

The Hidden Blueprint.

All of the Key Strategies We Use to Blow Up Major Artists.

By JDtheexpert

Table Of Contents

(Click the red titles below to go straight to each subject, Video Versions at the top of each chapter)

[Introduction](#)

[The Main Ingredient](#)

Without This..The Rest Doesn't Matter.

[Blueprint #1: Content](#)

Like it or not, content is key. You can use it to blow up with no money.

[Blueprint #1 Part II: Content Marketing](#)

After you create your content, how do you bring attention to it?

[Blueprint #2: Social Media Advertising](#)

Running ads allows you to guarantee you achieve results.

[Blueprint #3: Seeding](#)

Ever wondered how artists get posted on large instagram pages like SaycheeseTV? This is How.

[BONUS: How We Made A Major Label Artist Go Viral Using Seeding](#)

[Blueprint #4: Influencer Marketing](#)

The power of influence cannot be denied.

[Tying It All Together](#)

All of these strategies have the same goal.

Introduction

Click Play to Watch Video Version of This Section

The purpose of the Hidden Hand Blueprint is to give you real strategies that actually have been proven to work at a high level when it comes to music marketing.

These strategies have been successfully implemented by our team to promote some of the biggest stars in the industry.

After countless campaigns & tons of testing, we know that these methods of music marketing work.

No matter if your budget is \$1 or \$100,000, there's something within the blueprint that can work for you..

IF... You have the main ingredient.

We'll explain that ingredient in the next section.

This guide is concise & straight to the point. No need for a bunch of bullshit filler. Be sure to watch each section's video for a more in-depth breakdown of each topic. Then refer back to the text in each section whenever you need.

With that out of the way, let's get to part one.

The Main Ingredient

Without This..The Rest Doesn't Matter.

Let's get straight to the point.

If your music is not good, nothing else in this blueprint works.

It's really that simple. If your music is not enjoyable, it doesn't matter how much you market it, it won't work.

Coca-Cola has a multi-million dollar marketing budget, but if they create a soda that people think tastes terrible, the product will fail. No matter how much money they spend marketing it.

So the main ingredient needed for the best results using these strategies is..**Good music.**

But.. What is defined as “good music?”

It's subjective.

BUT...here's one way to look at it.

No matter if you think an artist's music is “trash” or not, if they were able to build a sizable following of people that enjoy it, then that means there's a place in the market for it.

SOMEBODY is enjoying it, a lot of people are. Therefore, it's placed in the box of “good music” in this context.

If the music can bring in a decent sized audience, then that means it's good. (Or at least “good”, in the context of how marketable it is).

Some things to consider when evaluating your music:

1. Do people that you don't know seem to enjoy it?

Seeing what the opinion of strangers is about your music is a good way to tell if you have something special. People that know you may be potentially afraid to hurt your feelings by being honest. This doesn't mean that you can't listen to them, but pay attention to what people that you don't know are saying as well.

There's plenty of ways to get your music in front of people that you don't know.. (more on this later).

2. Do the people that follow you constantly ignore your music?

This isn't an end all be all measurement, but if you have a few hundred or thousand followers, & nobody ever seems to engage with your music content, they may be telling you something..without telling you something.

Now, these people may just not be your target audience, so don't overthink this one, but definitely take it into consideration.

3. Is your music something you would listen to if someone else made it?

This one takes honesty. If somebody you never heard of made your music, what would you think about it? Would you say it's fire, or does it need some work?

Take a moment to be honest with yourself. There's nothing wrong with being confident, but make sure you're not too proud to critique yourself.

Don't always write off negative feedback about your music as "hating" either, sometimes, people are being honest with you.

Things that you should make sure to pay attention to when it comes to your music:

Presentation

Before someone hears your song, they'll likely see the way you present it, so make sure your first impression is a good one. We understand that you have to work with what you have, but still try to look as professional as you can.

Good presentation makes people take you more seriously. Consider these points:

- Is your cover art nice quality, or does it look poorly thrown together?
- Is the visual content you make to your music low quality, blurry, or pixelated? Or does it look clean?
- Does your instagram/social media look like you're a serious artist, or is it filled with random posts & a bunch of irrelevant content?
- Do you have a professional link in your bio such as Linktree, ForeverFan, Toneden, etc?

If you are struggling in any of the areas above, make sure to correct it as much as possible.

What's your mix & mastering sound like on your music?

Sure, everybody can't record in a million dollar studio..but is your music sound quality at LEAST decent?

A terrible mix can ruin a good song concept. So while you don't need the best engineer in the world to mix your music, it needs to be as polished as possible.

There are a ton of [vocal presets](#) out there these days if you are recording at home, so consider purchasing one, or learn how to mix your music to cut costs.

And **YES**.. we know people are blowing up recording songs straight from their phone these days.. So if that's all you have to work with, please continue to do so.

BUT.. if you can afford to avoid it, then do that. We want you to give people as few reasons as possible to ignore you. A terrible mix could make some people turned off to your music completely.

An at home setup doesn't have to cost thousands of dollars to sound good. Check out websites like [zzounds](#) that offer payment plans on music equipment as well.

What's your content like?

We'll expand on this topic in the next section, but after the music, the content is next in what's most important.

If you're shooting music videos, find the person within your budget that has the best quality.

When recording content on your phone, make sure you have a decent camera. iPhones typically have the best quality for social media.

Study what other artists that you enjoy are doing, then consider doing those things in your own way. Be yourself, but study those who are where you want to be.

With that being said, let's get into blueprint strategy one in the next section.

Blueprint #1: Content

Like it or not, content is key. You can use it to blow up with no money.

In today's music industry, if you want to give yourself the biggest chance at success, you need to learn how to create short form content that produces results.

NO, this doesn't mean you need to do dance challenges on tiktok, but making video content to your music is key.

In fact, more artists these days are blowing up from posting & creating their own content than ever before.

[Video content gets up to 1200% more engagement than pictures on social media.](#) So while it is important to post nice pictures every now and then, getting your video content right is the key to growing on social media in today's era.

These videos can be done right from your phone, & they don't have to be anything over complicated.

This is the strategy you're going to want to pay attention to most if you're looking to blow up without spending any money.

Here's some content strategy ideas:

Create these videos, & post them on Tiktok, YouTube Shorts, & Instagram reels. The best thing is you can create one video & post the same content on all three platforms.

Note: These examples are mainly from TikTok, but the same principles apply on both Tik-Tok and Instagram Reels.

You can take any content you create & post it on any social media platform you like. We recommend focusing on TikTok because they show your content to new people for free the most frequently.

We recommend you make content with TikTok in mind, & then post this same content on other platforms as well. TikTok is the easiest platform to grow on for free.

None of these examples will be corny dance videos, it's all around the music.

(Click the pictures in each area below to watch the video examples)

1. Mini Music Videos



“Mini music videos” are just simple, straightforward short videos of you performing your song.

These videos can be as simple or as complex as you would like them to be. Oftentimes, the content that goes the most viral are just videos that people shot on their phone in one take. No fancy editing needed.

Adding lyrics to your videos makes them perform even better, because now people can watch your videos on silent & still be entertained, as well as learn the words to your song.

[Capcut](#) is a great app that you can use to add lyrics, edit, & make content all on your phone. If you have an iPhone, download the app from the app store asap. (They also have a desktop version!)

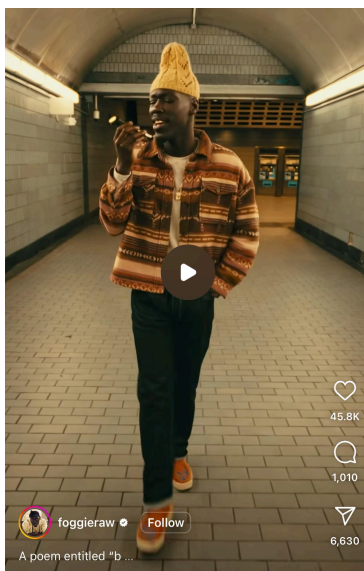
These videos are some of the simplest to make, so if you're not sure where to start, making mini music videos is a great way to test the waters & get used to making music video content.

