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Content Marketing in the Music Industry

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VentureHarbour

Online marketing for the music, film, and game industries

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Introduction

With so many services trying to grab our attention as consumers, traditional interruptive marketing is becoming less effective as a means for capturing an engaged audience online. Consequently, brands are turning to content marketing, a form of *'permission marketing'*, as an alternative means of engaging their audience.

The aim of this report is to identify how brands in the music industry can be effective with their content marketing efforts by understanding the current trends.

The information in this report is based on our analysis of over 15,000 pieces of content, including blog posts, news articles, infographics, videos, case studies, white papers, eBooks, and podcasts created by music companies & the music industry press.



The State of Content Marketing in the Music Industry

A survey of 64 music industry CEOs, CMOs, Marketing Directors, and Marketing Managers.



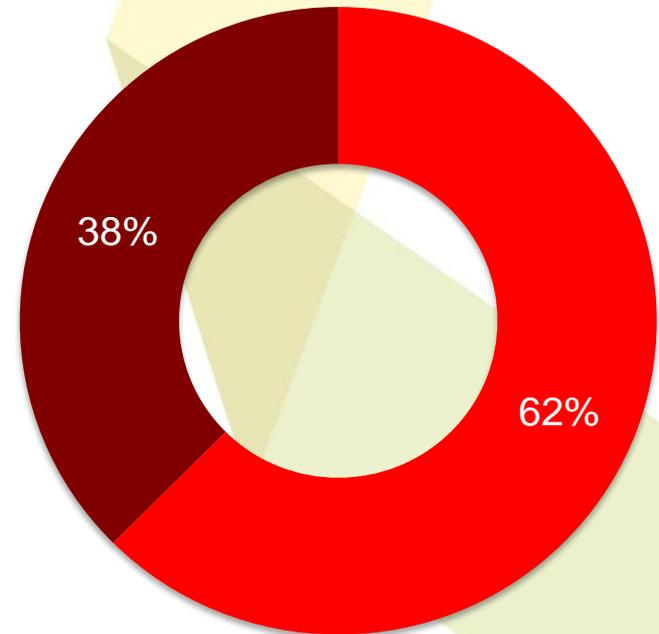
How Important is Content Marketing in the Music Industry?

We began our survey by asking respondents how important they felt content marketing was within their company.

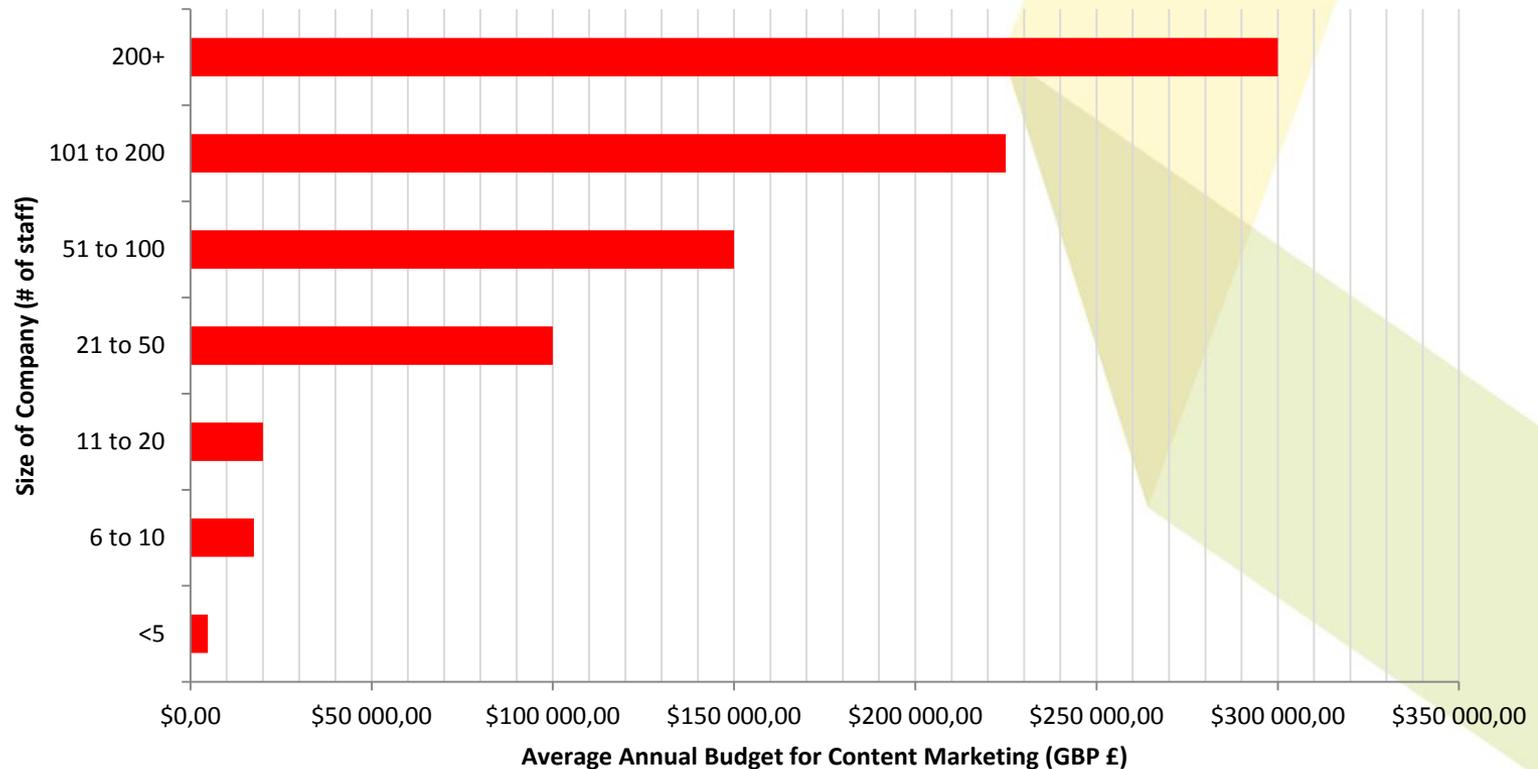
62% agreed that it was considered *very important*, with the remaining 38% saying that it was *important*.

