is to use these pages to grant access to your products and thank the person for either signing up to your list or making a purchase.

[Note: I have an alternate strategy that takes this concept to the next level with a membership area on your website to deliver content instead that I teach fully inside the Dialed-In Musician.]

A Thank You/Download Page doesn't require a lot of information, mainly a message or headline thanking your visitor for subscribing or purchasing, a working link to get the download that they purchased or signed up for and some contact information in case they run into problems getting their download.

Make the URL for the page something that isn't easy to guess - so instead of creating a page like this:

www.yourwebsite.com/free-download

Try something like this:

www.yourwebsite.com/thanks-download-signup-2013

or even

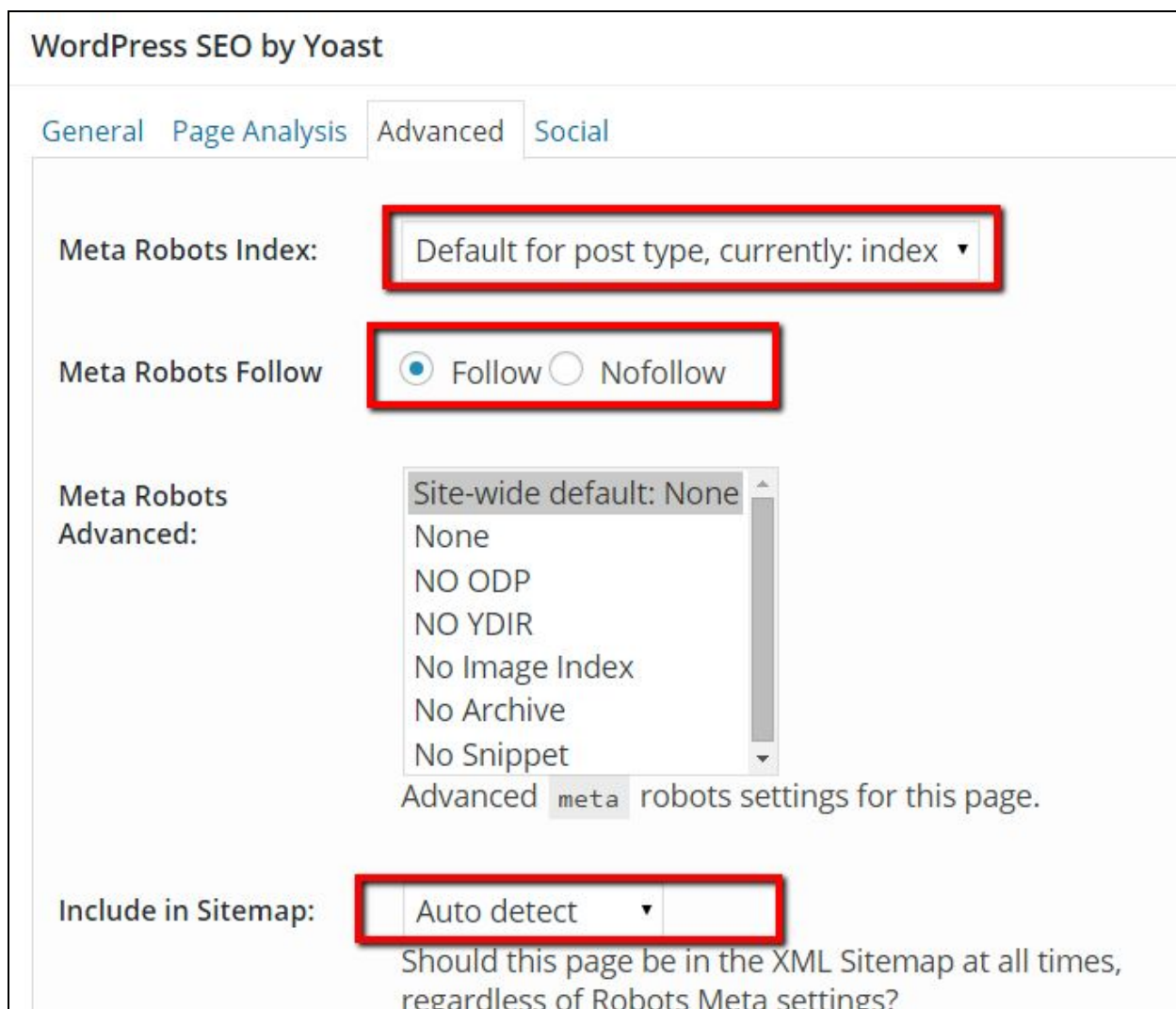
www.yourwebsite.com/success-new-ep-downloads-2015

("new ep" could be the actual name of the EP in the above example).