PRO TIP: An alternative to music videos

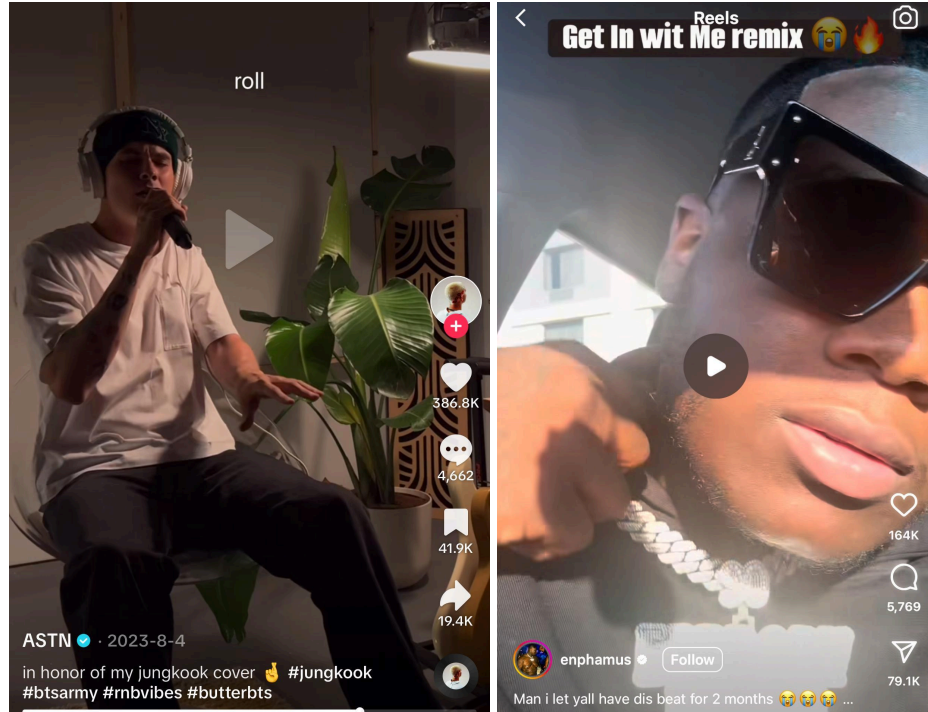
Instead of paying a camera man to create one music video, pay them to shoot multiple short one-take performance clips from different songs. That way, you'll have a ton of high quality content to share on social media, instead of spending a large budget on one video.

You can shoot a full 3 minute song in a one-take video, then edit the 3 minute video into multiple 20-30 second clips from different parts of the song. Boom. Just like that you've turned one video into multiple pieces of content.

A great example of an artist doing this is Foggie Raw, your videos don't have to be as polished as this, but click this below for an example:



2. Cover Videos (Or Freestyle Videos)



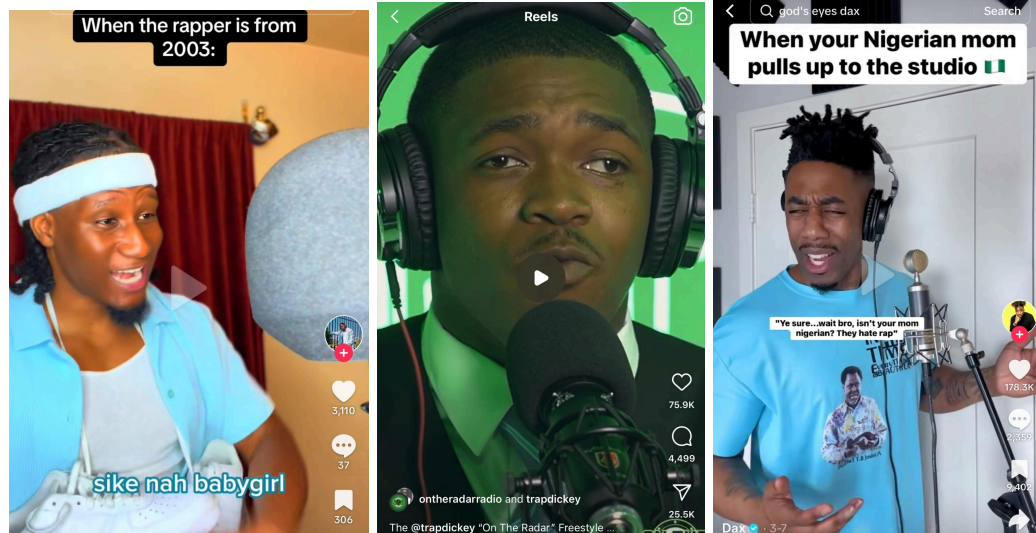
Are you a great singer? Covering popular songs & singing them is a great way to generate attention.

Are you a rapper with catchy bars & flow? Freestyling over trending songs is a classic formula that you can still use today to grab attention.

Once again, these videos can be as simple or as creative as you want. A freestyle or cover sitting in your car can outperform a fancy perfectly edited video, or visa versa.

You really never know what video might be the one to take off, so don't be afraid to try creating different forms of content until you find out what works for you.

3. Skit Style Performance Videos (Or general performance videos)



If you're an artist that wants to show off your personality, skit style content around performing your music can be a great way to do so (see videos 1 & 3 above).

Even if you don't want to showcase personality, performance style videos (like shown in video 2 above) can be a great way to grab attention.

These videos don't have to be fancily edited or shot with a professional camera either. A mic, & your phone will work just fine.

Don't be afraid to try all three of these different style videos we've discussed. The key is to keep experimenting until you find a winning formula.

Once you've shot all of this content, what do you do with it? Let's get into the next piece of this section, content marketing.

Blueprint #1 Part II: Content Marketing

After you create your content, how do you bring attention to it?

Okay, so now that we understand & have some ideas of what content to create, let's get into different ways you can generate & bring attention to your content.

All of these methods can be very effective even while spending \$0 on marketing, combine these efforts with a marketing budget, & you can create a predictable marketing system. (more on this later).

1. Video Hooks

No, not the hook of your song. A video hook is the headline that people see within the first few seconds of looking at your content. Adding these headlines to your video will instantly cause your videos to get more attention.

These headlines get people "Hooked", meaning they become interested in seeing your video.