0 survey respondents considered content marketing of *average importance* or *unimportant*.

- Very Important
- Important
- Average
- Not Important



How much money are music companies investing in content marketing per year?

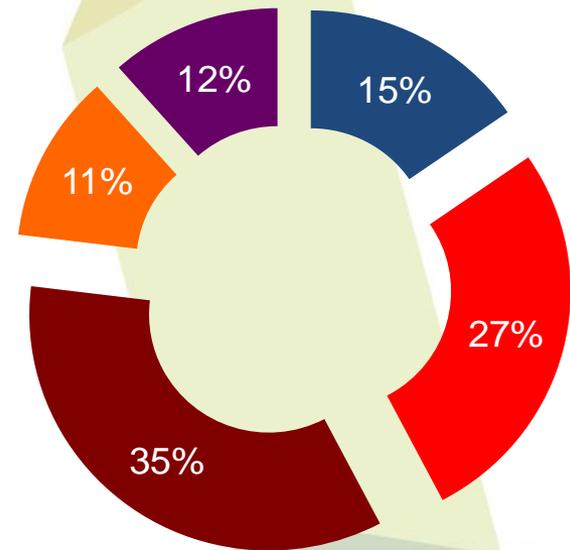


Who is responsible for content marketing?

In general, we found that it is often the CEO/founder who is responsible for content marketing in companies with less than five employees.

For companies with 6-20 employees it is typically the marketing department that is responsible for content marketing.

In large companies, it was typical for the company to have a combination of external agencies and internal content marketing staff taking responsibility for content marketing.



- Internal - Content Marketing Staff
- Internal - Marketing Dept.
- Internal - CEO / Founder(s)
- Internal - Interns / Junior Staff
- External - Digital Marketing Agency

What major challenges do music companies face with content marketing?

“Finding the time to create exceptional content”

“Reaching a greater number of people”

“Budget, Schedule, Time.”

“Getting coverage on major music industry blogs”

"Giving too much away for free"

“Getting traditional content publishing into more real time platforms and moving away from 6 big publications a year to consistent regular online publishing on a daily/weekly basis”

“Getting it noticed. Spent far too long operating with the "If you build it, they will come" mentality, but experience has shown that even very high-quality content needs active efforts to reach a wide audience.”

