

A385_2017AbstractSheehanRyan

Abstract

This research project covers the Internet, social media, and other forms of digital media that independent and small label music artists can use to promote themselves and their music. This paper explains aspects of the music industry, music streaming and how it works, the differences between being on a record label and being independent, artists who have been successful without the help of a record label, and marketing strategies that artists can employ to promote their music. This project is informative and can be of use to musicians, music students, business students and professionals and anyone else who is interested in marketing and how it used in the music industry.

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