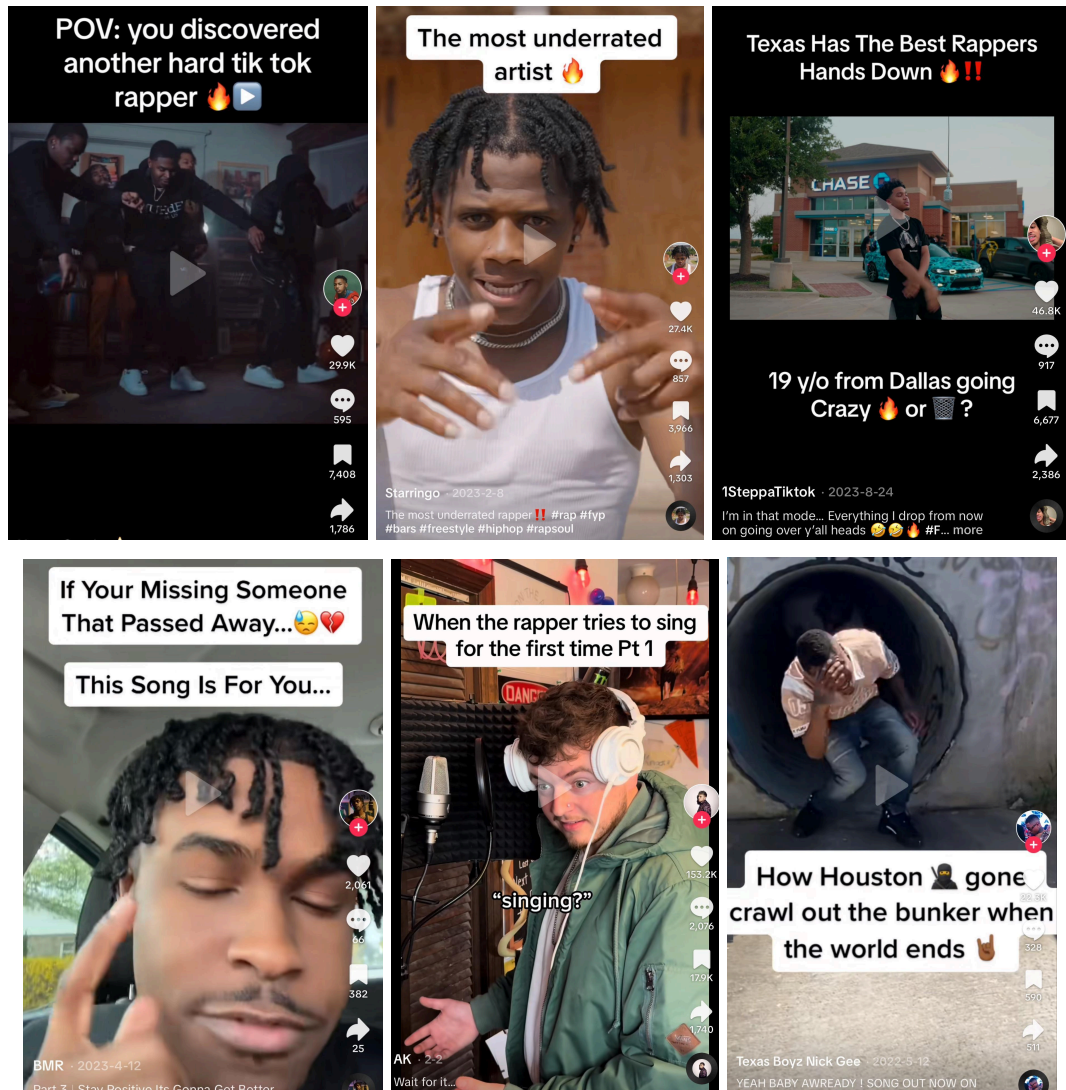
Why? Because when people are scrolling through their timelines, the headline can stop them in their tracks & cause them to want to see what your video is about.

We've attached multiple different examples of these hooks. Notice how people are writing things in these headlines that cause people to become intrigued.

Make sure to get creative as possible.

You can also have a "verbal hook" to go along with your headline. A verbal hook just means you say something attention grabbing at the beginning of the video that causes the audience to become interested.

(See examples below, click on them to watch the video)



2. Comment Reply Videos

An easy way to cause a video to get more views is to make it a reply to someone's comment. You can do this on both TikTok and IG reels, simply click on a comment, & reply with a video. You can upload a video you've already made as a reply, or make one on the spot.

The algorithm on both IG & TikTok seems to respond well to these videos, they usually get 2-5x more views than if you were to upload a video with no headline or comment reply.

Examples below:



Be sure to try both hook & comment replies on your content. See which one generates the most attention, then repeat the same strategy.

Here's some other methods that will organically improve the reach of your content:

Hashtags

Using hashtags in your video captions is a great way to tell the platform who to put your content in front of. Check out some of the hashtags in the videos throughout this course for inspiration. Commonly used hashtags for artists can be:

- #RappersOfTiktok (or #RappersOfInstagram)
- #yourstaterapper (Insert your state name, ex: #floridarapper)
- #yourcityrapper (insert your city name, ex: #atlantarapper)
- #similarartist (insert rapper name, example: #gunna)
 - If your music sounds like something the fans of a popular artist would like, use that artist's name as a hashtag. This will give you a better chance to get in front of the right audience.

- What artists do people usually compare your music to? If you commonly get compared to certain artists, those artists would be great to use as a hashtag on your videos.

Note: Make sure not to use more than 4-6 hashtags per post MAX. If you use too many, the platforms think your account might be run by a bot. Using too many hashtags will lead to your videos getting **less views**, not more.

Consistency

The platforms put people who post consistently in front of more people. It's simple math really.

Example:

If you only post on tiktok once & that video gets 400 views, then your account has only been seen 400 times.

However, if you post on tiktok 10 times & each video gets 400 views, your account has now been seen 4,000 times. See the difference?

So yes, even if your videos aren't immediately going viral, the more you post, the more you will be seen. Every view adds up & you never know who's watching, so be sure to be as consistent as possible.

Another reason to be consistent is the more posts you make, the more chances you have to go viral, and the more different content marketing methods you can try.

After you've posted 20-30 videos, you'll be able to analyze your videos & see which ones got the most engagement. Now, you know what type of content brings you the most attention. From there, you can just keep making the type of content you know brings you the most engagement.

If your videos don't get much attention first, don't be discouraged. Keep posting, you'll find your audience over time.

We know it can be hard to stay consistent, which is why we suggest making your content in batches.

Batch content creation is when you make multiple videos in one day. Here's an example:

- 4 Days a month, you make 5 videos on these days.
- 1 day out of the month, you edit the videos you shot.
- Now, in only 5 days out of an entire month, you have 20 different videos to post. You now have the rest of the month to do other things.

You can do this in whatever way works best for your schedule. It's a much easier method of creating videos, instead of trying to make a new video every day.

Does this sound like too much work for you? You're either going to need to pay someone else to help you, or reevaluate how badly you want to be successful as an artist.

Reposting the same content (Mainly on TikTok)

Did your video not get enough attention the first time you posted it? Cool, post it again.

Did your video go viral the first time you posted it? Cool, post it again.

On TikTok, the algorithm will show your video to at LEAST a few new people every time you post, so it can be worthwhile to post your video again.

To give the video a fresh feel, consider changing the headline, caption, etc, but use the same video for the actual content.

There's been countless times when people's videos didn't go viral until the third or fourth time posting. Or their video went viral again after reposting the same video, so don't be afraid to post the same video multiple times.

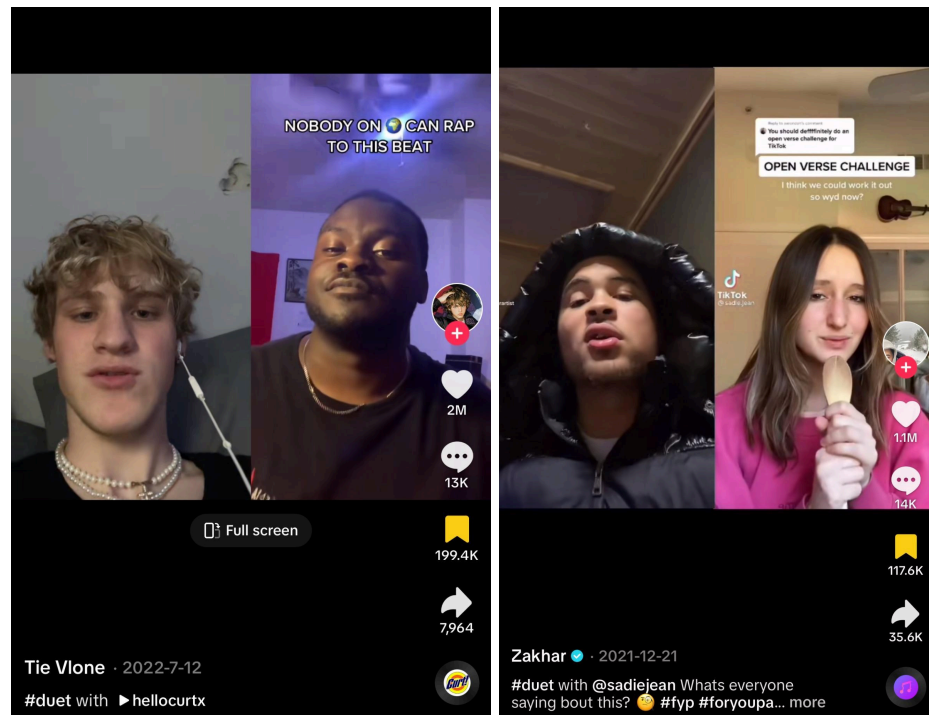
Note: Don't overdo it. Posting the same exact video 20 times in a row will likely turn your followers off because they'll feel like you're a spammer, & your content is boring. When reposting the same video, break it up. Post a few different pieces of content in between & THEN don't be shy to repost the same video. Nobody likes a spammer.