It's very important that these pages are hidden from the rest of your website, otherwise your conversion data will be messed up (and people will be able to potentially get your music without paying you money or their email address...not good!).

The Wordpress default setting is that new pages are automatically added to the navigation. You'll need to go into Appearance - Menus and remove the page from the navigation so that it's not as easy to find.

You should also use a plugin like **Yoast SEO** or **Robots Meta** that will let you choose whether you want the page to be indexed and crawled by the search engines. If you don't do this and Google indexes the page - people will be able to land on the page directly from Google and bypass your buying/sign up process.



[The Yoast SEO Plugin (pictured above) allows you to add no follow/no index and not include a specific post or page in the sitemap. This helps to keep select content private so that you can use them as conversion tracking pages. In the picture above is set for indexing, the settings would need to be reversed in order to hide it from search engines.]

One last thing to check, if you have a sitemap plugin other than Yoast SEO - you'll need to make sure that it also hides the page from view. The XML Sitemap plugin allows you to hide pages by specifying their page ID in an exclude pages section.

Once you have your download/thank you page setup and hidden, take note of the URL of the page - you'll need that to setup the goal in analytics.

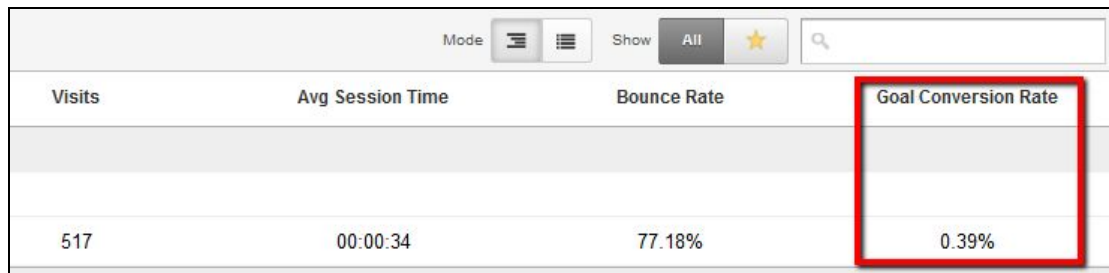
Setting Up A Goal: Google Analytics

1. Login to Google Analytics and click on “Admin” at the top right.
2. Under the Profile section, click “Goals”
3. Click “Create a Goal”
4. Under Template, select “Create an Account “Acquisition” then click “Next Step”
5. Create a name for your goal - like “New Subscribers” and choose “Destination”
6. Under destination, put the url that begins after the domain (i.e. for www.mywebsite/thank-you-new-subscriber-1953 just enter /thank-you-new-subscriber-1953
7. Click “Create Goal”.

It will take up to 24 hours for Google Analytics to display any information for the new goal you set up. So you should visit the Download/Thank you page and then check after 24 hours have passed to see if a conversion is now tracked (which it should be). If not, go back through steps 1-6 and make sure everything was filled out correctly and click “Verify this Goal”.

Checking Conversions

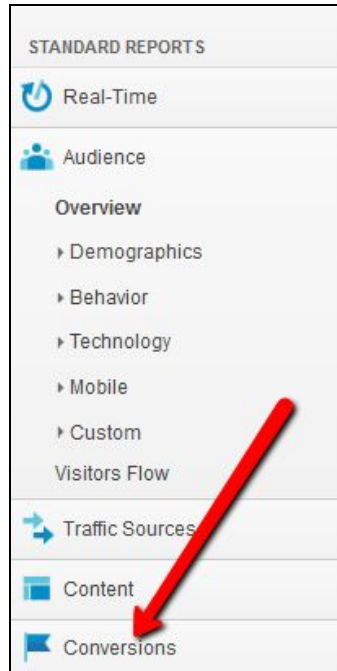
Once your goal is tracking in analytics your conversions will be automatically tracked without you having to lift a finger. When you login to your analytics account, you’ll often see a conversion percentage right there beside your visitor count.



