



Lesson: Promote an Album

Author: John Mlynczak

Level: Intermediate/Advanced

Resources: Nimbit® account

NAfME Standards:

6. Listening to, analyzing, and describing music.
7. Evaluating music and music performances.
8. Understanding relationships between music, the other arts, and disciplines outside the arts.

Objectives: Students will work in groups to promote a demo song using Nimbit.

Procedure:

1. Create a Nimbit account at www.nimbit.com.
2. Discuss and review the principles of marketing.
3. Select original audio files to promote and identify the target audience and marketing strategy based on the song. Students may also create original songs in Studio One for this project.
4. Select appropriate artwork and upload the songs and artwork as an album in Nimbit.
5. Promote the album using the student-defined marketing strategy and use the analysis tools in Nimbit to track downloads.
6. Follow up with fans by using the promo tools to increase exposure.
7. At the end of the project timeframe, discuss which marketing tactics were most effective and why.