Duets (mainly a strategy for TikTok)

Duets is when you collaborate with another person in your content by “dueting” their video. For example, many producers create “drop a verse on this beat” videos, where they play a beat, & anybody can hit the “duet” button on Tiktok & post a video to it.

These are great because they’re likely to get solid engagement, & if they’re really good, you may even get the original content creator to repost your work, exposing you to tons of new potential followers & fans.

Are you a great singer, rapper, etc? Duets may be a good strategy for you. Check these examples out below:



As you can see, content & understanding the ways to grab attention with it are an extremely important part of growing as an artist in today’s era. This is Blueprint #1 because almost anyone can do it. All you need is your phone & a little creativity. Content can make you grow organically, but when you combine your content with Blueprint #2.. You start being able to predict your growth.

Let’s get into it below.

Blueprint #2: Social Media Advertising

Running ads allows you to guarantee you achieve results.

Running social media ads is the foundation of paid music marketing in today's era.

Why? Because:

- You're guaranteed to be placed in front of real people.
- You can guarantee your content will be seen by thousands (or even millions).
 - You can start with as little as \$1.
 - You can do it yourself whenever you want.

Not only that, remember all of the content we talked about you creating in the last section? Advertising is the perfect tool to combine with that content.

It doesn't matter if you only have \$1 to spend on ads or you have \$1000, it all adds up. This section is for those with any level of budget, no matter how big or small.

Is your budget literally \$0? Checkout this section anyway, it'll come in handy in the future when your budget increases.

The "Big 3" Of Running Digital Music Ads

When it comes to running ads for music content, there's three platforms that you want to focus on. They are:

Instagram
TikTok
YouTube

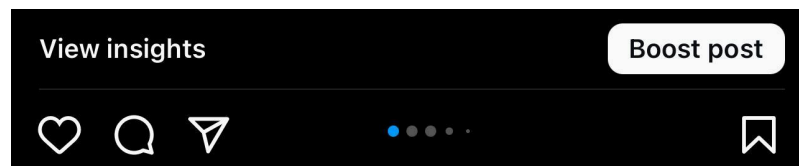
You don't have to run ads on all of these platforms at once, but running ads on at least one of them is a good place to start.

We're not going to go into complete depth about all of the advanced methods of setting up campaigns, creating audiences, retargeting etc right now, but they will be covered in a future course.

For now, let's make sure you understand the basics first.

Instagram:

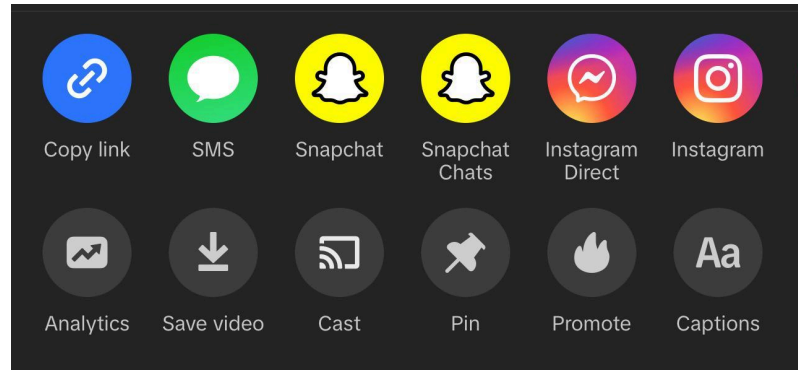
- Owned by Meta (aka Facebook)
- Simple Quick Start: Can run ads directly on IG by making your page a business page, then hitting the "Boost" button



- Can run more in depth, advanced campaigns via the [facebook ads manager](#) (recommended long term approach)
 - Why run your campaign this way instead? Because it allows you to have much more control over your campaigns. You can create custom audiences, market to only your followers, choose advanced campaign goals & more. However, running campaigns through the ads manager is a little more complex, so keep that in mind.

TikTok:

- Simple Quick Start: Can run ads directly on TikTok by hitting the "promote" button



- Can run more in depth, advanced campaigns via the [TikTok ads manager](#) (recommended long term approach)
 - Why run your campaign this way instead? Because it allows you to have much more control over your campaigns. You can create custom audiences, market to only your followers, choose advanced campaign goals & more. However, running campaigns through the ads manager is a little more complex, so keep that in mind.

YouTube:

- Owned by Google
- Can run ads on your music videos (or any YouTube video of your choice) via the [Google Ads Manager](#)
 - Running ads here may seem a little complicated at first, but once you get the hang of it, it's powerful.
 - You can use this to market your videos, songs, etc. It's a great way to market your music and guarantee your video gets more views organically.

Things to know about running ads:

Each platform has guidelines that you must follow in order to be able to promote your content. These rules vary a little depending on the platform, but generally, these are things that could potentially cause your ads to be rejected:

- **Profanity**
 - You can usually get away with it on Instagram & Tiktok, but YouTube is very hit or miss about approving videos with profanity
- **Vulgar imagery** (fake blood in a video, someone tied up, etc)
- **Smoking** (blunts, weed, cigars & cigarettes in the content)
- **Alcohol** (bottles in the video, taking shots, etc)
- **Guns/Violence** (guns in the video, even if they are not real)
- **Partial nudity/sexual content** (kissing, girls twerking, girls showing too much skin or cleavage, etc)

Does some of your content have the things we listed in it? When it comes to getting your ads approved, Instagram/FB & TikTok are generally more lenient, but YouTube is much more strict. This doesn't necessarily mean your content will get rejected, but it is more likely. You can always try submitting your content for ads approval, if it is rejected, the platform will tell you why.

If you want to **guarantee** you can run ads on a piece of content, it's best to keep it as clean as possible. Blank out curse words, blur out nudity/don't have any nudity, no guns, weed, liquor in the content, etc.

You can still get the message across without putting these things in your content. For example, instead of having a liquor bottle in your video, have people sipping out of red cups. People will get what you're going for. We know it can be annoying to have to clean up your content, but isn't it worth it when it allows you to put your music in front of thousands of new people every single day?

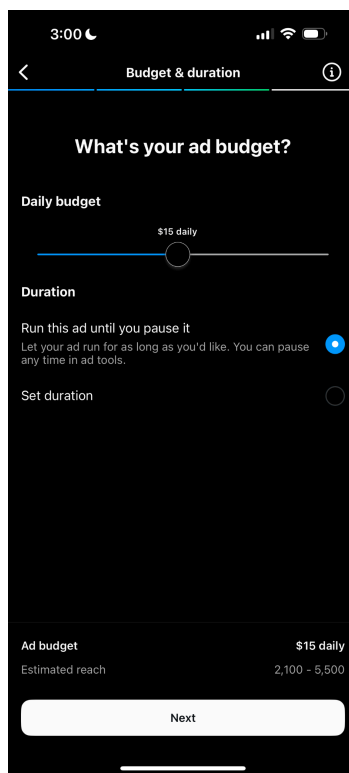
Ad Budgeting

When it comes to how budgeting works, all three of these platforms are set up pretty similarly.

On Instagram/FB & YouTube, you can start with as little as \$1.

With TikTok, you can start with as little as \$8 if you use the “Promote” button, or \$20 if you use the TikTok ads manager.

The bigger your budget, the more people your content will reach. Each of these platforms will give you estimates of what to expect before launching a campaign, so you’ll know what you’re paying for.



You might be surprised with what a small budget can do, so be sure to give running ads a try.

Recommended Approach

A good way to guarantee your campaigns perform well:

Take the content that has done the best on your page organically & use it in an ad.

