Marketing yourself!

Like it or not...you are already MARKETING yourself. Everyday...how you talk, how you behave, how you perform, is all compiled into an image. We all live in a fishbowl. Whether or not you like the image you have, you are still marketing yourself. The end result of marketing is your image. That list you made is a glimpse of your image.

I am assuming that since you are in this class, you probably want to polish your professional image in order to appeal to your target audience. You can begin to work on that professional image now and cultivate a marketing attitude. A professional opinion may be needed later as your career progresses, but learning a few marketing techniques will enable you to understand and contribute to the process.

What is the difference between **advertising** and **marketing**?

**Advertising:**

The action of calling a product (or person) to the attention of the public especially by paid announcements.

- What is your favorite commercial? (car? Sports? iTunes? Phone?)
- Why do you like it?
- Why do you remember it?
- What part of the commercial caught your attention?
- Do you actually remember the product being advertised or just the commercial?
- Did you buy a product because of the ‘cool’ factor?

**Marketing:**

The process or **technique** of promoting, selling, and distributing a product or service. Marketing uses advertising as a tool to promote. Marketing promotes a product using techniques geared to connect with audiences’ instincts.

Good commercials tend to sell a ‘feeling’ or ‘attitude’ or ‘image’. How do they do that?

**Examples:**

- **Nike**: Just do it. ---They know how athletes feel about sports.
- **Calvin Klein**: Daring and skimpy clothing ads---They know teens want to be seductive and on the edge.
- **Starbucks**: Professional indulgence—They know that the upper middle class professional wants to splurge on themselves with the ‘best’.

**Marketing matters, a lot!** Marketing uses words and pictures effectively to identify the target audience with the product.

**Example:**

- Vaseline lotion has been on the market for years. Usually women buy it and the packaging is generic enough that men will use it. BUT there is a new marketing campaign focusing on men. The lotion is probably a similar formula it has always been, but the packaging and the words are geared to sell to men. They use phrases like, **makes your skin strong, and fortified**. The pictures they use are strong biceps.
‘Soft and supple’ would not attract men to the product as much as ‘strong’ would.

Advertising needs to be tied in with Marketing to create a BRAND/IMAGE so the target market remembers both the commercial but the product, company or person.

Marketing yourself:

It is not always easy to have the perspective of the audience. Watch video of your performances with an eye of your audience. Don’t just observe your technical performance. Pretend you are a member of your target audience and take a closer look at your appeal.

Focus on YOU:

Most people find it very hard to promote themselves. But when you are determining your marketing scheme, you should pretend you are NOT you and are observing another person.

First, make a list of your personal strengths and weaknesses.

Take the list you made earlier in class and add to it. Think POSITIVE. What are you GREAT at? Name everything, right down to your organizational skills and social interactions.

- Are you the life of the party?
- Are you especially focused?
- Other skills

Even if something is usually considered a negative, you can turn it into a positive.

- (ex: pushy kid can also be described as ‘a leader’ or future ‘executive material’.
- Someone who HAS to have things their way could also be called, tenacious.)
- NBStringz…came from the inner city in NY and rose by hard work and training. Made their background part of their image. They portrayed themselves as who they REALLY are. They say they bridge the gap between classical and popular genres.

Then ask your friend to make a list. Compare the two.

Also have THEM tell you what THEY like about you and what your first impression was.

Other things to consider when developing your image is:


What is your target audience/clients/customers? What do they need or want to know about you? Whatever image you have or wish to portray should fit in with what the target market expects. Give it to them.

- Will you mostly be facing a committee on the orchestra board? Of course, your technical performances are first, but they also want to know your character. Reliable? Comply with rules?
- Will you be playing for a young audience? They may want the WOW factor? Clothing/costume? Staging?
- Will your audience be musically educated? They may want to hear finer nuances and performance perfection. This may be in a formal setting.
- Will you be performing for an Artsy audience? They may value creativity more than the technique or the venue.
- Do you have art that will be displayed in a Museum? The end product is most important. The type of art could determine the type of museum or gallery showing.
- Will you freelance in graphic arts and photography? You will be working with the public AND dealing with businesses. You will need to be personable and maybe persuasive.

