



REACH & FREQUENCY (2)

Your announcements need to demonstrate added value and be full of rich content. Just saying you've a new CD for sale is pretty boring. Everybody that trades has always something "new" on sale. How about "My new album of 12 original songs is out now. This week I'm going to talk about writing the title track..." Give your tracks some context, it's your offspring so be proud of it, give your fans insights and back-stories. Post a fresh insight each week about the new album, perhaps set a song up as the weekly special on your ourmusic2u player, sell it at a discount price. Never be afraid of discounts, it's how retail works, remember your profit margins are far higher than some well known high street stores. A hundred sales at 50p is better than ten sales at £1.00.

Securing The Best From Social Media

Social Media stacks posts for viewing in the order of new posts on top, old posts on the bottom. A fresh post at 4pm is yesterday's news by 9pm that night. To get the best from Social media learn about your audience's behaviour, it's their behaviour that leads them to buying the tracks. Post when your audience is there and at their most receptive. According to hootsuite.com (who have aggregated data from 300 brands): "The best time to post on Facebook, Instagram, Twitter, and LinkedIn, is early in the work week and early in the day."

Typically Tuesdays and Wednesdays are the days when you'll get more engagement, especially if you send out your messages between 8am and 2pm. People check their social media at breakfast, or very soon after, they recheck it again at lunch. A post that gets to them at breakfast can be investigated for details during their lunch break. Posting in the evening clashes with family dinners and TV, fans might see your evening messages but are often too tired or too distracted to respond. Tuesdays and Wednesdays are the days they are most likely to spend money. Mid-week spending tends to be personal, a bit of a me-treat. Weekend spending is geared to the family, the Friday big food shop, the Saturday shopping for the kids. Weekend messages have the least chance of a favourable response. See part 3 for the last in this series

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