20 Questions – Marketing



There are a variety of marketing opportunities available to every singer to broaden their following. They can be used raise brand awareness within the industry and within the wider community.

There are many ways to promote yourself, your music and your brand that don’t cost the earth.

If you aim for consistency in your approach to marketing and promotional undertakings you will create a stronger awareness of your ‘product’ and also build a professional reputation.  
  
Answer the following questions to see how aware you are of your own marketing activities.

**20 Questions – Marketing**

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| 1. Do you have a performing name or a band name? |
| Notes: |
| 1. Do you have a website? |
| Notes: |
| 1. Do you have business cards that you always carry with you? |
| Notes: |
| 1. Do you have a logo? |
| Notes: |
| 1. Do you have a colour scheme? |
| Notes: |
| 1. Do you take every opportunity to tell people about what you do? |
| Notes: |
| 1. Have you recorded a CD and does it have a cover that matches your  style? |
| Notes: |
| 1. Do you have a social media presence? |
| Notes: |
| 1. Do you tell your audience about your CD’s and upcoming shows? |
| Notes: |
| 1. Have you found a way to stand out from all the other bands & singers? |
| Notes: |

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| 1. Do you have an appealing looking merchandise display? |
| Notes: |
| 1. Do you have a mailing list and use it to stay in touch with fans? |
| Notes: |
| 1. Have you branded or labelled everything you can? (car, drums, t-shirts) |
| Notes: |
| 1. Is your name visible somewhere on stage while you are performing? |
| Notes: |
| 1. Do you put photos of gigs on your website and social media? |
| Notes: |
| 1. Is your brand consistent across all mediums? |
| Notes: |
| 1. Is it easy for people to find and contact you? |
| Notes: |
| 1. Are you being proactive in contacting venues, booking agents etc? |
| Notes: |
| 1. Is everyone in your group (if a band) promoting the same message? |
| Notes: |
| 1. Are you clear about the image for which you want to be recognised? |
| Notes: |