Remember all of the content you've been making? Which video got the most attention from your audience when you posted it?

The videos that have already performed the best will likely also perform the best as an ad.

Ads also can be a good way to test if something is good or not, because it will put your content in front of more people. If people really love it, they will say something. If they really hate it, they will say something too. Ads are a good way to generate feedback.

Test, Test, Test.

Be sure to experiment with different content, strategies, etc when running ads until you find what works for you. Over time, you'll develop your own winning formula.

Want to become known in your city, state, etc? Ads are good for that. You can select to run ads exclusively in your city, state, region etc if you like. So if you're looking to grow your local buzz, ads can put you in front of the people in your area.

Now that you have a baseline understanding of running ads, let's move to the next blueprint.

Blueprint #3: Seeding

Ever wondered how artists get posted on large instagram pages like SaycheeseTV? This is How.

What is Content “Seeding”?

Seeding is just the process of taking content, & spreading it around on multiple platforms. You’re planting “seeds” on these pages, hoping that they result in growth for you as an artist. Seeding is a key formula for making things go viral.

Remember the content that you’ve been making from section one? Seeding is another great strategy to combine with that content. This is why we said that content is the foundation. It’s at the core of nearly every successful music marketing strategy.

Getting your content posted on large pages such as Akademiks, Worldstar, No Jumper, The Shaderoom, etc can be expensive, but even if you can’t afford to get posted on those pages, you can still apply the following strategies on pages that you can afford to get posted on.

There are pages that charge \$15-\$25 for a post, so you just have to find pages within your budget.

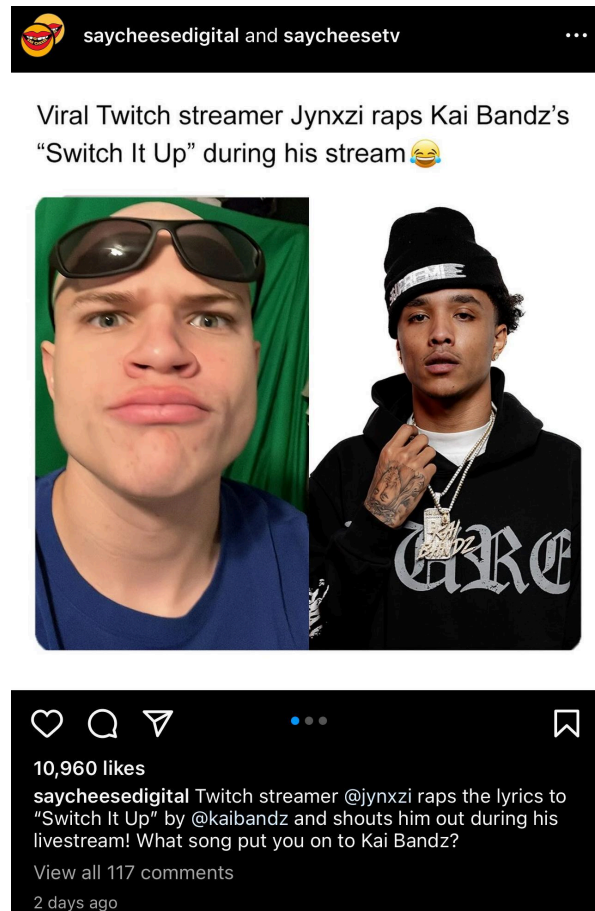
Note: We’ll mainly be talking about this strategy for use on Instagram, but you can apply this same strategy with Twitter pages, YouTube Channels, TikTok pages, etc. We recommend starting with instagram if you’re new to this form of marketing.

How to Seed:

If you’ve been wondering why “all of a sudden every page seems to be posting this new artist”, it’s because they or their team are paying for it. It’s really that simple.

Very little in the music industry happens on “accident”, it’s just designed to look that way. Let’s teach you how to do it like a pro.

Example of a paid marketing post:



Step One: Finding & Choosing which pages to be posted on

“Which pages should I pay for a post?”

Well, it depends.

Choosing the right pages is important, you don’t want to waste your money.

Here’s a few things to consider:

What type of music does this page usually post?

If you're a conscious lyrical rapper, getting posted on a page that posts music like Yeat, Playboi Carti, etc is probably not going to go well. The fans of that page aren't following the page for conscious music, so your post probably won't result in many followers, streams, etc.

Make sure to evaluate which styles of music seem to get the most attention on each page you look at. If the page doesn't post much of your style of music, you may want to consider getting posted somewhere else. You can always try, but just don't be surprised if the post doesn't perform well.

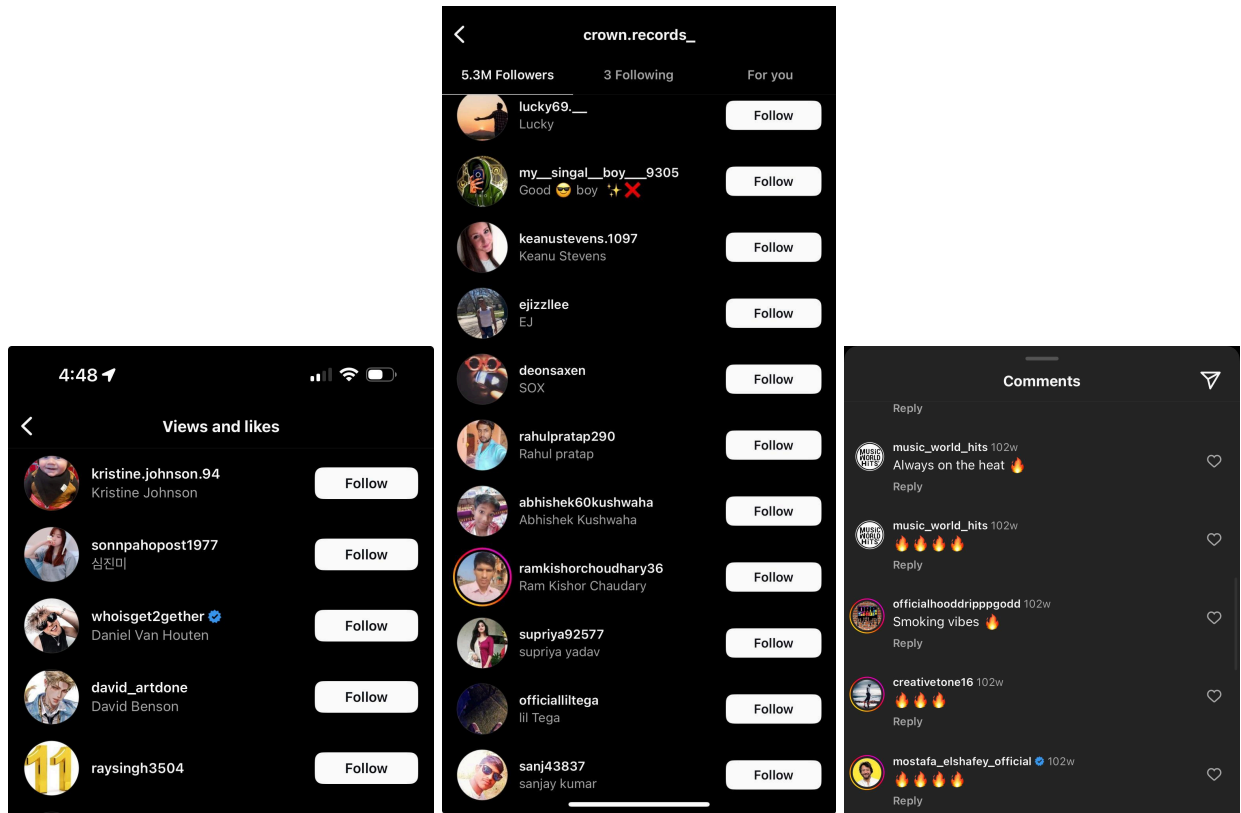
Does this page have a real following & organic engagement?

