



A DETAILED LIST OF DIGITAL
MARKETING TOOLS & RESOURCES
TO MOVE YOUR BUSINESS
FORWARD.

ESSENTIAL DIGITAL MARKETING TOOLS FOR GROWING BUSINESSES

**SPEND LESS TIME ON SOCIAL MEDIA BY
IMPLEMENTING A SOLID DIGITAL
MARKETING STRATEGY THAT HELPS GROW
YOUR BUSINESS.**

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THE AIMS OF THE TOOLKIT

This Toolkit aims to provide a filtered and quality checklist of tools that offer musicians the best functionality for real world usage.

HOW THE TOOLKIT IS STRUCTURED

The Toolkit is broken down into key sections for each of the core digital channels/disciplines:

Social Media
Website Development
Content Marketing
Email Marketing
Music Distribution
Paid Advertising
Data, Insights, & Analytics

Each tool has a brief description and most are free.

Introduction:

As an innovative digital marketing agency, the most popular component of our consultations are what are the resources and tools available. Clients often ask for a list of these resources and over the years we have created a number of blog posts to point out these tools. However the tools change and there are always new ones appearing. For this reason, we've decided to put together this definitive list. We'll keep this list updated and will aim to add new resources and tools that we think are worthy of inclusion as we come across them.

1. Social Media

Managing social media is difficult and it takes time. Here are several tools that requires less time managing social and dedicating that time to your music.

Hootsuite

<https://hootsuite.com>



Hootsuite allows you to manage multiple social media platforms from one dashboard. Provides functions such as scheduling and team assignments, with plans ranging from free to enterprise. Hootsuite offers stats of your social networks.

Buffer

<https://buffer.com>



Similar to Hootsuite, Buffer allows you to manage multiple social media platforms from one dashboard. Buffer offers stats of the posts you've published.

FLXR Social

<https://flxr.co>



The social media managing tool that helps you manage the top leading social platforms. This sleek new platform even has tools such as visual planners for Instagram, engagement tools, and analytics.

2. Website Development

With your own website you control the experience. You determine what your fans see and when they see it. Here are the most common website building platforms that are artist friendly.

Squarespace

<https://squarespace.com>



SQUARESPACE

Squarespace empowers millions of people – from individuals and local artists to entrepreneurs shaping the world’s most iconic businesses – to share their stories and create an impactful, stylish, and easy-to-manage online presence.

Wix

<https://wix.com>



Wix is a cloud based web development platform that allows users to create HTML5 websites and mobile sites through the use of online drag and drop tools.

Weebly

<https://weebly.com>



Weebly is very easy to use and similar to Wix through simple drag and drop tools. User-friendly.

3. Visual Content Marketing

Visual content marketing must do one, if not all three - Document, Educate, or Entertain. Here are some resources to make visual content marketing less time consuming.

Canva

<https://canva.com>



An easy to use online graphics editor, with huge amounts of templates, including a wide range of social media options. Design album art, graphics, concert flyers, infographics, brochures and more.

Unsplash

<https://unsplash.com>



Beautiful, free images and photos that you can download and use for any project. Better than any royalty free or stock photos.

Pexels

<https://pexels.com>



Pexels provides free stock photos and videos that are available for personal and commercial use.

4. Email Marketing

Email marketing is the use of email to promote your business. It is used to cultivate relationships with potential audience members, keep current fans informed and updated on your brand. Here are the two most common Email Service Providers (ESP) available.

Mailchimp

<https://mailchimp.com>

Low cost and highly versatile ESP that also offers a free version if you have a limited size email list. They also have a range of free email research and email templates that anyone can use.



Constant Contact

<https://constantcontact.com>

Solutions include email marketing, event marketing, social campaigns and reporting, survey management and offer management.



5. Music Distribution

Distribute your music digitally as many places as possible to reach your listeners in every place possible. These are the most common independent online music distribution companies.

Distrokid

<https://distrokid.com>



DistroKid is a service that musicians use to put music into online stores & streaming services. These include iTunes, Spotify, Apple Music, Google Play, Amazon and more. DistroKid collects royalties & payments, and sends 100% of these earnings to artists.

CD Baby

<https://cdbaby.com>



CD Baby is an online music store specializing in the sale of CDs, vinyl records, and music downloads from independent musicians to consumers.

TuneCore

<https://tunecore.com>



TuneCore is a New York-based independent digital music distribution, publishing, and licensing service.

6. Paid Advertising

Reach new fans and customers through paid ads on Google, Facebook, & Instagram.

Google Ads



<https://google.com/ads>

Google Ads is an online advertising platform developed by Google, where artists/managers/labels pay to display brief advertisements, product placements, video content and generate mobile application installs within the Google ad network to web users.

Facebook/Instagram Ads



<https://facebook.com/advertising>

Facebook ads are paid messages from brands that are written in their voice and help reach the people who matter most to them. Create campaigns that have specific goals.

7. Data & Analytics, (Who's Your Audience)

Use the common tools and resources to understand who your targeted fans are and their behaviors.

Google Analytics

<https://google.com/analytics>

Get a deeper understanding of your listeners. Google Analytics gives you the free tools you need to analyze data for your music in one place.



Facebook Pixel

<https://facebook.com/business>

Facebook Pixel collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.



Spotify Analytics

<https://analytics.spotify.com/>

Spotify now offers users the ability to deep dive into insights about how well their music is performing and gives access to valuable listener data.



8. *Outsourcing & Virtual Assistants*

Find virtual assistants to help with busy work that takes up enormous amounts of time.

Fiverr

<https://fiverr.com>



Fiverr is the world's largest freelance services marketplace for lean entrepreneurs to focus on growth & create a successful brand at affordable costs.

Upwork

<https://upwork.com>



Similar to Fiverr, hire top-quality freelancers for your next project from the largest and most trusted freelancer site.

Feedback & Recommendations

This Toolkit was created to inform you about the MANY tools & resources available to help you grow your brand, learn your audience, while saving money and time. If there are current tools that have been beneficial for you, I'd love to know about them. Please contact us by emailing me at Hello@TimelessMedia.Co.

About Timeless:

Timeless Media is an innovative digital agency specializing in performance driven advertising and strategy that provides tangible results. We develop and execute highly customized digital strategies focused in search and paid marketing, social media, content marketing and audience development.

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