



- What is Marketing?
 - "Putting the right
 product in the right
 place, at the right price,
 at the right time."



- Marketing is an ART!
 - Marketing Mix
 - Product
 - Price
 - Promotion
 - (P) Distribution / Place



- What is Branding?
 - How do you want to be perceived?
 - What should your audience expect?
 - Apple, Southwest,Eminem, Rick Ross



How much is your success worth?

➤ Time?

➤ Energy?

➤ Money?



- "Free" Marketing
 - ➤ Time & Energy (+ Creativity)
 - Social Media + Youtube
 - Word of Mouth
 - Footwork
 - Physical
 - Digital



- Paid Marketing
 - ➤ The Holy Grail
 - DON'T SLEEP!



- Paid Marketing
 - Website
 - Newsletter
 - > Influencers
 - ➤ Ads
 - Beyond 82% of the

reason I'm successful



- Website
 - ➢ HOME OF EVERYTHING
 - Music
 - Videos
 - Merch
 - Events
 - Email List



- Newsletter
 - ➢ GET ONE NOW!



- Influencers
 - Not necessarily social media
 - Not necessarily music
 - HUGE dividends

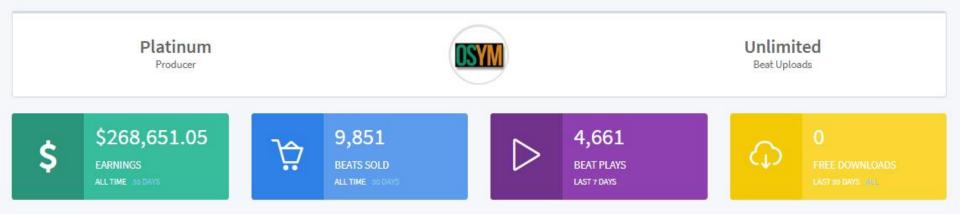


- ❖ Ads
 - Game Changer
 - No...SERIOUSLY



AIRBIT

Dashboard



SOUNDCLICK