There's no need to pay a page to be posted in front of a bunch of bots. That's not going to do anything for you. Posts on pages with tons of fake followers, fake likes, or little engagement is a waste of money. Here's a few ways to tell:

The likes, followers, & comments on the page just don't make sense.

Go through the likes, comments, and followers of the IG page you're evaluating. Does it look off? A bunch of fake Indian accounts following the account & liking the posts? Do the comments sound & seem fake? They probably are coming from bots.

Here's some examples of questionable likes, comments, & followers. If it doesn't feel right, it probably isn't.



The page is constantly losing followers.

If a page is constantly losing way more followers than they're gaining, it's likely followed by a lot of bot accounts. You can check this by making a free account on [Socialblade](https://socialblade.com), search up the instagram account by name, & you'll see how many followers they are losing/gaining everyday.

INSTAGRAM STATS SUMMARY / USER STATISTICS FOR CROWN.RECORDS_ (2024-03-31 - 2024-04-15)					
DATE		FOLLOWERS		FOLLOWING	
2024-03-31	Sun	—	5,387,320	—	0
2024-04-01	Mon	-2,668	5,384,652	—	0
2024-04-02	Tue	+681	5,385,333	—	0
2024-04-05	Fri	-5,320	5,380,013	—	0
2024-04-06	Sat	-971	5,379,042	—	0
2024-04-07	Sun	+6,472	5,385,514	—	0
2024-04-08	Mon	-269	5,385,245	—	0
2024-04-09	Tue	-6,964	5,378,281	—	0
2024-04-10	Wed	-419	5,377,862	—	0
2024-04-11	Thu	-280	5,377,582	—	0
2024-04-12	Fri	-605	5,376,977	—	0
2024-04-13	Sat	-326	5,376,651	+1	1
2024-04-14	Sun	-1,038	5,375,613	—	1
2024-04-15	Mon	+445	5,376,058	+2	3
Daily Averages		-2,098		—	
Last 30 days		-62,940		—	

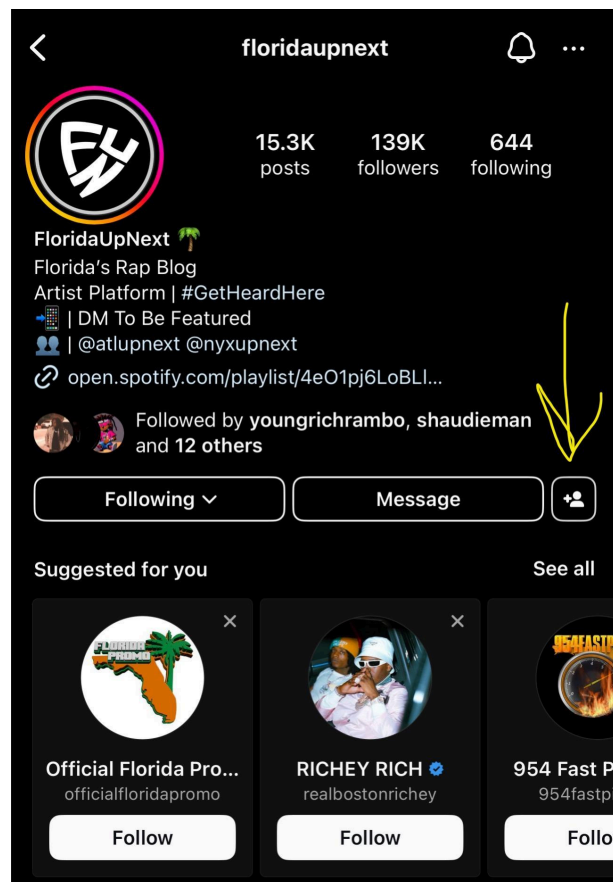
Note: Major labels use this & other tools to find out if artists following are fake. So make sure you don't buy any followers. The labels & professionals can tell. It will turn them off from you immediately.

If the engagement on a page is fake or very low, don't pay for a post. There's no need to pay to be posted in front of nobody. But being realistic is key. If a page only has 10K followers & their video posts are getting 1,000-3,000 views on average, that's not bad. However, if a page has 100K followers doing the same numbers, that's terrible. Make sure your expectations for the page match how large the page is.

Finding pages

If you're looking for pages to get posted on, start by searching up a page you may be familiar with, for example, search up FloridaUpNext on IG.

An easy way to find more pages is to hit the similar pages button. This will display more pages with similar followers to the page you're currently on. Repeat this process consistently to come across potential promo pages.



Search for hashtags

Searching for hashtags on Instagram is another great way to discover potential pages to be posted on. Search up bigger artists that are in your genre, such as #gunna for example. This will pull up multiple pages where he has been posted, resulting in you potentially finding pages to be posted on.



How to get posted

Most music pages will have some way to contact them on their page. You can use the contact button to send an email (or text if that option is available), or send them a DM. Most pages will respond to your DM, but if you have no luck there, try email (or text). Be patient, many of these pages get a ton of messages per day.

You can say something very simple, such as “How much for promo?”. Most pages of this nature will respond with a price list. From there, you can pick the promo option that works best for you.

Next, you'll provide them with the payment, & the content you want to get posted. Tip: Make payments with PayPal if you can. Some pages don't accept Paypal payments, but pay with it if they do. That way if the page doesn't post your content, you can file a PayPal claim & get refunded.

Pro Tip: Make a list

As you start hitting multiple pages up & getting pricing back for promotion, make a list on google sheets (it's free), or excel, etc. List the page name, their follower count, & their pricing. This will make it easy for you to create campaigns around your budget later by looking at the sheet, & deciding which pages you can afford to get posted on.

Want to skip a step? We already have an extensive database of pages & pricing in house at Hidden Hand, so stay tuned to purchase access to our list at a later date.

“What should I get posted on these pages?”

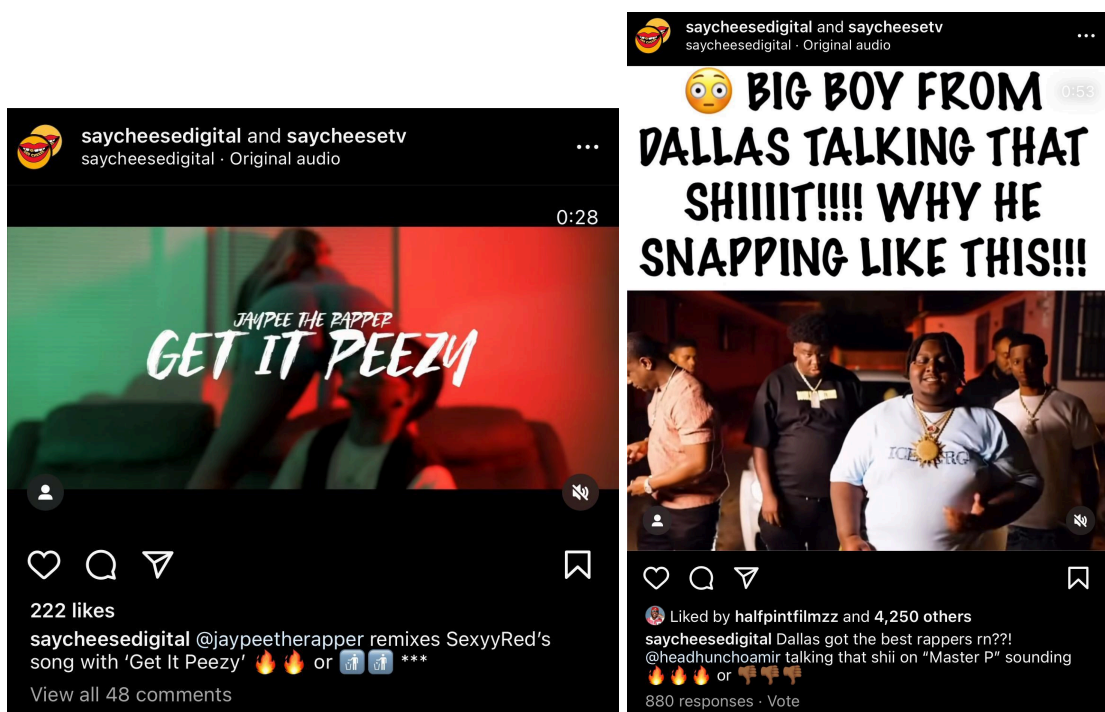
Similar to the strategy we mentioned earlier in Blueprint #2, take the music content that performed the best on your page, & get that posted. If your audience liked it, it's likely somebody else will as well. Since you're spending money for each post, you want them to post the best content you have.

