Hello! I'm Nancy Halligan, founder of Rockbition.com and the Screw The Record Label Podcast.

In this episode I'm giving you 5 Tools that you need for Content Marketing for Musicians. Let's get right to it!

Number one, You need an email provider.
NO YOU CANNOT USE YOUR GOOGLE OR YAHOO ACCOUNT!!!

You must have an email provider if you're going to be sending out mass emails. If you use your Google or Yahoo account you run the risk of ending up in the spam or the junk folder. Not where you want to be.

My two favorite email providers are MailChimp and ConvertKit. Both have a free option to start which is great for bands who are just starting out with email lists.

Number two, You'll need a digital file delivery system. The two I have used are DPD at getdpd.com and Amazon S3. Amazon S3 has a bit of a learning curve but it's ridiculously cheap! Some email systems also have a way to attach it to an automated email but you may run the risk of not enough space on their system if you have a bunch of freebies you are sending out to get people on your email list. (What's a freebie, you ask? Don't worry, we'll cover that in an upcoming video!)

Number three, a scheduler. You may want to schedule out your posts in advance so that you can limit your time on social media. There are quite a few of these out there. Here's what I recommend:

For Facebook, use the Creator Studio. I believe you get the best reach and engagement by scheduling directly on Facebook. You can also use Creator Studio to schedule on Instagram. I suggest this especially if you have a Creator account.

Other schedulers you can use for Instagram are Planoly and Later. You must have a Business account though to use the automatic post option.

Number four, you'll want a Content Management System to keep everything organized. My recommendations are: Asana, Trello or a good old fashioned spreadsheet in Google Docs or Excel.

Number five, You'll need graphics and/or photos for your posts. You'll definitely want to use photos of the band and the members of the band, however, there may be times when a different photo or graphic might be needed. In these cases, you can create graphics in Photoshop if you're experienced. Or you can use Canva or PicMonkey. Both of these are extremely user friendly.

For stock photos you can use sites like Pixabay, Unsplash or Pexels. You can google "free stock photos" to find tons of sites that might have the photo you are looking for.

And those are my 5 Tools that you need for Content Marketing for Musicians. Thanks for listening! If you have any questions about the tools or have your own recommendations send me a DM on Instagram @rockbition! I'd love to hear from you!

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