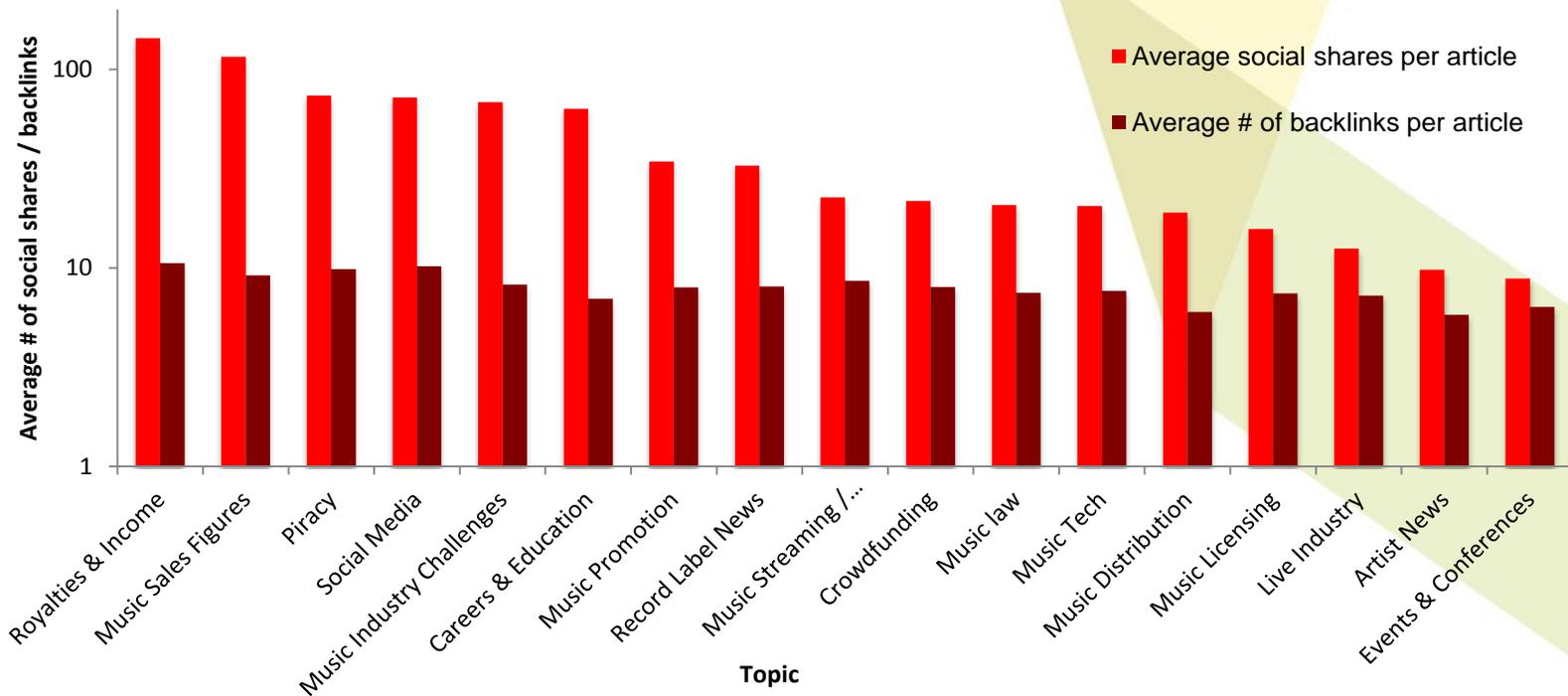
Effective Content Marketing

Our findings from analysing 15,000 pieces of content in the music industry



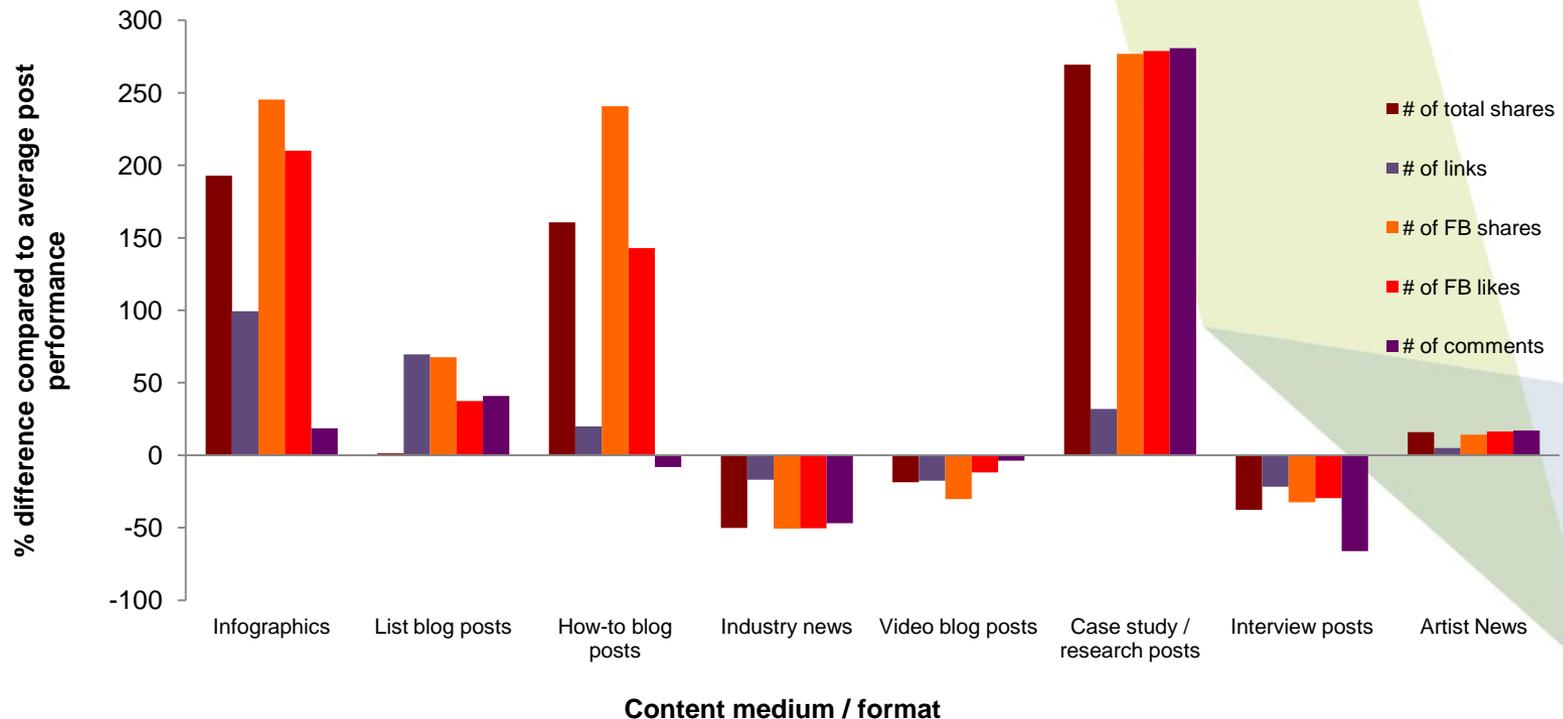
Which topics generate the most buzz?

For content to be highly shareable, it must provoke a strong emotional reaction. In the music industry, we found that content relating to artists being exploited, piracy, and low royalty payments typically generated the most online buzz.



What types of content are most effective?

In the music industry, infographics, case studies, and how-to blog posts are the most effective types of content for driving online interaction. On the other hand, industry news, video blog posts, and interviews are the least effective.



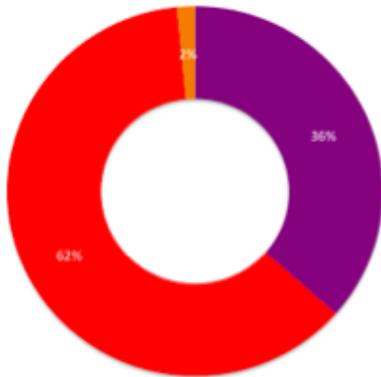
Which social networks are most important?

We found that Facebook was overall the most important social network for content marketing within the music industry, with 62% of all shares, and 55% of all social traffic being referred from Facebook.com

Despite this, we found that on average, tweets had a higher rate of traffic referred per share than any other social network. Each tweet referred an average of 3.56 visits, whereas Facebook Likes referred 2.92 visits per share, and Google +1s referred 0.68 visits per share.

