

# 20 WAYS TO PROMOTE YOUR BEATS ONLINE



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## 1. Send An Email To Your Subscribers.

Email is the HOLY GRAIL of selling beats online. It allows you to build instant momentum to EVERY instrumental that you make.

It's a bit like holding a magic wand. With the push of a button you can send thousands of visitors to your latest beats, your latest services, your latest YouTube video, or ANY other page for that matter. Email beats ALL.



The best email service provider hands down is [Aweber](#). You can set up automatic emails that will go out every day on auto pilot for you. This is my #1 tool that I use to grow and manage my email list.

## 2. Share your beats on Twitter.

Twitter is a hot spot for sharing and spreading your beats and services. It's one of the first places that we share our latest beats to. But there are also some cool tips and tricks you can use to maximize the traffic and exposure of your tweets.

### Quick Tips:

- First, include a great image with your tweet. Which allows you to immediately stand out in the Twitter feed. **Recommend Image Size:** 1024px x 512px (You'll need a minimum of 440px x 220px for your image to appear expanded.) See: [Canva](#)
- Also be sure to ask for retweets in your post.

## 3. Schedule 10-20 additional tweets to go throughout the week.



You can automate this using [Buffer](#), one of my favorite social media tools. This allows you to reach more of your audience and hit multiple time zones. But be sure to use different headlines and hooks for each tweet.

#### **4. Share your beats on Facebook.**



Facebook is our top social media traffic referral. And although many people are claiming that the “sky is falling” from decreased organic reach in the News Feed.

The fact of the matter is... regardless of which social media platform you’re using, you’re never going to get 100% of your followers to see ALL of your post.

That being said, Facebook is STILL one of the best places to promote and share your content.

And it’s at the top of our list :)

To get the most out of your Facebook post, be sure to include a BIG, eye-catching image. The recommended image size is 1200px x 628px. This ensures that your image shows up nice and clear in the News Feed.

#### **5. Post to any relevant Facebook Groups.**

If you’re active in some related Facebook groups, you can share your latest beats with the group. Just remember to do it sparingly. And above all, make sure you’re providing VALUE to the group FIRST before you share any of your own beats and services.

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## 6. Share your Beats with 3-5 Google Plus Communities.



Google Plus Communities are the 'secret sauce' inside Google Plus.

They're basically large groups of people based around common interests. Kind of like mini-forums.

First, start engaging with 5-10 related communities. By this I mean joining in on the conversation. Adding value. Voting up OTHER music artist latest songs and releases.

Like any social media platform – you need to provide VALUE first.

Engage first.

Then, whenever you have a really good instrumentals that you'd like to share – simply post a link to your favorite 5-10 related communities.

Then sit back and watch the traffic roll in :)

That's the beauty of this particular strategy. You don't need thousands of followers to tap into existing traffic.

## 7. Share your beats in related LinkedIn Groups.

LinkedIn Groups are kind of like Google Plus Communities. They're mini-forums centered around a specific topic. Plus, there are a LOT of interesting conversations going on in these groups.

Find related groups related to music and start engaging! Comment on other people's posts and latest songs. Add value. And whenever you have a great instrumental, you can start a conversation and share it in a few of your favorite LinkedIn Groups.

## **8 . Pin your latest beats or services to the top of your Facebook Wall.**

Anytime you have a special discount package on beats or promotion, be sure to “Pin” it to the top of your Facebook Wall.

## **9. You can do the same thing on Twitter.**

Pin your latest special discount package on beats or promotion to the top of your Twitter Wall.

## **10. Use popular hashtags in your tweets.**

This should be used sparingly. But it can be a great way to get additional exposure on sites like Twitter and Google Plus. You can use RiteTag.com to help choose the best hashtags.

## **11. Place links in the middle of your tweet.**

Research has shown that links placed about 25% of the way through a tweet receive much higher clickthrough rates than links placed at the end of a tweet.

## **12. Include a retweet link in your emails.**

You can include a retweet link directly in your email so that your subscribers can easily share your beats with just one click. You can do this using a cool tool called [ClickToTweet.com](http://ClickToTweet.com).

## **13. Facebook Post Swaps.**

Here's a fun twist on the traditional ad swaps. You can partner with related beatmakers and help share each other's content. You share their beats via a Facebook post in exchange for them promoting your beats to their Facebook audience. It's a win-win.