**Your interests:**
Think about the things you REALLY like: What draws YOUR attention? Do you have any social goals or projects you are passionate about? Knowing about these things helps your audience identify with you. Join groups you can identify with to increase your exposure and networking.

As far as your skills go, get out the thesaurus and find 2 or 3 different words that describe the skills you have. Are your fingers nimble? How about agile? Or, maybe lively?

**Take a look at the competition** and define yourself to be a bit different. Your ‘competition” could be another musician, company or artist. Look at their website with the eye of your audience. Is THAT competition meeting the WANTS? What are they missing that YOU can provide. Go to their concerts, look at their artwork. Watch the reactions of the people there.

As with any product or service....find the need (or want) and fill it.

Don’t be afraid to **show some personality** and to set yourself apart from the rest. Take those traits and build on them. If you are comfortable talking to audiences, then include some conversations, or stories in your performance. Interaction with the audience is a way to build a ‘relationship’ with the fans.

**Here are some Image Examples:**

- **One of my new favorites:**
  These two teenage brothers attended Julliard and Bloomingdale School of Music. They have a streetwise image and style. Tuxedoes would not work for their image.
From an online article: When we think of the Kronos Quartet we immediately think of their unorthodox concert attire and maybe their contemporary haircuts. We also think of the new music they have championed and how successfully they have marketed themselves. Their packaging is slick and memorable. http://findarticles.com/p/articles/mi_m2493/is_/ai_n25339099

- Elvis was marketed as a sexy rebel with swiveling hips and a great voice. At the same time they showed his polite, gentle and sensitive side. They made him feel accessible. His marketing campaign focused on females in their teens and twenties.
- From the beginning the Beatles were not a wholesome bunch of guys from Liverpool. They already had a following and would be a hit in the US. However, in order to broaden the audience base the management changed the Beatle’s image and marketed them to appeal to the PARENTS of the focus group (teen girls). If parents approved, then more daughters would be allowed to buy records etc. In addition, up until this time the boy band market was already saturated with the Elvis look. By setting them apart from the rest of the ‘normal’ bands of the day, the Beatles made musical history. Later their image changed to meet the culture of the same focus group that had grown older. They grew with their fan base.

Take what it is about you that will appeal to a certain focus group and build your image on it. If you have an ‘image weakness’ like the Beatles previous rebel look, modify it to meet the expectations of your market.
A few miscellaneous notes about your Web page:

As I understand it, you are already in the process of tweaking your resume and will be ready for the web page when I return.

- There will be a link to open the resume on the web page.
- The first page will have your picture and the introductory paragraph.
- Decide which phone number you want to use.
- The first paragraph of your web page will be the more creative element and what you will want it prepared before the web class on the 28th. This first paragraph will not be your resume. It is an interesting introduction to who you are and what image you want to have. Make it interesting by using descriptive words and convey your image attitude. Don't forget to say what you do...Voice? Drums? Instruments? Graphic Arts?

Bring everything on a flash drive or send it to yourself in an email.

- Picture
- Sound (optional)
- Interesting opening paragraph
- Resume

Please send me your photo ahead of time so I can reformat and resize it for you, unless you already know how to do that. 200 px wide is a good size for the web.

The templates I have are purposely generic. They are made so you can change things a bit to suit your tastes. You can find them on my Oberlin web page, www2.oberlin.edu/staff/plwest. Browse through and decide on one that is acceptable. You may want to change the color or font, so you can decide on that theme ahead of time. Email me with any questions. Patricia.west@oberlin.edu

My business page River-tree.net has marketing articles you may be interested in. They are relevant to most situations.

When you hire a professional web designer in the future, you will want to have them custom design your site. You can save money by knowing what you want and by giving them a clear idea of what direction you want to take your career. If you find yourself living in a big city and designers are really expensive, find a designer (online, of course) that lives more in the Midwest where their cost of living is lower. They will charge less. Everything can be handled through email.

Freebee sites are OK if you are able to get one without advertisements. They are very limited in what you can do. BUT if you get a simple professional looking template, it will do for a while, depending on which direction your career takes you.

Blogs:
Blogs are another way to go, depending on the image you want. It is more casual. You can allow or disallow comments and treat the blog as a website. Again, the layout and color schemes can be limited, but is an option. Usually you can load pictures and sound easily on a blog. Personally I find it hard to configure them to the design I want.