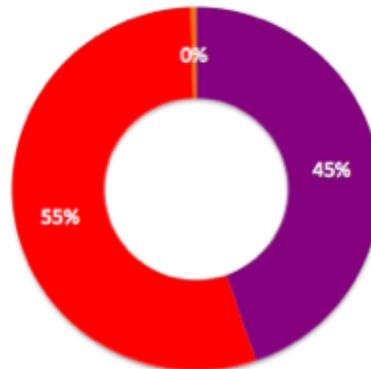
% of total shares by social network

■ Twitter ■ Facebook ■ Google+

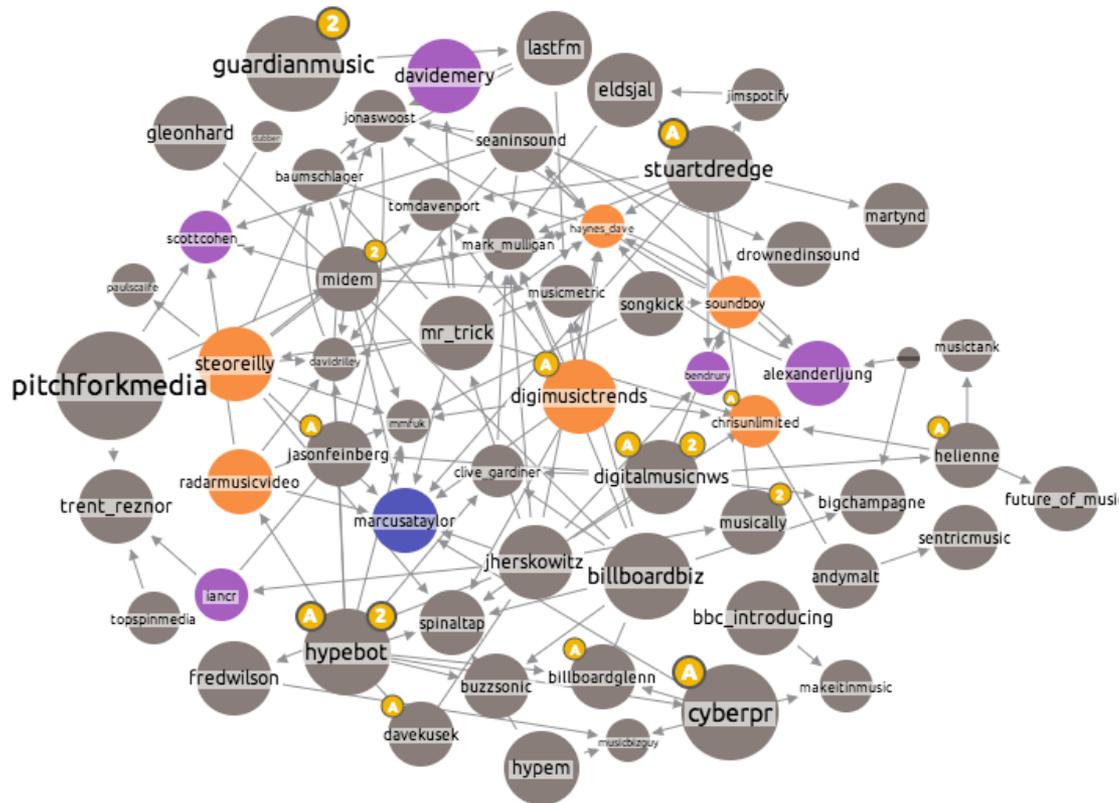


% of referred traffic by social network

■ Twitter ■ Facebook ■ Google+



Sharing content - who are the influencers?



To the left is a visualisation of the most socially influential Twitter profiles in the music industry community. The size of each circle indicates the relative influence a Twitter profile has, and the arrows indicate who influences who. The definition of 'influence' used in this context is one's ability to change another person's behavior.

Read our full blog post on music industry networks here:

<http://bit.ly/14STwSS>

Q&A – What makes a great piece of content?



“Great content connects concrete details to the bigger picture. That's why case studies can be a particularly strong form of content marketing. Case studies allow for a satisfying level of detail presented in a larger business context. They can showcase solutions but are most valuable to the reader when the takeaway goes beyond "buy our product.”

- Clyde Smith, Senior Contributor, Hypebot



“As with any decent song, a music-industry article must have a good story to tell. The release of a single or album by an artist who is making a genuine impact on music fans. An artist who has constructive criticisms and sound observations to make when challenging the industry. A label with strategies and ambitions that are transparent and open (so rare, when it happens, it makes a great narrative). The application of technology to move the industry forward: from a new recording technique, an innovative live-performance spectacular to the ability to calculate an artist's popularity. Gossip is easy. Dig deep in the research, if there is a story to tell, it will be found.”

– Juliana Koranteng, MediaTainment Finance / Billboard Magazine

About the author

Venture Harbour are a digital marketing agency who specialise in supporting companies in the music, film, and game industries with their content, search, social, and mobile marketing strategies.

To discuss how Venture Harbour can help you grow online, please get in touch:

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