Visits	Avg Session Time	Bounce Rate	Goal Conversion Rate
517	00:00:34	77.18%	0.39%

This conversion rate is the summary of all the goal conversions on your site, not any single specific one.

Once you click on your profile, you can go right into the conversions tracking to see how specific goals are converting.



[Note - the above image is an older version of Google Analytics, “traffic sources” is now “acquisition” and “content” is now “behavior” in the newer user interface]

You’ll then be able to see the overview of conversions per goal that you’ve created. You’re allowed to create up to 4 goals with 5 different aspects to each that you can track. The example in the screen shot below shows two different goals being tracked: Subscriber Sign ups and Completed Surveys.

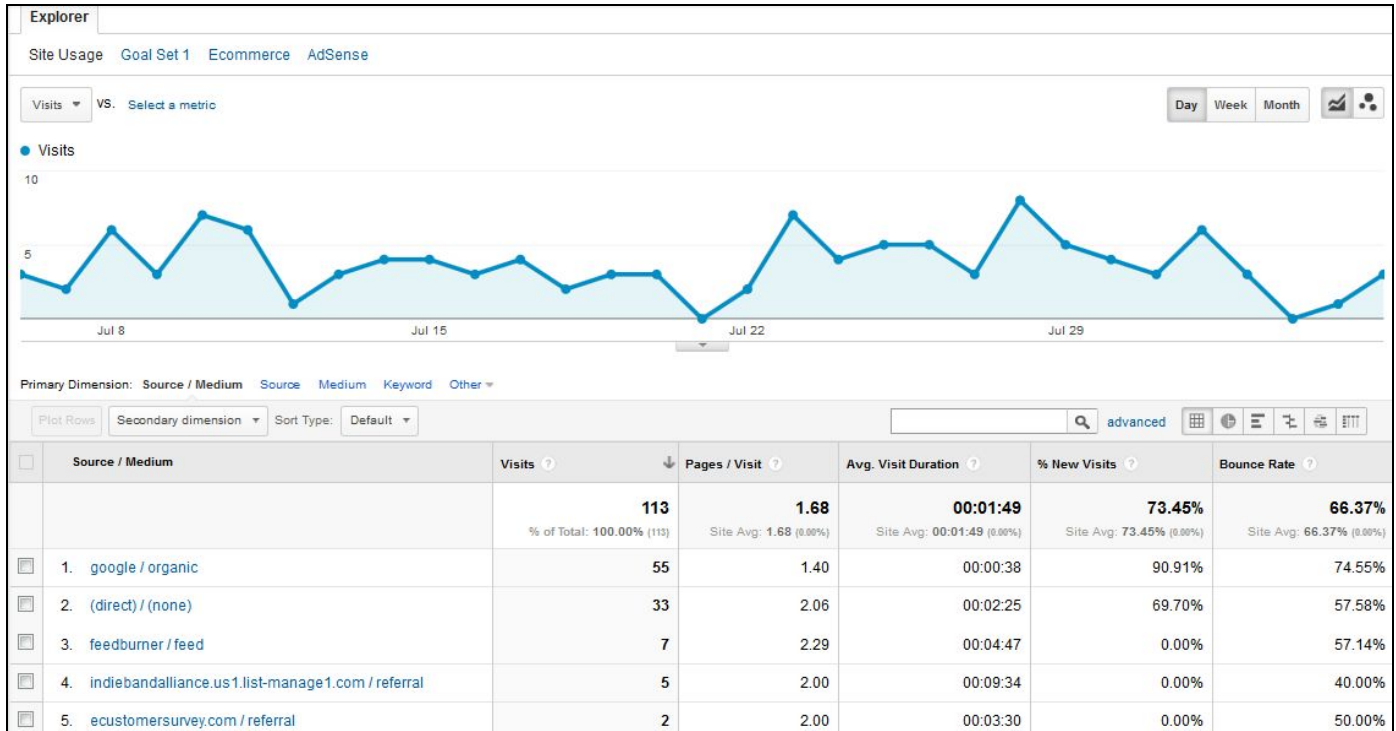
The graph at the top shows the number of goals attained per day; below that you can see the total amount of completions, the total goal value, the goal conversion rate and abandonment rate as long as the breakdown per Goal type.