Be sure to study the format of the page you're getting a post on as well. What posts get the most engagement? How are these posts formatted? Do they have a catchy headline? Do they have lyrics on the video? Etc.

Sticking to the format of the page you're getting posted on will lead to better results 90% of the time.

Example:

Both of these artists paid the same price for a post.. but one artist formatted his post similar to the style Saycheese frequently uses (added a headline), while the other one didn't. Can you notice the difference in engagement?



Many pages will format the post to match their page theme for you. However, some don't offer this, or they will charge extra for it. So keep that in mind. Posts with some sort of attention grabbing headline do better than posts without one 95% of the time, so don't hesitate to add one to your content.

***BONUS:** How We Made A Major Label Artist Go Viral Using Seeding*

The budget for this campaign was **under \$1,000**. Going viral doesn't always require a massive budget.

Due to NDA agreements with Sony, we cannot disclose the name of this particular artist. However, we will tell you how the campaign was run. Learn from this artist's campaign.

This artist was based out of Florida, so the goal was to continue to build his buzz in the Florida market.

The artists team provided us with some great content, as a student had recorded themselves dancing to his music in class.

We then took this content, & built a captivating narrative around it in the post headlines.

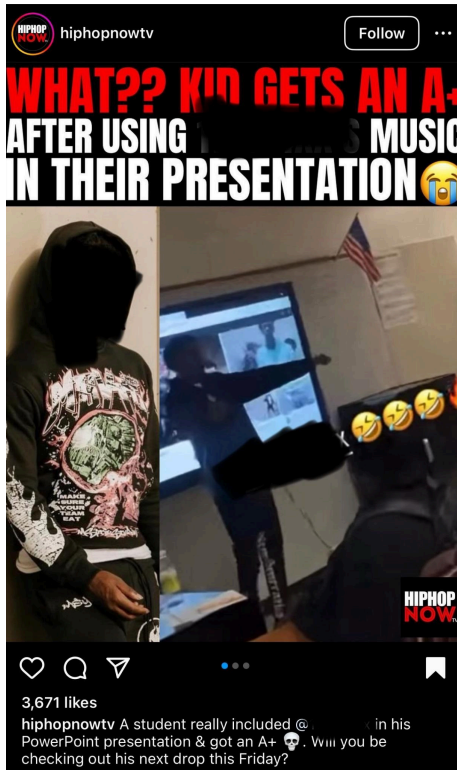
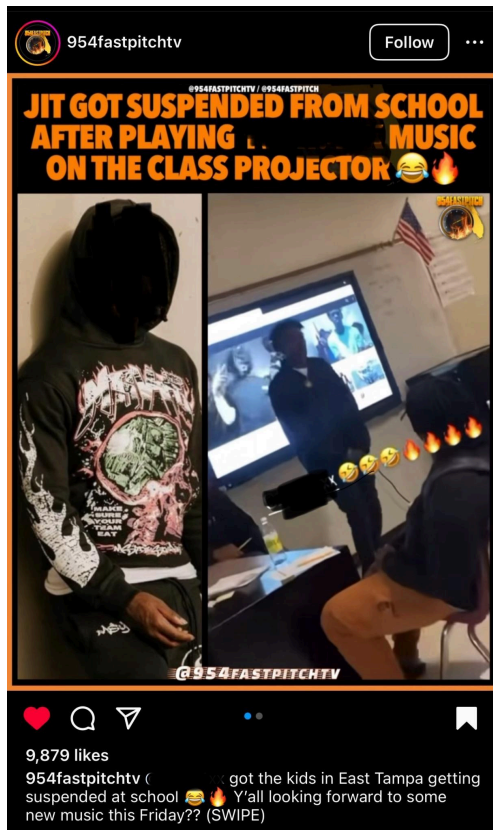
They were:

1. The Kid was suspended after playing The Artists Music In Class
2. The Kid got an A+ on his presentation after playing the artist's music in class.

Both of these headlines grab people's attention as they are scrolling their timelines, causing them to stop & check out the video.

Good content + Good Music + Good marketing = Success

These four seeded posts alone nearly generated 1 Million views:



One of the keys to improving the success rate of your campaigns are captivating, creative headlines.

They can make all the difference in the amount of attention your videos get when you pay for a post.

There's tons of content being posted everyday, so headlines are a great way to make your post stick out.

This client ended up gaining over 5,000 followers, seeing an increase in his YouTube subscribers & streams from this one short campaign that was under \$1K.

The content was good, people liked the music, we created an interesting narrative & got it posted in the right places.

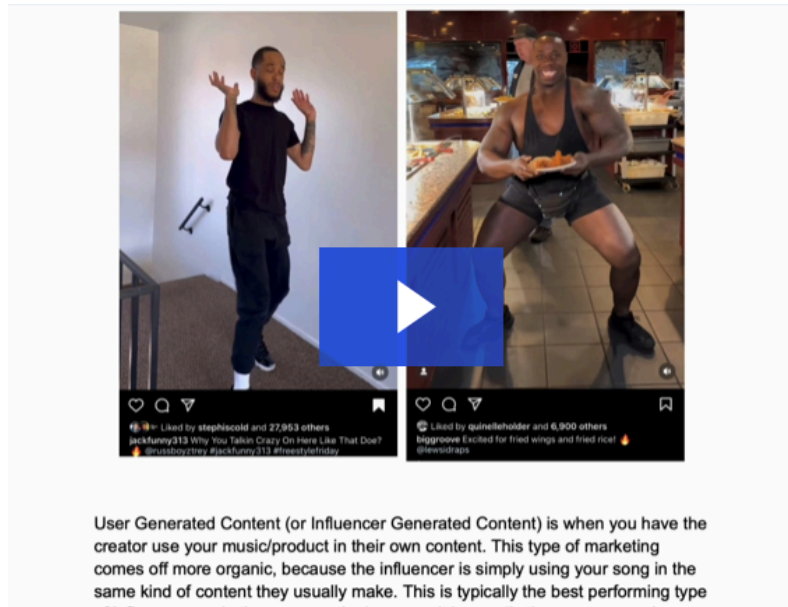
This just goes to show that you don't have to have a huge budget to achieve some level of success. Start small, & as you have more to invest, invest more. Slow progress always beats no progress.

Now, let's get into the final Blueprint.

Blueprint #4: Influencer Marketing

The power of influence cannot be denied.

Click Play to Watch Video Version of This Section



What is Influencer Marketing?

Influencer marketing is simple. Someone has a following, or “influence” over a particular group of people, & you want them to use that influence for your benefit by marketing or promoting something to their audience.

We know that in our society, people are heavily influenced by the opinions of others, so if somebody who people think is “cool” starts saying your music is cool, people will gravitate towards you.

When you think of typical influencer marketing, you may think about paying somebody with millions of followers to post your music, but that doesn’t have to be the case.

People can have “influence” on a smaller level. The most popular kids in school have a level of influence over the school's other students.

The most popular DJ in your town can influence the club-goers in your city.

The most popular girls in the city can influence other girls, etc.

