TrafficForBeats

Traffic Training For Music Producers

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Tools to Create Your Own Beat Selling Website

WordPress – If you own a website, then you must have heard of WordPress. WordPress is the best website builder online today and the best part about it is that it's FREE. We use WordPress in conjunction with optimize press to build beat selling websites in minutes – and you can too!

Bluehost – If you're going to create a beat selling website, you will need a hosting service for that website. Bluehost is a cheap, affordable hosting company that will fit your needs.In addition, the WordPress site builder is already inside the bluehost panel.

Optimize press – This is my favorite tool for creating quick websites, opt in pages, membership sites, sales pages, and more. Use this plugin along with WordPress and it will make it really simple to create sales pages for your beats in a hurry without paying thousands to a website designer.

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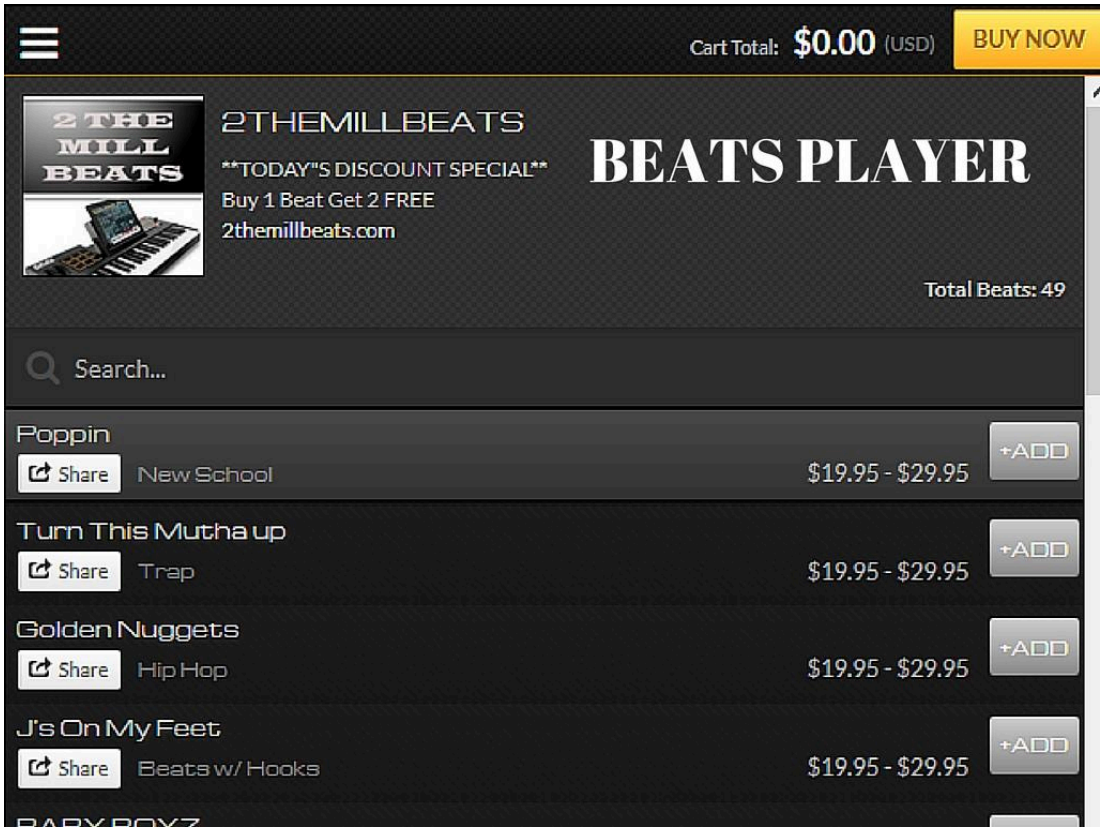
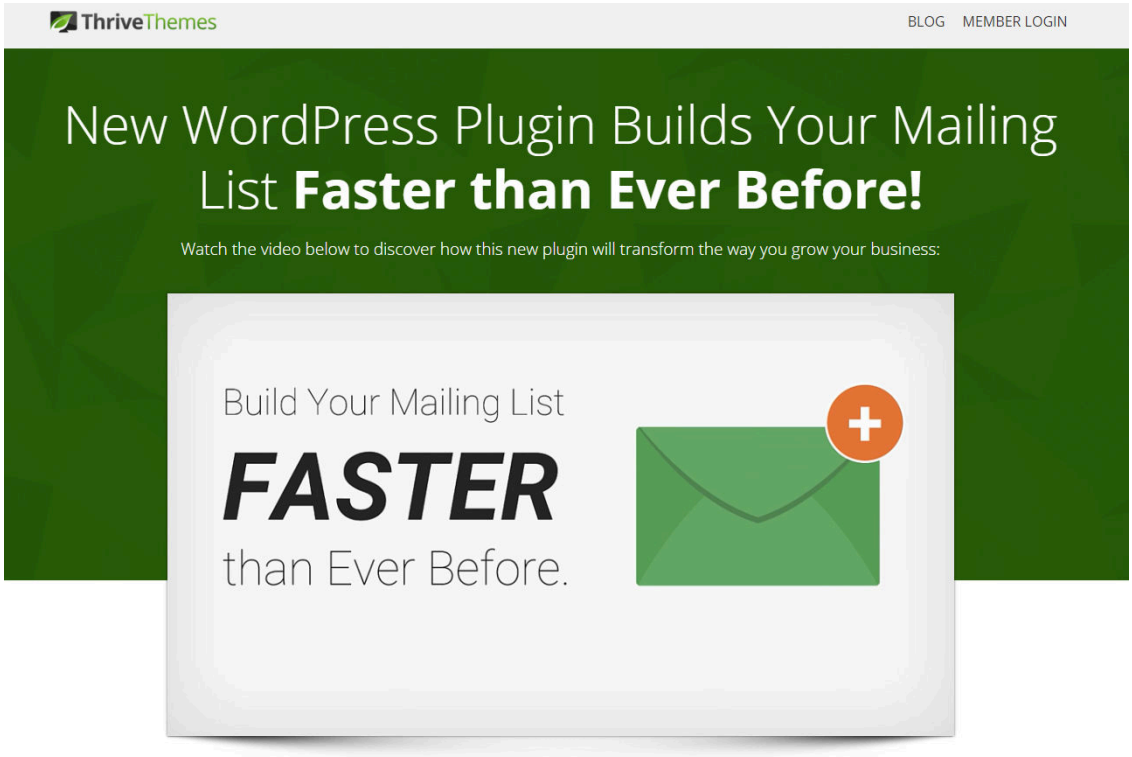
Myflashstore – This is the best service for uploading and selling your beats on autopilot. They do all the transactions for you and have added tons of new features that are really great. All you have to do is upload your beats and copy the html code of the beat player to your website and you're ready to sell beats.