Last, but not least - you can pull in the goal data to the other basic reports to get increased perspective on what's working for you or not, don't underestimate how powerful this could be for your band.

Here's how to get at this data in relation to your traffic:

Click on "Acquisition" from the left navigation, then click on "All Traffic"
 You'll now see a line graph along with the top traffic sources for your website like the image below:



To access the goal conversion data, all you need to do is click “Goal Set 1” in the top left portion of the screen.



Now you can see the goal conversion data on the far right hand side of the data for each traffic source to your website - allowing you to see which source ends up in the most conversions:

Source / Medium	Visits	Goal Conversion Rate	Per Visit Goal Value	New 1K Subscriber (Goal 1 Conversion Rate)	Survey Completed (Goal 2 Conversion Rate)
	113 % of Total: 100.00% (113)	7.96% Site Avg: 7.96% (0.00%)	\$0.08 Site Avg: \$0.08 (0.00%)	4.42% Site Avg: 4.42% (0.00%)	3.54% Site Avg: 3.54% (0.00%)
1. / organic	55	3.64%	\$0.04	3.64%	0.00%
2. /	33	12.12%	\$0.12	6.06%	6.06%
3. / feed	7	0.00%	\$0.00	0.00%	0.00%
4. .com / referral	5	20.00%	\$0.20	20.00%	0.00%
5. .com / referral	2	100.00%	\$1.00	0.00%	100.00%
6. .com / referral	2	0.00%	\$0.00	0.00%	0.00%
7. .com / referral	2	0.00%	\$0.00	0.00%	0.00%
8. / organic	2	0.00%	\$0.00	0.00%	0.00%
9. .com / referral	1	0.00%	\$0.00	0.00%	0.00%
10. / organic	1	0.00%	\$0.00	0.00%	0.00%

I can now see which traffic source has the highest conversion rates for each goal that I have created (email sign up conversion are in red while completed surveys are in green). This allows me to spend more time working on the sources that convert instead of wasting time on those that don't.

I can do this for SEO as well, by simply choosing "Search" and then "Organic" to see which keywords are converting the best for me [Note - Google is no longer offering detailed keyword information, it's now included under 'not provided'].

Keyword	Visits	Goal Conversion Rate	Per Visit Goal Value	New 1K Subscriber (Goal 1 Conversion Rate)
	58 % of Total: 51.33% (113)	3.45% Site Avg: 7.96% (-56.70%)	\$0.03 Site Avg: \$0.08 (-56.70%)	3.45% Site Avg: 4.42% (-22.07%)
1. (not provided)	42	0.00%	\$0.00	0.00%
2. the	2	100.00%	\$1.00	100.00%
3. don't leave me sometime indie band music	1	0.00%	\$0.00	0.00%
4. goals for new bands	1	0.00%	\$0.00	0.00%
5. having a battle of the bands	1	0.00%	\$0.00	0.00%

Why waste your time optimizing your site for keywords that don't even convert?

Once you have analytics installed and your goals set up, you'll have access to data like this to make smart decisions on where you focus your time - virtually guaranteeing results (as long as you take consistent action and adjust based on the results you get).

Another great goal that you can set up would be for a contact form for anyone who is interested in booking your band for a show. With analytics tracking in place and a thank you page, you'd

then be able to see where people who book you are coming from...potentially pivotal information that you can leverage to get yourself in front of more people who are interested in what you do.

EMAIL MARKETING

The last component to this system is your email list.

You need to have an email list and you need to start using it to connect with your audience and to get them back to your website.

It takes at least seven exposures to your offer before most people will become interested enough to buy.

When you have their email, you're able to do follow up campaigns where you can work to build up a relationship with your audience and make them much more likely to want to buy from you.

If you don't get them on your list, it's highly unlikely that a visitor to your website will make a purchase on their first visit. If you didn't get them to sign up to your list, they could leave your site never to return again.

Believe it or not - building an email list is actually good for SEO; Google will see your email traffic as 'returning visitors' which implies that your site is good enough to come back to over and over.