## 14. Tweet Swaps.

Same idea here. You can partner with other beatmakers to exchange tweets. This helps both of you to reach a new, extended audience

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## 15. Promote your Beats using Twitter Ads.

Twitter allows you to promote your Beats directly inside the Twitter News feed.

You can target your ad to be shown to the followers of specific accounts. So for example, I can show my tweet ONLY to people who follow Datpiff, Live Mixtapes, and Hotnewhiphop.

I can also target by location, age, and gender.

This allows you to get your Beats in front of some highly targeted traffic.

They also make it super easy to split-test 3-4 tweets to see which one performs best.

Another really cool feature that I LOVE about the Twitter Advertising platform is they will actually tell you how all of your different targets are performing.

So if I'm targeting followers of @datpiff, @livemixtapes, and @Hotnewhiphop Twitter will tell me the conversion rate for EACH individual handle.

So now I can tweak my ads for even better performance.

I would be great if Facebook implemented this feature :)

Plus, Twitter also has the added benefit of potentially having a Tweet go viral.

If you're just getting started with paid advertising, Twitter makes it super easy to dip your toe in.

## **15. Promote Your Beats Using a Facebook Ad.**

Facebook offers some of the most targeted traffic online.

You can target music artist who love rap music and are under 30 years old if you wanted to.

On Facebook, the sky is the limit.

If you have great beats, it deserves an audience.

And Facebook ads are one of the fastest and most cost-effective ways to do that.

## **16. Promote Your Beats On Other People's Websites**

This is what will call Media Buys.

Find a website that you know your target audience (music artist) hang out at and contact them for banner ad advertising or look for an "advertise link" on the website.

Start promoting your beats where the artist are at.

If you need banners of all shapes and sizes you can contact [20dollarbanners.com](http://20dollarbanners.com)

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I believe in SEO.

That means that my primary focus is on creating GREAT content that will generate music artist to my blog which will direct them to my beats.

That's what Google wants most.

But there are also a few key things you should be doing to optimize your site (and your pages) in such a way that Google is more likely to reward you with traffic and high rankings.

## **16. Keyword Optimize Your Post.**

One of the most important things you can do to optimize your blog post is to use a keyword-rich title.

Now, keep in mind here I am NOT talking about keyword stuffing.

I'm talking about making sure you have a title that includes the main keyword phrase that you'd like to rank for. Wrapped in an irresistible headline.

Here are a few examples...

The Music Promotion Guide to Success  
10 Ways Artist Can Promote Music On Youtube  
20 Strategies To Sell Music Online

I personally like to make sure that the main keyword phrase gets at least 1,000 searches per month in Google.

If you're looking for a few keyword research tools, my #1 recommendation is [Long Tail Pro](#). I also like to use SEMRush.com to quickly find the search volume for a specific keyword.

## **17. Include a Video promoting your Beats INSIDE Your Blog Post.**

It's no mystery that Google is looking for high-quality content.

One of the ways they measure quality is by how long someone stays on your website.

And one of the best ways to keep people on your site longer is to include a video inside your content. People simply can't resist clicking that little "Play" button.

## **18. Link to Related Articles at the END of Each Blog Post.**

You can do this quite easily using a WordPress plugin like [YARPP](#) or [Related Posts by Zemanta](#). This is an easy way to keep people on your site longer AND provide extra value.

## **19. Make Sure Your Site Runs Fast.**

Site speed is a factor that Google uses in their algorithm.

Their goal is to create the best possible user experience. And if your site loads slowly and they bounce back to the search results, they look at that as a sign of low-quality.

So be sure that your site loads quickly!

If you're using WordPress (which I hope you are :) you can use a plugin like W3 Total Cache to dramatically speed up your load times.

Also make sure that you optimize all of your images. Photos can really slow down your load times. But you can easily reduce the file size of any image using a tool like [Kraken.io](#). They have a WordPress plugin as well.

## **20. Put relevant keywords in your image "Alt" tags.**

Don't forget your images can be searched too! So be sure to put relevant keyword phrases in your image alt tags. It also helps to put one in the filename. This will improve your on-page SEO but it can also increase your traffic from Google's image search as well.



Brought to you by: Hector "H.R" Ramos

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