



**MY  ART**  
ArtSourcing Unleashed™

# Marketing Tips For Performers

**Actor by night**



**Director of Marketing for MyPart by day**



# How Do I Market Myself As A Performer With A Limited Budget?



# Having A Website Is Key

- This is the holy grail of your online presence
- You need to be searchable by engines like Google, Bing, etc.
- You can get a free website through platforms like: Wix, Weebly, and Squarespace
- Each free website offers numerous templates
- **BE UNIQUE; WHAT MAKES YOU DIFFERENT FROM THE CROWD?**



# Having A Website Is Key Con't

## Do

- Remove the website name in your header:  
[www.wix.com/johndoeperformer](http://www.wix.com/johndoeperformer)
- You will need to purchase your domain name i.e. your personal website link:  
[www.johndoeperformer.com](http://www.johndoeperformer.com)
- Create custom tabs:
- Media, News, Press, Resume (if actor), Photos
- Have a current news section as homepage
- Always have a Call To Action you can click through for link to tickets to your show, etc.



# Having A Website Is Key Con't

## Don't

- Have links that do not work properly
- Have photos that do not represent the type of person you want to showcase
- Include links to your Social Media "IF" you have any content you wouldn't want professionals to see
- Write info for the sake of filling space; it has to be important if it is there!



# Utilize YouTube, Soundcloud & Vimeo

- Have professional (studio quality) video footage of yourself performing
- Have Audio recordings of you performing
- YouTube and Vimeo are the go to tools for video performance footage or demo footage
- Soundcloud is the go to website to promote your audio music tracks & demos

