



## **7 PILLARS TO GETTING AMAZING PR FOR YOUR MUSIC.**

If you're a musician, then you know that getting good press coverage is essential to your success. It can be tough to get journalists to take notice of your music, but with the right approach, it's definitely possible. In this blog post, we will discuss the 7 pillars of getting amazing press coverage for your music!

### **#1 Make your music the best it can be**

If you're a band, artist or music producer, your sound is the most important thing. You might have carved out your own musical niche - be it metal, trap, a soul diva, disco or techno producer - but if your sound isn't the best it can be, you'll struggle to stand out from the competition. An example of this is to make sure that the mixdowns and mastering is done correctly.

### **#2 Have a repertoire**

Media outlets and journalists want to see artists with a repertoire of music. Having just one song might get your track on the radio but when outlets want to do interviews they WILL want to see a back catalogue of work in order to talk about your music story and journey.

### **#3 The need for a story**

To get PR coverage and for you to stand out from the crowd, journalists will look to see what your story is. Unfortunately just having good music is not enough.

Work out what your PR campaign is going to cover. Is it for the release of your new album? A live tour? A new collaboration or video? Work out what the hook is: what's the angle? what's the news story?.

#### **#4 Have a brand**

Building a brand is a key factor in making it in the music industry. That is the power of good branding: it makes you stand out. With over 60,000 tracks a day being released you can see why being different can matter.

A brand consists of having a logo, a font and colour palette, a biography, high resolution press images, a website and (optionally) an Electronic Press Kit.

#### **#5 Be optimised**

This often gets overlooked but another important pillar in getting press coverage. It is very important because it is used to increase awareness. Think of it as whatever platform you use, whether that be Soundcloud, YouTube, Spotify, and send to a journalist all your information "about you" is on that platform.

I don't suggest you start sending journalists on a treasure hunt to find more information about you. It will have a detrimental effect on your chances of getting your coverage.

Using a marketing tool like [linktree](#) might help you with this.

#### **#6 Have a social media presence**

PR is a two-way transaction, and it is vital to remember that when you're looking to get support from journalists or content editors.

If a media outlet gives you that media coverage you asked for, they will want something back so having followers will help you get that support you ask for.

### **#7 [BONUS] Get those follower numbers up**

A lot of journalists we speak to use either Instagram or YouTube to check your followers. The reason for this is for affirmation that you are serious about your career.

So get the followers and views up !