



DJ MAILOUTS

This involves mailing an advance copy of a release to 'Taste Makers' (DJ's who have a reputation for breaking new music) along with a DJ response form. The DJ would normally return some information based on the progress and audience response to the track. This helps the record label to look at the general response across the UK when deciding how much stock it should be manufacturing. You can pay companies to do this for you, but you can also build your own database of tastemaker DJ's.



RADIO PROMOTION

You can pay a professional radio promoter called a 'Pluggger' who will take your release, perhaps one month early, to DJ's and producers to try and get radio airplays for the release. The pluggers ultimate job is to get you on the stations 'Playlist'. This mean that the record will be played on a rotation in different shows. This can make or break the record.



TV PROMOTION

As above, the Pluggger will take the media pack (recording, images and video) to television in order to gain as much exposure for the artist ahead of and during the life of a record release.



IN-STORE PROMOTION

This involves anything from having a display presence in a major store to the artist appearing at the store to play a live performance or to sign stock for the general public.



TELESALES

This involves a team of staff working on behalf of the distributor and calling retailers to tell them about a release and achieve advance orders. They may offer incentive deals to the store and even play the record down the phone. The telesales team will need information about the progress with DJ's in the clubs, Radio and TV and any press or advertising, in order to influence the buyer at a store.



PRESS AND MEDIA

This involves chasing features and reviews in the music press and tabloids. You would pay a PR (Public Relations) person to do this, and they might also buy adverts, advertorial (a combination of an advert and some editorial text) and may even incentivise the press with competition prizes and giveaways. See more on the Press and Media later in this chapter.



STREET TEAM

This involves a group of people involved in distributing flyers, posters and promotional material on a regional or national basis, often based around the dates of a tour or record release.



TOURING

Timing the dates of a tour is an integral part of promoting a release. Radio and TV pluggers would liaise with the artist's Tour Manager who would organise any other promotional activity for the act whilst visiting a town or city. For example, conducting radio or TV interviews, a local press feature or a store visit.



WEB ACTIVITY

As the web is a major tool for promoting and selling product, record companies will actively promote the artist in a number of ways using the internet and creating and utilising a database of fans to sell new releases, merchandise, downloads, ringtones and gig tickets.

You can promote yourself on the internet with:

- Targeted email blasts
- Notice boards and forums
- 'My Space' is a current popular site for musicians
- Links with related websites, either in your area or nationally for followers of the same type of music



Look for more links to digital distributors and music community websites in chapter 5



RINGTONES

Ringtones now actually outsell singles and you can make great use of this technology to sell product, create databases of fans, promote products using mass Text messaging. Ringtones are now available in a variety of formats including ringtone (mono) polyphonic (stereo) Puretone/ Realtone (actual music/video) and can improve an artists income.



DOWNLOADS

Using the internet, you can sell your music and promote your product and gigs. You have two opportunities with downloads to qualify for chart positions. One is the official download charts which is based purely in the sales of downloads. Two is the combined UK sales chart which is a based on a combination of actual traditional physical format sales (CD's or Vinyl) released to the public and actual purchased downloads.