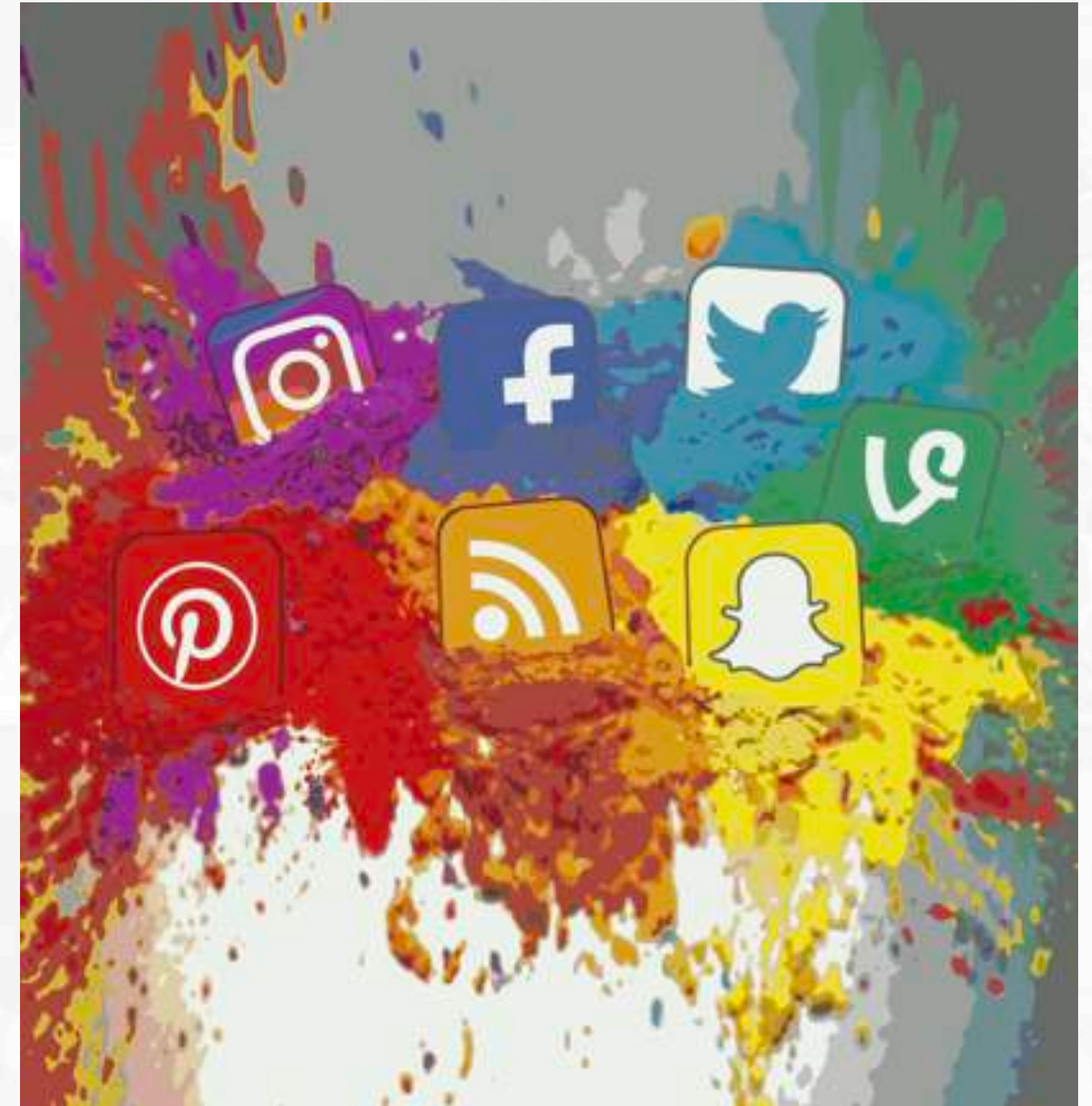


*vimeo*

You **Tube**

# Social Media

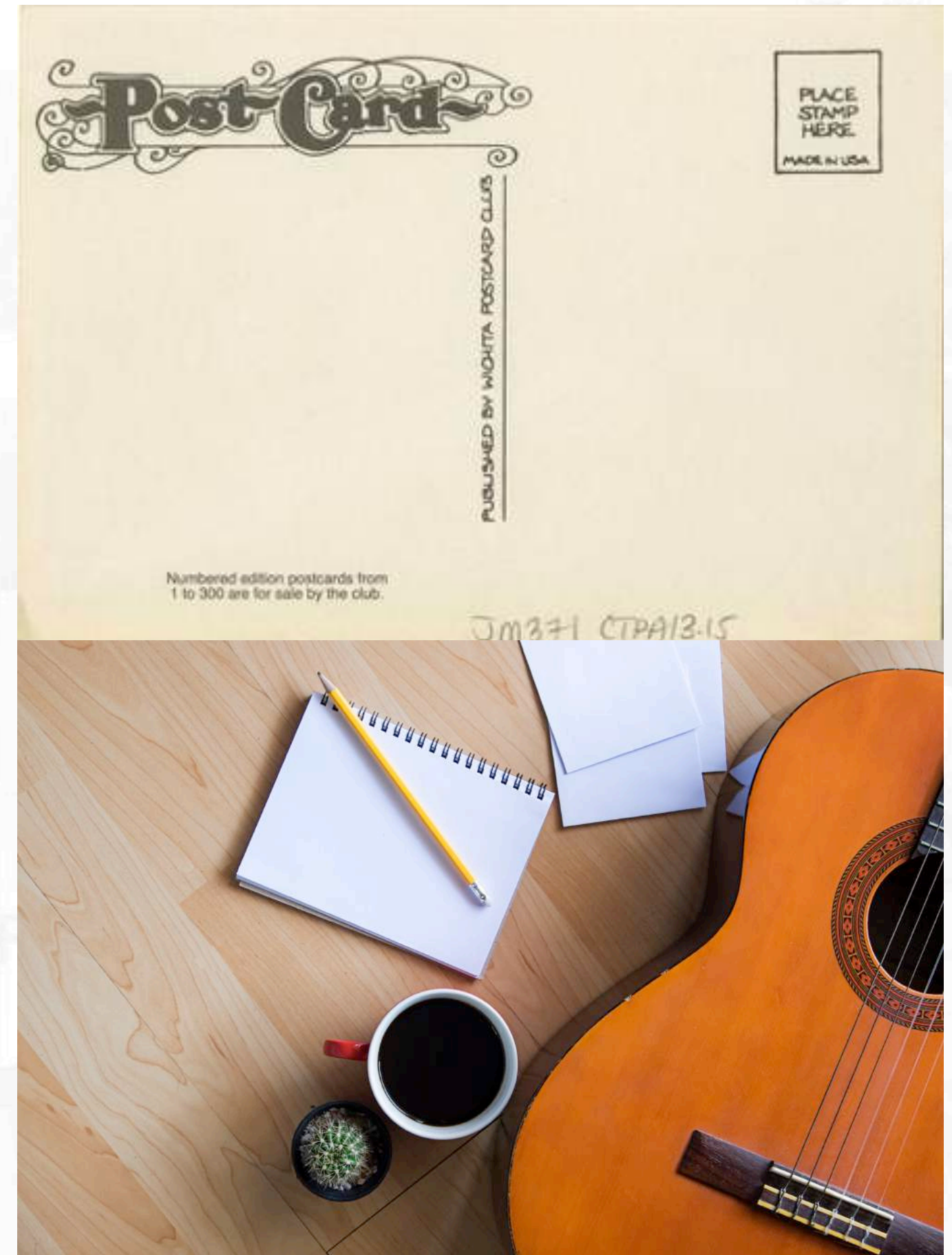
- This is quite obvious but there's more to it!
- Having online presence isn't merely enough
- Constantly promote yourself on social media
- Build your brand
- Have a presence on Facebook, Instagram, Snapchat, Twitter, etc.
- Engage with your fans/followers
- Have updates on what you are doing in your posts and stories!
- Surprise announcements and building hype for upcoming events or projects are always exciting!





# Old Fashioned Is Good

- Old fashioned ways are still relevant!
- Managers, Casting Directors, Record Labels, etc. they all prefer postcards!
- Their email inboxes are cluttered on a daily basis: don't get lost in this clutter!
- Make sure postcard has professional photo of you on the front, your contact info, and link to your website
- Make it BRIEF and get to the point!
- Postcards are cheap and only cost \$0.35!
- Invite to your shows, and entice with free things: tickets, food and drink is on you, cover charge is free, etc.



# Write & Maintain A Blog

- Blogs are free, and relatively easy to create and maintain
- WordPress is a good tool for this
- Create new content on your blog that is specific to you and your brand!
- Have a theme to your blog
- Be consistent with your blog
- Have a link to your blog on your website, business cards, etc.