You need to use email marketing to grow your music career.

You need to be able to send both broadcast emails (timely emails about something new or about to happen) with auto responder sequences (planned emails that are scheduled to come out at predetermined times and/or intervals).

[Note:I recently made the switch to a new email marketing service provider; unfortunately they don't offer a 'forever free' plan like Mailchimp (which also has drawbacks), but they offer a superior service if you want to be able to truly leverage and scale your online music marketing efforts.

I teach how to make the best use of an auto responder along with a membership area inside of The Dialed-In Musician training. [You can find out more about it here.](#)]

If you don't have the money for an autoresponder service, I recommend that you go to www.mailchimp.com and sign up for a free account.

[NOTE: The free version of Mailchimp no longer offers the auto responder feature which is unfortunate...the goal should be to generate at least enough income that you can offset your website and autoresponder costs each month; I recommend you upgrade to a paid email service provider as soon as you can afford to do it..

Email is the single best way to make sales online...so you don't want to handicap yourself by skipping this step...]

You'll be able to build up a database of 2000 names before you need to start paying for this service each month. By that time, you should be able to make enough money from your list to be able to pay the bill with plenty left to spare.

In internet marketing circles, the rule of thumb is to calculate \$1/month from each person you have on your list - which would be \$2,000/month when you max out with Mailchimp and have to start paying \$20/month for their next level of service.

Since we're in music though, and since you're not likely to be promoting affiliate programs and let's be honest, most people who teach the \$1/month/subscriber metric also expect you to hammer your email list with products and affiliate offers every other day.

So lets say you only earn 10 cents per subscriber...does that sound realistic to you?

Well, $2000 \times .010 = \$20/\text{month}$. So you'd at least be breaking even with your expenses. From there you can decide if you want to promote more products to increase your earning by subscriber or keep things as they are.

Mailchimp was my main ESP for 4 solid years, it's a great service that I highly recommend for beginners who need to start out free. It's easy to use and improves all the time - and you simply can't beat the price.

Also - it works with Google Analytics and has a free plugin to integrate with your Wordpress site and more.

But again, I highly suggest you use a more robust platform if you want to truly leverage the internet and automate some of the steps of selling your music and staying in touch with your audience in the most effective possible way.

The Beginning, not the end...

Thanks for reading this report...

I hope it sincerely helped you and that you feel it was well worth the money you paid. If you don't honestly feel that this report won't be worth at least 10 times what you paid after taking action for 60 days on this information - then please request a refund.

If my prices are out of touch with the value I deliver - then I need to know and I'll thank you for your honest and sincere feedback.

Lastly, if you run into any problems at all with implementing the concepts presented in this report - [get in touch with me here](#) and I'll do my best to help you out.

Also, if you decide setting up Google Analytics or an email service provider is too technical, I offer a "Done for You" service at musician-friendly rates.

I'm a professional digital marketing manager and my time has been most recently billed out at \$75 - \$125/hour while doing agency work.

But since you're a musician, you're on my list and you bought this report - I'm willing to steeply discount my rates as a way to thank you and hopefully have you spread the word about what I do.

Again, drop me a line and give me as many details about your situation and I'll give you a quote for your specific needs. If it's not a good fit, I take no offense if you decide to figure it out yourself or pay someone else.

I would love your feedback on this report so that I can make it even better.

Best of luck,

Mike

Resources

www.mailchimp.com

www.wordpress.org

www.hostgator.com

www.namecheap.com

www.google.com/analytics

Squeeze Page/Landing Page Tools

<http://www.squeezepagecity.com/> (free html/non-wordpress squeeze page template)

www.ptinstant.com (Wordpress plugin for landing pages that are mobile ready)

www.papertemplate.com (Wordpress plugin for optin & sales pages)

Free Wordpress Plugins:

[Google Analytics by Yoast](#)

[Wordpress SEO](#) (includes Robots Meta)

[Mailchimp Plugin](#)

[Exclude Pages From Navigation](#)

[WP Show Page ID Plugin](#)

[WP Landing Pages](#)

Indiebandalliance.com

[The 1K Fan Formula](#)

[The Dialed-In Musician](#)

[Get In Touch with Mike](#) (Product support & more)