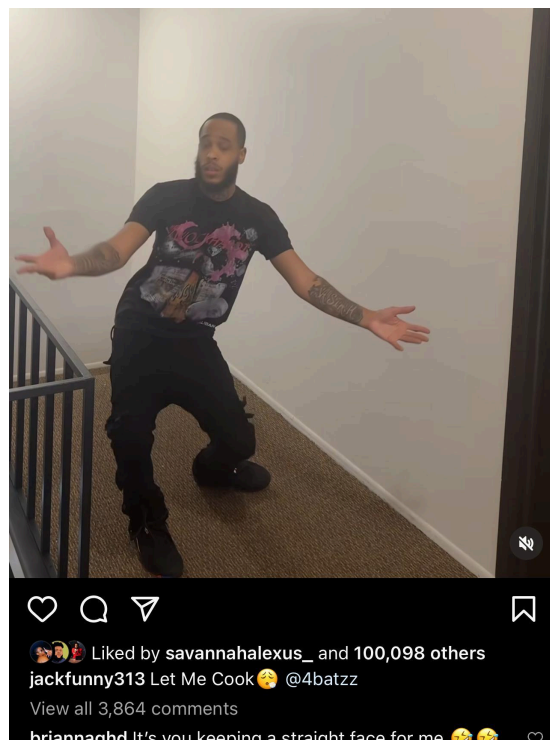
So you don't have to spend thousands of dollars, you just have to figure out what your marketing goals are, & find people within your budget that can help you reach them.

Influencer marketing & the seeding that we discussed in the last section are pretty similar, in fact, they work well together.

How to do influencer marketing right

When it comes to influencer marketing, you're just looking to get in front of someone's audience. They could be a dancer, a comedian, an IG model, etc.

Example influencer marketing post (click to watch)



Here's a few things to consider when deciding who may be a good fit for your marketing needs:

Is this person's following the right audience for my music?

If you know you make more laid back, smooth music, then maybe paying someone who posts more aggressive music won't be the right influencer.

Analyze the audience of this influencer

Read through comments & click people's pages, look through the influencer's likes & followers, analyze the type of content that the influencer is posting. If you don't think their audience is the right fit, find someone else.

Check for engagement

Like in the last section, the same rules apply (read the last section if you need a full refresher).

Make sure that the followers, likes, & comments all look authentic. Check socialblade to make sure this person's account isn't losing tons of followers.

Make sure that the engagement level on the page you're paying for makes sense. If nobody is engaging with this person's content, find somebody else.

Do they have any examples of promo posts on their page?

Some influencers frequently do promo posts for artists, brands, etc. If you're considering an influencer, scroll through their page to see if they have any promotion posts they did in the past still up.

If so, you'll be able to analyze how this post performed on their page. Some influencer's audiences don't engage much with their promo posts, so keep that in mind.

Types of influencer posts:

User Generated Content



User Generated Content (or Influencer Generated Content) is when you have the creator use your music/product in their own content. This type of marketing comes off more organic, because the influencer is simply using your song in the same kind of content they usually make. This is typically the best performing type of influencer marketing you can do, however, it is usually the most expensive.

Promo Posts



These types of posts are when you have an influencer post your content on their page. You provide the content, & then they put it in front of their audience. These posts can be hit or miss depending on the influencer, as some influencers followers will not engage with your content.

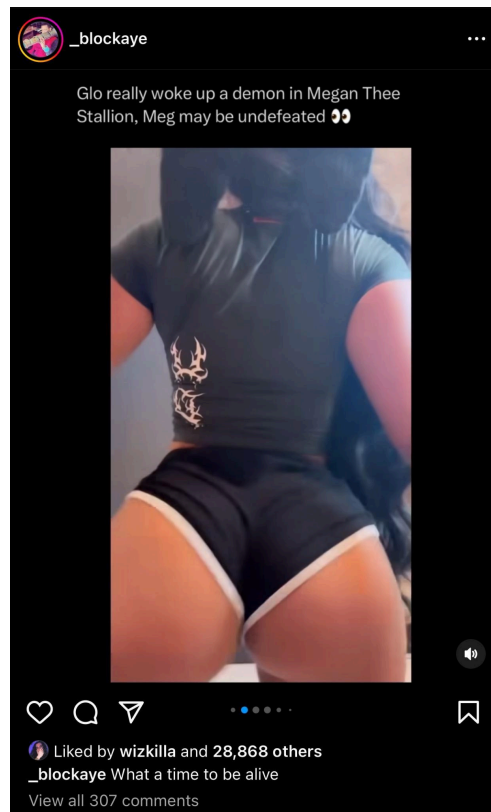
When paying an influencer to post your content like this, be mindful of what type of content you're asking them to post.

For example: If you're paying a comedian to post your music, sometimes it can be better to pay for a story post than to pay to be posted on their feed. Story posts can be cheaper, & they will come off more naturally.

Posts like this are essentially “seeding”, but instead of doing it with a content page, you’re doing it with an influencer. It can work, but the seeding we discussed in the last section may provide better results if you’re looking to get your own content posted instead of having the influencer create their own content.

Keep it Natural

This might look like a regular post, but it’s paid promotion.



When it comes to influencer marketing, we recommend paying them to use your music in their content. It is more expensive, but it’s much more effective.

The reason that it works better is because the content looks more “natural” & less like an advertisement.

You want your influencer marketing to come across like you didn’t pay for it. Consumers feed into it more when they think the influencer is just rocking with your music.

If you're looking for a cheaper way to promote, the seeding or advertising that we discussed in previous sections could be better.

However, you may be surprised by some of the prices of influencers with large followings. Sometimes, these influencers offer deals. So don't be afraid to reach out. You never know.

Don't be afraid to try paying an influencer to post your content either, just understand that it will likely get less engagement than their content usually does.

Just like we said in the last section, be sure to make a list. As you hit up influencers & get their pricing, be sure to turn this information into a database for you to use later.

Now, let's tie all of this together.

Tying It All Together

All of these strategies have the same goal.

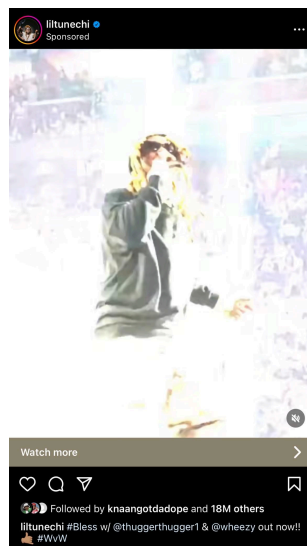
If you've read or watched up to this point, then by now, you should have a pretty solid understanding of our core Blueprint methods. It's no secret trick, no magic spell, it's just a bunch of proven market strategies that we know work.

The beautiful thing about this course is that all of these methods of marketing work together. In an ideal world, you would be doing a bit of all of them at once.

Creating content



Running ads on your content



Getting your content seeded on IG pages



Getting influencers to use your content/music



This is the power of a major label. They have the resources to do all of these things at once for an artist. So if your music doesn't seem to be growing as fast as an artist with a machine behind them, now you know why. So don't compare yourself to them. You might not know just how many resources they have available.

We know many of you may not have the resources to do all of these things at once, but that's okay.

Everyone can do the content part, because that's free. Most artists can also run ads, because all you need is \$1.

Even if you only were consistent in creating & posting good content around your music, you will see more progress than if you don't do that.

Run ads on your best content, & you'll see even more progress.

Take your best content & get it posted on pages with followings? You'll see even MORE progress.

Get influencers to use your content? You'll see even MORE progress.

The point is that this is a system. It all ties together. So even if you don't have the resources to do it all at once, just do the parts you can afford, & start doing the other things later when you can afford to.

It is not a race. You are not running out of time. Just be patient & do what you can.

The great thing is, whenever you're ready to activate any parts of this formula, you always have the Hidden Blueprint to fall back on. Watch the videos, or read the text. This will always be here to help you when you need it.

Even if you don't do everything we've covered in this course, just do some of it. At least put your content out there consistently. Even if you never spend any money marketing it, consistency (especially on TikTok) can lead to you blowing up without spending a dollar.

We hope you've enjoyed this course & found value in it.

If you would like to share your feedback, make suggestions for things we should cover, or get a 1-on-1 consultation with our team, simply email us at team.jdtheexpert@gmail.com

Now get to work.

PS. Check out "The 10 Mistakes That Are Ruining Your Music Career", This was also included in your purchase.