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Promotion

There's a saying in France that goes something like "you might know how, but how many people know you?" You might produce the best music or put on the best event in the world, but if nobody knows about it, it's not much use. This is a short review of the various channels and promotional aids available to you.

These days, promotion is mainly done via the internet

Sites such as Resident Advisor (with its schedule of events by city and annual rankings of DJs and international clubs), and sites belonging to brands that are active in electronic music: Red Bull Music Academy, Villa Schweppes, amongst others.

Streaming platforms are also very prominent now: SoundCloud, MixCloud, BeatPort, etc. **Social networks** act as a sounding board. Posting and re-posting your songs and mixes and keeping in contact with your fans on Facebook, Twitter, Instagram, and Snapchat has become essential.

But the holy grail of visibility is now the playlists put out by streaming platforms such as Spotify's Fresh Finds - one of the most influential playlists, to the point that they are now replacing traditional marketing media for record labels. Placement of your work on these lists involves a particular method that your record label or digital distributor (eg Believe or Idol) follows if you are lucky enough to have one.

La promotion sur internet

Aujourd'hui la promotion se fait essentiellement sur internet. Les médias traditionnels (presse, radio, télé) couvrant les musiques électroniques sont peu nombreux et ne couvrent pas toutes les esthétiques électro.

Dance Music et médias traditionnels

La Dance Music est celle qui bénéficie des médias traditionnels les mieux établis, pour les tubes principalement en radio avec NRJ, Fun radio ou Virgin Radio et via quelques passages télé. La techno et la house et tous les genres plus underground peuvent s'appuyer sur quelques magazines spécialisés (DJ Mag, Trax ou Tsugi) mais de manière générale ne passent quasiment pas en radio (à l'exception de FG à Paris et de quelques émissions spécialisées sur les réseaux Campus et Férarock).

Web radios et scène émergente et locale

Les web radios se développent à l'inverse de plus en plus en soutien à la scène émergente et locale : Fip autour de l'electro, Hôtel Radio, Le Mellotron, Lyl Radio, Rinse FM, Tsugi Radio, Radio Meuh, Radio Piiaf ... offrent de vraies tribunes d'expression aux musiques électroniques et à leurs artistes.

Plateformes de streaming

Aujourd'hui **les plateformes de streaming sont incontournables :** Soundcloud, Mixcloud, Beatport... Auxquelles **les réseaux sociaux** servent de caisse de résonnance. Poster, reposter vos morceaux et vos mixes et entretenir le lien avec vos fans sur Facebook, Twitter, Instagram, Snapchat, est devenu indispensable.

Mais le Graal de la visibilité, ce sont désormais les playlists des plateformes de streaming (comme Spotify Fresh Finds, une des playlists les plus influentes), au point de remplacer chez les labels la promotion auprès des médias traditionnels. Ces placements requièrent un travail spécifique, assuré par votre label ou par votre distributeur numérique (Comme Believe ou Idol par exemple), si vous avez la chance d'en avoir un.

L'essentiel se fait donc sur Internet, avec des sites comme Resident Advisor (son agenda des sorties par ville et ses classements annuels des DJ et des clubs internationaux), les sites des magazines DJ Mag, Trax et Tsugi auxquels s'ajoutent ceux des marques actives dans les musiques électroniques : Red Bull Music Academy, Villa Schweppes...

A lire :

- Avec « Track ID », les plus grands DJs dévoilent leurs playlists sur Spotify
- Comment TikTok a bouleversé l'industrie musicale
- En tant qu'artiste, peut-on vivre du streaming musical ?

The role of press officer

When it comes to releasing an EP, album or festival schedule, employing a press officer can be a real bonus. The press officer's contacts, media knowledge and relationship with journalists guarantees much higher exposure than if you try to do it yourself in isolation, with none of the right contacts.

This can obviously cost anything from a few hundred to several thousand euros, depending on the size of the project and the promotional campaign. Contact several press officers and weigh up the pros and cons of their costs against projected benefits.

But be aware, promotion is not an exact science! The press officer's fee does not guarantee you'll get any media coverage. So, contact someone who's been recommended to you and who has a good reputation in your particular musical genre. Personal recommendation is often the best.

International promotion platforms

As well as distribution platforms, which also serve as a promotional tool (BeatPort, DeeJay, Juno etc.), there are platforms dedicated to promotion via media and DJs, such as PullProxy, Tailored Communication, Whatpeopleplay (a digital download store and promotional platform combined).

Often based in England or Germany, these platforms are responsible for distributing your releases (maxi-singles, EPs and albums) and planning your festival schedule, using contacts from an extensive international network of media and DJs.

You must communicate with them in English, usually by email, and the relationship you have with them is obviously less personal than with a press officer. But they do enable you to expand your audience abroad.

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MORE INFORMATION:

Websites

- Red Bull Music Academy
- Resident Advisor

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International promotion platforms

- Pullproxy
- Tailored communication
- Whatpeopleplay