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Bobby Borg

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Music Marketing for the DIY Musician

Bobby Borg, 2024-05-07 Unleash your music's potential by taking charge of your career In Music Marketing for the DIY Musician industry veteran Bobby Borg provides a step by step guide to producing a fully customized low budget plan of attack for marketing one's music helping to propel independent artists and other players toward success in the new music industry This third edition provides major updates Cutting edge social media strategies Dominate TikTok master Instagram and conquer YouTube with the latest tactics to amplify your online presence Streaming secrets unveiled Unlock the gateway to playlists and skyrocket your monthly listenership with fresh insights into the streaming world Updated roadmaps for record releases Navigate your way to a triumphant album launch with foolproof strategies and revamped timelines New data analytics Learn strategies to make educated decisions about the latest music marketing Future forecasts Embrace music innovation by leveraging artificial intelligence exploring NFTs diving into the metaverse and more Written in an easy to read style this is a comprehensive resource with many templates covering the complete marketing process and time tested strategies used by the most successful companies Also included are interviews with top professionals and updated stories and case studies This indispensable book for students and professionals alike will help you perfect a complete marketing plan to achieve your ultimate career vision

Impact of Influencer Marketing on Young Women's Customer Experience on Cosmetic Products

Jule Prescher, 2023-06-06 Bachelor Thesis from the year 2023 in the subject Communications Multimedia Internet New Technologies grade 1 3 University of applied sciences Cologne language English abstract This thesis aims to realize how influencer marketing performs and its impact on the Cx Therefore the research addresses the following questions How powerful are influencers these days What is different about influencer marketing and why is it a successful strategy How do people perceive information shared by influencers and which factors are decisive for potential customers to purchase products advertised by influencers What impact does an influencer have on the overall Cx The internet has been fully integrated into people's daily lives worldwide over the past years The percentage of the world's

population with access to the internet has doubled from 32% in 2011 to 63% in 2021 90% of people from developed countries access the internet in 2021 At the same time the number of social network users is increasing These networks have the purpose of connecting with friends In 2022 5 billion people have access to the internet worldwide and 4.7 billion people use social media SM Ultimately 93% of those with internet access own at least one SM account that is more than half the population worldwide Through time companies found new marketing strategies which reached active people on SM These platforms are necessary to reach Generation Z people born in the late 1990s They are different and cannot be reached in the same way as they watch Netflix instead of TV or listen to Spotify instead of the radio for example Influencer marketing became a 10 billion industry in 2020 Influencers share their lives on SM networks Due to their high reach they receive offers from companies for cooperation Influencers followers admire and trust their recommendations due to their personal and authentic representation While advertising products influencers show how to use them where to buy them and give their opinion For higher sales influencers often receive promo codes for a discount or free products for each order **Billboard**, 2009-10-17 In its 114th year Billboard remains the world's premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends *Britannica Book of the Year*

,2015 **2018 Guide to Radio and Spotify Promo** Tiffini Brock, 2018 2018 is an exciting year for the DIY musician In this book you will learn the most up to date methods for leveraging both radio and streaming platforms to advance your career and break into new touring markets Not only will you have the edge when it comes to getting your music played on radio and then parlaying that air play into new streams but this book will also ensure you are set up to get paid fully for all the exposure your music is getting Things are constantly changing in the music industry make sure you are armed with the most current methods on Spotify and radio promotion so you can continue to see progress in your career Publisher's description

Spotify for Authors Azhar ul Haque Sario, 2025-12-29 Forget everything you know about selling audiobooks the rules changed in 2026 This book is the ultimate operating manual for the modern Spotify for Authors ecosystem It breaks down the massive shift from the old credit based retail model to the new access based streaming economy You will find a complete guide to the Voices by INaudio distribution pipeline and how it differs from direct ingestion The content explains the critical 15 hour monthly cap and how to use it to your advantage It details the technical requirements for lossless FLAC audio and square cover art You will learn how to read Heatmap analytics to spot exactly where listeners drop off It covers the legal landscape including the ELVIS Act and Digital Replica riders for AI voices It teaches you to use Redemption Codes as data fuel rather than just free gifts It explains the 2T HGNN recommendation algorithm and how to optimize your metadata for it You will discover strategies for Audiobook Selects and short form content It guides you on using Canvas visuals and Clips to market to Gen Z It explores the Romantasy boom and how to target cross over audiences This book provides a competitive

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Discounted Cash Flow Valuation of Spotify Olaya Gesteira,2020-04-07 Master s Thesis from the year 2019 in the subject Business economics Investment and Finance University of Lodz LODZ UNIVERSITY OF TECHNOLOGY language English abstract This work contains a theoretical model that describes one of the many possible future outcomes of Spotify as an investment The author attempts to measure the value of the digital platform using a DCF valuation model The work begins with the basic theoretical requirements of a DCF model Then Spotify s company history market environment and business model will be studied Afterwards the author s assumptions and expectations in regard to the company s future financial performance will be explained The fourth chapter contains the empirical discounted cash flow valuation model Moreover the work deals with discounted cash flow valuation concepts of growth reinvestment and risk and different approaches towards them Spotify s history mission vision and values will be analyzed afterwards The next chapter outlines the assumptions driving revenue growth and reinvestment and compiles the main operational and strategical risks the company faces The work concludes with an explanation of the actual application of the discounted cash flow model utilized to value Spotify Technology S A

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