

Marketing for Composers

Identifying Your Distribution Channels Worksheet

If the definition of marketing is the process of getting your music in front of your audience then it's vital that you know all the channels of distribution your audience uses to get their music. Once you know what those distribution channels are you can work on getting your music in those channels. The research you did on your audience should help you with this process.

When examining the distribution channels your audience uses there are three questions to consider:

1. How can my music reach my audience?

The ultimate goal of marketing your music is to get your music in front of your audience. I promise you that your audience takes advantage of multiple distribution channels. Identify those channels.

2. How much do the players in each distribution channel profit?

In some of the distribution channels there are multiple parties, businesses, or organizations that move the music along. Each involved party makes some level of profit in order to keep the music within the distribution channel and to reward themselves for their work. Who are all the players? This is as equally true for live music as it is for recorded music and sheet music.

3. Who holds the power in each distribution channel?

Each distribution channel, with perhaps one exception—the internet, has gate keepers. The gate keepers hold the power of the distribution channel and can decide which music gets passed through. Once you know who the players are you can 1) choose to bypass them by using a different distribution channel, or 2) know who to speak with and approach about getting your music into the distribution channel.

List all the distribution channels your audience uses and answer the three questions above.