Tools to Sell Beats With Email

Aweber – By far the most important tool that I use to promote my beats, product, and services is Aweber. This should be the first step you take for your business if you want to sell beats online at a consistent rate. Start building that email list from day 1 and use a service like Aweber to manage your list of email subscribers.

Thrive Leads: Are you using your blog to sell beats? If so, this WordPress plugin is a must have to add new music artists to your email list using pop up/opt in forms throughout your blog post. This is like a mini version of leadpages but without the high cost of the $37 per month fee. Try it out; it's well worth the small investment.



Tools for Testing and Tracking

Google Analytics – Get a deep insight into your website visitors using google analytics. You can – and should – find out where your traffic is coming from, what pages they are clicking on, and how long they are staying on your website. You can also set up website conversions with google analytics.

Click Magijic - is one of my favorite tools for tracking my conversions for my beat pack products, music promotion services, drum kits, etc.

If you're doing paid advertising using Facebook, banner ads, solo ads, or google adwords you will have to track all that traffic to see which one is bringing the most sales and subscribers. It also provides additional data that is hard to track using google analytics.

Accurank Tracker – My favorite tool for tracking all my keywords that I'm trying to rank for on google. This tool will help you take a look at what keywords you need to work on to get to that elusive first page on the google charts.

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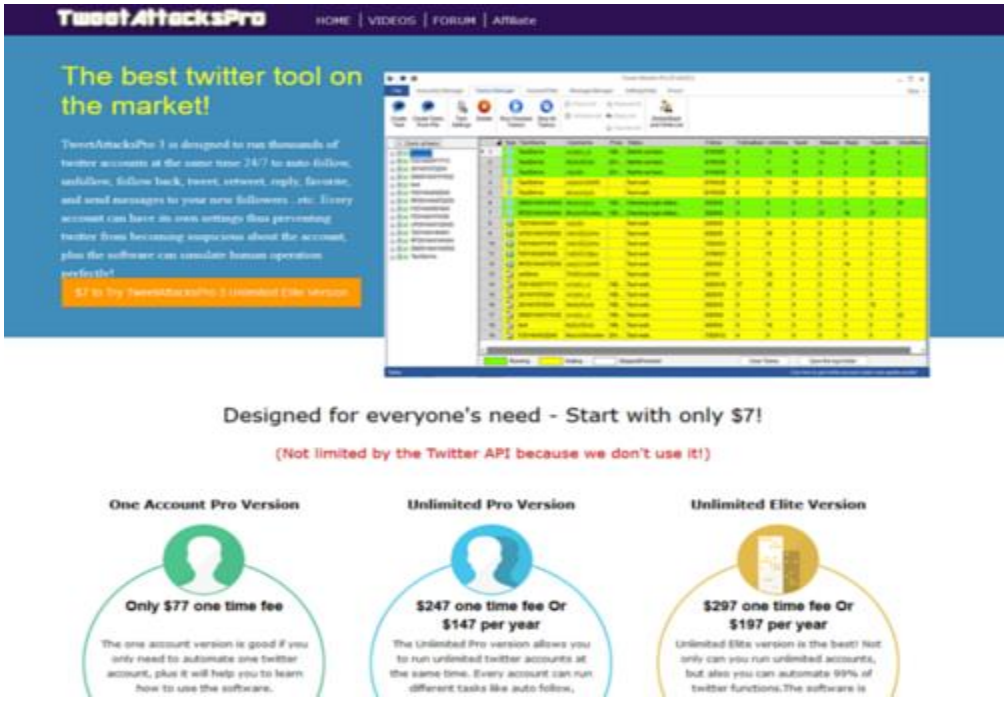
Social Media Tools I Use to Sell More Beats

Bufferapp – Do you spend most of your day on social media trying to sell your beats? I don't and it's because I use this app to send my tweets, Facebook updates, Google plus, and LinkedIn posts on autopilot. Pre-schedule all your updates for a week. It only takes a couple minutes a day and, believe me, you won't have to worry about spending most of your time on social media.

Tweet Attacks Pro – TAP does the same thing that Manage flitter does, but does it on autopilot. If you don't have the time to follow and unfollow users every day, then tweet attacks pro is the software that will help you grow your fan base on Twitter without lifting a finger. Just create your settings and let the software do the job for you.



Click to Tweet – If you're creating great content on your blog, having click to tweet boxes throughout the articles is a great way to get the visitors to retweet specific quotes from your article.

Post Planner – Want to promote your beats everywhere on Facebook? Then post planner is the tool to get the job done for you. Schedule posts for your pages and groups. It's like having a Facebook marketing team behind your music production business.

Tube Assist – This is the tool I use to rank all my YouTube videos. Tube Assist will help you get more views and subscribers on YouTube. Those inside traffic for beats already know how I use this tool on a daily basis to generate tons of traffic to my beat selling website.

Video:

Camtasia Studio - My #1 tool for creating all my videos it Allows you to easily record your screen.

iMovie / **Windows Movie Maker** - Free for screen- capture software.

Wistia –This service is top notch. It allows you to host your videos and create video players all in one.

Bonus Tools

Facebook Ads - This is my favorite (highly-scalable) on-demand traffic source. Our best-performing ads are Sponsored Stories that appear in the News feed.

BuySellAds.com – Purchase ads that go live within 24 hours

20 Dollar Banners - Need banners for banner ad advertising? This is by far the best company to get them designed from.

Soundgine- Great beat player if you're looking for another option besides myflashstore

SocialOomph.com – Allows you to automate your tweets, Facebook posts, LinkedIn updates, and more!

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